

LEAD ME THERE

Lead, South Dakota

ANNUAL CHAMBER AWARD NOMINATIONS

The following individuals and member businesses have been deemed exemplary in the past year. Chamber members, and one representative employee from chamber businesses may vote between 3/1 and 3/31 and must be done via email (sierra@leadmethere.org) or in person at the LACC office. Winners will be announced at the Annual Banquet on April 2. (Because our board members are already awesome and supportive we have chosen to make them non eligible for these awards.)

Thomas J. Grier Award

An individual whom has demonstrated a positive impact on Lead through their efforts in volunteering and other community service.

Nominees:

- Cliff Aberle
- Sue Holloway
- Jerry Apa
- Rita Loeffen
- Will Anderson
- Rollin Sieveke

Lead the Way Award

An individual or business that has demonstrated their belief in the future of Lead by making a significant investment in their business in the past year.

Nominees:

- CREMS Developement, LLC. (developer of central school)
- Golden Hills Lodge
- Miners & Merchants Trading Post

Miles Beyond Ordinary

A new business that has shown grit, courage and innovation in starting.

Nominees:

- Miners' Tin Cup
- Delzer Chiropractic
- Bloomers Flowers & Cakes

Phoebe Hearst Education Award

An individual who exhibits excellence in education and who inspires those

whom they serve. Someone whose time and committment is invested in shaping those around them.

Nominees:

- Kayla Klein, Black Hills Reads
- Matt Campbell, History/Gov teacher at LDHS
- Betty Campbell, Math teacher at LDHS
- Dave Scherer, Historic Homestake Opera House

Business/Org Member of the Year

An organization that has exhibited commitment and help to the Chamber and community.

Nominees:

- Sarah's Hair Studio
- Lynn's Dakotamart
- Miners & Merchants Trading Post
- Ace Hardware of Lead
- The Handley Recreation Center
- The VFW, post #5969

Chamber Champion of the Year

An individual who has gone above and beyond to promote the Chamber its mission.

Nominees:

- Amy Deibert, Miners' Tin Cup
- Daniel Ward, Danny's Plumbing Service
- Sarah Hannah, Sarah's Hair Studio



**125th All-School
Reunion, Fri & Sat,
June 26-27, 2020**

See schedule and register
here: www.lead-dead-wood.k12.sd.us/125th-all-school-reunion

Winterfest 2020 in Review



Winterfest bonfire of Christmas trees with the Lead Volunteer Fire Dept.

-Leigha Patterson

Lead had an amazing turnout for Winterfest this year. From the Cool Beans cooking contest to Live Music to fireworks and the burning of Christmas trees, there was something for everyone to partake in. Festivities were to start on Thursday January 30th, however a quick snowstorm with limited visibility put a stop to the Mixer at Whitetail Creek Resort and we had to cancel it for the night. Luckily, snow is all that Winterfest is about; the celebration of our long winters here in Lead and the time to get out and have some fun!

For Friday the 31st, Winterfest continued with the Cool Beans cook-off and live music. Congratulations to Sarah Hannah for winning "People's Choice" and "Best Entree", Karen Everett for "Best Appetizer", and Sierra Ward for "Best Dessert." Thanks to all who came out to enjoy the many bean dishes! We look forward to doing this cooking contest again next year as it was not your average "Chili" Contest.

Kicking off Winterfest on Saturday Feb 1st was the Snowmobile Poker Run hosted by Steel Wheel Campground and Trading Post. Live music then continued throughout the day from Blackstone Lodge and Suites all the way down to Miner's Tin Cup. The Bucksnot Beer Patio at Whitetail Creek hosted an Adult Sledding Party. Video footage of the thrilling sled rides can be found on their Facebook page. How about

that Flannel and Flame party at the Historic Homestake Opera House? They sure do know how to throw a winter bash! With marshmallows roasting over an open fire, live music, and hot toddies, those who attended did not go home disappointed! Shortly after the HHOH's party, the parade of lights marched down Main Street. We would love to see more turnout for next year's parade. It is free to participate and kid's love seeing all the flashing lights! Then, what about those fireworks? Such a spectacular view over the Open Cut. Joining the Winterfest VIP party in the Sanford Lab Homestake Visitor Center is a must to see fireworks like you have never seen before (our 4th of July VIP party tickets are now available for purchase on Eventbrite!) To wrap up Winterfest for the night was the bonfire of Christmas Trees. Such a spectacle to see bunches of trees light up so quickly. Thank you to the Lead Volunteer Fire Department for making sure things did not get out of control.

The last event of Winterfest was a Snowshoe hike on the Homestake Trail. Many people showed up to participate and get a stretch of their legs. Thank you to Black Hills Trails Office for the snowshoe loans.

We hope that you enjoyed yourselves during this year's Winterfest. We hope to see you next year and a big THANK YOU to all the businesses that participated, donated, and/or sponsored the Lead Area Chamber

FEBRUARY CHAMBER MEMBERS

Thank You to NEW BUSINESS MEMBERS - Sturgis Chiropractic, Simple & Soulful Creative, State Farm Insurance, Explore Fitness and Adventures, Spearfish Insurance Brokerage, The Blind Guy/Brick Oven Pizza

Thank You to RENEWING MEMBERS - Hearst Library, All Terrain Exteriors LLC., Aspire, AV Productions, Bob's Silver Star Lounge, Crazy Horse Memorial Foundation, Lewie's Saloon & Eatery, Life Light Creative, Osborne & Cathy Enderby, SD Science & Technology Authority, Servall Uniform & Linen Supply, Sturdenvants, Jim & Cameon Wefso, Terry Weisenberg, Rick & Collene Wisser

Another big thank you to VFW post#5969 and Coeur Wharf for their annual sponsorship!



Snowmobiles @ Whitetail Creek Resort, the fireworks, snow shoe hike.



MARCH MEMBER SPOTLIGHT: AUTOMOTIVE

We expect a lot from our vehicles! And for the most part we take it for granted that everything is going to work great. But if it's not, or if you're in an awful hail storm, or need to find yourself a new car, here are some of our favorite recommendations!



Triple K Tire & Repair

102 US Hwy 14A Central City // (605) 578-1471

"I had done business with the Kruzel's for decades and did not know what to expect with the new owners. I was very pleasantly surprised by the excellent customer service and very reasonable small town prices. I would highly recommend them." -Moses Ward

"My business depends on reliable transportation. Triple K has always been fair and honest with me. I'll remain a loyal customer to them because they work with me to keep me running." -Danny, Danny's Plumbing Services



Mack's Auto Body

has been doing quality auto body repair returning vehicles to pre-accident condition since 1993. Same location, same owners and same quality service for 27 years! There's a 100% warranty on all auto body repairs and paintless dent repair for as long as the customer owns their vehicle. Mack's specializes in insurance work, is the "direct repair shop" for many major insurance companies and works with all insurance companies. Courtesy & rental vehicles are available. Towing, pickup and delivery can be arranged for your convenience. We remind you that it's "your" choice where you get your vehicle repaired. Whether it is an accident, hail or deer claim, we appreciate your business at Mack's Auto Body LLC at 3120 4th Avenue in Spearfish "Where Quality & Craftsmanship Come Together". -Eugene & Jeneen Mack, Owners

Mack's Auto Body LLC

3120 4th Ave. Spearfish
(605) 642-4143

"When I was looking for a body shop to repair my baby I asked around several places, hands down everyone recommended Mack's Auto Body and they were right. absolutely outstanding, service, top quality craftsmanship, knowledgeable, beautiful office and all with a smile." -Susan Szutz



White's Queen City Motors

is an Automobile Dealership Franchised to sell New Chevrolet and Buick models, GM Certified Chevrolet, Buick and GMC models, and just about anything else that is pre-owned. The Dealership also services (repairs) about anything, but obviously is better equipped to service, reprogram, and handle recalls on all General Motors vehicles.

Also available at the dealership is a full-service body shop, and detail department. The dealership has been around for over 70 years now, and has made a name for itself as the #1 GM Certified Sales Leader in South Dakota. It is also known as the Corvette Sales Destination in a 300-mile radius, selling as many as 35 Corvettes in a year. This just helps keep the Dealership sharp on all the technology finding its way into more common rides like your Trucks and SUV's. With a stock of up to 250 vehicles new and used, we're sure to have what you're looking for, and if not, we are exceptional at finding it for you.

This Dealership employs about 45 local residents, and strives to give back through local sponsorships, both in Spearfish, Lead, Deadwood, Sturgis and Rapid City. It is host to the annual Spearfish Corvette Rally, Sturgis Camaro Rally and Spearfish's Impala Rally. We also support many golf outings including an upcoming 18th Annual Queen City Invite, where customers are invited to partake in one of the finest and rewarding days of golf in the area. If you have purchased a new or used vehicle from our Dealership in the last few years, please reach out to be invited this summer.

Our business outlook is very promising with the release of all new models of Corvette, Tahoe, Suburban, Trailblazer and Encore GX this year. We are still releasing new versions of the all new Silverado's too. If you get a chance, please stop by and visit with one of our ten Sales Associates to tell them what your interests are, and let us get to work for you. Sincerely, Randy Harms Managing Partner

White's Queen City Motors
1900 North Ave. Spearfish
(605) 642-2766

OUR OTHER AUTOMOTIVE MEMBERS

Sturdevants

Auto Supply

101 US-14 ALT Central City
(605) 578-3552

"Sturdevants always has the item I need and are very patient with my questions while looking up items." -Leigha Patterson

Scott Peterson Motors of Sturgis LLC

1 Ford Place Sturgis
605) 347-3662

"Always a great experience! I really appreciate how helpful they are with getting you to and from work while your vehicle is getting worked on. Thank you!" -Julie W.

"Whether buying or servicing a vehicle I would highly recommend Whites Queen City Motors! They listen and understand what you are looking for and want to do their best to get you that! As for service, they work with your schedule and get you in as soon as possible! All around it's fantastic customer service!" -Nellie Enderby

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

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	

Thank you to our amazing sponsors!



WE'RE HIRING @ THE VISITOR CENTER

We're looking to add awesome staff members to our crew at the Sanford Lab Homestake Visitor Center. We're looking for energetic tour guides who have a passion for history and Lead, as well as gift shop staff who want to engage with our guests and help them have an awesome experience in our town. The job will start mid May and go through October. Flexible scheduling and alternating weekends. If you're interested call 584-3110 for more info.

FROM THE DIRECTORS



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

February means we're wrapping up the 2020 Lead Magazine and prepping for our Annual Banquet – which might be my favorite event from last year. Remember the snow storm that didn't keep us from hosting that awesome evening? Let's hope we get a reprieve from the snow that week but I do hope you'll all come out and help celebrate Lead and the amazing year we had on Thursday, April second! Call us to get tickets before we sell out! 584-3110

After the banquet it will be a mad dash to finalize all our plans for the 4th of July, and all the other events we're hoping to host this year! It's strange when you're planning things so far out that in lots of ways your mind is already almost to the end of the year when we're still just in the third month! But I do love planning, sometimes the anticipation and excitement about an event is almost better for me than the actual thing. I must be in my perfect job.

Leigha and I are also preparing to have an amazing summer at the Visitor Center, with a new staff and several new tours and new merchandise on its way, we're thrilled to be planning the best summer yet – along with the five year anniversary of the new building. If you're looking for some seasonal employment (May-Oct), have a passion for Lead, love all the stuff happening here now, we would love to talk to you! Email me! Sierra@leadmethere.org.



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

As I write this, I realize it is only my third time doing a director's report for this monthly newsletter. Having dove into this position, Sierra having been on maternity leave, and Winterfest all in a short period of time, it feels like I have been here for years already. I love how accommodating everyone has been and how supportive Sierra has been as a boss, coworker, and friend. Although my passion is still with baking and I hope to open a bakery someday (maybe in this wonderful town of Lead!), I'm starting to feel fulfilled with my life again after feeling lost for a while there. Most of all, I love my job and it makes me happy. How many of you out there can say that? Too long many of us have been "living to work" and feeling miserable. Life is too short to be unhappy. People say that you only live once...well, you know what...YOU LIVE EVERYDAY, you die once! Make each of those days worth it. Once again I have preached positivity in this report, but too many times we hear negativity.

Speaking of positive things and changes, 2020 marks the 5th year anniversary since the Sanford Lab Homestake Visitor Center facility was built. I am currently in the process of planning a "Kid's Fair" for June in celebration of these five years. Stay alert for more information to come as this will be an exciting family event. Questions or Comments, reach out to me at leigha@leadmethere.org or (605)584-1100.

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

GOLD FIREWORK SPONSOR



COPPER SPONSOR



BRONZE+
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

Dennis' Tales From Lead



-Dennis W. Palczewski

Sierra asked me to write about how I met my spouse, Ammertte. Just like all "red-blooded American males", I was thinking about romance at a rather young age. What is unusual about this romance

is I was "romancing her in my mind" many years before we ever met. I was around 15 years old and I saw this beautiful young woman in her early 20s in a North Dakota newspaper. I took one look at her and I fell in love, but I kept it a secret. I had no idea who she really was. I immediately announced to myself, I was going to marry that woman. Therefore, I met Amy before she met me.

Years later when I was 22, my twin brother and I bought a cattle and sheep ranch south of Prairie City, South Dakota on Antelope Creek. We also raised winter wheat, rye, oats, and alfalfa. I had long forgotten about the young woman in the picture. When I was approaching the age of 26, I had made a "supply run" into Bison to the lumber yard. In walks, Joe Deibert, a good talker and storyteller and he men-

tioned his daughter was going to teach the country school near the ranch. Ammertte, a woman of the world by then, came back to South Dakota to be with a sister suffering a brain aneurysm who was located in Sturgis in the nursing home.

When the one-room school opened in the fall there was a party and we casually met. Later, she gave a presentation on her travels to 22 countries at Bison High School and we met again. That was the moment I realized she was the young woman in the picture and I was immediately smitten again. We, like many others in the 80s, were joggers. We started jogging together running from the ranch to the country school where she lived in a small trailer. Then, we shared meals together as we both enjoyed cooking. Our first date was a Halloween dance in Bison. We both dressed as ghosts – covered with sheets and each a hat. Me, with my silver belly Stetson and Amy with

her mother's fur winter hat. I romanced her by giving her a baby lamb she named Eddie, serving her inch thick steaks, and frozen fruit from Schwan's. We soon eloped in a whirlwind drive to Lake Tahoe, bought 29 cent wedding rings and I've been forever grateful she became smitten with this country bumpkin.



MARCH 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 5pm City Com-mission Meeting @ City Hall	3	4 7pm Rod & Gun Club Meeting	5	6	7 SNOW JAM Final Race & Party northernhillsrec.org
8	9	10 5pm Hearst Library Book Club	11	12 5pm Deep Talks @ SLHVC*	13	14 7-9pm Adult Skate Night, HRC*
15	16 5pm City Com-mission Meeting @ City Hall	17 ST. PATRICK'S DAY	18 8am Real Estate Workshop cityofDead-wood.com	19 4-6pm Chamber Mixer @ Golden Ridge Senior Living	20 7pm "One Slight Hitch" @ HHOH*	21 7pm "One Slight Hitch" @ HHOH*
22 2pm "One Slight Hitch" @ HHOH*	23	24	25	26	27 7pm "One Slight Hitch" @ HHOH*	28 7pm "One Slight Hitch" @ HHOH*
29 2pm "One Slight Hitch" @ HHOH*	30	31	1	2 5pm ANNUAL BANQUET @SLHVC*	3 10:30am Golden Fold 5pm Kiwanis Fish Fry Dinner	4

*HRC – The Handley Recreation Center // *HHOH – Historic Homestake Opera House // *SLHVC – Sanford Lab Homestake Visitor Center // *HARCC – Homestake Adams Research & Culteral Center

More Fun & Details

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

All Month – **Snow Jam** at Tomahawk 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

Kiwanis Meetings – Monday evening meetings at the Christian Ministry Center. Catered dinner and program for \$10. First & Third Monday lunch meetings noon at Sled Haus. All welcome to attend.

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, SLHVC* -----

Thursday 3/19 – 8am LACC/SLHVC Board Meeting

Thursday 3/19, 12pm – Preservation Thursday – Homestake Water System, Past & Present at the Homestake Adams Research and Cultural Center. DeadwoodHistory.com for more details.

Saturday 3/21, 12pm – Youth Quilting Workshop at the Homestake Adams Research and Cultural Center. Deadwood-History.com for more details and to RSVP

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

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



YOU'RE INVITED

to celebrate the roaring 20's with the
Lead Area Chamber of Commerce &
The Sanford Lab Homestake Visitor Center

at their

**ANNUAL
BANQUET**

Thursday | April 2, 2020 | 6PM

Dressy (or not)

Tickets \$25 available in person,
via phone or on eventbrite
(605)584-1100