

# LEAD ME THERE

Lead, South Dakota

## West Main Antiques Moves



-Sierra Ward  
Deanna Rude recently moved her antique shop, West Main Antiques, from the middle of Main Steet into the back of Merchants & Miners Trading Post. The move was a way to help consolidate resources and staffing and also put West Main Antiques into the closer path of shoppers in the main area of the retail shopping. The Cool Beans event will kick off from this location during Winterfest, be sure to say hi.



Saturday, February 1, 2020, 6pm  
at the Sanford Lab Homestake Visitor Center  
Come enjoy amazing food, drinks and the best view of the fireworks in Lead

## JANUARY CHAMBER MEMBERS

**Thank You to NEW BUSINESS MEMBERS** - Cheri & Travis Covell, Donald & Maureen Alesi, Herb & Joan Grasser, Sarah's Hair Studio (previously combined with Miners & Merchants membership)  
**Thank You to RENEWING MEMBERS** - Ace Hardware of Lead, Black Hills Energy, Black Hills Rod & Gun Club, Bullock Properties, Ed Carr, Creed Bookkeeping Services, LLC., Dan & Dot O'Connor, David Hvi-tenadahl, Deadwood-Lead Economic Development, Diane Metzger, Discovery Tours, Fassbender Photographic Collection, First Interstate Bank, Homestake Mining Company, HUB International Insurance (previously First Western Insurance), Jim & Lynn Buldhaupt, Lead-Deadwood Regional Hospital, Miners & Merchants Trading Post, Evelyn Murdy, Pete Lein & Sons, Powderhouse Pass, Rich & Mary Quail, Ritchie Nordstrom, Shepherd of the Hills Lutheran Church, Sujak on Sunny Hill Bed & Breakfast, The Real Estate Center of Lead-Deadwood, Maxine Morcom, Marc & Pat Asmussen, Terry Peak Lodge, The Lofts, Tim & Susan Szutz, and Spencer & David Rossi. Black Hills Trails Office, City of Lead, First Presbyterian Church, Bear Country USA.

## WINTERFEST 2020

### THURSDAY 1/30

5-7pm - LACC Mixer @ Buck Snort Beer Patio @ Whitetail Creek Resort with Lynn's Dakotamart

### FRIDAY 1/31

6pm-8pm - COOL BEANS bean cook-off contest  
STARTS @ Miners & Merchants Trading Post  
6pm - WINTER ROCKS - music festival starts

### SATURDAY 2/1

ALL DAY - KIDS SLEDDING HILL, Siever St. provided by City Crew  
8am - SNOWMOBILE POKER RUN, Steel Wheel Trading Post (registration ends at 9am)  
11am - WINTER ROCKS - music festival continues through the evening (see schedule)  
1-4pm - WINTERFEST SLEDGEST - 1/4 mile run, must be 18 or older, have steerable sled, Prize for best outfit, music, food, treats, beer, fire @ Buck Snort Beer Patio at Whitetail Creek Resort  
2-6pm - TAP TAKEOVER: Dakota Point Brewery @ Stewart Lodge, Terry Peak  
3-5 - Winter Rocks: Zoe Keehn @ Miners & Merchants Trading Post  
4-7pm FLANNEL & FLAME PARTY - Homestake Opera House patio - music, fire, treats, hot toddies  
4:30-7pm - SOUP SUPPER @ The Rod & Gun Club  
6pm - WINTER'S FAT CLASSIC: fat tire bike race, Mickelson Trail - through Lead  
6-9pm - VIP Fireworks Viewing Party at Visitor Center (tickets available on EventBrite.com / at door)  
7pm - PARADE, Assemble and leave from High School (register online)  
8pm - FIREWORKS, over Open Cut  
8:30pm - BONFIRE of CHRISTMAS TREES, Visitor Center parking lot

### SUNDAY 2/2

9am, SNOWSHOE HIKE @ Homestake Trail - free!

See all event details and the WINTER ROCKS schedule online  
[www.LeadMeThere.org/winterfest](http://www.LeadMeThere.org/winterfest)

## WINTER ROCKS 2020 MUSIC FESTIVAL

**FRIDAY 1/31**  
6-8pm - Miners' Tin Cup: Steve Thorpe  
8-10pm - Blackstone Lodge & Suites: Lunasea

**SATURDAY 2/1**  
11am-1pm - Lotus Up Espresso & Deli: Zoe Keehn  
1-3pm - Buck Snort Beer Patio @ Whitetail Creek Resort: Chris Huisenga & Devon Sants  
2-6pm - Stewart Lodge @ Terry Peak: My Second Rodeo  
3-5pm - Miners & Merchants Trading Post: Zoe Keehn  
5-7pm - Patio @ Homestake Opera House: 6 Mile Road  
9-11pm - Lewie's Eatery & Saloon: High Rise

### MANY THANKS TO OUR 2020 ANNUAL SPONSORS





# FEBRUARY MEMBER SPOTLIGHT: FINANCE & INSURANCE

It's time to start thinking about finances! In January you probably received most of your tax documents, now it's time to prepare to file them! And while you're looking at the money you spent in 2019, why not take the time to review your financial health?



**Tami Crandall**  
It's a great time to review your insurance needs as you are preparing your taxes and getting ready for a new year. DFS Insurance is proud to provide a wide range of products and services for our customers' needs. As independent agents we focus on providing Home, Auto, Health, Life, and Business Insurance products that are created with each specific individual and business in mind. Our agents strive to use their expertise to create the best value for the coverage desired. Tami's office is located inside the Northern Hills Federal Credit Union office next to Tropical Smoothie Cafe in Spearfish, 2430 Platinum Drive, Suite #3 Spearfish, SD 57783. Call her today to get an update on your insurance of all kinds: 605-720-6766



Did you know we have an H&R Block office right here in Lead? How much more convenient can you get? When it comes to organizing and storing taxes, here are some quick tips as to what to do;

**What to keep**

- Anything that reports income
- Marketplace health insurance records proving insured status or exemption status
- Tax reporting documents from banks and investment companies, including retirement plans.
- Statements detailing stocks and property sold
- Documents showing contributions to a 529 education savings plan
- Receipts, acknowledgment letters, and bank records to substantiate charitable donations
- Statements or receipts showing tuition paid for college
- Statement showing amount of mortgage interest and substantiation of real estate taxes paid.

Next you will need to;

Step 1: find the space  
Step 2: choose a storage system  
Step 3: label items  
Step 4: plan ahead

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More questions? Want to schedule a time for H&R Block to help you with taxes this year? Visit their office at 161 W. Main St., Ste. C or call ahead (605) 584-3034



**HUB**

Chris Roberts  
Property and vehicle insurance premiums are on the rise throughout the Midwest, largely due to weather related losses in our region. Those of you who sustained damage during the June 2018 hail storm may still be picking up the pieces as a result of this catastrophic event. As we attempt to leave this storm in the rear-view mirror and face premium increases on the horizon, the logical question often becomes, "When is it time to shop my insurance." There are factors to keep in mind prior to beginning: 1. How long have you been with your current insurance carrier? Whether we're talking about personal or commercial insurance lines, bouncing from carrier to carrier in short periods of time eventually leads to higher insurance premiums in the long-run. Insurance history demonstrating loyalty to a carrier often leads to more favorable rating when obtaining new quotes. 2. Have damages been repaired and are repairs suitable to current underwriting guidelines? It becomes difficult for insurance carriers to offer competitive coverage and/or pricing for risks with unrepaired damages. 3. Is the overall property condition suitable to underwriting guidelines? Carriers are inspecting almost every new property policy, looking for both property and liability hazards. If your property has peeling paint, a cracked chimney, buckling sidewalk or missing railing (to name a few), you will be in jeopardy of losing coverage. When in doubt, talk to a licensed insurance professional. We're here to answer questions, discuss insurance related pain-points and ultimately find a carrier that best fits your needs.

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You can visit Christ at 460 Main Street in Deadwood or call him (605) 578-3456

# SNOW JAM

CROSS-COUNTRY SKIS | SNOWSHOES | FAT TIRE BIKES

## 3 EVENT SERIES

The SNOW JAM series consists of cross-country ski, fat tire bike, and snowshoe races set up at **TOMAHAWK COUNTRY CLUB**. This year the Tomahawk course will be groomed and open for public use the entire winter season.

### RACE DATES

**JANUARY 4, 2020** - FIRST RACE

**FEBRUARY, 2020** - ALL MONTH VIRTUAL RACE

**MARCH 7, 2020** - FINAL RACE AND PARTY  
CASH PRIZES + FOOD + DRINKS +  
RAFFLES + LIVE MUSIC!

For more information and all the details, go to:  
[www.NorthernHillsRec.org](http://www.NorthernHillsRec.org)

**PRICES:**

Day Pass.....\$5

Season Pass.....\$30  
Unlimited use

Race Pass.....\$55  
Unlimited use + Entry into March race

Ultimate Pass.....\$100  
Unlimited use + Entry into all races



## 2020 EVENTS

Save the dates! Along with our regular mixers and events be sure to save the dates for these special days!

APRIL // 16 Annual Banquet

JULY // 2-5 Gold Camp Jubilee

SEPTEMBER // 13 - Golf tournament

OCTOBER // TBD - Fall in Love with Lead

NOVEMBER // 11/28 - Shop Local Kick-off

DECEMBER // TBD - Light Up Lead

## OTHER FINANCIAL & INSURANCE MEMBERS

**Garret TenBroek CPA PC**  
815 W Main St Lead, SD 57754  
605-717-5410

**State Farm Insurance**  
22 Cliff Street Deadwood, SD 57732 // (605) 578-1410

**Northern Hills Federal Credit Union**  
PO Box 406 Deadwood, SD 57732  
(605) 578-3995

**First National Bank**  
197 Glendale Dr. Lead, SD 57754  
(605) 584-2622

**First Interstate Bank**  
145 Glendale Dr Ste 4 Lead, SD 57754 // (605) 717-9340

**Edward Jones Advisor:**  
**Melissa Hampton**  
2045 Lazelle Street Sturgis, SD 57785 // (605) 720-5670

**Creed Bookkeeping Services**  
125 E Colorado Blvd Suite 2E  
Spearfish, SD 57783

## MARCH MEMBER FEATURE

Next month we're showcasing our members who assist with our automotive needs. Want to be included? Call us 584-1100!





# FROM THE DIRECTORS



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

Did you pick a theme word for 2020? I started this practice a few years ago. It simplifies goal setting, and helps me boil down my desires for the coming year in a way that feels a lot more susinct to than resolutions. For 2018 I picked the word "Simplify" because I tend to do too many things and I wanted to stop trying to do all the things and focus. In 2019 I had just started this job and felt like I had no idea what I was doing, so I picked "Forward". It was a great focus word for moments when I felt overwhelmed. This year? I'm choosing the word "Patience". Weirdly I don't feel overwhelmed by parenthood, but I do feel a little like I want to hurry up and get done with the hard parts (yes, I realize it's full of "hard parts"). I'm struggling through the sleepless nights and fussy moments, but I also realize that within these hard moments are priceless moments I don't want to rush through. So I go slowly and steadily through it all without hurrying - I know if I stay patient, we'll figure it out little by little. So far my word of the year has been serving me well. Did you pick a word for 2020? I'd love to hear it! Email me! Sierra@leadmethere.org.



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

As we get deeper into winter, it becomes harder to remember the nice summer days with the warm breeze on your face and sun kissed skin from time doing your favorite outdoor activity. My picture this month is just a nice teaser of summer months to come, and to show off my time in Hawaii! But before we go getting tired of winter, I would like to know what you have been doing for fun as to not go stir crazy this season? Have you been snowboarding, skiing, snowshoeing, sledding, snow ball fights, etc. That is what I love about this town and the Black Hills. There is so much to do for all seasons. My personal favorite activities this winter have been skiing and sledding with my kids. And as I have now been in this Assistant Director position for four months, I also have a new appreciation for the beauty of a snow storm as it blasts its way across the open cut into the windows of the Visitor Center! Whatever you have been doing, I hope you have had fun, and remember to come out and enjoy the great activities we have for Winterfest. Questions or comments? Leigha@leadmethere.org

## Thank You to the Lead Area Chamber of Commerce 2020 ANNUAL SPONSORS

GOLD FIREWORK SPONSOR



COPPER SPONSOR



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BRONZE  
TIN  
SPONSORS



Want to be showcased as a pillar in our community? Annual sponsorship positions your company as a significant contributor to the financial and social wellbeing of Lead and its citizens. Your company name will be featured in all our advertising campaigns and at events—where your brand will be prominently displayed in front of thousands. With annual sponsorship, your company has the unique opportunity to build brand awareness and customer trust. Additionally, your team will enjoy complimentary tickets to events that can be gifted as you see fit. Annual sponsorship is a way to support our exciting community-improvement initiatives while solidifying your name as an important community leader. see more [www.LeadMeThere.org/Sponsorship2020](http://www.LeadMeThere.org/Sponsorship2020)

2020 Lead Winterfest

Flannel & Flame Party

Saturday, February 1 at 4pm

outdoor adult party

live music by Six Mile Road

s'mores • fire pit • parade

hot toddies • beer • wine

HOMESTAKE OPERA HOUSE

A THEATER BUILT BY A GOLD MINE

in the courtyard

313 W. Main St. Lead, SD | [HomestakeOperaHouse.org](http://HomestakeOperaHouse.org) | 605-584-2067

## LAST CHANCE: 2020-2021 LEAD MAGAZINE

Our beautifully designed (and full-color) 48-page publication highlights fun places to visit, stay, and play in the local area. Flip it over and readers can enjoy a helpful relocation guide with information on the community and the many services we offer for residents (and visitors alike)! Last year we had visitor centers along I-90 on the Eastern side of the state call and beg us to send even more boxes of the magazine mid-summer. We engaged in a distribution program in 2019 that had our issues stocked all over the Black Hills - and we literally ran out of all 10,000 issues printed. The 2020-2021 Issue will have a run of 15,000 (increased by 50%). Don't miss this chance to be part of our increasingly popular Lead magazine! Deadline for artwork is Friday 2/14. Call us for all the details (605)584-1100



## News & Notes from Around Town

- SALES TAX RECORDS** - Lead hit over one million dollars. At last reporting in January the total was \$1,018,000 collected in sales tax revenue, but this number will undoubtedly continue to increase as other businesses finalize their 2019 reporting to the state. This breaks all the records for previous years, and it's very exciting to see our cities sales tax continue to climb and our town continue to thrive. Thank you to everyone who practices business in Lead!
- COOKING CLASSES** - Looking for more things to fill your winter days? Cheyenne Crossing hosts cooking classes with Dave every Thursday and Sunday! They are a riot and full of delicious food. Call to book ahead, these sell out quickly!
- FACILITY RENTALS** - Did you know that the Sanford Lab Visitors Center does facility rentals? Well, we do!! Whether you're planning a staff meeting, field trip, banquet, presentation, and even wedding - we can book it! Rental spaces include use of the classroom, conference room, or exhibit hall. Chairs and tables provided with additional options for projector, speakers, and microphone. With a beautiful facility and amazing views of the Open Cut, why not host your event with us here? Call Leigha at 584-110 for info. Prices starting at just \$25/hour.





FEBRUARY 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30 5pm - January Chamber Mixer: Whitetail Creek Resort	31 WINTERFEST www.LeadMe-There.org/winterfest	1 WINTERFEST www.LeadMe-There.org/winterfest
2 WINTERFEST www.LeadMe-There.org/winterfest	3 5pm City Comis-sion Meeting @ City Hall	4	5 7pm Rod & Gun Club Meeting	6	7 6pm Calamity's Shindig Fund-raiser Dead-woodHistory.com	8
9	10	11 5pm Hearst Library Book Club	12	13 5pm Deep Talks @ SLHVC*	14 <i>Valentine's Day</i>	15
16	17 <i>President's Day</i>	18 5pm City Comis-sion Meeting @ City Hall	19	20 4-7pm Chamber Mixer @ Spearfish Canyon Lodge	21	22
23	24	25	26	27 10:30am Golden Fold	28	29 Monument Health Hospice Ball

\*HRC - The Handley Recreation Center // \*HHOH - Historic Homestake Opera House // \*SLHVC Sanford Lab Homestake Visitor Center

More Fun & Details

For more info and details visit [www.LeadMeThere.org](http://www.LeadMeThere.org) or 584-1100

All Month - **Snow Jam** at Tomohawk Country Club with Northern Hills Recreation Association. Groomed trails available all winter, various races and club house open on Saturday's. See all details a [www.NorthernHillsRec.org](http://www.NorthernHillsRec.org)

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

Friday Nights - 7pm **Trivia Night** at Lewie's Saloon & Eatery

First Saturday of the Month - 9am Northern Hills Prospectors, SLYHVC\*

Sat 2/1, 11am - Chinese New Year event for kids in grades K-6. See [www.Dead-woodHistory.com](http://www.Dead-woodHistory.com) for all details and to RSVP

Mon 2/3, 6pm - Night of the Arts: Speech & Debate. At the Homestake Adams Research and Cultural Center.

Mon 2/10, 6pm - Night of the Arts: Band. At the Homestake Adams Research and Cultural Center.

Thurs 2/20, 12pm - Preservation Thursday - In Line with Mighty Forces: Ida Crouch-Hazlett at the Homestake Adams Research and Cultural Center.

**Lead Area Chamber of Commerce**  
Sierra Ward, Executive Director  
[Sierra@LeadMeThere.org](mailto:Sierra@LeadMeThere.org)  
Leigha Patterson, Assistant Director  
[Leigha@LeadMeThere.org](mailto:Leigha@LeadMeThere.org)  
**Mission** To promote and enhance to opportunities for its membership and the community; to encourage the growth of existing 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](mailto:Sierra@SanfordLabHomestake.org)  
Leigha Patterson, Assistant Director  
[Leigha@SanfordLabHomestake.org](mailto:Leigha@SanfordLabHomestake.org)  
Staff: John Moreno, Ryan Buorgo, 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  
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Moses Ward

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



23RD ANNUAL

NORTHERN HILLS

Hospice

BALL

[www.monument.health/foundation](http://www.monument.health/foundation)

**SATURDAY, FEBRUARY 29, 2020**  
**5:00 - 10:30 P.M.**  
SPEARFISH HOLIDAY INN AND CONVENTION CENTER

**\$75** PER PERSON

**\$550** TABLE OF 8

**RESERVE YOUR TICKETS**

Go to [www.monument.health/foundation](http://www.monument.health/foundation) or call 605-755-9193

RSVP BY FEBRUARY 17, 2020 | FORMAL OR COCKTAIL ATTIRE

**MONUMENT HEALTH HOME+ HOSPICE OF THE NORTHERN HILLS**

**MONUMENT HEALTH FOUNDATION**