

LEAD ME THERE

Lead, South Dakota

The Gang at Golden Fold



Members of the Golden Gang gather every month to help fold the newsletter and distribute posters. Here they sport their 2020 appreciation t-shirts. A big thank you for all they do to help us out! L to R: Ada Henninger, Pat Asmussen, Charlene Miller, Dick and Mona Tinker, Esther Lux.

Bloomers Flowers & Cakes Bakery Grand Opening



Lisa Kennedy and Elena Vandervliet welcomed guests to the newly remodeled Bloomers Flowers & Cakes on Friday, October 25th. In addition to flowers and plants galore, they now offer special order cakes and donuts (with delivery!). We are thrilled to see their passion come through in this

October Mixer with Black Hills Energy & Deep Talks

-Sierra Ward
Mike Eyre spoke to a packed house on Thursday, October 24th at the combined October Chamber mixer and Deep Talks event sponsored by Black Hills Energy. Over 50 people attended this event put on by the Chamber's 2019 Platinum sponsor. Mike Eyre, the COO of Black Hills Energy talked about some of the interesting history of energy in the Black Hills (electrified before South Dakota was even a state) which was largely due to the infrastructure supplied by George Hearst and his partners through the Homestake Mining Company. Eyre also discussed how BHE responds to power outages and is proud that the average customer has an average



of 57 minutes of downtime a year. Guests enjoyed treats from El-Jefe's Fresh-Mex Cantina and beer from Crow Peak, a long time sponsor of the Deep Talks which will continue on the second Thursday of each month through May (with a few exceptions). Check the LACC Community Calendar for more info.

Sanford Lab Homestake Visitor Center Changes Management

At the beginning of October we as a board decided to reorganize the structure of the two non-profit organizations we manage - the Lead Area Chamber of Commerce (LACC) and the Sanford Lab Homestake Visitor Center (SLHVC). In order to maximize our financial resources we have made some changes to the structure of the two organizations.

We have integrated the two executive director positions into one position to oversee both organizations. To cover this new position we moved Sierra Ward, the current director of the LACC into this role. She will oversee the SLHVC as well as continue in her role with the LACC. A new assistant, Leigha Patterson, will be assuming the newly formed position as Assistant Director.

The restructuring of the two entities eliminated the role of executive director of the SLHVC. With regret we said goodbye to Donna Job who had served in this position for the past two years. We deeply appreciate her dedication to her position. She brought class, dedication and hard work to the SLHVC and for that we are very grateful. We wish her the best of luck in her future endeavors.

This is a time of transition, not just in our organizations but in Lead. In many ways it is not just a new decade but a new chapter for Lead, and for the Visitor Center. We are looking forward to many exciting things and to making Lead an even bigger tourist destination and better capitalizing on our already vibrant community.

Respectfully, the Board of Directors



Tales From Lead: Oolmans

-Dennis W. Palczewski
The most pleasant surprise of moving here to start our business was the people of Lead. Kind, intelligent, creative, helpful and fun describe most Lead residents and business owners - plus, good storytellers. Carol and Jon Oolman, owners of Miners and Merchants Trading Post are all that and more. They instantly offered their friendship and help to my significant other, Amy and me.



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OCTOBER CHAMBER MEMBERS

Thank You to NEW BUSINESS MEMBERS - VTI Computer Sales & Service
Thank You NEW INDIVIDUALS MEMBERS -
Thank You to RENEWING MEMBERS -
Scott Peterson Motors // Fish 'n Fry Campground & Cafe // Lynn Milos // Akela Spa // West Main Antiques // Terry Peak Ski Area
Kiwanis Club of Lead-Deadwood
Another big thank you to First Interstate Bank, Ace Hardware of Lead, Twin City Hardware and Black Hills Badlands and Tourism Association for continued sponsorship of our winter events!
We're so happy you're a part of everything we do!

NOVEMBER MEMBERSHIP SPOTLIGHT: RETAIL

With all of our lovely Christmas weather lately, you probably have the holidays more on the mind – I know I do! But what I don’t always remember is all the great places to shop nearby! Here are just a smattering of them and what’s on offer nearby. I know sometimes when I don’t even know what I want to get someone, it’s helpful to go shopping, browse and see what’s available. Merry Christmas Shopping! – Sierra Ward

Shop Local Gift List 2019

-Leigha Patterson
Hello everyone! The Christmas shopping season is fast upon us. In conjunction with our Shop Local event (kicks off on Small Business Saturday Saturday 11/30 at 9am at Miners & Merchants Trading Post) we would like to offer gift ideas to encourage you to support our community's small businesses. Happy Shopping!

Stocking Stuffers
Most of the time, you think of gas station convenience stores as a quick stop to grab a snack and a drink, however surprisingly you can find many a unique item and gift that would be fabulous as a stocking stuffer. Stop by **Dakotamart Gas, Common Cents, Steel Wheel Trading Post**, as well as **Villas Pharmacy, and Thrifty White Pharmacy**. From apparel to cell phone chargers, to essential oil sticks, take some time, look around, and you’ll be surprised at what you find. Pictured: Charger \$19.99, Phone Pockets \$9.99, Tire Repair Kit \$4.99 @ Dakotamart Gas



Gifts for Her
They say that diamonds are a girl’s best friend, but in some cases when diamonds get too expensive, its clothes, shoes, bags, kooky attire, smelly scents, or in some circumstances that woman that needs a hammer to just do it herself (in that case, check out the gifts for him paragraph)! **Aspire Boutique, Scentsy by Leah Moore, Plunder Bling by Jenny Arehart** can be your go to resources to find that special gift for mom, significant other, grandma, aunt or any other female relative/friend. More information about each of them can be found on their Facebook pages.



Find Jenny Arehart Plunder Bling on Facebook
Great Scentsy gifts under \$35 – Find Leah Moore on Facebook. Pictured: Hemp Lotions \$3.50–\$18.25 @ Aspire Boutique. Other ideas? How about a gift certificate for a pedicure at **Sarah’s Hair Studio** or **Akela Spa**?

Gifts for Him
What man wouldn’t love a new power tool (insert Tim Allen’s Home Improvement grunt!)? **Twin City Hardware and Ace Hardware of Lead** supply anything to satisfy the manliest of men when it comes to repairs, maintenance, improvements, and of course destruction!

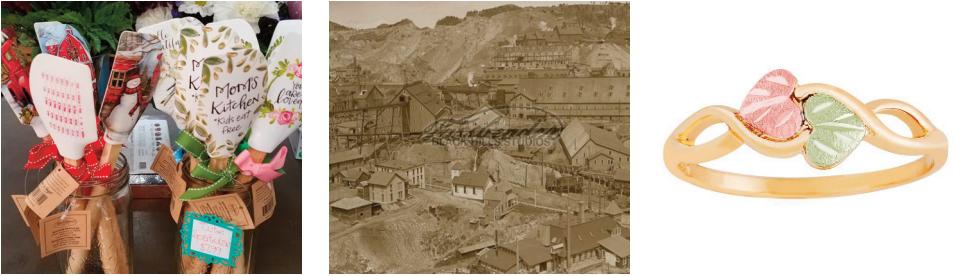
24 Piece Drive Socket Set
¼ in and ⅜ in \$29.99
@Twin City Hardware
Black and Decker Cordless Drill/Driver Kit ⅜ in \$54.99 @ Ace Hardware of Lead



Unique Ideas for Anyone
If none of the above suggestions fit the style of anyone on your list because I know some people can be incredibly difficult to shop for (cough mom cough), then check out the following local businesses. Each of these businesses pride in supporting local artisans. **Miner’s Tin Cup** – Unique art and books. (Picture of glass plate). **West Main Antiques** (pictured center) – Lovely antiques and curios of all sorts. **Miners and Merchants Trading Post** – Feeling worn out? Stop for a beer as you shop! Burnt Wood (pictured) \$39 – \$45, Kid’s stuff, an entire Christmas section and gifts for just about any-



body on your list. **Fassbender Photographic Collection** – Historic Photographs of the American West and local historic photographs (pictured). Check out their collection at historicblackhillsstudios.org – You can frame pictures at **Lead-Deadwood Arts Center**. **Bloomer’s Flowers & Cakes** – Fresh flower deliveries, special orders, and decorations including cakes. Pictured: Spatulas \$7.99. **Sanford Lab Homestake Visitor Center** – Fun scientific experiments for kids, books, the best Black Hills Gold prices in the hills, apparel and hats for him. Pictured: Black Hills Gold Ring \$128.75



Hope these suggestions help. Of course there are many other Shop Local opportunities in Lead-Deadwood, so take advantage of all our community has to offer and enjoy the Holiday Season!



SMALL BUSINESS SATURDAY

Lead, South Dakota

Visit Lead stores, collect punches, enter for awesome prizes.
Kick-Off Party, 9am 11/30
Miners & Merchants Trading Post
(First 50 participants get a gift!)
Details at www.LeadMeThere.org/ShopLocal



First Presbyterian is offering childcare and crafts for kids 4+ Saturday, 11/30 9am-2pm

TALES FROM LEAD
continued from front page
When we came to Lead last December, I doubt we could have moved our heavy and unmanageable front counter in without their help. As we progressed in setting up, they would sneak in during the night, do some measuring, realize exactly what we needed, and offer a nice cabinet the next day. These are just a couple examples of their generosity. They truly want every business to be successful in Lead.
Jon and Carol moved to Lead in 1998 from northwest Iowa with their two daughters Sarah and Jen. Sarah lives here in Lead with her husband Jimmy and their two daughters. Jen lives in Colorado with her husband and their two children.

In searching for a home in Lead, Carol asked the real estate agent if they had any large flat lots. The reply was “yes in Iowa!” The real estate agent would be very amazed at their accumulation of non-flat property.
Carol worked at Snow Adventures and then at JL’s Gifts for 16 years and Jon worked at the Game Fish and Parks Department running the groomer for snowmobile trails. In 2004 they began buying rental properties. Over the years they’ve renovated seven homes in Lead which helped to increase property values, benefitting the entire community. This couple can accomplish

anything together as their talents are far-reaching and what one can’t do the other can.
Their latest remodel is the bank building Miners and Merchants Bank at 300 West Main Street where Carol and Jon own the gift shop. Being true to their expertise, they have done a wonderful job in transforming it into a great place to visit and shop.
Sarah and Jimmy are following in Jon and Carol’s tracks with obvious renovation capabilities, with Sarah’s Hair Studio. Carol and Jon did everything they could to bring back the architectural beauty of the building and put their unique stamp on it. Make sure to observe the ceiling which took more than a few hours to refurbish. That kind of detail is exceptional in a renovation and is shown continuously throughout the building. Another creative component to the building is the painting by David Livingston on the side of the building, depicting their historical acquisition situated in the scenic Black Hills.
I would like to thank Jon and Carol for their help as Amy and I established our business. We will always be thankful for their kindness and generosity and their warm welcome when we came to Lead!

Visit Dennis @ Miners’ Tin Cup
209 West Main Street
He’d love to hear your stories!



FROM THE DIRECTOR

Sierra Ward, Executive Director,
*Sanford Lab Homestake Visitor
Center & Lead Area Chamber of
Commerce*

November fifth (remember, remember the fifth of November...) marks a year since I started as Chamber Director. What a whirlwind it's been. I've loved every minute of it, and I've found it to be a great fit to my personality and my passion for Lead. Yes, there have been hard moments, but getting through those makes one even stronger and ready for the next hurdle that is sure to come. A lot of this year did feel like it was a reaction, but now I've been through everything once and next year will be even better. With a year of chambering under my belt, what could be more natural than to take on the Visitor Center? (See page one if you missed that bit of news.)

Being a planner, I get really excited about looking into the future and seeing all the possibilities. I love Lead so much, and I think the 20's are going to be a rip-roaring good time for us! I'd love to see the Sanford Lab Homestake Visitor Center function not only as an information hub for the Lab activities and our history but also as a Visitor Center for Lead - a place where people start and find out where to go next.

One of the things I've noticed from conversations with people in and outside our community is that it's widely thought that the Sanford Underground Research Facility (SURF) owns and operates this organization. While T. Denny Sanford did donate the money to build this building and SURF has in the past



supported various portions of the operations, it is a stand alone 501(c)3 and our board staffs, supports and runs it apart from any outside financial assistance. This building is really to support Lead, and all the exciting things happening in our town!

Part of my vision for the SLHVC is to help people see this facility not only as the awesome entrance point that it is, but also to take ownership that it's such a special part of our community, and an integral part of our town! Our future success depends largely on your support and involvement in this vision!

Do you get my weekly emails? I talk about all the cool stuff going on around town and also add some funny/interesting/random thoughts about life in Lead. I'd love to write to you too! You can call me to sign up, or go to our website www.LeadMeThere.org and scroll to the bottom of the page where there will be a popup window and you can add your email.

Leigha Patterson, Assistant Director,
*Sanford Lab Homestake Visitor
Center & Lead Area Chamber of
Commerce*

When one chapter closes in your life, another one begins and it is up to you how you respond in writing that new chapter. Hello everyone, I am Leigha Patterson, the new Assistant Director of the Lead Area Chamber of Commerce and Sanford Lab Homestake Visitor Center. I live in Deadwood with my husband and two daughters. Recently I had a chapter in my life slam shut in my face. Quickly realizing that I will persevere, I decided that I need to make myself happy first before succeeding at anything else. In that realization, the path lead me to following a couple passions of mine; cooking/baking and customer service. I recently auditioned for MasterChef and am in the process of starting my own business. I am also incredibly excited about this opportunity I have with LACC & SLHVC. In all my travels over the years, I have never experienced the community pride that is exuded from the Black Hills locals. That pride and excitement for community is what I look forward to being a part of and help-



ing our local businesses succeed and thrive as well as promoting the history and tourism of Lead.

I have responded to this new chapter in my life with enthusiasm and positivity. If you are going through changes personally or professionally, stop and reflect. You are the author of your own life, how do you write the chapter? I look forward to getting to know the businesses and individuals of Lead and surrounding communities. Please do not hesitate to reach out to me by phone 605-584-1100 or email leigha@leadmethere.org.

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



Our sponsorship packets are available for 2020! Will you be a supporter of Lead and all that we're doing to promote this town in 2020? We hope you'll consider supporting us and getting your name out there through everything we do!
www.LeadMeThere.org/sponsorship2020/



Black Hills Energy's
LIGHT UP LEAD

Residential Christmas Light
DECORATING CONTEST
1st Prize: \$1,000 cash
2nd Prize: \$250 cash + Goodies
3rd Prize: Awesome Goodies

For complete rules and info
www.LeadMeThere.org/LightUpLead
Registration forms available at
Ace Hardware of Lead



Additional support provided by: The City of Lead & Twin City Hardware
Lynn's Dakotamart, Coeur Wharf, Homestake Mining Co., VFW #5969,
First National Bank, Regional Health, Interstate Engineering

Holiday Light Decorating Competition Registration Starts

-Sierra Ward

We live in a picturesque mountain village that comes alive in the winter, when everything is covered in a fresh clean layer of snow, and all the houses look especially cozy and snug. This year we're inviting everyone to visit us and discover all that Lead has to offer! In order to make this especially appealing we're hosting our first annual light decorating contest! Decorating and registration will happen all month in November (grab them at Ace Hardware) and turn in (along with your Ace Hardware receipts) to the Chamber of-fices inside the Visitor Center. This will get you on our master map and let our judges know you're a participant. The grand prize will be ONE THOUSAND dollars with a second and third prize that are nothing to snub your nose at either! The winner will be announced at the Christmas Market Lead Live on Tuesday, December third at 6pm at the Handley Recreation Center. Questions? Call for more details 584-1100 or check out our webpage www.LeadMeThere.org/LightUpLead

NOTICE: MEMBERSHIP PRICES FOR 2020

We've listened and tried to better accomodate you! Our prices are going up, but we're offering more ways to save! Plus new membership levels and the option to pay by month or bi-annually. Check out all the details www.LeadMeThere.org/membership2020/

NOVEMBER 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31 <i>Halloween</i>	1 5pm 1st Fri. Lead 6pm Battle of the Hor D'Oeuvres	2 9am Northern Hills Prospectors 10am Home Party @ CMC
3	4 5pm City Comi- sion Meeting @ City Hall	5 12pm Winter Planning Meeting @ Miners' Tin Cup	6 7pm Rod & Gun Club Meeting	7	8	9
10	11	12 5pm Hearst Library Book Club	13	14 12pm Preserva- tion Thursday @ HARCC* 5pm Deep Talks	15 7pm Brighton Beach Memoirs @ HHOH*	16 7pm Brighton Beach Memoirs @ HHOH*
17 2pm Brighton Beach Memoirs @ HHOH*	18 5pm City Comi- sion Meeting @ City Hall	19	20 8am LACC & SLHVC board meeting	21 10:30am Golden Fold 5pm - November Chamber Mixer	22 7pm Brighton Beach Memoirs @ HHOH*	23 7pm Brighton Beach Memoirs @ HHOH*
24 2pm Brighton Beach Memoirs @ HHOH*	25	26	27	28 <i>Thanksgiving</i>	29	30 9am SHOP LOCAL kick-off at Miners & Mer- chants T.P.

*HARCC - Homestake Adams Research & Cultural Center // *HHOH - Historic Homestake Opera House // *SLHVC Sanford Lab Homestake Visitor Center

Lead Area Chamber of Commerce
Sierra Ward, Executive Director
Sierra@LeadMeThere.org
Leigha Patterson, Assistant Director
Leigha@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
Sierra Ward, Executive Director
Sierra@SanfordLabHomestake.org
Leigha Patterson, Assistant Director
Leigha@SanfordLabHomestake.org

Staff: John Moreno, Ryan Buorgo,
Butch Oien, Evan Ward

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
Kathy Jurgens, Secretary
Karen Kean, Treasurer
Scott Engel
Mike Headley, ex-officio
Matt Klein
Dan Leikvold, ex-officio
Carol Oolman
Anne Rogers-Popejoy
Moses Ward

More Fun & Deets

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

Tuesday Evenings - 6:30 Free Poker @
Hangar 7 Lounge @ Blackstone Lodge

Friday Evenings - 5:30-7:30pm Family
Skate Nights @ The Handley Recreation
Center, \$5 admission & skate rental

1 - 5pm , First Friday: Lead, Artist @
Miners' Tin Cup featuring Angela Thorson,
abstract art & Sip N' Shop @ Miners &
Merchants Trading Post hosted by Bud-
weiser

1- 6pm, Cheesecake Sampler & Battle of
the Hor D'Oeuvres @ Martin & Mason
Ballroom, Deadwood

2 - 10am-3pm, 9th Annual Home Party
@ Christian Ministry Center

2 - 12pm, Broadway Basics Dance Class!
New steps, to music from the Addams
Family Musical @ HHOH*

2 - 2pm, Writers Club @ Miners' Tin Cup

2 - 8-10pm, 80's Adult Skate Party @ The
Handley Recreation Center

14 - 12pm, Theodore Roosevelt and the
Women Who Influenced Him on Women's
Suffrage, @ HARCC*

14 - 5pm, Deep Talks @ SLHVC*

15 - Snoozeum sleepover with Deadwood
History @ Days of '76 Museum.

15 & 16 - 5pm, Artist @ Miners' Tin Cup,
Dawn Paul photography on canvas

*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

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

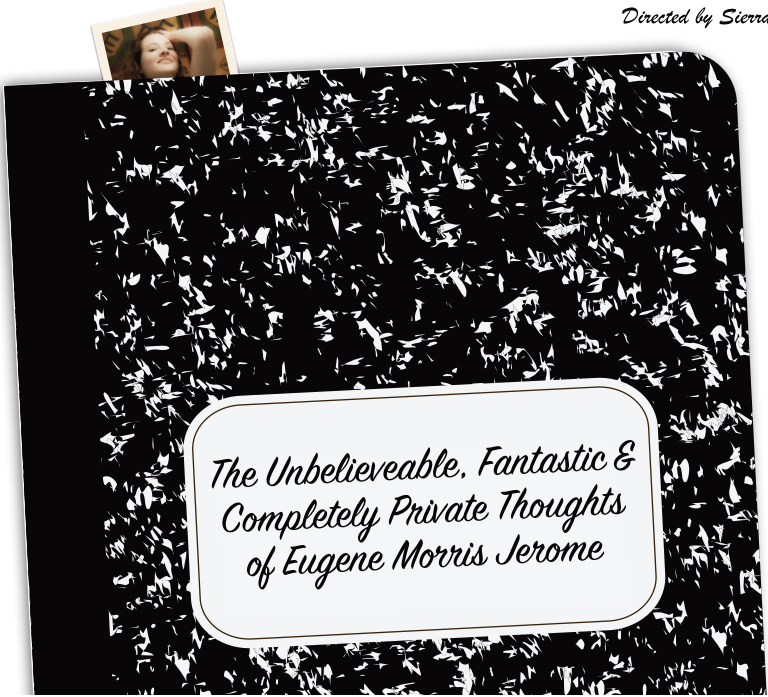



Gold Camp Players Community Theater Presents

Neil Simon's

BRIGHTON BEACH MEMOIRS

Directed by Sierra Ward



The Unbelievable, Fantastic & Completely Private Thoughts of Eugene Morris Jerome



Quinn Ward




Cameron Enright




Portia Corbin




Daniel Ward



Lindsey Lothrop



Anna Burmeister



Briar Rose

Friday & Saturday, November 15, 16, 22 & 23, 2019 ~ 7pm
Sunday, November 17 & 24, 2019 ~ 2pm

This program is supported in part by the Adams Mastrovich Family Foundation, and the City of Lead. The HHOH is an equal opportunity provider.