



Wall-Badlands Area Chamber of Commerce

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June 2019
Volume 19: Issue 6

Schedule of Events

June 1-2

Wall Regional HS Rodeo
Wall Rodeo Arena

June 2

Trap Shoot
Wall Trap Range, 4:30 PM

June 3

Swimming Pool Opens

June 3

Wall City Council
WCC, 6:30 PM

June 10

Chamber Noon Luncheon
Wall Golf Course, 12 PM

June 22

Pennington Co. 4-H Rodeo
Wall Rodeo Arena

June 22

City-Wide Yard Sales
8 AM- 5 PM

June 28

Shrine Circus
Wall Rodeo Arena, 6 PM

To list your event here, on the website, and on the radio please contact the Chamber office at 279-2665.

Providing Western Hospitality

Wall is known for providing western hospitality. As business owners/employees you are in complete control of a providing this experience, take the opportunity and make it a good one! With the increase of traffic to our area, I would like to remind you to provide western hospitality for each customer by using the following tips:

Connect Emotionally

People who are emotionally connected spend more and will tell others about their connection. Greet each customer that walks into your business with a smile and warm reception. Ask, "How are you today?" Or, "Are you enjoying your visit to Wall?" The first impression is very important and you only have 3-7 seconds to keep the customer.

Make a Suggestion

Many of the traveling public may ask for a recommendation. BE PREPARED. Think of an answer to these 3 questions:

Where is a good place to eat?

What is there to do?

Where is a good place to stay?

Look at the Wall business directory and try a few of the places out yourself!

Make Things Right

An unhappy customer is an opportunity to stand out. As business owners/employees, you work hard to ensure business operations move along seamlessly from day to day, however, at some point things do go wrong. If an error happens to affect your customer, respond with immediate and appropriate services. Showing that you are willing to correct the wrong will show the customer that you care and will ensure they return or leave a good review.

Bank on Thanks

Show appreciation to those who already support you. Whether it be local shoppers or investors, I challenge you to think of a unique way to say "thank you". Showing your thanks will keep customers loyal to your business.

Be Consistent

Customers will return to a business because they liked what they experienced before. Create the moment, own the moment and make it common practice!

Good customer service is the key to success! I encourage you to share these tips with all members of your businesses and incorporate them into the daily business practice.



Wall Satellite Office

Open: June 5 & 19
Hours: 9 AM -11:30 AM
& 12:30 PM - 3:30 PM

Kelsey Clark
Executive Director

Wall-Badlands Area Chamber of Commerce Meeting Minutes

May 13, 2019

Noon Luncheon

Wall Golf Course

Wall-Badlands Area Chamber of Commerce Board President Jackie Kusser called the meeting to order. Hayli Johnson led the Pledge of Allegiance.

Motion by, Kim Handcock with a second by Rick Hustead, carried to approve meeting minutes from the March 11 Luncheon. Those in attendance took time to review the April Treasurer's Report.

Wall-Badlands Area Chamber of Commerce: Kelsey Clark: Thank you to those who donated their time to help with Community Clean Up. Also, a special thank you to Wall Drug for donating a pancake breakfast for each of the volunteers. Last week Kelsey attended the Black Hills & Badlands Literature Swap, she encouraged all businesses with brochures to consider attending next year as it is a great opportunity to have business information distributed throughout the area. Kelsey shared two direct mail co-op pieces that the Chamber participated in. Kelsey also shared a 3-day itinerary for the Wall Badlands area. The itinerary is performing very well on the Black Hills & Badlands website and on social media.

City of Wall: Mayor Marty Huether: Sales tax is tracking closely compared to last year. Andrew Law, Mercede Hess, and Marty gave a presentation at the Energize Conference in Lemmon about high school students participating on boards within their communities. Marty commended Andrew and Mercede on the wonderful presentation they gave. Loves truck stop has approached the city with interest in locating a truck stop in Wall. Marty would like to host a meeting with Loves, SD DOT, SD Governors office of Economic Development and city entities to gather information about the truck stop. A public meeting regarding the truck stop will be held as soon as possible. The parking lot project on the north end of Main St. is near completion and will be open to the public any day. Tesla is hoping to have charging stations functional by mid-June.

Wall Economic Development: Liliya Stone: Ryan and Amanda Kjerstad are the new owners of the Badland Outpost. The Wildlife Museum is now under new ownership and is expected to open at the end of the month. The daycare is planning to open on July 1. The city has purchased 19 mailboxes to be given to the graduating seniors at Wall High School; businesses are encouraged to participate by including an item in each mailbox. Economic Development has decided to give out a scholarship to a Wall High School Senior, this year's recipient is Mercede Hess.

Wall Community Library: Jonny Winn-Holsether: Jim Szana from the Jim Szana Jazz Trio, which performed at the Chamber Annual Meeting & Banquet, told Jonny that the Chamber banquet is very impressive. Jim has played for many formal events through the South Dakota Arts Council; including events for George Bush when he was president and various functions for John Thune. The library summer reading program theme for this year is 'A Universe of Stories.' Construction around the library is nearing an end and the library looks forward to the improvements made to the library grounds. Librarian Lacy Carson will celebrate 1 year of work at the library on May 16.

Minuteman Missile NHS: Eric Leonard: April visitation was up! April monthly visitation total was 3,053, a 41% increase over last April. Year-to-date visitation is 4,406, a -5% deficit compared to last year. Two weeks ago, nearly 200 boy scouts camped immediately adjacent Delta-09 on forest service lands for the Black Hills area council spring camporee. This event required cooperation and special use permits from both the park and the forest service and was a very positive experience. On May 31 the park and the South Dakota State Historical Society will host an opening reception for a new exhibit, "Silent Silos: South Dakota's Missile Field." The exhibit will open to the public on June 1st and will be open through February 2021. There are currently four Delta-01 tours daily. On May 23rd six tours will be held daily Thursdays through Mondays. Delta-09 programs should begin Memorial Day weekend.

National Grasslands Visitor Center: Alfred Baldenweck: Visitation at the visitor center is picking up and they are looking to extend the summer hours, however, due to staff shortage the visitor center may not be able to extend hours of operation. There will be daily summer programs and special events held at the visitor center throughout the summer. Smokey the Bear will be making appearances at the visitor center this summer and is available to make appearances at other local events. Kelsey Clark added that National Grasslands Visitor Center events have been added to the community events calendar on the Chamber website.

Black Hills & Badlands Tourism: Hayli Johnson: Hayli provided additional information regarding the direct mailer that the Chamber participated in, the piece was sent to 770 mailboxes in both Minneapolis and Omaha. The 12 partners for the piece are also included in e-blast emails which are sent to people all over the country. Partner information will also be found on the Black Hills & Badlands website.

The Chamber's 3-day itinerary is performing really well online. Information, such as this itinerary, will assist in keeping people in Wall for a longer period of time to shop, camp and eat which will result in city sales tax. The 2019 Black Hills & Badlands Vacation Guide will be distributed next week. Hayli handed out information regarding the opening dates of businesses in the Black Hills & Badlands area. Hayli thanked the Chamber for awarding her with the Friend of the Chamber award, she loves providing service to the Wall community. Mary Williams questioned if Wall was involved in the Rocky Mountain International gathering which was held in Spearfish. Hayli informed everyone that Rocky Mountain International is a conference for international tour bus operators to meet with agency representatives and collect information for future tours. The gathering is very expensive to attend and is invite only, therefore, Black Hills & Badlands Tourism Association CEO Michelle Thompson attends the conference on behalf of the entire region. Black Hills & Badlands also creates an International Profile Sheet to give each operator, which Wall is included in. Kelsey added that Michelle sends all the notes from meetings to Black Hills & Badlands Tourism members, Kelsey then sends follow up information about Wall to the tour bus operators.

Rodeo Booster Club: Mary Williams: The rodeo season is picking up and the Wall Rodeo Booster Club is thankful for the support from the Chamber and Wall businesses. Junior High Rodeo students are performing very well! The Wall High School Practice Rodeo was on May 11 and Wall athletes were successful. There were roughly 100 contestants. May 31-June 2 will be the Wall Region High School Rodeo. There are 112 contestants registered for the rodeo. Local rodeos bring additional traffic to the area, therefore, business owners should be prepared for additional business. The Rodeo Booster Club will be working with the Celebration Committee to once again sell buttons for admission to three nights of rodeo and two nights under the tent during the Annual Wall Celebration.

Badlands Quilters: Judy Yocum & Rita Patterson: Thank you to the Chamber for the support of the Quilt Show. 2019 was the 20th year of the show. This year Quilt Show attendees came from Wyoming and all over South Dakota and spent two nights in Wall. During Saturday's classes, attendees made soldier quilts to give to veterans at Ft. Meade. Each year the quilters make 10 to 12 quilts to give to veterans at Ft. Meade and to local veterans during the Wall School Veteran's Day program. They have also given quilts to local children in need. The winner of the quilt, which was raffled off at the show, was an attendee from Gernesy, WY who has attended the show 8 or 9 times. The donation from the Chamber was used to buy material for the soldier quilts.

Golden West: Jody Bielmaier: Thank you to everyone who participated in the Pay it Forward program. This year Golden West was able to give away over \$10,000 to schools. Margie Eisenbraun is retiring from Golden West after 23 years of service to the company.

West River Electric: Dawn Hilgenkamp: This spring West River Electric purchased an electric car to aid in gathering information about electric vehicles. High School Freshmen, Sophomores and Juniors can apply for the Youth Excursion, applications are due May 23. The Excursion is a trip to Bismarck, ND to tour the Great Plains Synfuels Plant, Coteau Properties Freedom Coal Mine, Antelope Valley Station Power Plant and a wind farm, July 22 through July 25.

Kristin Fischer Insurance: Kristin Fischer: Introduced herself and informed all that she will be providing services to the Wall area. Aflac Insurance is a cost-effective way for small business owners to offer benefits to employees.

Wheelin' to Wall: Charon Geigle: Third Annual Wheelin' to Wall planning is going strong. Save the date for September 28th. The Special Use Permit from Badlands National Park has been approved for the event. Registration for the ride is now open on BikeReg.com. New to the event this year are two Gravel Grinder courses; 68 miles and 35 miles. Also new is a special rate for children when accompanied by their favorite adult. Wheelin' to Wall is working with the Chamber's Wall in the Fall committee to benefit both events.

Wall Golf Course: Stan Anderson: A couple has been hired to manage the clubhouse at the Golf Course this summer.

Motion made by Rick Husted, with a second by Jody Bielmaier, carried to adjourn the meeting.



WELCOME NEW MEMBERS!

Agro Eco Power

Kristin Fischer Insurance

Schaeffer's Specialized Lubricants & Crop Enhancements



Familiarization Tours

Wall hosts many Familiarization Tours throughout the summer months. These tours are typically coordinated by the South Dakota Department of Tourism and allow writers, tour operators and travel agents to experience firsthand the sights, activities, and tastes of the Wall area, which they will relay to the traveling public. Few promotional tools are as successful, or as cost effective, as a well-executed familiarization (fam) tour. This is an excellent opportunity to sell your business; take advantage of it!

Wall Drug welcomed an international fam tour to Wall in May. Rick Husted shared valuable information about Wall Drug as well as Badlands National Park, Minuteman Missile National Historic Site and other local businesses.

CITY-WIDE YARD SALE

SATURDAY, JUNE 22

The Wall City-Wide Yard Sale will be held on Saturday, June 22.

To register please contact the Chamber office at 279-2665 or wallchamber@gwtc.net. Registration deadline is June 13 at 4 PM.

Paid participants will be included in yard sale listings and advertisements in the Pennington County Courant and Profit for one week. Listings of paid participants will be available at Corner Pantry Friday, June 21 and Saturday, June 22.

HOSTED BY THE WALL-BADLANDS AREA CHAMBER OF COMMERCE

**Thank you to everyone who assisted with Community Clean-up on Saturday, May 4.
A special thank you to Wall Drug for providing a free pancake breakfast to all volunteers.**



SPONSORED BY THE WALL-BADLANDS AREA CHAMBER OF COMMERCE



The South Dakota Department of Tourism promoted the Badlands in Chicago, IL, with two billboards located in high traffic areas.



Grand Opening

The Wall-Badlands Area Chamber of Commerce would like to congratulate Jackalope's Corner on their Grand Opening and Ribbon Cutting held on Friday, May 31.

WALL-BADLANDS AREA CHAMBER OF COMMERCE

2019 Board of Directors:

Jackie Kusser—President
Cindy Hauk—Vice President
Bruce Dunker—Treasurer
Anne Jo Spotted Bear
Dustin Curr
Janet Lurz
Jason Leonard
Kim Handcock
Terry Mohr

2019 Luncheon Locations:

Jan-Red Rock Restaurant
Feb-Red Rock Restaurant
March-Red Rock Restaurant
April-Annual Meeting
May-Wall Golf Course
June-Wall Golf Course
July-Wall Golf Course
Sept-Wall Community Center
Oct-Badlands Saloon & Grille
Nov-Badlands Saloon & Grille

**The June Noon
Luncheon will be held
at the Wall Golf Course
on Monday, June 10.**

2019 Wall-Badlands Area Chamber of Commerce Membership

4th Ave. Floral & Gifts	Cutting Edge Salon	Red Rock Restaurant & Lounge
Agro Eco Power	Dakota Mill & Grain	Robert Sharp & Associates
American Legion Post 246	Dakota Safaris	Rod Renner
Americas Best Value Inn	Dakota Sky Stone	Rush Funeral Home
Anderson Investments	Days Inn	Schaeffer's Specialized Lubricants
Ann's Motel	De's Oil & Propane	Shearer's Western Dakota Ranch Vac.
Arneson Auction Services	Deni Amundson	Singing Horse Trading Post
Arrow Campground	East Pennington County Ambulance Dist.	Sleepy Hollow RV Park
Ascend Ag, Inc.	East Pennington County Conservation Dist.	St. Patrick's Catholic Church
Badlands Automotive	East Pennington County Transit	Stacy Kitterman
Badlands Cedar Pass Lodge	EconoLodge	Sue's Avon
Badlands Harley-Davidson	EDWARD JONES/Hal Bailey	Sunshine Inn
Badlands Helicopters	EDWARD JONES/Tyler T. Trevillyan	Super 8
Badlands Inn	Evangelical Free Bible Church	SWIFTEC Inc.
Badlands Motel & Campground	Farm Bureau Financial Services	Terry Mohr
Badlands National Park	First Interstate Bank	Tessa Gewerth
Badlands Natural History Association	First Lutheran Church	Triangle B&B
Badlands Outpost	First Western Insurance Agency	USDA Forest Service/Natl. Grasslands
Badlands Quilters	Frontier Cabins	Vintage Soule Salon & Boutique
Badlands Saloon & Grille	Gold Diggers	Wall Auto Livery
Badlands Trading Post	Golden West Telecommunications	Wall Building Center & Construction
Badlands White River KOA	Harlan & Lori Walker	Wall Community Library
Best Western Plains Motel	Helen Crawford	Wall Dairy Queen
Bev Dartt	Hillcrest Motel	Wall Drug Store
Bill Bielmaier	Independent Mary Kay Director, Judy Harvey	Wall Economic Development
Black Hills & Badlands Tourism Assoc.	Juanita Schroeder	Wall Food Center
Black Hills Federal Credit Union	Karen Soderquist Team/ ReMax Results	Wall Golf Association
Black Hills Parks & Forests	Kristin Fischer Insurance	Wall Meat Processing Plant
Candee Kitterman	Larry Eisenbraun	Wall Motel
Circle View Guest Ranch	M & M Sales	Wall Regional Medical Clinic
Common Cents	Mary Williams	Wall Rodeo Booster Club
Community Education of the Black Hills	Minuteman Missile NHS	Wall School District #51-5
Corner Pantry/Subway	Pathfinder Employment Services	Wall United Methodist Church
Cornerstone Industries	Penn.-Jackson Farm Bureau	Waste Connections
Country Cupboard Food Pantry	Pennington County Commissioners	Welsh's Motel
Crazy Horse Memorial	Pennington County Courant	Wheelin' to Wall
Creative Community Concepts	Pioneer Auto Show & Prairie Town	Wounded Knee Museum
Crew Agency	Prairie Homestead	
Crown Oil	Quinn VFW	

2019 GOLD MEMBERSHIP INVESTMENTS

***WEST RIVER ELECTRIC ASSOCIATION**