

LEAD ME THERE

Lead, South Dakota

WE'RE OPEN!



-Leigha Patterson

The Sanford Lab Homestake Visitor Center exhibit hall and Lead Area Chamber of Commerce offices are now officially open for the season! After what seemed like a never ending three months, we were excited to open our doors to the public and welcome visitors into our community. Along with us, the Black Hills Mining Museum and Homestake Opera House have opened for tours with several modifications to ensure the health and well-being of the tourists

and community members.

Something new that we are offering this year is a guided tour of the exhibit hall. Guests will be welcomed with a friendly smile and shown some of that great hospitality that Lead has to offer. Although the Visitor Center will not be offering the Trolley Tour this summer, visitors will still have the opportunity to rent mountain bikes, buy Mickelson Trail passes and explore Lead and surrounding areas. Hope to see you around!

SLHVC Celebrates 5 Years

-Leigha Patterson

lounging on the edge of the Open Cut. This quaint building was just a foundation of what could be. With the wonders of science moving in, T. Denny Sanford generously donated funding for a new and improved Visitor Center to be built and erected with the name Sanford Lab Homestake Visitor Center (SLHVC), honoring the future of Lead with the newly formed Sanford Underground Research Facility and Lead's iconic past with the Homestake Mining Company.

June 2020 marks Sanford Lab Homestake's Visitor Centers building's erection. This year marks somewhat of a transitional phase for us as we move to function as a Destination Marketing Organization. This means that we will not only advertise the exhibits in our Visitor Center, but Lead as a whole. Partnerships with the Black Hills Mining Museum and Historic Homestake Opera House will

make this possible. Our goal is to have all the guests who stop to visit us strolling through the streets of Lead and visiting the shops and other amazing destinations! We want everyone to experience the culture and hospitality Lead has to offer.

We had hoped to celebrate these past five years with a party, family events and STEAM demonstrations. Unfortunately, this nasty virus put a halt to all of that. In the coming years our hope is that the SLHVC can offer more STEAM workshops and daily summer camps for children, as well as additional family, adult learning, and other community events. Lead was built on mining and we do not want that history to be lost, so we are working educate generations that come after us.

Thank you to everyone who has supported the SLHVC for all these years and we look forward to many more years being a positive attribute to the community.

Pie Social Offers Fun Safe Socializing Outdoors



Rustic Nook Bakery

-Sierra Ward

There has been a definite scarcity of social events in the past few months. But many of us are just not quite ready to get back to our normal routines. Thank goodness it's summer and socializing outside is still a good option for many of us!

We were excited to bring back last year's event, the Pie Social! We decided in order to maximize each event we would do them once a month as the summer Chamber Mixers. The best of both worlds!

June's event was held on the Davis Ring Patio next to the Sanford

Lab Homestake Visitor Center. Rustic Nook Bakery (one of June's newest Chamber Members and owned by our own Assistant Director, Leigha Patterson) donated pies for the event. People were eager to hear about Leigha's plans to start the cafe portion of her fledgling order-by-request bakery and raved about her pie. (She's a great cook and baker!!)

Marlin Maynard (sponsored by the Chamber) sang his eclectic mix of country standards and oldies. The evening was a bit chilly but we were excited that it was sunny and pleasant. We had a great turn out and are super excited about our July event on Thursday the 16th. We're already lining up entertainment, sponsors and possibly a few harder beverages. See you then!

NEWS & NOTES

FIREWORKS DISPLAY POSTPONED - The fireworks we normally shoot on the 4th of July holiday have been postponed until Sunday night, September 6. Please help spread the word as many still ask.

GOLD CAMP JUBILEE - Our city's mining heritage festival has been postponed until Labor Day weekend. The fireworks display has also been postponed. The next public planning meeting will take place on Wednesday, July 22 at the Visitor Center in the back classroom. All are welcome to come with ideas and suggestions as we seek to involve the community.

LEAD MAGAZINES - All 15,000 have been printed and we are working to distribute them (including sending them out to all the state run rest stops along 90)! If you'd like to have a few in your business let us know before we run out!

JOBS - Cheyenne Crossing & Lewie's Burgers & Brews are both looking for cooks and waitstaff. Call or visit their place for business to find out more.

HELP WANTED - The Sanford Lab Homestake Visitor Center is searching for enthusiastic gift shop and tour guides that are excited about Lead! Weekends and fall availability desired. Call or stop by to get more information (605)584-3110. Leigha@SanfordLabHomestake.org

WRITERS WANTED - Want to write something for this newsletter? We're always looking for contributors! Send ideas, stories, articles, business features to sierra@leadme-there.org

JUNE CHAMBER MEMBERS

Thank You to NEW MEMBERS - IllustraAdvisory, The Rustic Nook Bakery, Town Hall Inn/Jailhouse Taps

Thank You to RENEWING MEMBERS - Clydie Douglass, Ada Henninger, Johns & Kosel Attorneys at Law, Lori & Terry Frederick, Northern Hills Federal Credit Union, Taco Johns of Deadwood

Thank you for being part of everything we do! You make Lead, Miles Beyond Ordinary!



Gift Shop Features



The **Sanford Lab Homestake Gift Shop** has added several new items this year, including more kids experiements and games, and several new hats. Check out the middle one with the Homestake stamp. We're also excited about our new Homestake tshirts featuring a silhouette of the headframe - part of Lead's iconic landscape. Come in and check out all that we have on sale! (pictures by Kate Schlenkers)



Meet Dave Cromes, Founder of Illustra-Advisory

I am a US Navy veteran, with 20 years experience in the corporate defense industry. Before moving to South Dakota in 2008, I lived in Europe and traveled throughout the Middle East, Central Asia, and Africa in support of US defense objectives. I have had the opportunity to lead and manage independent programs across the globe, responsible for sales over \$40M annually. At one time, my portfolio stretched from Afghanistan to Kansas, across Europe and throughout Africa. Most recently, I led multiple high-level strategic new business captures valued over one billion dollars. I started Illustra Advisory as a resource for local businesses with a need for advice and coaching in professional business best practices. Much like you might reach out to an accountant or a lawyer when complexity increases the risk of performance failure. Business principles apply across the spectrum of enterprise, regardless of product or service. From my earliest days as a project manager,



my leadership demanded I follow best business practices. That meant designing solid strategies, plans, budgets, schedules, and performance projections. It meant having a plan to engage employees, to recruit the best, maintain high retention, and share in success. Best practice means continually improving process, evaluating individual and combined performance, and making time for the professional growth of your team. You can find out more at <https://www.illustra-advisory.com/> or email dave@illustra-advisory.com

SLED HAUS INTRODUCES PIZZA

While still in limited release (the experimental phase) Sled Haus is introducing hand tossed pizza to its specials menu! We were sad to see Gold Mine Pizza close up shop on Main Street, but we're glad that the pizza oven found a good home in town! Stop on by to check out their specials, or just enjoy the old standbys.



ENDER-SUE-BEE GETS A WARNING: PART 4

We're continuing our serialized story, if you've missed the previous three chapters, you can find them starting in the April issue www.LeadMeThere.org/newsletters - Sierra

-Susan (Enderby) Szutz
When I got to Jane's house across the street, I tried to be nonchalant. I didn't want to come right out and ask the questions about Marianne Guerre, but I needed information about high schoolers. Jane's sister, Ethel was getting ready to go to a movie at the Opera House. They were showing "Journey to the Center of the Earth" which I really wanted to see.
"What time do classes start at high school?" I asked, trying to act nonchalant.

"Why do you ask that?" Ethel replied as she put on her makeup.
"I was just curious. Why do the kids always start going to school at 7:30?"
"Classes start at 8:15. First bell is at 8:10, but lots of people go early to talk with their friends."
"And flirt with the boys!" Jane added from her bed across the room.
Ethel smiled and added seriously, "And because some people have early classes, like band."

Marianne Guerre was always walking up the street much earlier than her friends, who would barely be there for the first bell. I didn't think she was going early to flirt with boys. And she really didn't seem like the band type.
"What time do classes get out?" I asked, still not satisfied.
"3:30 just like you guys. But there are a lot of after school activities for kids to get involved with, like sports, homemaking, theater, stuff like that."
"When do they get out?"
"Why do you care?" she asked, stopping to look at me.
"I'm just curious. It would be awful if your teachers could keep you after until as late as I see some kids come down the hill."
"Well there are some kids that work at the school doing maintenance and shoveling snow and working in the library and stuff like that." She paused and said curiously, "Something's up. Who are you asking about?"
"Nobody, I just wondered."
"Do you have a crush on a high school boy?"

I'm sure I turned beet red, I was so embarrassed! "No!" I squeaked, "I just wondered."
"You do! Who? Come on tell us his name?" she demanded.
I couldn't believe this. Now they were going to tease me.
"Who is it? Just tell us. We won't tell anybody." she said, now trying to sound motherly and soothing.
"No it's not that, I just was wondering about what time people get out of school."
"Sure you were." Ethel said, rolling her eyes.

We were good enough friends that she knew not to press me. I had never been able to own up to crushes and I couldn't bear being teased.
Then Ethel asked Jane and I if we were going to the movies. "I'm not going to babysit you guys but you could always just go by yourselves!"
I really wanted to go to that movie but every kid in town would be at that movie including Marianne Guerre. Her family was not very well off, but everyone always had thirty-five cents for a movie. Even if she wasn't at the theater, lots of the tougher kids hung out at the recreation center playing pool or just looking for trouble. I couldn't go to the movie. I couldn't take a chance. But it wouldn't be so bad if we went with Ethel and her friends. They were older than Marianne so they could protect me.

"I would go if we could go with you and your friends," I said to Ethel.
"I don't want to go with them," Jane said to me.
"Well I don't want to go if it's just us," I said.
"Why?" Ethel asked.
I couldn't tell them what a mess I had gotten into. Ethel would say it was my own fault.
"It's just that the big kids at the movies and they might shove us around," I said.
"Is somebody bullying you?" Ethel pressed.
"No, but I just don't want to go by ourselves, just in case."
"You're lying. Someone's bullying you. That's why you were asking all those questions. Who?" she asked.
I wanted to tell her, but I was so ashamed and I didn't want her to make fun of me for being so scared.
"Who?" she demanded again.
Maybe she could help me. Maybe she had some friends that could take care of things or maybe she knew Marianne and could just talk to her.
I took a deep breath and said, "Marianne Guerre."
"Sheesh! You're in big trouble. She's gonna pound you for sure!"
I couldn't believe it!
"Why do you say that?" I asked, getting panicked.
"She a toughy, duh!" Ethel said, "Why is she after you?"
"Cindy dared us to call her a name and Sally called her fatso."
"How could you be so dumb as to take a dare?" Ethel asked.
"I didn't, Sally did." I explained.
"Well then, why is she after you?"
"We were all together and she didn't know who said it and I ran off. She caught up with all the others, but she couldn't catch me."
"Well if it were me I'd just let her pound me and be done with it."
I had thought Ethel might be my salvation, but she was just a big nay-sayer.
"Boy I'm glad I'm not you!" Ethel added. "You're gonna get pounded! Pounded bad too!"
I was sick with worry. I couldn't go to the movie, so I went home. As I walked across the street I thought of all the other things I wouldn't be able to do for the entire rest of my life. I could never go swimming at the plunge, I could never go shopping at the dime store or anywhere else on Saturday morning like I used to, I could never go to a basketball game, or any other event at the high school. I already knew that I could never dawdle on my way home from school or stop in any of my favorite stores on Main Street to buy something or just look around. I couldn't go to the 4th of July parade. I couldn't do anything.
I began to imagine the rest of my life. I would never be able to have a boyfriend, because I couldn't go on a date. I would never get married. If I did, I would have to hide my kids from Marianne Guerre, and they would be ashamed of their own mother for being such a wimp. My life was over. I should just get pounded and be done with it, but when I thought of my head breaking open and my nose bleeding and my arms and legs twisted out of the sockets and my body being driven into the ground, I just couldn't face it. I would have to hide for the rest of my life. There was no way around it.

TO BE CONTINUED (the names have been changed.)

NOTES FROM THE DIRECTORS



Sierra Ward, Executive Director
The "covid" changed many things for all of us. And not least of all because it helped us see our work a little differently. Several of my friends used their furlough to start their own business, or develop skills they can use down the road. I used my half time furlough to start helping my husband with his plumbing business. I realized just how crazy busy he is (thank you to everyone who's employed him) and how much my help is vital to the continued success of what he's doing. I LOVE my job at the chamber and visitor center. I LOVE Lead (in case you didn't know) and I look forward every day to being a champion of

our wonderful town and all of the amazing businesses that we have. But the pandemic shut down came the very week I was planning to come back full time after maternity leave.

As we start to rebuild some of our previous routine we find that lots of things have changed. I'm trying to do too much (who me?) and need to find a better way to juggle. I've decided to stay at half time at the LACC and SLHVC. Leigha Patterson is amazing and I'm so grateful to have her help however long that is until we lose her to her bakery. I've newly hired Kate Schlenker (who not so long ago was helping at the Homestake Opera House) to help me and Leigha with everything. I'm so excited to have her on board. Kate has a true and deep love for Lead and our history and knows just how special this town is. I look forward to helping build Lead into the best it can be with this amazing administration team!

Our offices are open again so I hope you'll call and schedule a time to come see us and talk to us about how we can help you!



Leigha Patterson, Assistant Director
There is a silver lining to every cloud and beyond that cloud is a ray of sunshine! Welcome to Summer! It felt like forever, but The Sanford Lab Homestake Visitor Center and Lead Area Chamber of Commerce offices and exhibit hall are now officially open for business. We are looking forward to a great season even with the rocky start.

Unfortunately, we were not able to host a big celebration for the SLHVC 5th year anniversary, but we will be having Pie Socials through the summer (every third Thursday through August). Come join us on the patio by the Davis Ring. Pies are welcome, but not required to partake.

It is so exciting to see many businesses have reopened and that people are flowing into Lead. Please let us know if you will be hosting any event for your business this summer, virtual or in-person. We would love to get it promoted and attract more people to Lead. Reach out to me at (605)584-3110 or leigha@leadmethere.org. Don't let the silver lining fade, instead welcome the sunshine!

Kate Schlenker, Assistant
Hello, I'm Kate! I've joined Sierra and Leigha at the Chamber and Visitor Center. I've worked in all sorts of jobs throughout the Hills and out of state. I have an art degree and enjoy being creative. What did I learn while working for the forest service, a national monument and a national park, designing jewelry and working at a gold mine in SE United States? I learned that I love spending time with people and the outdoors and having the opportunity to learn new things and share it all with you.

I came to the Hills years ago, spent some time in other places around the country and found that the Northern Hills are home. When not at work, I'm spending time with James and

our two blue heelers hiking, biking and my favorite, all types of skiing.

I'm on a mission to spread the word that Lead is the best place to live and if that isn't possible, you have GOT to visit!



Summer PIE SOCIAL

3rd Thursday: July 16 & August 20
Pie, Music, Drinks & Fun!

Davis Ring Patio, Sanford Lab Homestake Visitor Center
4-7pm - call 584-1100 for more info

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

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125th All-School Reunion Fri & Sat, June 25-26, 2021



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



Free virtual activities ALL week long for ALL ages

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| JULY 2020 | | | | | | |
|--|---|------------------------|--|---|---|--|
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
| 28 | 29 | 30 | 1 7pm Rod & Gun Club Meeting | 2 | 3 | 4 <i>INDEPENDENCE DAY</i> Fireworks Canceled |
| 5 Adventure & Dinner with EF&A* | 6 5pm City Commission Meeting @ City Hall Neutrino Week | 7 Neutrino Week | 8 Neutrino Week | 9 8:15am SLHVC & LACC Board Meeting, SLHVC* | 10 Neutrino Week | 11 Basic Navigation & Survival Course with EF&A* |
| 12 Community Clean Up Day with EF&A* Trike Rally | 13 Trike Rally | 14 Trike Rally | 15 Trike Rally | 16 5-7pm PIE SOCIAL & Chamber Mixer @ Patio, SLHVC* Trike Rally | 17 12pm, History on the Lawn, Adams' House Museum Trike Rally | 18 Group Hike with EF&A* |
| 19 | 20 5pm City Commission Meeting @ City Hall | 21 Days of '76 | 22 2pm Gold Camp Jubilee Planning Meeting, SLHVC* | 23 Days of '76 | 24 Days of '76 | 25 Backpacking Clinic Overnight Adventure with EF&A* Days of '76 |
| 26 | 27 | 28 | 29 | 30 10:30am Golden Fold | 31 | 1 |

*EF&A - Explore Fitness & Adventures // *HHOH - Historic Homestake Opera House // *SLHVC - Sanford Lab Homestake Visitor Center // *HARCC - Homestake Adams Research & Culteral Center

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| Lead Area Chamber of Commerce Sierra Ward, Executive Director Leigha Patterson, Assistant Director Kate Schlenker, Assistant 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 Administration: Sierra Ward, Leigha Patterson, Kate Schlenker Staff: Jan Bloom, Char McCoy, Satchel McGuire, Butch Oien, Ryan Bourgo Mission In a financially sustainable way to communicate the story of Lead's past, present, and future ... | Board of Directors President, Vice, Duston Morehead ('17-'20) Treas./Sec., Moses Ward ('20-'23) Scott Engel ('19-'22) Kim Huber ('20-'23) Matt Klein ('18-'21) TJ Larson ('18-'21) Marsha Nichols, ('20-'22) Ron Everett, ex-officio / Dan Leikvold, ex-officio / Mike Headley, ex-officio | Contact Information (605)584-3110 Lead Area Chamber of Commerce Sierra - sierra@LeadMeThere.org Leigha - leigha@LeadMeThere.org Kate - kate@LeadMeThere.org Sanford Lab Homestake Visitor Center Sierra - sierra@sanfordlabhomestake.org Leigha - leigha@sanfordlabhomestake.org Kate - kate@sanfordlabhomestake.org |
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Sanford Lab Homestake Visitor Center
160 West Main Street
Lead, SD 57754



MILE HIGH CHALLENGE MOUNTAIN BIKE

RACE OR RIDE - JULY 18

Traverse beautiful Black Hill's terrain on a mix of the Mickelson Trail and rugged side trails. See course routes on our website.

CHOOSE YOUR ROUTE: 15-mile easy or 23-mile advanced

\$35 RACE REGISTRATION:

- ▶ All registrants receive event t-shirt. Preregister online
- ▶ Register the day of the race at Lotus Up 7am-8:30am
- ▶ Race starts at 9am - Homestake Trail Trailhead - Lead

▶ **NorthernHillsRec.org/MileHigh**