

# LEAD ME HOME

*Lead, South Dakota*

## Memorial Walk Commemorates Twenty Years Since 9/11

-Christine Allen

We will never forget... This is what we all said after that fateful day on September 11, 2001. It's been twenty years since the biggest terrorist attack on American soil. We have not forgotten and will not forget. Much like the shooting of JFK in a previous generation, most of us remember exactly where we were, who we were with, and how scared we all felt.

This year the Lead Volunteer Fire Department has planned the first ever Memorial Mile walk to raise funds for not only our brave firefighters in Lead but also to benefit the Tunnels to Towers 9/11 fund. The Memorial Mile is a walk you can take from the Sanford Lab Homestake Visitor Center (SLHVC) parking lot to the Lead Fire Department at 622 Hearst Avenue and back. The cost is \$20.00 and you

can register in advance by calling Amelia at (307)746-8382 or Christine at the Chamber office (605)584-3110. You can also register for the walk, day of, at the SLHVC. The Lead Fire Department will be serving lunch and hosting an open house to honor those firefighters who served on that fateful day. This year 9/11 also coincides with Lead's Second Saturday Art & Antique Row event. The 2nd Saturday businesses have generously offered to display boots for donations to this cause. Many of them have also donated gifts to be put in prize baskets that those who complete the Memorial Mile and participate in a certain number of stops will be eligible to win. We welcome all walkers and those who just want to honor and pay tribute to our brave firefighters now and then. We will never forget.

## New Superintendent Focused on Building Relationships, Experience for Students



-Wendy Pitlick, deSales Writing

Building relationships and creating quality experiences for students is Dr. Erik Person's top priority as an educator.

As the new superintendent of the Lead-Deadwood School District, Person said he was drawn to this area specifically because the district is in a strong position to capitalize on existing student opportunities, while creating new and exciting growth.

"I feel like there is a lot of opportunity to do some good work, especially launching from the strong position the school district is in," he said. "I'm walking into a situation where it's a well-run district, and there are a lot of good things going on already. But also, I see potential for growth. To me, this school district was highly desirable."

With 25 years of experience in education, Person was the superintendent of the Burke School District in Burke, S.D. before coming to Lead-Deadwood. Before that, he taught at Sioux Falls Roosevelt High School for eight years, and was the co-op director in Isabel, S.D. for five years. He is a graduate of the University of Sioux Falls and a lifelong South Dakota resident, having grown up in Mitchell. His wife, Billie Rae is the school business manager at South Central School District in Bonesteel, S.D. His oldest son is a senior at Augustana College in Sioux Falls, his middle daughter is a sophomore at the University of Southern California, and his youngest daughter will be a freshman at Lead-Deadwood High School.

Person said his daughter, the youngest in a long line of champion runners, is following in the family's footsteps. Last year she was the Class B State Champion in Cross Country. This year she's looking forward to running for a Class A school.

"We're all runners," he said when discussing his interests. "Our kids have been pretty successful runners. We like to be outdoors and we like to hike. The Black Hills is great for that stuff."

One of the aspects Person said he is looking forward to in his new position is tackling the challenges that face the Lead-Deadwood School District. The district has a strong property tax base, with funds that go into the school's capital outlay budget and are then transferred into the general fund for operating expenses. However, the capital outlay budget dollars are capped based on enrollment

numbers, and enrollment has been declining for several years.

"I see a unique challenge to try and push things in a direction where we are going to have enrollment growth in the school district, capitalizing on the hot market here in the Black Hills," he said. "It's not a problem with easy answers, but I find that kind of intriguing. It will be interesting and fun to be part of this, to try and see how we can turn the tide so that all of this growth and activity that is happening can benefit the school district. I see opportunities here, but huge challenges. I'm the kind of guy that likes to have challenges."

The longtime superintendent has already demonstrated that he knows how to meet funding challenges in schools. In Burke, he said the district laid the groundwork as pioneers in establishing a joint powers agreement with a neighboring school district. "We got to write the model for other school districts to follow," he said. "Those things are kind of fun to be unique in your circumstances, and to be doing things that not everybody else is doing and kind of blaze the trail."

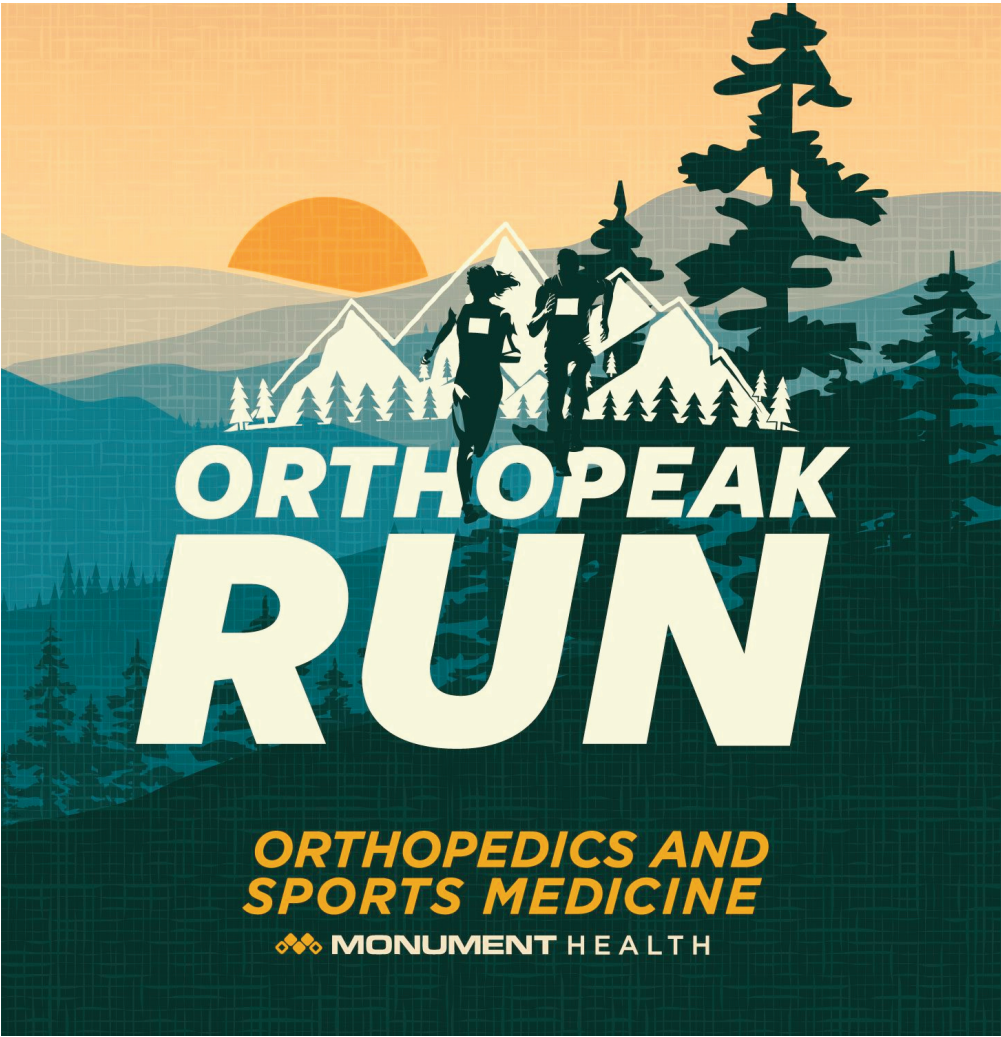
The new superintendent officially started his position July 1 when Dr. Dan Leikvold officially retired. Going into the new school year, he's busy learning about the many programs and procedures, as well as getting to know people here. He's also spending his nights and weekends building his own house, which he said should be enclosed and weather tight by the first snow fall.

"My son was working with me this summer. He and I are the general contractors," he said. "It's a big bite to take, but it's what we felt we could swing. I felt it was important that I live in the district from day one and try to be ingrained in the community right away. We're living in a camper right now while we're building."

Overall, he said he has felt very welcomed in Lead and Deadwood, and he is looking forward to a great school year.

"People have been really kind, patient and welcoming," he said.

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Wendy owns deSales Writing, a writing service that can help your business. // [wmpitlick@gmail.com](mailto:wmpitlick@gmail.com)



**Saturday, 9/18/21 - 8am**

**Terry Peak Ski Area**

**Short Course (2.5 miles) & Long Course (7 miles)**

**More info on Facebook / Tickets on Eventbrite**

## AUGUST CHAMBER MEMBERS

**NEW MEMBERS** - Golden Needle Embroidery, Keating Resources (new owner of Deer Mountain)

**NEW & RENEWING FRIENDS** - Dick & Mona Tinker, Oz & Cathy Enderby

**RENEWING BUSINESS MEMBERS** - Adams Salvage Recycling & Recovery, Barefoot Resorts, Black Hills Area Community Foundation, Black Hills Laundry & Drycleaning, EB Communications, Garret TenBroek CPA, Lead Assembly of God, Prairie Hills Transit, Salon #10, Sled Haus, Wharf Resources USA, Mystic Hills Hideaway, Wikiup Cabins

**Thanks for being part of all we're doing!**

**You make Lead, Miles Beyond Ordinary**





# Historic Homestake Opera House Announces Full Season & Coming Plans

-Cassie Sams

The Homestake Opera House (HOH) is excited to start this fall with a season filled with awesome shows for all ages! Starting in September and running until June of 2022, there will be concerts, theatre productions, comedy, workshops and more!

To start the season off, **"Scared Scriptless"** will be show on Saturday, September 11th. This comedy group is a part of Seraphim Theatricals based out of Rapid City.

A couple of highlights for this upcoming season will include some well-known names and some big names. This fall **"Black Hills Opry"** is back on Saturday, October 2nd!

On Sunday, December 5th, the Opera House will play host to **"A Magical Medora Christmas."** This production is the Christmas version of the well-known "Medora Musical."

Throughout the season, a Lead local, **Kathryn Farruggia**, will be gracing the stage to perform many different piano compositions including the Liszt Sonata.

Next spring, we will have an abundance of shows including some dueling pianos, Killer Keyz, an Irish dance and song group, An Irish Rambling House, and more!

In addition to all the exciting performances coming to the HOH, we will be bringing back community theatre as **Homestake Theatre Works!** This year there will be a few community theatre performances including a children's theatre production in June. We are working on finalizing a specific page on the website that will have all the info regarding Homestake Theatre Works, including audition calls, shows and more, so stayed tuned!

Also new this year, we will be offering season subscription tickets! You can purchase the tickets and receive seats at all the shows at the Opera House, excluding "A Magical Medora

Christmas" and the children's theatre production. This offering will be made available on our website soon, so watch Facebook and our website for the announcement!

It's sure to be an exciting year for the HOH and we hope the Lead community and others enjoy the shows!

Should you want to visit the Opera House outside reegular showtimes for a **guided tour**, we are open for tours Monday-Friday noon to 4pm with each tour leaving on the hour. Tours are \$10 for adults and \$5 for students and seniors.

In addition to tours, another opportunity to see the Opera House is volunteering! We rely on **volunteers** to help us with concessions, ushering, ticket sales and more. If you are interested in becoming a volunteer, please call 605-584-2067 or email Cassie at [education@homestakeoperahouse.org](mailto:education@homestakeoperahouse.org).

The Homestake Opera House was built in 1914 and given to the community as a gift from the Homestake Mining Company. The community enjoyed it for several years until a devastating fire in 1984. Since 1984, efforts have continued to restore the Opera House to its original grandeur. Those efforts include profits from tours, productions, gift shop items as well as grants, memberships, sponsorships and donations! If you are interested in donating or becoming a member or sponsor, you can visit our website at [homestakeoperahouse.org](http://homestakeoperahouse.org) or call our development director, Jan Bloom, at 605-584-2067.

For additional information along with ticket sales, visit our website at [homestakeoperahouse.org](http://homestakeoperahouse.org). You can also find details on our Facebook and Instagram page.

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Cassie is the Education & Outreach Coordinator at the Homestake Opera House, and a great partner in Lead!



Seraphim Theatrical Entertainment presents their

**SCARED SCRIPTLESS**  
Improv Show

September 11 | 7:00PM  
Homestake Opera House

Tickets available online or at the door

# Science Rocks: The Science of Fire



The Lead Volunteer Fire Department will give a presentation about fire and how to properly use an extinguisher. Attendees will get to use an extinguisher!

Thursday September 23rd  
5pm | SLHVC | Free



## WELCOME NEW MEMBERS

**Fun Size Design** - BreAnna Dyrsdale's passion is building brand identities for entrepreneurs and small businesses owners. She loves helping others transform their website from mediocre to eye-catching. Contact her at [info@funsizedesign.com](mailto:info@funsizedesign.com) for your own design needs or to take one of her classes where she can teach you how to help your business grow!

**The Golden Needle** - Amanda Stock has been a long time resident of Lead and many of you would recognize her as one of our amazingly brave school bus drivers! She has started her own business to create beautiful and professional embroidered artwork. She can help personalize your brand, inventory, mend what is broken, or even create something brand new! Contact her at [Thegoldenneedlellc@gmail.com](mailto:Thegoldenneedlellc@gmail.com) to learn how she and her Golden Needle can help you out!

**Keating Resources** - We welcome Gerard Keating and his family's real estate added value business to the Black Hills. They are developing Deer Mountain Village which will help provide homes to our area and restore the recreation that has always been at the heart of Deer Mountain! Please see [DeerMountainVillage.com](http://DeerMountainVillage.com) for more information and to see some of their plans.

## UPCOMING EVENTS

For a full list of upcoming events see our website calendar: [business.LeadMeThere.org/events](http://business.LeadMeThere.org/events)

**Zumba Restarts!** Join Debbie Minter at Explore Fitness & Adventures for Zumba! Every Wednesday & Friday at 5:30pm starting September 1. Previous punch cards are still valid if you haven't used yours up. Can't dance? No judgement here! Zumba offers a fun way to get fit!

**Health & Wellness Open House!** New season, new you! Join Explore Fitness & Adventures to demo yoga, boot-camp and zumba classes and meet some of the instructors. Drop in anytime between 4-6pm and enjoy light refreshments. Free! Call (605)389-3551 for more info.

**Hidden Valley Hare Scramble** - Presented by the Northern Hills Recreation Association this is a dirt bike race and heats for kids and adults. September 11 (8am-noon) & 12 (9-11am), Hidden Valley Campground, 21423 US highway 385. Find more info, pricing and registration info on Facebook.

**Deadwood History's Big Thank You** - The Board and staff would like to thank members, sponsors, and volunteers for their support with a private appreciation party at the Adams Museum. Join for wine-tasting, entertainment and light refreshments. Call (605)722-4800 for info and reservations.

**Open Auditions for "All Together Now!"** - Thursday & Friday, 9/9-9/10 from 7-9pm. Please schedule your audition <https://bit.ly/atnaudition>. Appointments are not required, but priority will be given to those with one. For more info, visit [homestakeoperahouse.org/community-theatre](http://homestakeoperahouse.org/community-theatre)

**MOPS** - Mother's of Preschoolers will restart their meetings for moms on September 12 at Shepherd of the Hills Church (use basement door off parking lot) each 2nd and 4th Sunday, 3:30-5:30pm. Childcare provided. Call Sierra for info (605)584-3110

## NEWS & NOTES

**9/11 Memorial Flag Pole** - Donated to the Sanford Lab Homestake Visitor Center by the American Legion (Lead post) and Thyssen Mining, we are honored to commemorate those fallen citizens and first responders. Let us never forget the price of our freedoms.

**Days of '76 Museum Honored by True West Magazine** - Hundreds of museums celebrate the American West (including more than a few east of the Mississippi). But True West magazine says the Days of '76 Museum of Deadwood, South Dakota, is one of the best. The museum is #7 in True West's Top 10 Western Museums of 2021. "Deadwood is synonymous with the Old West," says True West Executive Editor Bob Boze Bell. "The Days of '76 Museum does a great job of telling the remarkable story of this mining town that created so many legends. It is truly a top Western museum."



# NOTES FROM THE DIRECTORS



**Sierra Ward**, Executive Director

We're at the part of the year that begs for fresh starts. New season, new school year, new pencils, new activities! Maybe it's time to reassess how the year has been going for you so far. Are you where you want to be with your personal life? Your business? Your job? Your education?

I heard an interesting piece of advice the other day, "Be Aware of Drift" that I think is quite applicable to this time of year. What does that mean? Drift is what happens when you're not paying attention to any specific area of your life. We can be sitting in a current that doesn't even feel strong and the next time we look up we're way off course - even if

we're not about to smack into perilous conditions.

Life has a tendency to drift if we don't pay attention. None of us has perfect boundaries which can cause us to let a few things slide and push us even further off course. Or perhaps we're letting distractions and time wasting get us off track? Chaos and entropy are the natural state of things, it takes real effort to keep life/a household/business on track. I always feel that September is a time to get things hustled back into order and making sure I haven't drifted.

This month I'm reassessing my diet (time to wrestle off a few pounds before the holidays and make sure I'm eating healthfully), my exercise time (make sure it's intentional before winter comes!) my school work (gotta carve out time for that), and making sure that in general life hasn't drifted off course. How are you fresh starting, and making sure life/work/play/people haven't drifted over the last few months? I'd love to hear! // [sierra@leadmethere.org](mailto:sierra@leadmethere.org) (Picture with one of my favorite people, bet you can't guess who!)



**Christine Allen**, Outreach & Membership Director

Hey Lead! It's September and you know what that means! It's Friday Night Lights season! Nothing ties together a community more than rallying around their local highschool athletic teams. I confess that I am not much of a sports fan myself, but even I enjoy a football game now and again. For me it's more about supporting the students, the feel of community, the nachos, and the walk around the track to catch up with friends and neighbors. Some people enjoy reminiscing about their own days on the field. Some just like the athleticism on display and the fierce spirit of competition. No matter what the individual

draw is, we all have flashbacks to our own "Glory Days".

Our town has a rich history, a bright future, and an amazing story. It's tempting to compare almost every aspect of Lead today to Lead's "Glory Days". Back when Homestake helped fund the school, the halls were full of students who "had a job offer included in their diploma". The town's coffers were full, and gold made the world go round. Those "Glory Days" are a wonderful place to visit in our minds. However, we must remember that for the students that return to the classrooms, the fields, the stages and the libraries this month.... their "Glory Days" are NOW!

What can we do as a town to help make their student days in Lead a warm memory for them? We can participate! In this month's newsletter you will find a fraction of what is going on in town. Please get out and participate in old favorites, try something new, and take in at least one student activity! In this way we get to create "Glory Days" for the next generation. You cannot control how you will be remembered, but you can at least make sure you are remembered by showing up! See you all under the Friday Night Lights!  
// [Christine@LeadMeThere.org](mailto:Christine@LeadMeThere.org)

## COMMUNITY COMMENTS

**Q: How come Lead doesn't do more to attract the Sturgis Rally crowd? I see so many people in Hill City, Deadwood and all over the Hills and Lead just seems dead! Isn't this your job?**

A: You're right that Lead struggles to find a way to attract the rally crew. But this year several businesses attempted to draw them in, including Aspire Boutique, Dakota Shivers Brewing and Greenfield's Pub. Open Containers were obtained, and live music was booked. The Chamber sponsored and supported several of these activities. Yet again Lead seems to fail to attract attention. Could it be that people want to drive somewhere? If they're in our area they prefer Deadwood (more of that party vibe) and Hill City is a good distance for a day trip. We feel that Lead has a family atmosphere, full of history, and outdoor recreation - none of these offerings are particularly front of mind for most of the Sturgis Rally goers. Perhaps Lead just can't be all things to all people? The business community seems to agree as most saw a sharp downturn and some even considered closing up shop in 2022? A big HUZZAH from **Aspire Boutique** for staying the course and not only planning and orchestrating an awesome event but committing to it again next year!

## CONGRATS

Theresa Ray had the closest guess on Rally attendance on our Facebook post. The official count was 525k, up 13% from 2020!

## SURF Dedicates Rounds Operation Center to Honor Senator



-Christine Allen

The Lead Area Chamber of Commerce was honored to attend the dedication of the Rounds Operation Center (ROC) at the Sanford Underground Research Facility (SURF) campus on Friday, August 20. Current US Senator Mike Rounds was the guest of honor as South Dakota Science & Transportation Authority (SDSTA) recognised the senator for

the huge part he played in this great "Nuggets to Neutrinos" experiment.

Senator Rounds remains proud of his legacy and shared with the crowd his thoughts. "The joy of discovery is not something we get when we do things alone. You get it when you do things with other people," said Rounds. "This undertaking brought together the scientific community, political community, engineering

Senator Mike Rounds cuts the ribbon during the dedication of the Rounds Operations Center at Sanford Underground Research Facility. From left to right: Dennis Daugaard, former South Dakota Governor; Pat Lebrun, SDSTA Board Secretary and Treasurer; Kevin Lesko, Senior Scientist at Lawrence Berkeley National Laboratory; Casey Peterson, Chair SDSTA Board; Mike Rounds, U.S. Senator; Mike Headley, SDSTA Executive Director; Larry Rhoden, Lieutenant Governor of South Dakota. / Photo by Matthew Kapust

community and technological community. In the end, it took people who want to get things done, setting their differences aside and working together."

It was a great event and a reminder of what a great accomplishment it was to get this Lab and how exciting it is that the future of science is right here in the heart of Lead.

Thank You to our  
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# SEPTEMBER 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31  Anniversary Party @ HOH*	1	2  5-7pm Book Sign- ing with Dr. Wolff @ Adams Mu- seum, DHI*	3	4  4-6pm Health & Wellness Open House, EF&A*
5  8am & 1:30pm GOLD TOURNA- MENT, LACC @ Lead Country Club	6  SLHVC - open LACC - closed  LABOR DAY	7  5pm City Commission @ City Hall	8	9  8am LACC Board / 8:30am SLHVC* Board Meeting 7-9pm Auditions @ HOH*	10  7-9pm Auditions @ HOH*	11  Hare Scramble, NHRA* 9/11 Memorial Walk & LVFD Open House
12 Hare Scramble, NHRA* 3:30pm Lead MOPS @ Shep- herd of the Hills	13	14	15 4pm STEAM class, Boys & Girls Club	16  4-6pm CHAMBER MIXER see all de- tails on our online calendar	17  FREE MOVIE: "The Sandlot" @ HOH*	18  ORTHOPEAK Run @ Terry Peak
19	20  5pm City Commission @ City Hall	21	22	23  GOLDEN FOLD 10:30, SLHVC* 12pm Preserva- tion Thursday: TJ Grier, DHI*	24  Fall in Love with Lead	25  Fall in Love with Lead
29  Fall in Love with Lead 2pm Kathryn Far- ruggia @ HOH*	30	31	1	2	3	4

\*LACC - Lead Area Chamber of Commerce // \*SLHVC - Sanford Lab Homestake Visitor Center // \*EF&A - Explore Fitness & Adventures // \*DHI - Deadwood History Inc. // \*HOH - Homestake Opera House // \*NHRA - Northern Hills Recreation Association

## 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

Christine Allen, Outreach & Events Director -  
christine@leadmethere.org

Daniel Egemo, Tourism Coordinator -  
daniel@leadmethere.org

## Seasonal Staff

Perry Oien, Debbie Minter, Mariana Pitlick, Sami O'Neil,  
Wayne Karpinen

**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

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STANDARD  
US POSTAGE  
**PAID**  
Lead, SD  
Permit No. 2

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



## Weekly & Monthly

For more info and details visit  
[www.LeadMeThere.org](http://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.

Wednesdays: **Skate Night** - 5:30-7:30pm  
at the Handley Recreation Center.

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

**Second Saturdays on Main Street -**  
Explore Main Street (and adjacent) with  
specials, sales, vendors - 10am-4pm

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

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

Want to make sure your member event is listed here? Be sure to let us know before Sept 17 for the September Edition.

