

LEAD ME HOME

Lead, South Dakota



Happy Holidays from Us to You

You may have noticed that this Newsletter is a bit heftier than normal. Due to all the staff changes we have decided to combine the November and December newsletter into one big Holiday addition! As we head into a time of seasonal rest and celebration with family and friends we also start to look forward to the New Year and the changes 2022 will bring. There will probably be a holiday period for the Chamber as well, that includes a quiet period of rest as the board makes some important decision for the New Year. We wish you and yours, as well as those working with the Chamber in the New Year, a prosperous future and a 2022 full of happy change! -Sierra & Christine

Allen Accepts Development Director Job at Homestake Opera House

-Sierra Ward

Christine has accepted the position of Development Director at the Homestake Opera House, effective November first. I am sad to see her leave but recognize that this is a wonderful move for the Opera House. When asked by a Chamber member if we felt that this was an untimely "snatch" (they hired Thomas Golden back as Executive Director just six months after we hired him as Membership Director) I assured this member that it was absolutely not. Christine has many talents and skills and we should not see the Opera House and the Chamber or any of Lead's businesses and organizations as in competition with each other. A rising tide raises all boats as they say, and this is true with gifted employees as well! Another member asked why Christine didn't want to be the Executive Director since I'm leaving. "I considered the Executive Director job at the LACC and SLHVC," said Chris-

tine, "but ultimately I realized that it's not where I'm at in life right now, I want to work with a team and Thomas and Cassie at the Opera house are going to be a wonderful group! I'm really excited about working with them and towards making Lead even more awesome! The Opera House has long been one of my passions and I'm really thrilled to get the opportunity to promote and support the Jewel of the Black Hills!"

As the Director of the Chamber I feel honored to have given both Thomas and Christine a glimpse into our inner workings and to have had the opportunity to help them both see how much the Chamber can do and how important it is. You can't know that on an intimate level until you've worked promoting our message and services. Christine will still be working for Lead's good, just like Thomas has been for the past year! We wish her all the success and continue to be excited about Lead's future.

Engel Resigns from Board of Directors

-Staff

Scott Engel cited selling his business in Lead as the reason he's decided to step down from the board. Engel was serving a three year term that was set to go through 2022 and leaves a vacant seat. Without a business in town, he felt that it was time to give up the seat to someone who has more specific concerns in Lead. He is

looking forward to traveling with his wife who will also be retiring this coming year. We deeply appreciate his involvement and participation and thank him for his years of service. The Board seeks applicants to replace his seat, preferably small business owners in Lead. Contact Marsha Nichols board president if interested. marsha.nichols@blackhillscorp.com

CHAMBER CELEBRATES VOLUNTEER CONTRIBUTIONS



-Sierra Ward

The Chamber volunteers were celebrated at our annual luncheon on Friday October 15th. Many of the volunteers are part of the unofficial group "The Golden Gang".

This merry gang of volunteers was started over twenty years ago when Bev York, wife of then mayor Denny York, decided that Lead needed a dedicated group of women to assist with various tasks. Deadwood had at the time a group known as the "Bag Ladies" who helped the Chamber and City with various tasks including mailings and such.

The newly founded Golden Gals as they were then called also began various beautification projects around Lead, including the flower baskets, later founding a specific group for the project that still exists called Lead Beautification.

The Golden Gals saw the benefit of including men and changed their official title to the Golden Gang. Though not formally organized as a non profit, they still meet to do various projects for the Chamber and assist with the Easter Egg hunt, though that has since been organized by Rita Loeffen.

Many of the members have been around since the inception, including Pat Asmussen and shortly after its founding Ada Henninger, and Mona Tinker. Paul Holtsclaw was one of the first men to join the group. Other long time members include Barb and Ed Rose who despite leaving the state most winters, continue to participate and assist as they are able.

A delicious lunch was catered by Rustic Nook Bakery.

We thank all our volunteers for their service at our various events, for folding the monthly newsletter and being a supportive force for all that we did!

WELCOME NEW MEMBERS!

PINE GIRL ARTS - Chelsie Bauer has been an active local community and business member her entire life! Some of you may know her as a yoga teacher at Explore Fitness & Adventure or from her time at Deadwood History. We welcome her to the Chamber as an entrepreneur and highly recommend her services as a graphic designer as she has done a great job helping with our projects! Chelsie can be reached at pine.girl.arts@gmail.com

CJ YUSHTA PHOTOGRAPHY - Chris also comes highly recommended from our list of Chamber Members whose services we also use! He is a joy to work with and brings a unique perspective to all his photography. Chris does weddings, family photos, scenery, local history projects, and much more! Chris can be reached at chrisyusta@gmail.com

LACY BLAIR LMT - We're thrilled to

have a new masseuse in Lead! Lacy's office is located in the Lower Level of the Gold Rush Plaza (old Wells Fargo building) and she's very excited to have her own space. She offers a blend of Swedish and other massage techniques in the form of chair and table massages. She can be reached at 308-530-8919.

BAR-STO MACHINE - this new member is located in Sturgis and has been making some of the finest autopistol barrels since 1971. These barrels have been used by the U.S. Marine Corps Marksman Unit, the AMU uses them; they have been used to win every major pistol tournament worldwide, including Camp Perry, the U.S.P.S.A. Nationals, Steel Challenge, the Masters, and many more. Check them at www.Barsto.com



OCTOBER CHAMBER MEMBERS

NEW MEMBERS - Christ Church Episcopal

NEW & RENEWING FRIENDS - Paul Holtsclaw,

Mary & Randy Stotz, Mike & Debbie Minter

RENEWING BUSINESS MEMBERS - Black Hills Area Community Foundation, Cadillac Jacks Gaming Resort, CREMS Development, Executive Lodging of the Black Hills, Handley Recreation Center, Agnico Eagle USA, Lynn's Dakotamart, Mystic Hills Hideaway, Neighbor Works Dakota Home Resources, Prairie Hills Transit, Recreational Springs Resort, Twin City Animal Shelter, Matiland Partners

Thanks for being part of all we're doing!

You make Lead, Miles Beyond Ordinary

Shops with Gifts

Miners' Tin Cup
(515) 509-3337
209 West Main Street

Doc & Alice
(605) 791-0555
http://DocAlice.com

Deadwood History, Inc.
(605)722-4800
www.DeadwoodHistory.com

Sanford Lab Homestake Visitor Center
(605) 584-3110
sanfordlabhomestake.org

Wandering Mynds
(605) 580-6081
www.wanderingmynds.com

Energetic Rising
(605) 591-9943
308 W. Main St

Ginny Wolf Studio
@ Cheyenne Crossing
(575) 313-5709

Lynns Dakotamart
(605) 584-2905
www.dakotamart.com

Twin City Clothing Center
The "Free" Store
(605) 717-0739
306 W. Main St

Lead-Deadwood Arts Center

(605) 584-1461
www.leaddeadwoodart-scenter.com

Bloomers Flowers & Cakes
(605) 578-7737
bloomersfg.com

Ace Hardware of Lead
(605) 559-1110
145 Glendale Dr.
Rustic Nook Bakery
(605) 920-9898
320 W Main St

The Peachy Nomad
(423) 767-3473
www.thepeachynomad.com
312 Grandview Dr

Aspire Boutique
(605) 591-0600
www.aspire605.com
170 W Main Street

Miners & Merchants
Trading Post
(605) 641-2762
300 W. Main St.

Shops with
Certificates &
Experiences
Bear Country USA, Inc.
(605) 343-2290
bearcountryusa.com

Delzer Chiropractic
(605) 571-1700

Mind Body Beauty Institute
(605) 580-1737
jackievanruler.com

Terry Peak Ski Area
(605) 584-2165
www.terrypeak.com

Sarah's Hair Studio
(605) 591-9786

Yates Hair Shaft Salon & Spa
(605) 920-3956
www.yateshair.com

Akela Spa of Deadwood
(605) 578-1180
akelaspa.com

Lead Country Club
(605) 584-1852

www.leadcountryclub.com

Explore Fitness & Adventures
(605) 389-3551
explorefitnessandadventures.com

Mad Mountain Adventures
(605) 578-1878
www.madmountainadventure.com
201 W Main St

Black Hills Pioneer
(605) 584-2303
bhpioneer.com
315 Seaton Cir.

Gold Rush Ebike
(605) 340-0236
goldrushebike.com

Axbow Rentals
306 Cliff Street

10th Annual South Dakota's
Largest Home Party

Saturday, November 6

10 am—3 pm

Christian Ministry Center
7 S Main Street, Lead

20+ catalog sales agents and a variety of high quality crafters,
along with a bake sale.

Serving Lunch 11 am - 1pm
Soup & Dessert
Free Will Donation



Proceeds for this United Methodist
Fundraiser will benefit “Send Hope”
for sick children in Honduras, and
the church’s youth group

NEWS & NOTES

Mentorship/Volunteer Opportunity - This is from the TeamMates Program through the Lead-Deadwood Elementary School. Can you spare half an hour once a week to mentor a local child at the school? Training is provided, please contact Amanda Bender amanda.bender@k12.sd.us for more information

Maker's, Baker's, & More - The monthly Vendor market slated for November 20th and December 18th from 9:30-3:30. People interested in having a booth can contact Sherri at (307)259-4484.

Child Care Discussions - There has been a lot of local discussion about the need for expanding quality early education child care in our area. In the past month Christine attended two community meetings regarding this important issue. If you would like to be involved in these discussions please reach out to Lead City Commissioner at kaylaklein.dwd@gmail.com or Cary Thrall from Northern Hills Alliance for Children at earlylearner@nhfirststep.com

Shop Local Shop Lead! - This year’s holiday shopping is going to be more intense than ever with shipping issues, shortages, and high demand. As always the LACC encourages you to shop local! Even this takes a bit of planning on all of our parts and here are some tips. 1) If you like it buy it, don’t wait as it may not be on the store shelves later in the season. 2) If you are ordering from a local artisan, contact them NOW! It takes time to make these handcrafted items and they need to build their inventory. 3)Be creative. Instead of physical gifts, remember the gifts of experiences like shows at the Opera House, ice skating at Outlaw Square, a gift certificate to Lead’s newest masseuse, renting a movie from the library, or just going out to dinner with someone. Happy Gifting!

Cut Your Own Christmas Tree - One of the best parts of living in the Black Hills National Forest is that we get to cut our own Christmas Trees. All the information you need to know is in this article! Christmas Tree Permits are available through December 31 to cut down your own ponderosa pine, spruce, or juniper tree for the holiday season. A permit is required for each tree you cut. Each permit costs \$10 and can be purchased online at Recreation.gov (plus processing/transaction fee), or through some private businesses. NOTE: A maximum of 5 permits may be purchased per household. The maximum allowable height of cut trees is 20 feet. Permits require that you cut the entire tree, leaving no more than six inches of stump, and that you cut unused branches so they lay flat on the ground. Trees should be placed in water as soon as possible to help keep needles fresh. Once indoors, trees should be placed away from stoves, heaters, or heating ducts. After Christmas, used trees should be disposed of properly as yard waste. Do not dump used trees on national forest land.Christmas Trees can now be purchased on Recreation.gov at: https://www.recreation.gov/tree-permits/

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

Board of Directors - terms go through years listed
President, Marsha Nichols, ('20-'23)
Secretary, Kim Huber ('20-'23)
Treasurer, Dave Brueckner ('20-'23)
Autumn Anderson, ('20-'23)
Greg Hershman, ('21-'24)
Duston Morehead ('18-'21)
___Seat Vacant___

Ron Everett, ex-officio
Mike Headley, ex-officio
Erik Person, ex-officio

WANTED
The Board of Directors of the Lead Area Chamber of Commerce & The Sanford Lab Homestake Visitor Center are seeking an **Executive Director**. Interested? Want more info check out the full job listing on www.LeadMeThere.org Email cover letter and resume to Marsha Nichols board president marsha.nichols@blackhillscorp.com

NOVEMBER 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1 5pm City Commission @ City Hall	2	3	4	5	6 10am Home Party @ CMC* 7pm Cyrus Steele @ HOH*
7	8	9	10	11 VETERANS DAY	12 7pm "All Together Now!" @ HOH*	13 2pm & 7pm "All Together Now!" @ HOH*
14 2pm "All Together Now!" @ HOH*	15 5pm City Commission @ City Hall	16	17 4pm STEAM class, Boys & Girls Club	18 8am LACC Board / 8:45am SLHVC* Board Meeting 12pm - Prez Thurs, DHI*	19	20 2-6pm Native American Hike, EF&A* / 9:30am Maker's, Baker's, & More @ SLHVC*
21 3pm - Top of the Town, HOH*	22	23	24	25 THANKSGIVING!	26 BLACK FRIDAY	27 SMALL BUSINESS SATURDAY
28	29 CYBER MONDAY (sales tax goes back to Lead!)	30				

*LACC - Lead Area Chamber of Commerce // *SLHVC - Sanford Lab Homestake Visitor Center // *DHI - Deadwood History Inc. // *HOH - Homestake Opera House // *EF&A - Explore Fitness & Adventures // *CMC - Christian Ministry 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.

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

Wed & Fri: **Zumba!** with Debbie Minter at Explore Fitness & Adventures at 5:30pm

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*

Mothers of Preschoolers (MOPS) Meets 3:30pm on the 2nd and the 4th Sunday afternoons of each month Sept-May at Soth*
No meeting on 11/28 or 12/26

DECEMBER 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 10-4, Holiday Open House, DHI*
5 7pm, Magical Medora Christmas, HOH*	6 5pm City Commission @ City Hall	7	8	9 Festival of Trees @ HOH*	10	11 Christmas of Homestake Opera House 5:30pm Santa Bash, HOH*
12 Christmas Tours, Adams Hous, DHI*	13	14	15 4pm STEAM class, Boys & Girls Club	16 8am LACC Board / 8:45am SLHVC* Board Meeting	17	18 9:30am Maker's, Baker's & More @ SLHVC* Christmas Tours, Adams Hous, DHI*
19 Christmas Tours, Adams Hous, DHI*	20 5pm City Commission @ City Hall	21	22	23	24 Free Christmas Dinner, CMC* CHRISTMAS EVE	25 CHRISTMAS DAY
26	27	28	28	29	30 NEW YEAR'S EVE	31 NEW YEARS DAY

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UPCOMING EVENTS

For a full list of upcoming events see our website calendar: business.LeadMeThere.org/events

Festival of Trees - Thursday, 12/9. 1-5pm is the public pre-view - come check out what you'd like to bid on later! 5-6pm will be the social hour and 6pm will start the live and silent auction. Don't miss this kick off to the season and the Black Hills favorite festival of trees!

Santa Bash & Tree Lighting - We look forward to this even hosted by the Lead Volunteer Fire Department and the Homestake Opera House on Saturday 12/11! Look for more details coming soon!



NOTES FROM THE DIRECTORS

Sierra Ward, Executive Director

With the decision to leave this job (a very tough one) has come a lot of conversations about work and work trends with Christine.

We’ve noticed that younger people (we’re the oldest millennials) tend to not work jobs for life - in fact they tend to move every five or so years. We both looked back at our own lives and realized that it’s definitely true of us too. Maybe it’s because you’ve learned the job in that period and you’re ready for the next challenge or chapter? Maybe because life changes naturally along those fault lines - you move, you marry, you raise families, you go back to school? Jobs can often change when these things change our lives.

Since I’ve started I’ve had people bemoan that the chamber can’t seem to keep anybody. A brief history as far as I know: Melissa was a staple of Lead and the chamber director for over a decade! She started young and brought her youthful enthusiasm to the job. But goodness me, a decade is a crazy amount to work in this job! After her, a few other directors worked for about one-two years, having their own difficulties and leaving for various reasons. Then I started three years ago. I can kind of understand why people have had whiplash, but it’s normal and average for a director to stay with a teensy non-profit for three - five years. This is a tough job and when you have a small staff (or are the only staff, as I was for a year) you have to do a ton of work to even keep things afloat, apart from the public or interactive parts of the job. Even when I started and saw the hurdles that must be crossed, I knew I’d probably last tops that long. If my life hadn’t changed with the kid, I might have lasted on the higher side. But life happens and things change and shift.

This is not an easy job, which is part of its challenge and thrill - it’s tough. I don’t say that to complain, but rather because I hope that you can understand the difficulty of finding someone that will stay for life - it’s unrealistic. Without the money to afford much support staff (or even a great wage) it means that this person does everything, from finances to marketing, from management to events with very little financial compensation. Sometimes it means cleaning the bathrooms, and sometimes running errands and also trying to keep everyone engaged and cared for. It’s a lot. And all the while you’re taking criticism and complaints that are older than time and have nothing to do with you or anything you did.

I feel lucky that I got to experience the many pleasures of working with the public (and there are so many high points to this job too!) I received so much support and so much encouragement for what we do and have done. I got to meet so many wonderful people and do something that truly feels meaningful! I helped people see Lead in a whole new way and inspired a lot of people to care.

We’re set for a lot of transition and change in the next few months, not just in the Chamber but also within the Visitor Center and the town as a whole! In fact the 20’s have proved to be a shake up decade that I think will only get more expansive and exciting for Lead! Change is hard in the best of times. What will the Chamber and Visitor Center do? What will they look like in a

year, in five, in twenty? I don’t know the answers to these questions, but I know that Lead is scrappy and that somehow, someday it will come out in the end amazing! It’s been through tougher times than reorganizations and restaffings and our chamber and our town will survive this one too.
. // sierra@leadmethere.org

Christine Allen, Outreach & Membership Director

Hi Lead! By the time you’re reading this I will no longer be working at the Chamber. As many of you already know I am leaving to take the Development Director position at the Homestake Opera House. While I’m excited about this new opportunity, I’m also sad to leave the Chamber. My time here has been short - only about six months, however it has taught me a lot about Lead and how the Chamber is an integral part of our community.

I will start with the obvious. Though the City of Lead gives us a generous amount every year - the truth is that money doesn’t go far. Most of it pays for the fireworks during Gold Camp Jubilee Days and Winterfest. Of course it also helps pay for the music, the staff hours for those events, and to promote and participate in smaller festivals in Lead that are sponsored by the Chamber but run by other members. In general the above events are free to the community. While we all know this, it can be easy to forget that without the Chamber and its volunteers there would be no one to organize these things. But these are the obvious parts of Chamber work.

All of these events go towards driving commerce within Lead. However they are only a small part and here are just a fraction of the other things I have learned the Chamber does that I wanted to share.

What else do we do, you ask? Deep Breath! Print and distribute the Lead Magazine, attend City Commission meetings, advocate for small business, advocate for shop local, provide networking opportunities, market all chamber members, recognize business investment in Lead, celebrate new businesses, provide information for any and all inquiries, refer members, connect to resources, act as tourism board for Lead, act as historian for Lead, brainstorm solutions to business and town related issues, advocate for commerce first, recognize individuals, monthly newsletter, weekly emails, provide branding for Lead (yes, that was the Chamber!), Facebook, Instagram, local hangout, and last but not least always consider and promote Lead, Lead, Lead! Whew, that IS a lot!

The Chamber is a membership organization and its members are our most important clients. These members are not going anywhere and neither is the Chamber. Staff is changing, goals shift and change, volunteers help where they can, and our board comes and goes. Through it all our members keep conducting business!

I guess what I am trying to say is, I had no idea when taking this job how important our chamber is to Lead and I encourage everyone to continue with their chamber support! We look forward to seeing what our new leadership looks like and hopefully this article reminds us all how important and difficult filling all these duties can be. I trust you all to be as supportive and welcoming to our new leadership as you have been with me.

See ya around Town!

PRESORTED
STANDARD
US POSTAGE

PAID

Lead, SD
Permit No. 2

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



TOP OF THE TOWN

Fashion Show and Dessert
Auction benefiting the
BGC of Lead-Deadwood

November 21st, 2021
3pm-6pm

Come shop local and
cheers Sierra onto
her new adventure!

General Seating
and VIP Rows
\$5-\$50

Historic Homestake
Opera House

Lynn's
DAKOTAMART

313 W Main St
Lead, SD 57754

313 W Main St
Lead, SD 57754

RESERVATIONS
marketing@bgcblackhills.com

BOYS & GIRLS CLUBS
OF THE BLACK HILLS

BLACK HILLS
PERFORMANCE
EST. 2021

Alpine Inn
Hill City, SD