

LEAD ME HOME

Lead, South Dakota

WINTER FUN AWAITS

Winter is maybe our favorite season (after all if you don't like it then you probably wouldn't live up here in our mountain paradise)! Lead always looks so good under a fresh skiff of snow! Here's some of what's on the line up - though it's always possible we could change or add things so be sure to check out online schedule for the most up to date information.
www.LeadMeThere.org/winterfest (including Winter Rocks details).

Thursday - 1/28
5-7pm - **January Mixer @ Buck Snort Beer Patio**, Whitetail Creek Resort - This mixer will be a fundraiser for Boys & Girls Club of Lead/Deadwood, and they're asking guests to bring a snack or food item for the kids.

Friday - 1/29
WINTER ROCKS music festival begins, see www.LeadMeThere.org/winterfest
6pm-8pm, **COOL BEANS Bean Tasting Contest**, kick off at SLHVC - (if you'd like to participate please call us 584-3110) Prizes given for categories: appetizer/side, entree, dessert, grand & people's choice

Saturday - 1/30
ALL DAY - Sledding Hill, Manuel Brothers Park
9am - **Snow Yoga with Sarah Canida @ SLHVC***
9:30-3:30 - **Makers Market @ SLHVC***
8am - **Snowmobile Poker Run**, Steel Wheel Trading Post
WINTER ROCKS music festival throughout town 11am-11pm (online schedule)
Adult Sledding Party @ Whitetail Creek Resort
5pm - **Fireworks Viewing Party** at Visitors Center (ticketed fundraiser)
7pm - **FIREWORKS**, over Open Cut
post fireworks - **BONFIRE of Christmas Trees**, Visitor Center parking lot
9-11pm - **After Party @ Stampmill**

SUNDAY - 1/31
9am - **Outdoor activity** - Explore Fitness & Adventures
12pm - **BEAT THE HEAT hot sauce face off competition**, LACC hosts at SLHVC*
call for registration, tickets, spectators invited to enjoy the fun by donation
Kids Events coming! Check online schedule as we get closer to the event!
**SLHVC - Sanford Lab Homestake Visitor Center*



For a full schedule of artists and events
LeadMeThere.org/winterfest

DECEMBER CHAMBER MEMBERS

Thank You to NEW MEMBERS - Sherri Meidinger, Kyler VonWald

Thank You to RENEWING MEMBERS - Renew: Black Hills Energy, Black Hills State University, Dan & Dot O'Connor, Delzer Chiropractic, Diane Metzger, Discovery Tours, Donald & Maureen Alesi, First Interstate Bank, H & R Block, HUB International Insurance, Monument Health, Pete Lein & Sons, Powderhouse Pass, Richie Nordstrom, Sujak on Sunny Hill Bed & Breakfast, The LOFTs, The Real Estate Center of Lead-Deadwood,

You make Lead, Miles Beyond Ordinary!
Thanks for being a part of this!



Winterfest '21

Come celebrate our favorite season!
Thurs 1/28 - Sun 1/31
Lead, South Dakota - Miles Beyond Ordinary

For an up-to-date schedule full of awesome events including: FIREWORKS, sledding, parties, WINTER ROCKS: music festival, a BONFIRE of trees, and more visit
LeadMeThere.org/winterfest

Organized and hosted by the Lead Area Chamber of Commerce, our members & our annual sponsors:



Elly @artbytrishall

New Board Member Joins Team

-Thomas Golden

Welcome to our newest board member Autumn Anderson (replacing Matt Klein who resigned after several years of service to our board). Autumn and her husband Chris have owned Whitetail Creek Resort for the past three years. After 17 years of service in the public school system in Minnesota, Autumn made the permanent move to Lead last June. In addition to helping her husband with running the resort, Autumn works as a speech-language pathologist for Black Hills Special Services Cooperative in Belle Fourche.

Originally from Pierre, Autumn and her husband moved to Minnesota where they raised their two boys. She has a history of strong community leadership involvement having served on a variety of school and community-based committees, primarily in support roles for school sports and social events. Those duties have seen her take on a diverse number of roles and responsibilities from running coach to booster club secretary to student council advisor. She has also been involved as a Sunday School teacher and confirmation mentor through her church.

"My interest in joining the Chamber stems primarily from wanting to become involved in our community, push business forward in our town, and to have the opportunity to connect with other business owners in the area. Chris and I have always been heavily involved in the communities we have lived in through our church and our boys' sport and school activities."

We are excited to welcome Autumn with her wealth of experience to Lead, and to our board! // Interested in being part of our board? We'll be accepting applications and voting next month for installment in March.



“Stealing” Cars in Lead & Other Great Memories

-Gary (as told to Joanne) Goodrich
We lived at 122 ½ Wall Street and my best friend Bob Carter lived on lower Addie. When I was in elementary school, we all went home for lunch, which was especially easy for me as I lived just across the street. (Does anyone else remember trying to get the fire escape stairs to come down – absolutely forbidden by the principal and teachers.) Of course when I started junior high at the high school at the top of town it was a bit of a different story. I told my three daughters later that it was uphill in the snow both ways – not too far from the truth! I had band practice before classes which meant I had to be there even earlier! Teachers were feared and rules were kept. Some of those same teachers taught my daughters, who were the third generation of my family to graduation from LHS – after my mother and aunt and me.

My best memories are of our class of 1953. Bob Carter was one of my best friends and if I didn’t have a good idea, Bob could come up with one. We were getting tired of walking everywhere – what we needed most was WHEELS! My dad worked night shifts at the Ross shaft so Bob and I found his car, hopped in (everyone always left their keys in their cars) and had a nice evening cruising Lead. When we were done, we took the car back up to the parking lot thinking we’d be pretty slick and nobody would be the wiser to our adventure! Whoops – another car was parked in Dad’s place. Well, no problem: we would just move that car to an empty spot and park Dad’s car where he’d left it. The next morning Dad was telling Mom about helping a friend find his car. They had driven around for quite a while with lights on until they finally found the car! The miner thought he’d lost his mind! I used my best poker face while listening.

Neal Varland sold Bob and I his 1939 Chevy two door for \$90.00. We kept this little secret from our parents! We had wheels, but no insurance, no li-censes (those didn’t happen until the state mandate much later. Even very young out of town kids drove into school.) More importantly we had NO place to park without arousing questions. We drove it for about four months, then Bob skipped school and he and another friend went down to Sturgis. Being that this was our first car, we were pretty dumb and didn’t know about car maintenance so we had never checked the oil. Bob drove the car back, got as far as the Sinking Gardens and blew a rod so he parked it on Main Street. After a few weeks, my Dad started wondering whose car that was. I wonder if he suspected and thought I’d confess, but I kept my mouth shut and so did Bob. We were never sure what happened to it, but assumed that maybe the police finally towed it away? Nobody ever found out that Bob and I owned it.

I guess I got what was coming for me because our three daughters seemed to have the same bug for wheels. One night Joanne and I were bowling at the alley in Pluma. When we finished we walked out and the hood of our car was warm and it was the only one in the lot with no snow on it! Another time one daughter called Joanne at work to ask if she could and her friend could use the car to go three miles to Grandma’s house. Joanne warned her if the car wasn’t there when I woke up to go to my night shift at Homestake Mining Company, I’d be furious. It wasn’t there. When the car finally came back it showed they’d driven 75 miles (we always zeroed out the mileage when we gassed up). Kids never seem to be able to figure out the simple reason we were onto them was because we’d been doing all the same things a generation earlier!

When we graduated, some of us decided to drive to Rapid and join the military. We planned to go AIRBORNE. Bob and I walked into the recruiting office and every branch was gone to lunch EXCEPT the Marines. The recruiter got both of us. Later, another classmate Jerry Anderson joined the Marines too. We have a ton of memories of that time and the next several years. The best was meeting Joanne (originally from Wisconsin) on a blind date in West Covina, California in 1956. We were married nine weeks later (our picture is above) and are will be 65 years on St. Patrick’s Day this year! We lived in Southern California until 1972 then moved our family to Lead.

The LHS Class of ‘53 met for lunch every month until this past summer due to COVID-19 and our age. The last few lunches, classmates came with children or grandchildren to drive them. We’ve had some rollicking reunions and have kept in touch by computer through the years. We have many good memories, stories and photos too.

Goodrich’s recently moved down to Spearfish but are still very much involved in Lead as Chamber members. // Would you like to share a memory of growing up in Lead? We’d love to share it! sierra@leadmethere.org



JANUARY MIXER



Kick of Winterfest with us

Thurs 1/28 – 4-6pm, Bucksnot Beer Patio at Whitetail Creek Resort
in conjunction with the Boys & Girls Club of Lead-Deadwood

NEWS & NOTES

MOPS – Shepherd of the Hills is starting a Mothers of Preschool-ers Group! The first meeting will be 1/10 from 3:30-5:30, and will meet on the second and fourth Sunday afternoons of every month. It’s open to mothers with kids of all ages, but is focused on newish mothers. If you’ve moved to town recently, or know some-one who has that might be interested please have them call Sierra for more information 584-3110. You can also visit mops.org for more info about what the group is about.

CHRISTMAS TREE DISPOAL – Help us prepare for our Winterfest bonfire. Bring your real tree down to the parking lot of the Visitor Center (You’ll see a spot with snow and other trees). Then come back on Saturday night 1/30 and enjoy the blaze!

MIXER HOSTS WANTED– Want to spotlight your business with a party? We’re looking for mixer hosts for the late spring and fall. You provide the refreshments and we provide the guests! Give Thomas a call to schedule your event today!

PUBLIC PLANNING MEETING – We hold our monthly meeting on the third Wednesday at 2pm. If you aren’t able to attend but would like a copy of the agenda we’re happy to send it and get your ideas via phone or email!

WELCOME NEW MEMBERS

Yates Hair Shaft – Chalsey Yates is ready to take care of all your hair and nail needs. Walk-ins are welcome, but you can schedule your appointment today by calling 605-641-7931, or book online! Check her out on facebook. @ChalseyY.hair (Sierra’s Fun Fact: You can remember which headframe is which by knowing that Chalsey’s shop is in the shadow of the Yates!) // **Thyssen Mining** – This major mining company will be completing the excavation work for the LBNF project at SURF. We welcome them to our membership, line up of 2021 annual sponsors, and to our community and look forward to getting to know them as neighbors for the next few years! // Welcome to new Lead residents Jonathan and Katharine Hansen who have come to start **Connection Church of Lead**. This new Southern Baptist affiliated church is meeting on Sunday mornings at 10am in the basement of the Fox Dental building at 206 Ellison Ct in Lead, all are welcome! Check out www.connectionchurchlead.com for more information on meetings and events.



Join us!

We want to encourage & equip moms!

2nd and 4th Sundays - 3:30-5:30
First Meeting: Jan 10, 2021
Shepherd of the Hills, 825 W. Main
(basement door via parking lot)
Snacks & childcare provided
Call Sierra 584-3110 for more info

MOPS



ADULT SIP N' STEAM

Butter and the Maillard Reaction

January 19th, 2021 | 6 PM to 8 PM

Sanford Lab Homestake Visitor Center
160 W. Main St.
Lead, SD 57754



Bring a friend and join us in making butter, caramel and learning how food "browns"

\$25 Non-Members
\$15 Members

For more information, please contact
Leigha (605-584-3110) or
leigha@sanfordlabhomestake.org

NOTES FROM THE DIRECTORS



Sierra Ward, Executive Director
I hate to overstate the obvious (just kidding, it's one of my favorite past times) but 2020 was a doozy. There we were, going along minding our business, getting ready and making plans and then - WHUMPH! The rug was ripped out from underneath us! It's made us all a little gun shy to make plans, or have expectations about the coming months - let alone the coming year. What if things get worse? What if regulations change? What if this? What if that? While I think it's always good to ask

these questions, and it's always good to consider that we never know what the future holds, we also can't let that anxiety control us.

Maybe we're asking the wrong question. Sure, everything could go sideways BUT things could also go better than expected. In fact (in my endless optimism) we also can look for all the ways this year of transition (for that's what it really was) gave us so many unexpected opportunities! 2021 will continue to be a year of changes for all of us, our town and the wider world but despite the storms that rage on, we could really truly have the best year yet!

The future of Lead has never looked better! The contractors with the lab are continuing to arrive and invest in our community (Thank you Thyssen Mining!!), people are snatching up houses faster and at prices over asking, people from all over the country are seeing what our small town life has to offer and can't contain their excitement! We're still busy improving businesses, starting businesses and making our town an even better place to live than it was already! Here's to 2021 and here's to our continued innovation, creativity and tenacity! I have a sneaky feeling that things are going to go right! - Comments? Questions? Suggestions? sierra@LeadMeThere.org



Leigha Patterson, Assistant Director.
The New Year has arrived! How did you ring in 2021 and what resolutions did you make? I didn't make any resolutions because so many things change in a year that I find it hard to stick to one. I like to just go with the flow and adapt. I mean, what if I make a resolution to lose weight and then the gyms shut down due to a pandemic...there goes my motivation, so might as well go eat a cookie! :)

Anyway, so many changes occurred in 2020 and I am so proud of how Lead adapted and flourished during those difficult times. The community came together and helped each other out and supported our small businesses. With the new owners of Stampmill moving in, my bakery opening, Nick's MakerSpace making progress, and all the remaining Main St. businesses thriving, Lead may soon become the little bustling (but not too bustling) town of old. 2021 holds so many promises of a positive future and I am going to be right there helping make that happen in any way possible. Questions and/or comments? leigha@leadmethere.org or 605-584-1100.



Thomas Golden, Membership Director
My December has included, for as long as I can remember, an annual viewing of the classic Bing Crosby and Fred Astaire film Holiday Inn. Because of this, each New Year has my brain humming the lyrics "How can our love go wrong dear, if we start the New Year right?" Bing was just hoping for an extra minute under the mistletoe, I think most of us are looking at a bigger picture right now.

Last year, for all it was, served as a reminder of what matters, of what needs to be preserved. It is because of the resilience and grit of our members that LACC and SLHVC are still here, continuing to promote Lead's rich history and bright future. As we start this new year innovating new ways to create sustainable partnerships with our friends and neighbors, we recognize that this is only possible through your support. Thank you!

We start this new chapter with fresh eyes and hopeful hearts. Over the last month I have been lucky enough to step inside many businesses and have conversations with the amazing people who make Lead what it is. I know it takes more than just positivity to make an endeavor successful, but I hope you know that what I see all around me are people who can make 2021 the best year ever. Tell me how I can help! Thank you again for your membership, let's continue working together to make 2021 a bright spot in our collective history!

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

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CALL FOR ANNUAL SPONSORS

The number of events and sponsorship opportunities through the Chamber can be overwhelming. As soon as one event is finished we are excitedly gearing up for the next big thing and offering you another opportunity to get involved through individual event sponsorships. But there is an easier way! Consider an annual sponsorship package! We will put your logo on all flyers and promotional materials throughout the year and feature you in our newsletter and Lead Magazine, not only that--you will receive tickets to special events like our annual banquet, golf tournament and VIP parties. Contact membership director Thomas Golden at 605-584-3110 to find out how you can streamline your involvement and maximize your impact through the Lead Area Chamber of Commerce.

Winterfest '21 Fireworks Viewing Party

Come enjoy the biggest Winter fireworks display in the Black Hills

Saturday January 30th @ 6pm
Sanford Lab Homestake Visitor Center
Lead, SD

\$10/Kids (17 & under) One drink ticket provided
\$20/Adults S'mores kits for \$3



Call 605-584-1100 for tickets
Limited Seating



JANUARY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31 <i>New Year's Eve</i> LACC* 9am-noon	1 <i>New Year's Day</i> LACC* closed	2 9am Northern Hills Prospectors @ SLHVC*
3	4 10:30am GOLDEN FOLD 5pm City Commission @ City Hall	5 7pm VFW #5969 meeting	6 7pm Rod & Gun Club meeting	7	8	9
10 3:30-5:30 MOPS @ 825 W. Main St.	11	12	13	14 8:15am SLHVC & LACC Board Meeting	15	16
17	18 <i>MARTIN LUTHER KING JR. DAY</i>	19 5pm City Commission @ City Hall	20 2pm Public Planning Meeting: Q1 events @ SLHVC*	21	22	23
24 3:30-5:30 MOPS @ 825 W. Main St.	25	26	27	28 WINTERFEST >> 5-7pm Chamber Mixer @ Bucksnot Beer Patio, White-tail Creek Resort	29 WINTERFEST >>	30 WINTERFEST >> 9:30 Makers Market @ SLHVC* 11:45-2:45

*EF&A - Explore Fitness & Adventures // *HHOH - Historic Homestake Opera House // *SLHVC - Sanford Lab Homestake Visitor Center // *DHI - Deadwood History Inc. // *HARCC - Homestake Adams Research & Cultural Center

More Fun & Details

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

WEEKLY ITEMS:
Mondays:
Kiwanis Meetings - Monday evenings at 5:30pm at the Christian Ministry Center. Catered dinner and program for \$10.

Tuesdays:
Poker for Fun - Texas Hold'em, 7pm at Hangar 7 Lounge at Blackstone Lodge.

Wednesdays:
Trivia Night - 6pm at Jailhouse Taps on Siever Street.

Thursdays:
Beer Bingo - 3pm at Jailhouse Taps on Siever Street.

OTHER DATES:
Thurs 1/28 - 10:30am Golden Fold

1/28-31 WINTERFEST!
See our full and updated schedule of events LeadMeThere.org/winterfest

1/29-30 WINTER ROCKS!
Music festival around town
www.LeadMeThere.org/winterfest for all details and events.


SAVE THE DATES: February
2/20 - Galantine's Day Cabaret, @SLHVC
Call for tickets and info 584-3110

2/23 - SCIENCE ROCKS: 3D printing with SD Miners @SLHVC

Lead Area Chamber of Commerce
501(c)6 - (605)584-3110 - Office Hours 9am-5pm M-F
Sierra Ward, Executive Director
sierra@leadmethere.org
Leigha Patterson, Assistant Director
leigha@leadmethere.org
Thomas Golden, Membership Director
thomas@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...

Board of Directors
President, Duston Morehead ('17-'20)
Vice President, TJ Larson ('18-'21)
Treasurer, Dave Brueckner ('20-'23)
Secretary, Scott Engel ('19-'22)
Kim Huber ('20-'23)
Marsha Nichols, ('20-'22)
Autumn Anderson, ('20-'23)

Ron Everett, ex-officio
Mike Headley, ex-officio
Dan Leikvold, ex-officio



OFFICE FOR RENT
2020 has changed the way a lot of us work. If you're downsizing we might be able to help! The Sanford Lab Homestake Visitor Center has an 10x13 of-ice available. Includes big windows, furniture, internet, VOIP phone, access to the copier, coffee and water service, signage, and free facility rentals as needed. Other perks include storage and network space. Email Sierra for more info.

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Beat the Heat

Sunday January 31st, 2021 **SHOWDOWN @ NOON**

HOT SAUCE CHALLENGE



SANFORD LAB HOMESTAKE VISITOR CENTER
160 W. MAIN ST. LEAD, SD 57754
CALL 605-584-3110 TO REGISTER

Spectator tickets by donation



Lead Area Chamber of Commerce
160 West Main Street
Lead, SD 57754

