

LEAD ME THERE

Lead, South Dakota

El Jefe's Turns "1"!



On August 27th, El Jefe's Fresh-Mex Cantina had it's first anniversary. It's no small feat to reach a year in the food business. We are so proud to have this great place in Lead! Thanks to Tom, Karen and team for your hard work! Wishing you many more years of amazing business!

August Mixer in Conjunction with Lead Live!

-Sierra Ward
The August mixer was held at Manuel Brother's Park in conjunction with Lead Live, hosted by the Handley Recreation Center (HRC). In previous years the Chamber has organized and hosted these events, but early this year it was decided to refocus our efforts and the HRC offered to take over. We couldn't have been more grateful to have their help making Lead a fun place for community and families! They did an amazing job of hosting three great summer events. The June one got rained out of the park but retained an awesome crowd at the HRC



building on Miners Ave. In July we enjoyed an awesome health and wellness event sponsored by Regional Health and the August party featured bounce houses and Smokey the Bear with a special emphasis on thanking our First Responders and Military. The Fire department made an appearance as well as the National Guard, who brought a wrecker. **We again thank the HRC and their board for all their work putting on three great Lead Lives!**

Tales From Lead

-Dennis W. Palczewski
In visiting with Sierra I came up with the idea of writing a short story each month. My first thought was to call these writings, "Folklore from Lead," which will work after I am able to visit with people concerning this type of writing. The definition of Folklore is this: The traditional beliefs, customs, and stories of a community, passed through the generations by word of mouth. Therefore, I will use, "Tales from Lead", instead.
If anyone has Folklore or stories they would like to share I invite you to come to the shop and we can write them down together. If I had written down people's stories since I arrived here, I would have many, but alas no.
What I know about Lead is that the people have been kind and welcoming to Amy and myself since we arrived the first week of May. For

people who do not know, Amy grew up in Bison and I on a farm/ranch a half mile from the South Dakota border south of Scranton, North Dakota. We met when I was ranching with my twin brother sixteen miles south of Prairie City, South Dakota, which is about 100 miles north-east of Lead. We moved to Ames, Iowa in 1985 as Amy studied rural Sociology for her Masters Degree and she began teaching in Des Moines, Iowa at Grandview University and plans to retire next May after year 32. I studied Public Service and Administration in Agriculture and received my Bachelors degree in 1991 from Iowa State University.
We will retire in Lead and run our gallery and used bookstore and enjoy painting, writing, shoveling snow and getting to know the people of Lead.

Visit Dennis and Amy @ Miners' Tin Cup
209 West Main Street.
They'd love to hear your stories!



Chamber Hosts Author for CRISPR Discussion



-Sierra Ward
With Deep Talks taking it's summer hiatus (it returns on 10/10) the Chamber welcomed the opportunity to host a science talk by visiting author L.H. Draken. Draken recently published a novel that features a plot heavy with gene editing and the emerging CRISPR technology. "I wanted to discuss this new technology from the perspective of a writer and continue the discussion around the philosophical questions that it raises," said Draken, "I have a science background but I'm not a biologist. I don't come at it as an expert on CRISPR, but as someone who recognizes how important this technology will be and how it might affect our lives and the political developments of our world."
She started her talk with a fairly easy to understand explanation of the science. "I published my book, The Year of the Rabid Dragon in early November 2018, writing about a Chinese scientist who flaunts western expectations and uses CRISPR to his own malevolent ends. Two weeks after publishing the book, news broke that a Chinese scientist had flaunted western expectations and used CRISPR to edit the genome of twin baby girls who had just been born. I don't like to say that my fiction was predictive and be all 'I wrote it here first but--'" she said, laughing, "I wrote it here first."

The audience on August 20th came from all backgrounds. The new CRISPR technology has made headlines in the news and popular culture much more lately and people were eager to find out exactly what it is. Alex Portal from the Black Hills Pioneer remarked with great interest that he'd never considered the agricultural ramifications that were mentioned. Indeed, the scope and questions about where this tool could take us seem nearly endless.
"It's hard to understate the potential for CRISPR gene editing in the coming decades. From improving crop yield in agriculture, to cures for cancer and genetic defects that science has as of yet been incapable of breaking to making humans better capable of dealing with space travel and live in different environments. The accuracy possible with the enzymes associated with the CRISPR tool means we can edit the genomes of plants and animals faster and with greater accuracy than ever before. Nearly every day it seems a major new breakthrough is announced by scientists in labs all over the world. Predicting how it will affect the evolution of every species on earth is impossible to state," says Draken.
"It is natural to be fearful of the possibilities - we are always afraid of those things we don't understand or can't predict. But this technology comes at a time when other countries with other motivations are rising to prominence on the world stage, and it is important that our scientists keep at the cutting edge of this information, while they continue to keep the discussion about how the tool is used and monitoring its effects. We are entering an era, where control of information is going to be the driving force of conflict and progress."

You can view the entire talk here: www.YouTube.com/Z4SfAWGNHJM

SEPTEMBER CHAMBER MEMBERS

Thank You to NEW BUSINESS MEMBERS - Nellie Enderby, Real Estate Agent // **Thank You NEW INDIVIDUALS MEMBERS** - Jamie Meyer & Bree Oatman // **Thank You to RENEWING MEMBERS** - Common Cents Gas Station & Convenience Store // Barefood Resort // Black Hills Laundry & Drycleaning // Britney Routh, Real Estate Agent // Cadillac Jacks Gaming Resort // Dakota Spur Hotel // EB Communications // Garret TenBroek, CPA // Mystic Hills Hideaway // Saloon #10 // Wharf Resources // **Thank You to RENEWING NON PROFITS** - Black Hills Area Community Foundation // Prairie Hills Transit // Twin City Anima Shelter
We're so happy you're a part of everything we do!

SEPTEMBER MEMBERSHIP SPOTLIGHT: REAL ESTATE

September marks the beginning of new things, a season, school, and a general feeling of fresh starts. Oftentimes this means a fresh start in a new home. If you're thinking about buying or selling you might be doing so now. We hope you'll consider the exciting Lead market in your hunt! And if you're selling, it's an amazing sellers market! Check out some industry reports and get to know some of our amazing real estate agent members! - Sierra Ward

State of the Market: Lead

-Eric Henneman

For many sellers, one of the most important things that has changed is Fewer Days On Market. There is nothing more frustrating for a seller than watching the selling season pass while a home remains on the market. Intelligent pricing, marketing, and the home's condition all remain the most important components to getting a home sold in a timely fashion. But things are moving very quickly in Lead.

Another major change in Lead, is the number of homes sold at \$200,000+- has increased, which is a great confidence indicator for our market. More jobs at the Lab, increasing enrollment at the school, and more new businesses opening in Lead has helped drive the market - along with the larger national trend of great interest rates.

The ability to fix up a home and "flip" it has improved as well. There are new tax incentives available in Lead to assist folks renovating older homes or building new ones. This is great for our neighborhoods, since quality housing improves a town's overall lifestyle. More and more buyers are wanting a move-in ready home and the Flippers and trades people have some great opportunities up here to do just that!

This is all wonderful if you're a seller, but if you are a buyer, or a tenant, the competition is stiff.



Recently one of my buyers submitted one of five offers on a cute well maintained two bedroom bungalow. That buyer is now a proud resident of Lead, but that meant four other buyers were still out there looking for the right place. People wanting to rent are having the same difficulties and having to wait until the end of a shift to respond to an ad is often too long.

We really hope all this buzz will get noticed, and people will put together some projects to increase housing options here, soon, very soon!

Contact Eric Henneman at
The Real Estate Center of
Lead-Deadwood
11 Charles St. Deadwood
(605) 578-3030

Get to Know: Nellie Enderby

Buying a home is one of the biggest life decisions you will make. Your home will be the place that you will raise your family. My goal in this career is to make the process easy, fun, and stress-free. I want to help as many families as I can find a house and call it home!

Contact Nellie at the Christians Team Real Estate - Keller Williams
Nellie.Buyandsellblackhills.com
(605)645-7473



Get to Know: Britney Routh

I love people, houses and design! Real Estate seemed like the perfect fit for me. I would have to say my other motivation is my family. My husband, Joe Routh, a builder, and I have been blessed with two young children, Willow Pearl and Huckelbarry John.

My passions are my family and people, so I feel lucky enough to get to work in both my home and with others' homes! Because of my love for people and building new relationships, I have a way of understanding others' visions and goals, personalities and design styles. Searching for your dream home is such an exciting time and I will always do my absolute best in finding out what your desires are for your dream home and then helping you find the perfect home.

When it comes to selling your home it takes heart from an agent. Beautiful photos are a must, good council should be given, open houses held and getting the word out about your property with great advertising! Buying and selling homes is always an emotional process and should be handled with great care and professionalism by a good agent. At the end of each transaction it's my goal to my make sure my client leaves happy knowing that their dreams have been fulfilled by a conscientious, caring and professional agent! "If we wait until we're ready, we'll be waiting for the rest of our lives." - Lemony Snicket

Contact Britney at Re/Max by email at britneyrealestate@gmail.com cell

Get to Know: Connie Schlepp

My name is Connie Schlepp and I specialize in helping people buy and sell property in the Black Hills. While I mainly work in the Northern Hills, with an office in Deadwood, I do travel to both the Central Hills and Southern Hills also. Growing up in a family of remodelers has taught me to look at the bones of a home not just the color on the walls. My farm background in eastern South Dakota taught me to work hard and I want to put that philosophy to work for you. Whether it is a first home, vacation property or retirement I will work hard to find the perfect home for you.

I started with Exit Realty Black Hills in 2011 because of the innovative thinking that the company provides. I stay with the company because of the nurturing atmosphere they promote. I use the same approach with my clients. I am here to make you the most informed buyer or seller in the market every step of the way. My passion is finding the perfect home for you.



My hobbies are gardening, long walks with my dogs and DIY projects on my own home.

I have volunteered at the Twin City Animal Shelter since 2001, because someone wise once told me, "In a small town, everyone needs to volunteer." I am also proud to be a part of Habitat for Humanity.

Check out Connie's page & listings:
www.connieschlepp.exitrealtyblackhills.com
www.exitrealtyblackhills.com/real-estate/

Lead: A Promising Future

-TJ Larson

The real estate market in Lead is vigorous and promising! There have been many residential and commercial renovations that have been completed or are in progress. As our town becomes more spiffed up investors and families are taking notice and making the decision to give Lead a try.

The citizens of Lead do a great job of promoting and supporting the local economy and we have seen many new businesses hanging their signs in town. With year round outdoor recreation opportunities along with continued growth at the Sanford Lab, the word seems to be out that Lead is a great place to invest and live!

Contact TJ with Re/Max via his cell



605-580-0067 and don't forget TRL Properties (605) 580-1267 for all your property management, and rental needs.

(605) 641-2447, or
facebook.com/britneyrouthrealestate/



Our other REAL ESTATE & DEVELOPMENT partners:

CENTURY 21
50 Cliff St., Deadwood
(605) 578-1417

**GREAT PEAKS REALTY
MUNRO & GRAN**
115 East Hudson St., Spearfish
(605) 717-7325

POWDERHOUSE PASS
11283 Powderhouse Trail, Lead
(605)254-0032

MAITLAND DEVELOPMENT
415 Sunset Rd., Lead
(605) 334-0173

FROM THE DIRECTORS

Donna Job, Executive Director, Sanford Lab Homestake Visitor Center

This past weekend, Steve and I hosted my two best friends from high school and their husbands during Kool Deadwood Nites. This photo shows my friend Diane (from Faulkton, SD) and me on top of the Terry Summit Road Lookout Tower. Having company was a great reminder to me of what an amazing place we have the privilege to inhabit – people from East River South Dakota are just in awe over the beauty of the Black Hills – especially this year with our lush greenery in every direction. Too many mornings when I am hurrying into town, I neglect to notice the beautiful vistas around every curve. Entertaining guests this past weekend was a great reminder that we truly do live in an amazing place!

A few weeks ago, we hosted the LHS Class of 1979 for their 40th Class Reunion – what fun to see students that I taught, now that they are all grown up! The class loved our venue for their reunion– the relaxed atmosphere was perfect for visiting and reuniting. Many participants tried their luck at our Hole-in-One golf as well. A good time was had by all!

Please mark your calendars for



October 18 at 5:30pm as I host another Science Dinner – this time it will be the **Science of Food & Beer**, with delicious food provided by our friends at Cheyenne Crossing. Executive Chef David Brueckner will be the star of the show, instructing us all in the art of cooking with beer. Tickets will be \$25 each. Please call us at 605-584-3110 to reserve your place at the table!

September is shaping up to be a very busy month here at SLHVC – right now, we have 42 busses on our calendar, with more that often just drop by without calling. We also have a wedding booked, so it is sure to be hopping around here.

Take care and Happy Fall!

Sierra Ward, Executive Director, Lead Area Chamber of Commerce

September always seems to come too quickly, and as much as I love fall (and all things pumpkin spice) I also never feel fully ready. But I do love that September marks fresh starts. In some cultures September is the new year, and I can understand that. We all seem to be programmed with a feeling of renewal from the back-to-school of childhood.

One of my favorite podcasters/authors, who I've mentioned more than a few times, Gretchen Rubin, has an interesting take on Labor Day in particular. Much like how Valentine's Day is a chance to evaluate our relationships and New Year's is a chance to reassess our goals, Labor Day can be about looking at our work life. Things we can always do, rarely get done, she points out, so having a specific time and space to think about these things has value.

So how is work going for you? Are you happy? Do you find work challenging but fulfilling? Is it stressful in a way that brings you energy or drains you? As adults we often feel that responsibility trumps everything else. We have mortgages and bills and families to support. But our families also need us to be happy and fulfilled, our children need to



see that work is a joy and pleasure and not a drudgery. Every job has challenges, and no job is without somewhat of a grind – they do pay us money after all to show up and do it. But if you're not finding that your work life (which takes up such a large portion of your time) isn't working for you, maybe it's time to find a way to transition into something else.

I hope you have a great Labor Day whether you're working the last big tourist hurrah of summer, or you're using it to finish up house and yard projects.

Thoughts? I'd love to hear from you! Sierra@LeadMeThere.org

Thank You to the Lead Area Chamber of Commerce 2019 ANNUAL SPONSORS



You're Invited!

What: Prospector Mini Golf Tournament

Who: Kiwanis Club of Lead-Deadwood

When: Friday, 9/6, 6pm

Where: Deadwood Gulch Mini Golf Course

Cost: \$100/team of 4

Why: Raise money for Mountain Top Field renovations at the school



Beer Tasting & Cooking with Beer
SLHVC ~Friday 10/18 ~ 5:30pm ~ \$25
(605)584-3110 for reservations

NOTICE: ORGANIZATIONAL REQUESTS

Any organization requesting assistance or sponsorship of their event must present a written summary and request 90 days prior to the event/activity. Requests of over \$100 will be approved by the board and under \$100 will be at the discretion of the Executive Director. Organizations requesting assistance and sponsorship must be chamber members to be considered.



Tuesday, 9/24 - 5pm @ Miners & Merchants Trading Post
Come help us prepare for Shop Local, Light Up Lead and Winterfest 2020!
Ideas, suggestions and input from the public is welcome and encouraged!

SEPTEMBER 2019

Save the Dates

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 LABOR DAY	3 5pm City Comis- sion Meeting @ City Hall	4 7pm Rod & Gun Club Meeting	5 Free Dump Weekend 9/5-7	6 5pm 1st Fri. Lead 6pm Prospector Bowl	7 9am Northern Hills Prospectors @ SLHVC*
8	9	10 5pm Hearst Library Book Club	11 5pm Create & Cultivate with Lori Frederick @ SLHVC*	12	13 Hatch Chili Roast @ Lynn's Dakotamart	14 7am Terry Peak Summit 5k @ Rec Springs
15	16 5pm City Comis- sion Meeting @ City Hall	17 6:30pm Free Poker @ Black- stone Lodge	18 8am LACC /SLHVC board meeting	19 - 12pm Pres- ervation Thurs. 5pm Mixer @ Maya Joy's BnB	20	21 Smithsonian Museum Day - Free Admission!
22 Mickelson Tr. Trek 1-5pm Open Au- ditions @ HHOH*	23 5-8pm Open Au- ditions @ HHOH*	24 12pm Golden Gang Lunch 5pm Winter Planning Meeting	25 12pm Haunted Deadwood @ Days of '76	26 10:30am Golden Gang Newsletter Folding	27 4pm Free Skate Night @ Handley	28
29	30	1 6:30pm Free Poker @ Black- stone Lodge	2 7pm Rod & Gun Club Meeting	3	4 6pm Harvest Hop @ Spearfish Pavillion	5 9am Northern Hills Prospectors @ SLHVC*
6	7 5pm City Comis- sion Meeting @ City Hall	8 5pm Hearst Library Book Club	9 5pm Create & Cultivate, Meg Menke @ SLHVC*	10 Deep Talks & Oct. Mixer @ SLHVC*	11	12

*MBP - Manuel Brothers Park // *HHOH - Historic Homestake Opera House // *SLHVC Sanford Lab Homestake Visitor Center

Lead Area Chamber of Commerce
Sierra Ward, Executive Director
sierra@leadmethere.org

Mission To promote and enhance to opportunities for its mem-
bership and the community; to encourage the growth of exist-
ing industries and businesses while giving all proper assistance
to any new firms or individuals ... to encourage and promote a
positive, balanced and vibrant local economy...

**Sanford Lab Homestake
Visitor Center**
Donna Job, Executive Director
donna.job@sanfordlabhomestake.com

Staff: Tress Pich, Judy Woodworth,
John Moreno, Ryan Buorgo, Wayne
Karpinen, Butch Oien

Mission In a financially sustainable way to communicate the
story of Lead's past, present, and future and to communicate
the story of Sanford Lab and its science...

Board of Directors
TJ Larson, President
Duston Morehead, Vice President
Anne Rogers-Popejoy, Secretary
Karen Kean, Treasurer
Scott Engel
Mike Headley, ex-officio
Kathy Jurgens
Matt Klein
Dan Leikvold, ex-officio
Carol Oolman
Moses Ward

For more info and details visit
www.LeadMeThere.org or 584-1100

September
6 - 5pm @ Miners' Tin Cup, First Friday
Lead featuring Artist Bob Wilson

6 - 6pm Prospector Bowl (see ad)

14 - 7am @ Rec Springs Resort, Terry
Peak Summit 5K hosted by Northern Hills
Recreation Association - see Facebook
event for details.

19 - 12pm @ Homestake Adams Reserach
& Cultural Center, Preservation Thursday:
A Friendship of the West: Seth Bullock
and Theodore Roosevelt

21 - Deadwood History participates in
Smithsonian Museum Day - get your free
tickets online.

24 - 10a, 1pm, 4pm @ SLHVC*
Lawrence County Comprehensive Plan
Stakeholder's Meeting

24 - 12pm, Golden Gang Appreciation
Lunch

24 - 5pm, @ Miners & Metchants Trading
Post - Winter Event public planning
meeting

25 - 12pm, @ Days of '76 Museum
Join Deadwood History for Haunted
Deadwood with Black Hills Paranormal
Investigations.

27 - Free Skate Night! Hosted by Coeur
Wharf & United Way of the Black Hills, at
the Handley Recreation Center.

*This Calendar of events is for our
organization and members. Have an
event that's open to the public?
Submit before 3rd Friday of month.*

PRESORTED
STANDARD
US POSTAGE
PAID
Lead, SD
Permit No. 2

Create & Cultivate

PLANNING FOR SUCCESS:
Strategic planning for your business

*"If a goal is worth having, it's worth blocking out the
time in your day-to-day life necessary to achieve it."*

— Jill Koenig




LORI FREDERICK

Wednesday, 9/11 - 5pm @ Sanford Lab Homestake Visitor Center

September is a time for back to school and fresh starts! Join
Lori Frederick, from the Governor's Office of Economic Devel-
opment, as she discusses techniques for creating your organiza-
tion's goals and developing the steps to reach them. Happy
Hours, 5pm @ Sanford Lab Homestake Visitor Center, class-
room. Snacks and drinks will be provided.

Lead Area Chamber of Commerce
Sanford Lab Homestake Visitor Center
160 West Main Street
Lead, SD 57754





September MIXER

with
MAYA JO'S BNB
& JK BRO'S

Thurs, 9/19, 5-7pm
21291 Strawberry Hill Lane