

LEAD ME HOME

Lead, South Dakota

DING DING DING! Here Comes the Trolley



-Christine Allen

As many of you know, 2020 was a bit of a bummer year for a lot of us and things just looked different. One big difference was our beloved Trolley was no longer lumbering through town laden with tourists eager to hear more about Lead. Well, it's 2021 baby and we are back! In 2019, approximately 4500 guests chose to spend their hard earned time and money on our tours. This year with the creation

of the Visit Lead Tourism Office through the LACC, we hope to see that number skyrocket!

If you have never taken the tour we encourage our locals to stop by, to bring their visitors, and to show a friendly face when the trolley drives by. We want to encourage people to boost our economy, share their experiences with others, and take home a sense of this amazing area and the people who live here. Participating in tourism is a great way to celebrate our national and global community.

As we come off a year where those connections gave rise to fear, it is important to remember Lead's international roots. We want to continue to foster our relationships with other towns, states, and countries. So come on down to the Trolley! You never know what you might learn and who you might meet!

Look for more trolley tour details coming soon, weather dependent we are hoping to restart them Saturday, May 1!



First Interstate Bank Lead Deadwood Community Fund's Annual Chili Contest a Flaming Success!

The Lead and Deadwood Chamber supported this event as the April Mixer on April 22. We were excited to see so many people reconnecting after such a long "hibernation." With more people feeling comfortable after getting their covid vaccinations, it was fun to see between 160-200 people attend this annual event that was canceled in 2020.

Deadwood Mountain Grand was an amazing host for the event and we also thank all the individual volunteers who organized this! This event was dedicated to the memory of Jerry Apa, one of the group's founding members, and brainchild of this fundraising event. // Photo courtesy of Cathy Enderby.

APRIL CHAMBER MEMBERS

NEW MEMBERS - Doc & Alice, Ginny Wolf, Ponderosa Pines Inns & Cabins (new ownership), Beth Staeckeler with The Christians Team of Keller Williams

RENEWING MEMBERS - Black Hills State University, Broken Boot Gold Mine, Great Peaks Realty Munro & Gran, LLC., Interstate Engineering, Joan Irwin, Quik Signs, Ron & Zale Doering, St. Patrick's Catholic Church, Thrifty White Pharmacy, Vilas Pharmacy.

Thanks for being a part of all that we're doing in Lead! You make Lead, Miles Beyond Ordinary

THOMAS J. GRIER DAY Tuesday, 5/18/2021



Join us in celebrating one of Lead's great leaders and his accomplishments to Lead on his birthday! #ThomasGrierDay

9-11:30am - Beautify Lead with a trash pick-up*

12pm - Birthday Cake & Proclamation*

4:30-7pm - Homestake Opera House, open house - free!

All Day - Visit Thomas Grier's grave, West Lead Cemetery

More information www.LeadMeThere.org/TJGrier

**Thomas Grier Statue in front of Christ Church Episcopal - weather permitting, back up location is the Sanford Lab Homestake Visitor Center*

Voices From the Past Echo Through the Hills - Celebrating Thomas Grier

-Christine Allen

Thomas Grier was a huge influence on our town! Some of you may be wondering who that is and some of you may be familiar with this great man. Drum roll... Thomas Grier is everywhere! He was the Superintendent of the Homestake Mining Company for over 30 years. In this capacity, he supervised all the big picture mine operations leading to the technologically advanced, safety oriented, and community minded organization that became The Homestake Mining Company we know. He was called the "Iron fist in the velvet glove" regarding his track record on management and labor relations and many of his decisions are still felt today. Though he did not come from a background of mining and was always an "office guy", he approved of the eight hour work day for miners, fought two fires side by side with his employees down in the mine, and in general attempted to balance the need for profitability with the well being of his miners. We still see this influence today as Thomas Grier is the man who directed Phoebe Hearts' monetary generosity.

It was he who suggested the building of what is now the Lead-Deadwood Highschool, the Phoebe Apperson Hearst Library, the free kindergarten program, and the Homestake Opera House.

His statue stands in front of Christ Church Episcopal here in town and he is buried in the West Lead Cemetery. His voice is still heard and his heart for Lead is still seen here and throughout the hills. In his honor, we are starting our first Annual THOMAS GRIER DAY! - Join us on Tuesday 5/18 (his birthday) starting at the statue where there will be a community trash clean up from 9-11:30AM. This will be followed by a cake and speech back at the Statue at Noon. The day will culminate in a free-to-the-public open house at the Homestake Opera House from 4:30-7:00 PM. The HOH will be offering refreshments, entertainment, and the interpretive center will be open. Please join us as we celebrate one of Lead's greatest men! #ThomasGrierDay



HOOKED ON SKIING!

Tom Marsing Looks back on a lifetime on the slopes

-Wendy Pitlick

Growing up in Aspen, Colo., Tom Marsing remembers that on Fridays the kids put their books away, and headed to the ski slopes for their education.

“That was part of the school curriculum,” Marsing said, as he recalled an entire lifetime in the ski industry. “That stayed in the school curriculum through my first grade through sixth grade year. Then, with politics and stuff, educators felt it wasn’t appropriate for the school and it should go as clubs.”

Skiing in school helped get Marsing hooked to the sport, and he recently retired as the general manager of Terry Peak Ski Area after 21 years of service on the Lead mountain, and an entire career in the ski industry. He went from skiing in school, to operating a ski shop and then working as a ski patrol agent in Aspen. From ski patrolling, he became involved with constructing lifts.

“That was just growing up,” he said. But after graduating from high school, Marsing thought he might take his life in a different direction, and he went to college to become an athletic director. “I had a hard time getting out of the ski business,” Marsing said, explaining that all he wanted to do while he was in school was ski. So, after graduating with his master’s in sports administration, he went right back up the mountain.

“From there opportunities kept coming up,” he said. “I did it all, from ski patrolling and owning a ski shop, to actually getting involved in construction and watching how ski lifts were being built. I moved up to different positions.”

Before coming to Lead, Marsing was the operations manager at a small ski area in Arizona. He was there for six years, when the opportunity to come to Lead came up. Before taking a job in Lead, Marsing said he had previously been involved in ski jumping competitions at Terry Peak’s Blizzard and Avalanche runs, where he actually competed against the manager whom he would eventually replace. It was a connection with an attorney who had ties to Terry Peak that lead Marsing to take the general manager position.

“I had a vision of what Terry Peak could become, I wanted a ski area that was going to be safe for everyone and that we could be proud of.”

During his initial interview with the board of directors, Marsing immediately began to see ways he could work to improve the ski area. “When I got down here it wasn’t a ski area that is in the ski business,” he said. “They were playing in the ski area, but they weren’t going to be able to survive the way they were doing it.

“Things were being held together and were dangerous,” Marsing said as he recalled lifts that had a 50 percent chance of breaking down halfway through transport, sometimes leaving skiers trapped for a half-hour at a time.

“I told them if you’re hiring me you’re going to have to let me help us get back into the ski business and pay money, because the stuff we needed was not cheap,” Marsing said. “I told them I would upgrade the place and



get it back to being safe. I wanted to go to sleep and know that when somebody was on a lift it wouldn’t break and fall apart. That’s the way it was before, when I came up for my interview.”

When Marsing began to make changes, he started with replacing lifts. He quickly discovered that the close-knit, “country club” style community of longtime Terry Peak patrons were not amenable to the idea of change and improvements.

“I took out two old lifts and put in one new, fancy, high speed, detachable lift,” he said. “I thought I was going to be everybody’s best friend because I did that. It went the other way and everybody was upset and mad. The people who skied at Terry Peak liked Terry Peak, and they didn’t want to do a lot of changes because it was going to bring people in and their little community country club was going to be inundated with more people. They didn’t like that.”

Eventually, Marsing would meet with the regulars at Terry Peak and share his concerns about the need for growth for the business to survive, and he listened to their desire to retain the small-town, close knit atmosphere. He continued to make changes, keeping in mind the people’s concerns. Some of the most significant changes included adding lifts and purchasing the land that comprised the ski area.

“You see a nice cut run, and you assume we own it,” Marsing said. “We didn’t. I had the place evaluated and it wasn’t worth anything because they were encroaching on tons of land that wasn’t theirs. So, I got that straightened out, which wasn’t easy.”

All of those changes yielded slow, consistent growth for the Terry Peak Ski Area. When Marsing first arrived at Terry Peak in 2000 he said the mountain hosted about 60,000 to 80,000 skiers per year. Today, that number has grown to 250,000 skiers a year, who share at least 25 good runs and facilities on an overall footprint of 600 acres that is Terry Peak Ski Area.

“I had a vision of what Terry Peak could become,” Marsing said. “I wanted a ski area that was going to be safe for everyone and that we could be proud of.”

Marsing said he believes that he has achieved that vision, as today skiers can visit the mountain and sometimes make 50 or more runs in a day. He has even seen business people come during their lunch hours, just to get a dozen runs in an hour.

“Your whole attitude changes when you can do that,” he said.

Overall, as he looks back on his time at Terry Peak and looks forward to retirement, Marsing said he’s not sure what he’s going to do when he’s not in the ski business anymore. “I love

WELCOME NEW MEMBERS

Ponderosa Pines Inns & Cabins – Judith Waring is originally from England and moved here most recently from Hawaii when her husband took a job in Deadwood. Judith will be running the nine cabins and five motel rooms with her sister Carol.

Doc & Alice – The mother/daughter team Sharon and Erin have a love for fashion, jewelry and style. They truly want you to feel like family when you walk through the doors and to walk away feeling more beautiful and more like YOU than ever before. Check them out at the Rushmore Mall in Rapid City.

Ginny Wolf Studio – This local artist creates jewelry and treasures using techniques like cold joining, lapidary, etching, weaving, wire wrapping, stringing, metal stamping, collage, assemblage, painting, drawing, to bring to life the vision in her head! Stop by her studio at the Cheyenne Crossing!

Beth Staeckeler with The Christians Team of Keller Williams – Beth specializes in the Lead-Deadwood area and believes that everyone deserves a place to call home. Each year, she helps 300 families find homes in the beautiful Black Hills.

UPCOMING EVENTS

MAY MIXER – Plan to join us on Thursday, May 20 at SPEARFISH CANYON LOGDGE for our May Mixer from 4-6pm.

PIE SOCIALS – Join us on the first Thursday afternoon of each month, June-Sept on the Ray Davis Patio for pie, music and visiting from 4-6pm! ALLIED CONSTRUCTION will be our June sponsor. August and September are still available.

SCIENCE ROCKS: CADAVER WORKING DOGS – The Sanford Lab Homestake Visitor Center will host on Thursday 5/27 at 5pm. Learn the science behind searching for dead and live persons.

THOMAS GRIER DAY – Join us on Tuesday 5/18 for festivities! Trash pick up 9-11:30 – meet at the statue. 12 noon – Cake, speech and dedication at the Thomas Grier statue in front of the Episocal church (weather permitting. Backup location is the Sanford Lab Homestake Visitor Center.) 4:30-7pm Homestake Opera House open house. When Phoebe Hearst proposed the construction, it was Thomas Grier who suggested the facility be a recreation center, free to the public. It is in this spirit that we open our doors to the public. Refreshments and entertinamnet as well as open interpretive center. Come meet our new staff, ask questions, and help us use up our wine reserves!

my work,” he said. “I’ve always done it, my whole life, and now it’s time for me to move out. When you get a job like one of these either you like it or you don’t. I love it. It’s just the people. It’s the whole atmosphere of stuff you get involved in and the outdoors. This is the prettiest place in the region and I think I’ve got the most ideal job that anybody can have.”

Wendy Pitlick owns deSales Writing Services and writes in Lead.

ALL-SCHOOL REUNION

Celebration

JUNE 25 & 26 • LEAD-DEADWOOD HIGH SCHOOL

FOR A COMPLETE LISTING OF REGISTERED ALUMNI, PRINTABLE REGISTRATION FORM AND REUNION UPDATES:

<https://www.lead-deadwood.k12.sd.us>

Click: Menu - Our District, scroll down to All-School Reunion

NOTES FROM THE DIRECTORS



It seems very fitting for our May newsletter to feature us standing in front of a very snowy Open Cut! Welcome to Lead L-R: Leigha, Sierra, Bryan & Christine

Sierra Ward, Executive Director

Not so long ago the chamber office was one person - me. I tried to start and end each day saying, "You can only get done what you can get done." The chamber is a job (like many small businesses) that will take 100% of your time and still only be 1% done. You do what you can and keep chipping away at the rest. It was the best way to grow our organization since I got to learn each part intimately and know about all aspects of running this chamber.

The picture above makes me so incredibly proud! A lot changed about the way we ran our office and our organization in 2020, and in many ways it has allowed us to try new things, expand and shift our focuses. Since having Kid I'm only working part time (12 hours a week) which means we have the opportunity to hire more staff. Bryan has been a huge boon to us as he can run around town, keep in face to face touch with many of our members and be an advocate and link between you and what we're doing. Christine is a wonderful addition to our team as she can now take over all the tourism related activities and expand on them in a way we never really had time for. Leigha is our rock, always working diligently behind the scenes to make sure all the details are fitting together. I don't know what I would have done during all this transition without her!

As my role shifts and I pass on tasks and responsibilities to others it also means that I have to let go of parts of this work that I really love. This makes me a bit sad, but it pales in the joy of having others to brainstorm with and push forward.

We're all so excited to offer you more benefits and opportunities and I feel very grateful for our expanded LACC team and all the talent and enthusiasm they bring to the table. // sierra@LeadMeThere.org

Leigha Patterson, Assistant Director

Hello everyone, I find it hard to write about something new every month as I am not an incredibly talkative person. I like to sit back and listen and I really take to heart the phrase about having two ears and one mouth so listen more and speak less. Talking about myself seems incredibly vain, and talking about the weather seems mundane. I think that is why people have a really hard time networking and meeting someone new. As a business owner I believe that networking is a vital part of growing your business, yet it is the hardest thing to do! Do any of you find it difficult to go out and network for your business and meet new people? I am interested to know how many of you have skipped a Chamber Mixer because it seemed too daunting and produced a lot of social anxiety because you didn't want to be the person sitting in a corner not knowing what to say. Chamber Mixers are a great way to get out and meet community individuals and spread the word about your business. I would love to see new faces in May at our Mixer at Spearfish Canyon Lodge. If you are one of those people that are socially awkward, introverted, or just don't like to talk much, please seek me out. I'd love to hear about your business and story. // leigha@leadmethere.org.

Bryan Burton, Membership Director

Even as I am surrounded by mineral rich mountains and carpets of lush forest, I realized this morning that the true abundant resource of our area is the people that live here. Personal independence and know-how is a big part of the culture here, but so is collaboration and friendship.

The other day, I left the key to my file cabinet in the lock and then walked past it and my knee broke the key off. Cue: big sigh and eye roll. I was totally dumbfounded about how I was going to fix the file cabinet. I walked into the office of my coworker, Leigha, to share the news of my destruction. Her eyes lit up when I told her I broke the key in half; she exclaimed that she knew the solution to my problem. She proceeded to melt a hot glue stick then jammed it into the lock and tugged the key out! I was completely amazed.

The whole thing reminded me of this saying that my mom used to tell me when I was a kid, "You should always keep in mind that everyone knows something that you don't, so you should stop and listen when others talk." This was totally one of those moments when Leigha's niche knowledge helped me easily overcome a problem that I thought was going to be a complete headache. Friends helping friends out isn't something new or foreign to this community. In a place like this, with unforgiving elements ranging from the blizzards of winter to the hail storms of summer (and sometimes a broken key), people know how to be there for each other and that's really beautiful to see. // bryan@leadmethere.org

NEWS & NOTES

JERRY APA - Longtime friend of the chamber, Gerald (Jerry) Apa passed away on 4/1/21 at home at the age of 80. Jerry served in the Marine Corp for four years. He moved to Lead with his wife MartyAnn in 1972. He owned and operated the Silver Star Bar for 28 years. He was very active in politics and served on the Lawrence County Commission, State House of Representatives, and State Senate. His final foray into politics was as Lead Mayor for one term in 2013, "which he always considered ... the pinnacle of his political career." He was a founding member of the First Interstate Bank Lead-Deadwood Community Foundation and also an original member of the Lead Fire Protection District. He won the TJ Grier annual chamber award twice for his service to Lead. We were proud to know him and have him as a member of our community.

HELP WANTED - We are looking for TOUR GUIDES and GIFT SHOP ATTENDANTS. If you are interested please stop by the Visitor Center for more information. Check our jobs page on our website for info and other hiring opportunities all over town.

GOLD CAMP JUBILEE - Planning is finalizing this month for Lead's 4th of July celebration! If you have ideas or input please let us know!

SUMMER HOURS START - Deadwood History, Inc. will begin summer hours May - September with their museums open daily from 9-5. The Brothel Deadwood is open daily with guided tours from 11-7. The museums welcome groups of 10 or more with advance reservations. For group tour information, please call 605-722-4800.

UNLEADED LEAD - In an effort to bring more overflow traffic to Lead during Kool Deadwood Nites we are starting several new events in Lead the last weekend of August. Look for more details coming soon!

Christine Allen, Tourism Director
Welcome May! We are officially in the tourism season now! Lead of course gets year round tourism due to our winter activities... but as we all know the summer season looks a bit different. For many of us this season brings exciting challenges and even some concerns. Some of us take a different route to work to avoid the many parades, we may open our homes to visiting family and friends, and some of us look forward to seeing our profits rise as we welcome new customers to our businesses. Whatever tourism season means to you I encourage you to take a moment to try and see it from a different perspective this spring. Imagine your drive through Lead's Main Street or visit to our parks is your first time. Adopt an attitude of curiosity about our area. What is something you have always wanted to know but never looked into? What businesses have you wanted to check out? What friend have you wanted to catch lunch with? May is a great time for us locals to play tourists ourselves... Even in our own home towns! I encourage you to look at Lead with fresh eyes and experience for yourself why we attract so many visitors every year!
// christine@leadmethere.org

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HISTORIC TOWN HALL INN -

Completely turn key, includes all furnishings, appliances, equipment, website. Will train. Financials available for 7.75 years of ownership - reflects true earnings. Hotel boasts best rating on Trip Advisory in the Lead/Deadwood area. - \$1.25 million

MAY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1 Basic Nav & Survival Courst, EF&A*
2	3 5pm City Commission @ City Hall	4 Spring Literature Swap, Black Hills Badlands & Tourism Assc. - Rapid	5	6	7	8 10am-5pm 2nd Saturdays on Main Street
9 <i>MOTHER'S DAY</i> Mother's Tours of the Adams House, DHI*	10	11	12	13 8:15am SLHVC & LACC Board Meeting 12pm Preservation Thurs. DHI*	14 10am Ribbon Cutting: Beth Staeckeler at Christians Team of Keller Williams @ SLHVC*	15 9:30am Makers Market @ SLHVC*
16	17 5pm City Commission @ City Hall	18 THOMAS GRIER DAY in LEAD, LACC* & HOH*	19	20 MAY MIXER: @ Spearfish Canyon Lodge 4-6pm	21	22 7pm HARD ROCK GOLDDIGGER fashion show, SLHVC*
23 4pm MOPS year end party! 584-3110 for more info	24	25	26	27 5pm SCIENCE ROCKS: Cadaver Working Dogs, SLHVC*	28	29 Backpacking Clinic, EF&A*
30	31 <i>MEMORIAL DAY</i> Chamber offices closed, SLHVC* open	1	2	3 4-6pm PIE SOCIAL: Allied Construction @ Ray Davis Patio		5

**EF&A - Explore Fitness & Adventures // *SLHVC - Sanford Lab Homestake Visitor Center // SoTH - Shepherd of the Hills Church
DHI - Deadwood History Inc. // *HOH - Homestake Opera House // *HARCC - Homestake Adams Research & Cultural Center

Weekly & Monthly

For more info and details visit www.LeadMeThere.org or 584-3110

WEEKLY:
Mondays: **Kiwanis Meetings** - 5:30pm at the Christian Ministry Center.

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

MONTHLY:
Free Community Dinner - First Saturday at 5pm, Assembly of God Church

VFW Meeting - First Tuesdays at 7pm

Rod & Gun Club Meeting - First Wednesdays at 7pm, Clubhouse

Shepherd's Pantry - 2nd and 4th Wednesdays from 9-12, SoTH*

Golden Fold - last Thursday of the month, refreshments at 10:30 and newsletter folding at 11 at the SLHVC*

Classes in fitness, adult and children's dance and yoga @ EF&A*

Want to see your event listed? Call and let us know to get it posted!

Lead Area Chamber of Commerce

501(c)6

(605)584-3110
Office Hours: 9am-5pm Monday - Friday

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...

Staff

Sierra Ward, Executive Director
sierra@leadmethere.org

Leigha Patterson, Assistant Director
leigha@leadmethere.org

Bryan Burton, Membership Director
bryan@leadmethere.org

Christine Allen, Tourism Director
christine@leadmethere.org

Board of Directors

- terms go through years listed


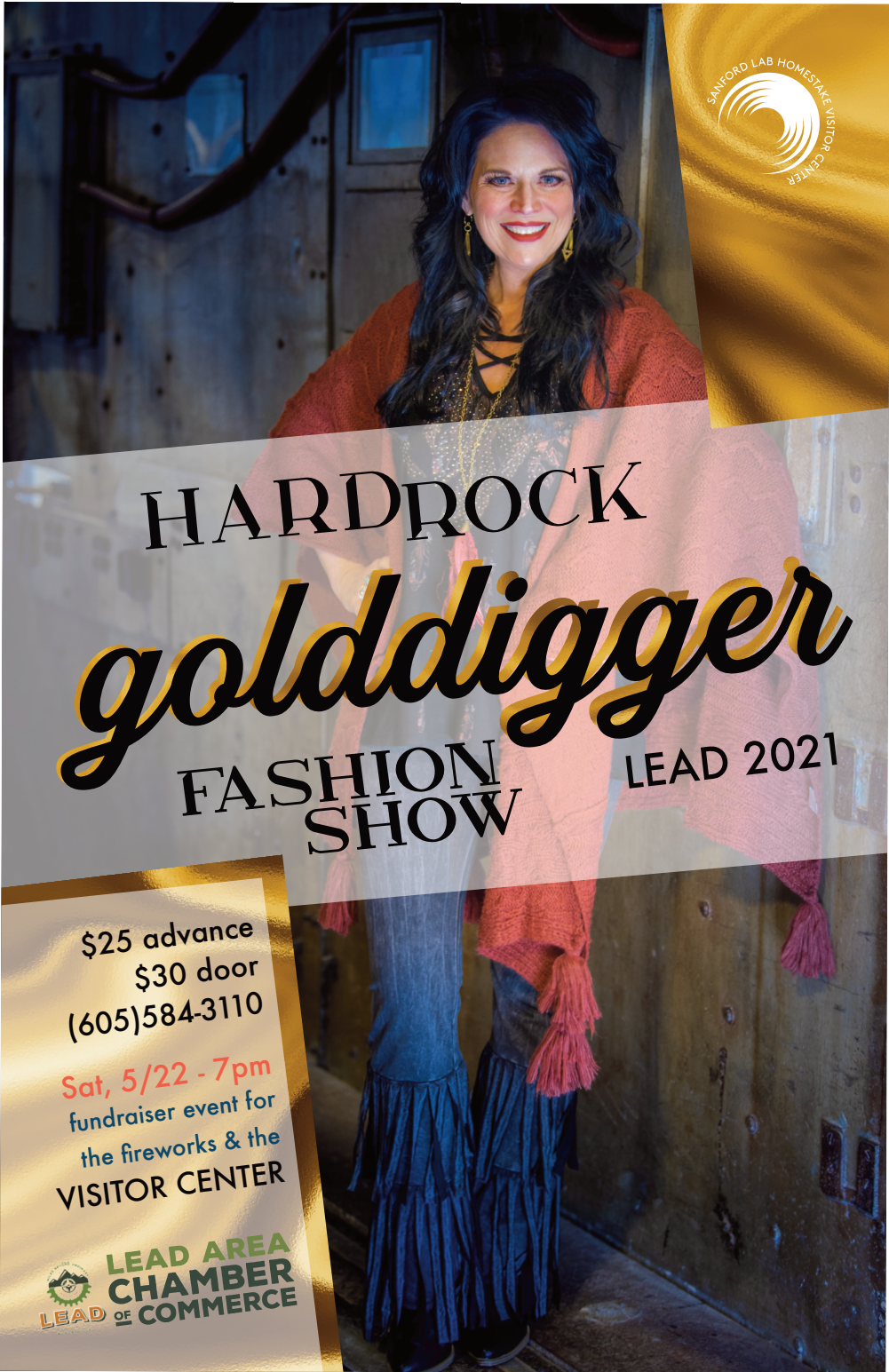
President, Marsha Nichols, ('20-'23)
Vice President, Scott Engel ('19-'22)
Secretary, Kim Huber ('20-'23)
Treasurer, Dave Brueckner ('20-'23)
Autumn Anderson, ('20-'23)
Greg Hershman, ('21-'24)
Duston Morehead ('18-'21)

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

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(605)584-3110

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the fireworks & the
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