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Tracy Bernard
Editor-in-Chief



Kara Azevedo
Accounting



Danielle Beadle
Content Specialist



Tony Nalls
Account Executive



Katie Pavel
Copy Editor



Riley Winter
*Riley Winter Photography
Cover Photographer*



Kelsey Parker
Cover Model

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Tout Advertising, LLC
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EDITOR-IN-CHIEF

Tracy Bernard

COPY EDITOR

Katie Pavel

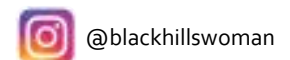
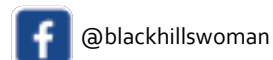
LAYOUT & DESIGN

Tracy Bernard
Danielle Beadle

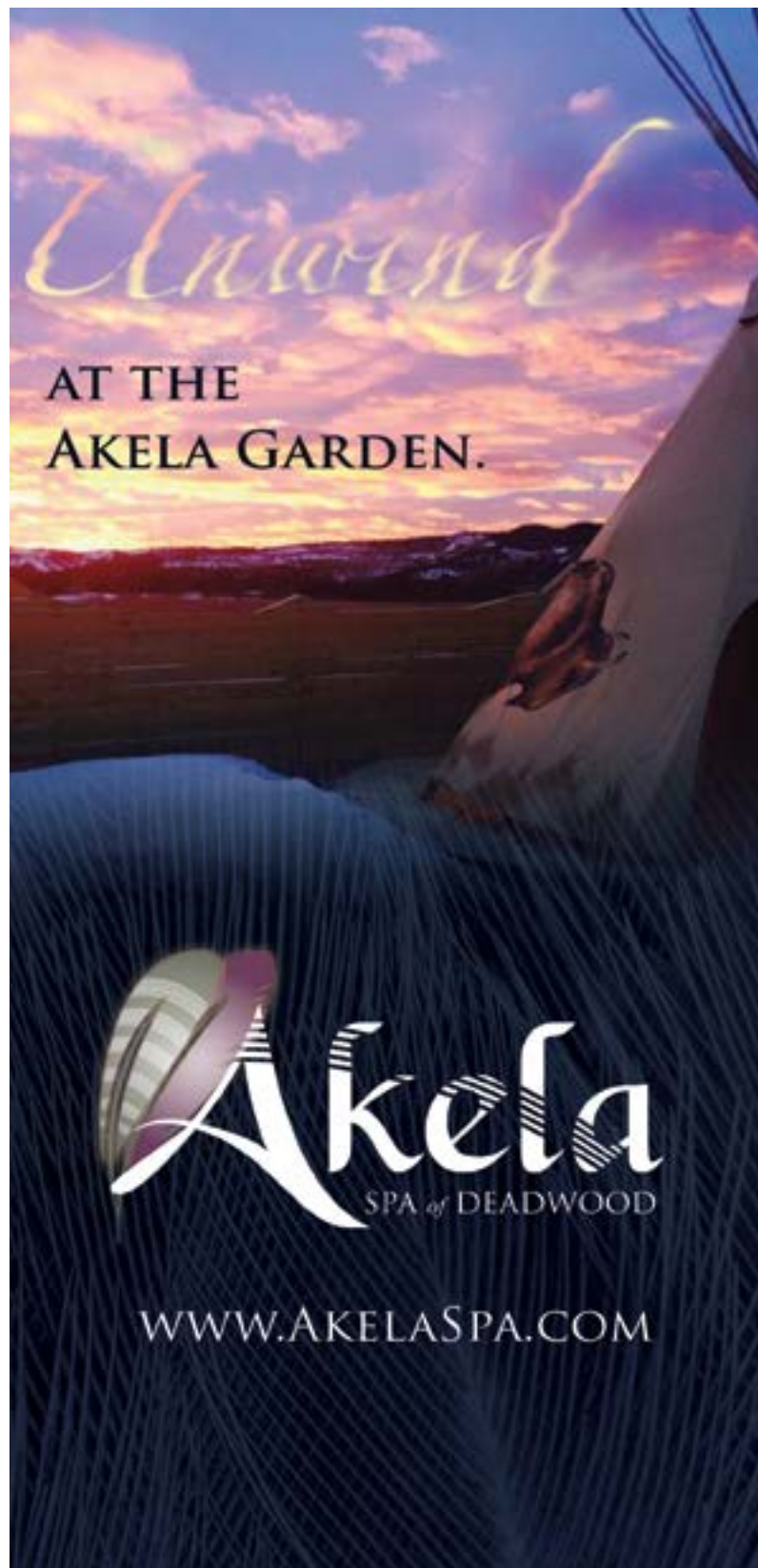
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Tony Nalls
bhwsales@toutadvertising.com
605.877.1446

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A family of four is hiking on a rocky trail next to a stream. The father is carrying a young boy on his shoulders. The mother is holding the hand of a young boy who is stepping on a rock. A young girl is also on the trail. The background is lush green foliage.

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LADIES WITH HUSTLE



By Kayla Gahagan | Photos by Riley Winter, Riley Winter Photography



Dayna Bodensteiner says she doesn't need much sleep, which works to her advantage as she hammers out a full-time job and ping pongs to side gigs throughout the week. The 49-year-old is a product management director for a radiation therapy treatment software company, and the nooks and crannies of her day are filled with a photography business, teaching yoga, and writing.

"I have truly turned my hobbies that I am passionate about into my side hustles," said Bodensteiner. "I get so much out of sharing these talents with others."

Kelsey Parker, 33, embraces the same side-gig philosophy. Parker is the owner of Sol Vibe in Rapid City and a part-time attorney at Bangs McCullen Law Firm, and she also does real estate on the side.

"I get to make money doing things I love," she said. "I think the key to finding a fulfilling side hustle is capitalizing on something you genuinely enjoy. Our most natural gifts provide us the greatest opportunities for a side hustle."

The strategy is not new, but side gigs have gained momentum in recent years, particularly for women. According to Bankrate.com, an independent survey publisher, more than 70 million Americans have taken on side gigs to pay off debt, make ends meet, or pursue a passion. It means 45 percent of Americans maintain a side hustle, and more than half of millennials have a side gig.

If you're listening to popular financial guru Dave Ramsey, side hustles make perfect sense for someone looking to pay off debt faster or simply make extra cash. Nationwide, the most popular side hustles are home repair and landscaping, online sales, crafts, and child care.

But we found that list even more diverse here in the Black Hills as we talked to local women about what keeps them moving, helps pay the bills, and stokes their passion— all on the side, of course.

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Amber Leasure, 44

Leasure is the Kitchen Nanny, a gig that involves doing the grocery shopping, prepping of meals, and clean up at your home. The business started with a love of cooking, Leasure said.

“I meal prep at my house every week for just me and my husband and I thought there would be other families that could use my service,” she said. “It’s a healthier option than eating out every meal.”

Leasure is a full-time real estate agent, and she has enjoyed that her side gig brings families together to sit down for a healthy meal. She has drawn clients by simple word-of-mouth advertising and posting about her work on Facebook.

She keeps going, she said, because she’s doing one of her favorite hobbies and making money doing it. “This allows to me to cook more,” she said. “And one of my main reasons of why I started this business is so families could eat healthier meals together.”

**PERSONAL CHEF
REAL ESTATE**

Samara Campbell, 37

When Campbell's husband was the foreman on the largest bison ranch in the U.S., she became enamored with bison and what they represent. Two years ago, the couple opened a bison ranch, a side gig for Campbell that has local impact as much as it gives her peace.

Campbell splits her time at the ranch with her full-time position managing Fischer, Rounds & Associates Insurance Agency in Rapid City.

The bison adventure has given her an opportunity to educate others about the nutritional benefit of eating bison meat.

"We are lucky in South Dakota to have a lot of amazing bison producers," she said. "The pandemic did a lot of things but one of the positives that came from it was making people more aware of where their food was coming from. Most bison spend their life on grass with minimal handling. They are not domesticated and are not subjected to drugs, chemicals, or hormones. That to me is a no brainer. Bisoncentral.com is a great resource."





Kelsey Parker, 33

Parker thrives on being busy. She owns and operates Sol Vibe yoga and cycling studio, works as an attorney, and dabbles in real estate.

After going with a gut feeling that Rapid City needed a hot yoga studio, Parker and her husband opened Sol Vibe in 2018.

“I’m a big believer that you should trust your gut. I knew nothing about running a business, nor did I know anything about the fitness industry,” she said.

It didn’t detract her from her work at Bangs McCullen Law Firm, or putting her design and remodeling abilities to work in multiple homes and Airbnb locations she has owned with her husband.

“I love the variety,” she said, of having different jobs. “My days are busy and always different. The greatest challenge I face is taking time to pause and rest. I love to work and I love to be busy. Chaos is my comfort zone. Sometimes it’s difficult to relax when you have so many things going on at any given time.”



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**P
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Pam Juneck, 62

Juneck first started coaching gymnastics at the YMCA when she was 22, and she was hooked. It's still very much a part of her life, something that she adds to an already full plate as a skills trainer with the Project Search Program through Black Hills Special Services.

Juneck coaches gymnastics for both Rapid City Central and Rapid City Stevens High Schools. She is also the Central High advisor for fall sideline cheerleading and a Special Olympics coach. She was inducted into the South Dakota Gymnastics Hall of Fame this year.

"Working with teenagers and youth is the sweet spot," she said.

"It never gets old seeing athletes learn and master skills that are put in front of them and the excitement when they push past their comfort level and achieve things they did not think they were capable of," she said. "I see and learn incredible things every time I work with dedicated athletes."

Balancing full-time work, coaching, and family time is always a struggle, she said, but worth it.



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FITNESS
PRODUCT MANAGMENT
PHOTOGRAPHY
WRITER



Dayna Bodensteiner, 49

Bodensteiner doesn't mind juggling multiple side gigs because they all grew organically from her passions.

She is a photographer with Boden Photography, teaches yoga at Sol Vibe and Barre Forte, and recently published a journal for cancer patients.

Bodensteiner is also the Director of Product Management for RaySearch Americas, which is a subsidiary of RaySeach Laboratories based in Stockholm, Sweden. The company makes radiation therapy treatment planning software and other software programs, all used within cancer clinics.

Her work and each side gig are fulfilling, just in different ways.

"I absolutely love capturing moments in time through photography or sharing yoga with anyone willing to show up," she said. "They bring me so much joy. Writing the cancer treatment journal was a different kind of labor of love."

She echoes the sentiment of each of the other women: not enough time in the day.

"Thankfully, I don't require much sleep and I can do my side hustles in the early mornings or late evenings. My weekends are also filled with photography and yoga, which are truly both just my hobbies and passions. It fills my soul to share these with others."

Her cancer journal can be found at Staple & Spice Market, Monument Health, or at www.thecancertreatmentjournal.com. BHW





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Balancing a Side Hustle

By Brittany Pruess



Many women today are embracing what culture defines as the “side hustle.” When navigated properly, a side hustle can provide avenues for individuals to use their talents for an additional source of income. With all of the benefits, it can be difficult to recognize the possible negative consequences, such as mental and physical exhaustion, when a side hustle is created or handled improperly. The question quickly becomes, then, “How can one balance a career, personal life and a side hustle?” Perhaps it is time to consider how we define a “side hustle” and redirect our approach to this exciting opportunity for additional expression and income. What does it really look like to find balance in the nooks and crannies of personal life, career, and side hustle?

Passion Project

One of the greatest solutions for staving off burnout, bitterness, and unnecessary stress from a money-making hobby is by ensuring one has a passion for the project he or she is pursuing. Being zealous is crucial if a person is going to give time to it. If the project is naturally growing from an individual’s talents over time, rather than forcing its way into one’s schedule and relationships, the side hustle is far less likely to become an exhausting pursuit of financial gain or status accolades. This key understanding creates a healthy relationship with the growing endeavor rather than a toxic work mentality due to constant mis-focused drive.

A Joint Effort

Another contributing factor to finding balance in work, relationships, and a side hustle is viewing them as intermixed rather than distinctive parts. It is in recognizing an endeavor as a piece of a bigger whole, and not a floating entity of its own right, that an individual begins incorporating a side hustle into the multifaceted life in which he or she is living. Continuing this line of thinking, multi-tasking your responsibilities can both help the business and other areas needing your attention at once, creating balance overall. For example, a mom starting a small bakery cart in the hopes of opening a full-time dine-in bakery in the future, can invite her kids to taste test the goods, and display their choices to

the public. These small intentional decisions to include her children is ultimately creating a familial effort in the passionate pursuit of something mom enjoys doing.

Give Back

One of the greatest ways an individual can be wholesomely motivated within a side hustle is by giving back to the community with the talents he or she has. Contributing to one's community is a form of gifting that has many receivers. Perhaps the greatest aspect to a charitable endeavor is the chain of giving it produces. An individual who gives is often donating to a second project he or she is passionate about. For example, if the mom who owns the bakery cart commits to giving a free cupcake to every woman undergoing her first breast cancer treatment, she most likely has a soft spot for fighting breast cancer as well. The chain of giving to what she is passionate about is continuously growing when she provides in this way and, ultimately, her side hustle is becoming more and more interconnected to life as she knows it through the process.

Balance the Tangibles

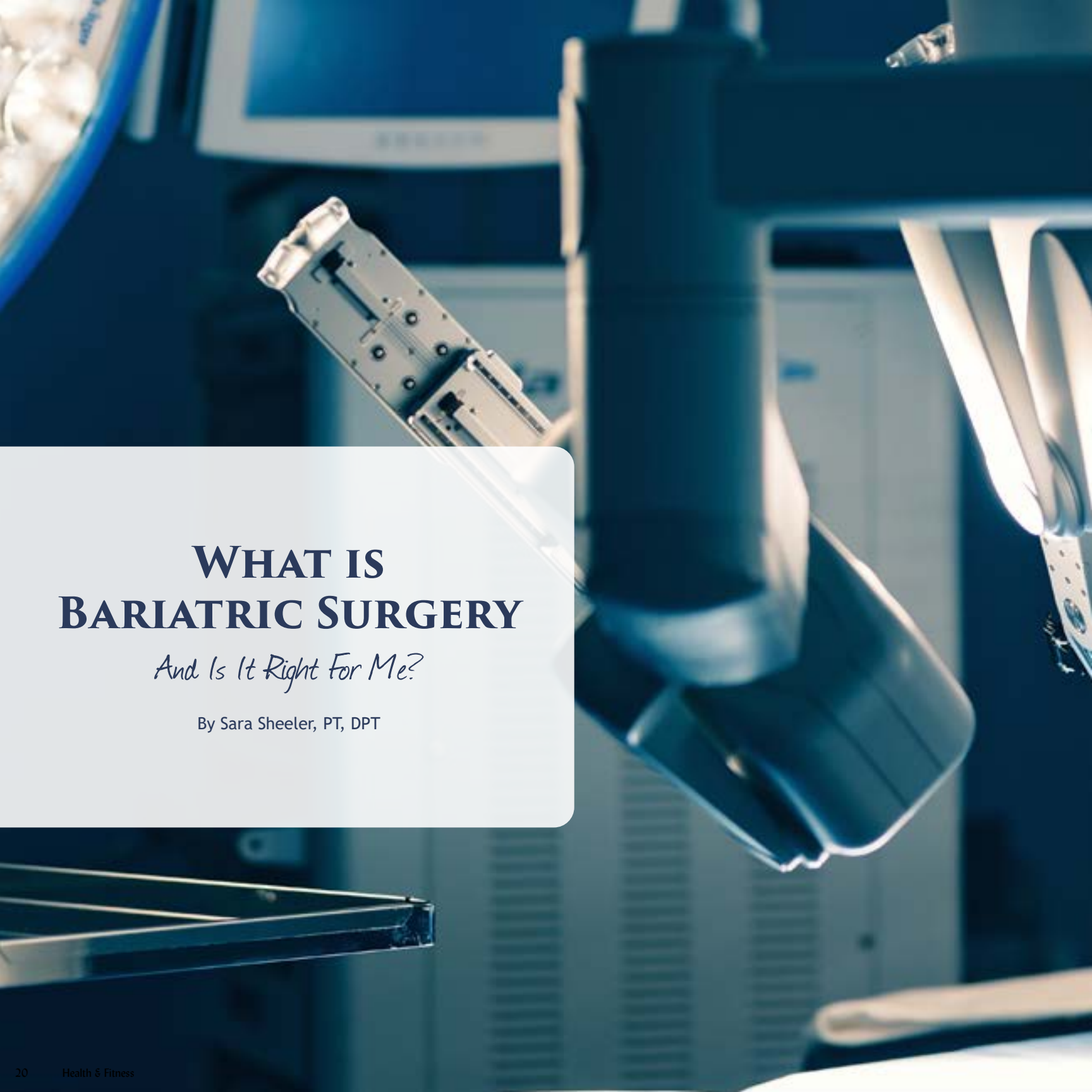
Many individuals try to compartmentalize and create an endless list of to-dos when it comes to their side hustles. Although the intentions for taking such an approach are often good, they can lead to exhaustion, or at the very least, hamster-wheel living. Side hustles should never be about compartmentalizing, but rather filtering through what one genuinely loves to do and then cultivating that skill within the professional and personal environments he or she is a contributing member of. As a side hustle is being recognized and cultivated, having conversations around time management, one's aspirations, and family activities are incredibly necessary. However, when it comes to the tangible results of these conversations, the difference between a healthy side hustle and an unhealthy one is more about flexibility and focused living rather than crossing off to-do lists. Taking small, tangible, yet flexible baby steps is healthy and should be encouraged

when approaching a side hustle. However, steps should never be set in stone or completely dictating one's life. A side hustle should evolve organically, not forcefully. Additionally, a side hustle is fluid, meaning it is decreasing/increasing in one's level of commitment to a project in relationship to what is taking place in the individual's life at any given time.

Getting tangible components wrong is leading to fatigue and frustration for many. If a person is scheduling every minute of the day, stressing about every dollar, and neglecting those nearest and dearest to him or her; what that person is experiencing is an unhealthy side hustle. The side hustle should never feel like a job, but rather a gift poured out that just happens to make money and continues to grow over time. Ultimately, a side hustle is a person's hobby, talent, passion project, refueling activity, etc. The minute one is feeling the need to schedule in extra "me time," he or she has arguably missed the point of a side hustle and should circle back and reconsider his or her pursuits.

Side hustles is an option many are enjoying and are even wired to enjoy to a certain degree, but, at times, they are also being mishandled and even misunderstood. Although a healthy side hustle is a positive endeavor, an individual should never feel the need to actually hustle or have another side to life. Let us, instead, approach these side hustles as the sweet places for growth and giving back that they are. [BHW](#)





WHAT IS BARIATRIC SURGERY

And Is It Right For Me?

By Sara Sheeler, PT, DPT



THE latest data from the U.S. Centers for Disease Control and Prevention (CDC) suggests nearly 43% of American adults live with obesity. Of these, an estimated 15 million Americans live with morbid obesity, defined as a body mass index (BMI) of at least 40, or a BMI of 35 in addition to at least one obesity-related health problem such as type-2 diabetes, hypertension, cancer, asthma, osteoarthritis, infertility, sleep apnea, or low back pain.

Want to know your BMI? A quick Google search can help; try the "National Institutes of Health BMI calculator."

There's no question that being obese or morbidly obese can have a profound impact on a person's health, longevity, and quality of life. To get to a healthier weight, diet and exercise are essential strategies. But for people with 100+ pounds to lose, these lifestyle habits might not be enough on their own to lead to sustainable change.

For these individuals, bariatric surgery—sometimes called weight loss surgery—can be a life-changing and even life-saving procedure.

WHAT IS BARIATRIC SURGERY?

How's this for some interesting trivia? The first bariatric surgery was performed way back in 1954.

Since that time, advancements in techniques and

technology have made weight loss surgery safer, less invasive, and more effective. Now, hundreds of thousands of Americans undergo this procedure each year.

What is it exactly? Simply speaking, bariatric surgery is an operation that helps obese individuals lose weight. Several types exist, each with its own benefits and risks. They include gastric bypass, sleeve gastrectomy, duodenal switch, and adjustable gastric banding.

Weight loss surgery works in two main ways: limiting the amount of food a person can eat by making their stomach smaller and/or limiting the number of nutrients a person can absorb into their body by rerouting or removing parts of the small intestine.

In addition to these anatomical changes, weight loss surgery also affects hormones that regulate hunger and feelings of fullness, says Dr. David Fromm, M.D., general surgeon and leader of the multidisciplinary bariatrics program at Monument Health Rapid City Clinic.



WHO IS BARIATRIC SURGERY FOR?

If you or someone you love has morbid obesity, bariatric surgery could make a dramatic improvement in overall health, mobility, and quality of life. But it's not for everyone.

People who are eligible for bariatric surgery typically must:

Meet the medical definition of morbid obesity and have failed to successfully lose weight and keep it off with diet and exercise.

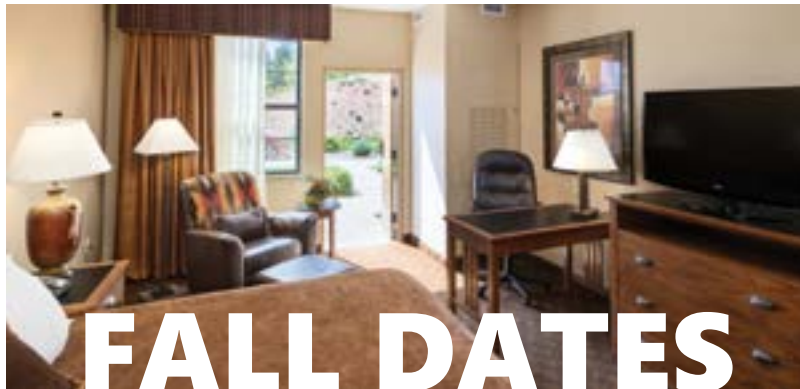
During the pre-operative stage, potential candidates are expected to undergo a range of tests and medical exams. This is to make sure they're physically well enough to tolerate surgery; insurance providers usually require this information for pre-authorization, too.



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DIET AND EXERCISE STILL MATTER

While bariatric surgery can be incredibly effective, it's not enough on its own to help someone lose excess pounds and keep them off. Diet and exercise are still as important as ever—if not more so. So, potential candidates must be willing to make a lifelong commitment to healthier eating, regular physical activity, and a daily vitamin and supplement routine.

Lastly, if you're considering weight loss surgery, be sure to find a medical team who can give you the comprehensive resources and education you need to succeed. In addition to working closely with your surgeon, you should be provided access to psychologists, dietitians, endocrinologists, and other professionals who can give you physical and psychological support that will help you establish healthier habits.

BENEFITS AND RISKS

Losing weight can help people with morbid obesity feel more confident about the way they look. But bariatric surgery is not a cosmetic procedure, Dr. Fromm says.

In addition to helping you lose (and keep off) a significant amount of excess weight, bariatric surgery can also help you manage or even reverse other health problems. For example, bariatric surgery has been shown to help people with type-2 diabetes get off their diabetes medications altogether.

Other conditions shown to improve or go away after weight loss surgery include sleep apnea, non-alcoholic fatty liver disease, high cholesterol, high blood pressure, and chronic pain. Even the risk of certain types of cancer decreases, while mobility, mood, and energy increase.

“Patients who have completed bariatric and metabolic surgery make frequent comments about how their quality of life is vastly improved,” Dr. Fromm says, “and that they wished they would have considered this option earlier in life.”

As with any medical intervention, weight loss surgery does come with some amount of risk. This includes post-operative complications like adverse anesthesia reactions, bleeding, and infections, as well as longer-term problems such as gallstones, low blood sugar, hernias, acid reflux, ulcers, and other digestive problems. Some patients eventually require a revision surgery.

If you’re considering this surgery as part of your weight loss journey, your medical team will review the particular risks factors that may affect your surgical outcomes. **BHW**

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hanging in my closet."
— Carrie Bradshaw*



DOING BIG THINGS FOR KIDS

Q&A with Nicole Burdick, Executive Director of
Big Brother Big Sisters of the Black Hills

Big Brothers Big Sisters of the Black Hills (BBBSBH) creates and supports one-to-one mentoring relationships that ignite the power and promise of youth within the Black Hills community. Here's a Q&A with BBBSBH Executive Director, Nicole Burdick.

Why did you become part of Big Brothers Big Sisters?

When I moved to the Black Hills 15 years ago, I was working through my adversities. I had nothing except a college degree and a passion for helping others. This community gave me everything I needed. I owe it to our community to pay it forward. So working with BBBSBH made sense. Mentoring is the best way to help the children within our community get what they need to achieve their potential. If you want to change the community for the better, it starts with the children. I still believe that it takes a village, and sometimes people need help finding their village because of adversities in their life. Adversity doesn't discriminate. BBBSBH provides supporting, kind, and caring mentors to help those facing adversity overcome and achieve their possibilities. It also helps to have the most fun, dedicated, passionate, creative, and caring staff and volunteers in the community. Coming to work every day is a joy.

How does your role in the organization impact others?

The truth is, I don't know if I impact others. I know that we all can help someone have hope and achieve a life beyond what they thought was possible. And we all play different parts within our roles. Whether I impact someone or not is none of my business. But whether I treat them with kindness and help them with compassion



—“—

Adversity doesn't discriminate. BBBSBH provides supporting, kind, and caring mentors to help those facing adversity overcome and achieve their possibilities.

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and dignity, that is my business.

What has been the most impactful thing you've witnessed at Big Brothers Big Sisters?

Our selfless mentors. I have been with BBBSBH for 13 years, and there has not been one day where I have NOT been inspired by our mentors' selflessness, kindness, patience, dedication, and commitment. Our mentors are changing our community for the better, one child at a time, by investing their time. Our children are the future of the Black Hills, and our Bigs (the adults that mentor them) choose every day to give time to invest in our community's future.

What can people do to help?

Think about a time when you needed guidance. Who helped you? Who mentored you? Who showed you how to achieve your potential? Now, how do you pay that forward? You mentor someone else. We have many Littles waiting for someone to guide them and help them reach their full potential. Even if it's not through BBBSBH, mentor someone else, and be kind. **BHW**



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Trucking Good food Trucks

By Danielle Beadle



Now that the weather has warmed up, we all look for any excuse to spend our time outdoors and soak up the sun. Food is the perfect reason to go outside. The Black Hills food truck scene is trucking good this summer.

Food trucks offer diverse food to those who are looking to try something new or for those who don't have a lot of time to grab a bite to eat. Because food trucks aren't a traditional restaurant, they are constantly changing locations, and that keeps the fun moving. You can find food trucks all over the Hills during the summer; whether it be at a brewery or a church parking lot. If you are a seasoned food truck customer, you can find where your favorite truck will park next by keeping track of them on social media.

In the summer, there are lots of events where multiple food trucks will be present. This is the perfect time to get out and about with your family, without having the daunting task of agreeing on one place to grab your eats. Food trucks also offer the opportunity of trying foods that you wouldn't normally go for.

If you are hosting an event this summer, whether it be a party, a wedding, or even just treating the office to some yummy eats, hiring a food truck great option for fun and delicious treats for foodie family and friends.

Many food truckers (those that own one) find it is more practical for them to own a food truck as opposed to a traditional restaurant. Most of the time, it is easier to cover the startup cost of a food truck than it is for a traditional restaurant. However, food trucks still must follow South Dakota Department of Health guidelines and inspections, just like typical restaurants do. Emil from Savour Pinoy & Sushi had dreamed of owning her own business while she worked at a local Japanese restaurant. “I thought, why not open a food truck instead of a restaurant, since I didn’t have the budget for a restaurant,” Emil recalls. Another perk of being a food trucker is the sense of community you receive. “We love the food truck community, as we support one another, and at the end of the day, we share our food with each other,” says Emil, smiling.

Next time you want to skip making dinner, consider hunting down a food truck and supporting a small and local business. BHW



Check out the ‘Family Food Truck Night’ Facebook page for lots of great food truck news. You can find trucks in Canyon Lake Park every Tuesday night from 5pm-8pm!

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Turnip the Heat and Feel the Beet at the Farmers Market

By Heidi Bell Gease





For a true taste of summer, nothing beats a tomato straight from the garden or an ear of sweet corn. You'll find these seasonal favorites— as well as locally produced meats, jams, and baked goods— at local farmers markets, which are hoping for a good season after Covid-19 complicated things in 2020.

“We’re looking forward to this year,” said Barb Cromwell, manager of Black Hills Farmers Market. “We’re putting back a lot of our normal things,” she said, plus adding new ones.

This is the third year for the Double Up Food Bucks program, which allows EBT customers to purchase \$80 worth of produce for \$40 in EBT benefits. Monument Health and Black Hills Area Community Foundation support the project, which has been very successful.

Through a new program, “Produce Prescriptions,” providers at Rapid City Community Health can write “prescription” vouchers worth \$20 in produce for patients they feel would benefit from eating more vegetables and fruit. Live Well Black Hills is funding the program.

Live Well Black Hills also provides \$2 tokens kids can use to buy produce. The tokens are part of July’s Kids Month activities, which return this year after a pandemic hiatus.

Most farmers markets tweaked their 2020 operations to minimize the risk of Covid-19. Many added hand sanitizing stations and promoted masks and social distancing. The Black Hills Farmers Market also started a curbside pick-up program that lets customers order online and pick up their items on Saturday.

In the end, 2020 was not the dismal year some organizers feared. “We saw a decrease but nothing massive,” says Melissa Stanfill, BHFM’s wholesale customer relations specialist.

Some vendors felt the pandemic boosted business. “It was one of my best years actually because people were shopping outside more,” says Bernadette Barnaud of

Owl Creek Organics & Natural Products. “They didn’t want to go into the grocery stores. And I think that people were really more conscious about local producers ... They’re willing to pay \$1 more to support local producers.”

Owl Creek sells certified organic vegetables, herbs, and jams sweetened with local honey. Basil, zucchini, raspberry jam, lingonberry honey, and caramel cinnamon roll honey are customer favorites, as are their organic eggs.

“People really come to the market for the eggs,” Barnaud smiles.

Last year was tough for Keil Sweet Corn, but not because of Covid. “I lost half my crop to a hailstorm,” says Ron Keil. He plans to plant six times the amount this season to extend production.

Nachtigall Greenhouses, which has sold produce at BHFM since it opened in 1989, is expecting a good season, says Sidney Nachtigall. “Our biggest sellers are the tomatoes, cucumbers, zucchini, and green beans.” Demand for those may soon increase. The Black Hills Farmers Market just launched a new Wholesale Market aimed at encouraging local restaurants to use local produce.



Bernadette Barnaud of Owl Creek Organics & Natural Products

“Everybody’s excited,” says Stanfill, whose position is funded through a grant from South Dakota Mines. Meade County Schools and Youth & Family Services have already started purchasing local food products. “It benefits all of us,” she says.

Black Hills Farmers Market is open from 8 a.m. to 2 p.m. Saturdays through October. It’s also open Wednesdays from 8 a.m. to 2 p.m. from July through October.

For more information, visit www.blackhillsfarmersmarket.org.

Spearfish

9 a.m.-12 p.m. Saturdays, June-October, Brady Park (corner of West Grant Street and Meier Avenue)

The Spearfish Farmers Market has become a community event, offering live music, Master Gardeners’ advice, and the occasional yoga class, along with local vegetables and meats, baked goods, and craft items. This year’s 11th season will also feature food trucks. “We’ve got a lot of new vendors,” says potter Cathy Severin, who did well last year despite the pandemic. And while there was no music in 2020, there was a visit from the Oscar Mayer Weinermobile. “We had quite a crowd,” Severin says.



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Hot Springs

4-6:30 p.m. Fridays, July 2-Oct.1, Centennial Park

After the pandemic put a damper on 2020, the Hot Springs Farmers Market is gearing up for what could be its busiest season since it began in 2017.

“I’ve been getting requests all winter long, which is pretty unusual,” said market founder Rajni Lerman. “We’re excited to get back to it.”

In addition to vendors, the Hot Springs market will once again feature local bands and a kids zone with activities sponsored by community organizations.

“It’s such a great community event,” Lerman said, noting that kids under 18 pay half-price on vendor fees.

Belle Fourche

6-9 p.m. Saturday, July 23, Red Onion Market, 19024 Olive Lane

On summer Saturdays from 6 to 9 p.m., Red Onion Market owners Robin and Jim Ager sell garden produce and home-baked rolls, pies, and other goodies, along with other vendors, for a farmers market, with music and ice cream from Torch Creamery.

“A huge part of what we do is ... provide community,” Robin said. “A place for people to gather and just visit and share life together.”

Expect more produce in 2022: the Agers are currently building a geothermal greenhouse.

Custer

8 a.m.-12:30 p.m. Saturdays, June-October, Way Park on Mount Rushmore Road

The Custer Farmers Market made some adjustments in 2020 due to Covid but will return to business as usual this year. Gordon and Deb Cleveland of Windsong Valley Gardens run the market, which typically draws about eight vendors who sell produce, honey, crafts, and other items.

Hill City

9 a.m.-1 p.m. Tuesdays, mid-June through August, Prairie Berry Winery

Black Hills Farmers Market vendors bring their wares to Hill City on Tuesday mornings. BHW



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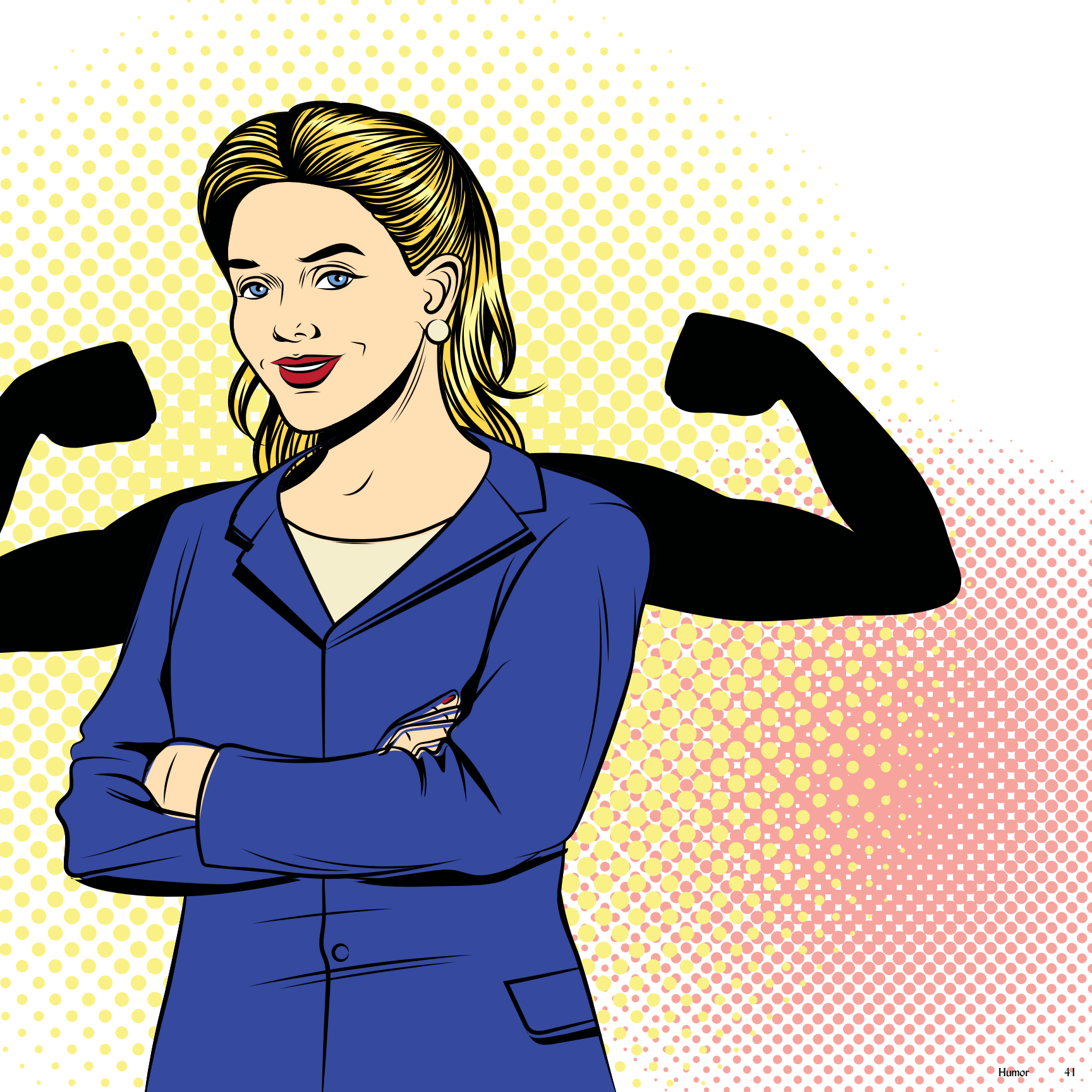
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***the superpowers of
the successful side hustler***
By Dorothy Rosby

for many years, I had a day job and a side hustle. By day, I was a mild-mannered public relations professional working for a wonderful nonprofit organization. By night—and early morning, weekend, and holiday—I was Super Woman.

Not really. Actually, I was Freelance Humor Columnist Woman. And instead of a cape, I wore jammies to my side gig. Eventually, I was overcome by shame that I was still in my PJs, so I'd change into sweatpants for the rest of the day. Anyone who saw me on the weekend thought my other job was teaching aerobics.

A couple of years ago, my side hustle became my only job, so I'm hustling less and wearing sweatpants more. And looking back on my years as a moonlighter, I think if I had to do it all over again, I'd be too tired to do it. There's a reason second jobs are called side hustles and not side strolls or side saunters. Superpowers would have come in handy back then. Come to think of it, they still would. Here are just a few of the superpowers I think anyone with a side gig could benefit from:



superpower no. 1 Self-reliance. Like many moonlighters, I worked alone. The upside was I always agreed with my coworkers. “Excellent idea! I wish I’d thought of it myself. Oh wait! I did.”

The downside is, when you work alone, you have to wear many hats—and capes. For example, the office building where I worked my day job always looked presentable, thanks to the genuinely nice and efficient custodians who cleaned it. If anyone cleaned my home office, it was me and I was neither nice nor efficient while I was doing it.

Likewise, when I had computer problems at my day job, I had an entire IT department at my disposal. When I had computer problems at home, all I had was me—and a hammer. I never used it, but only because I was afraid I might void my warranty.



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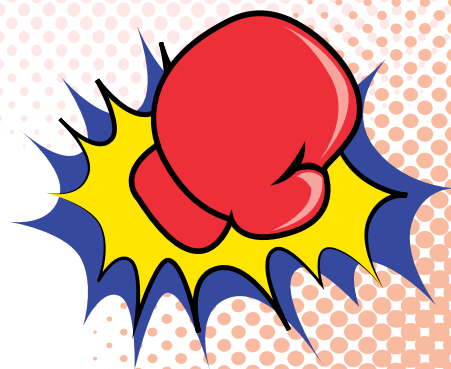
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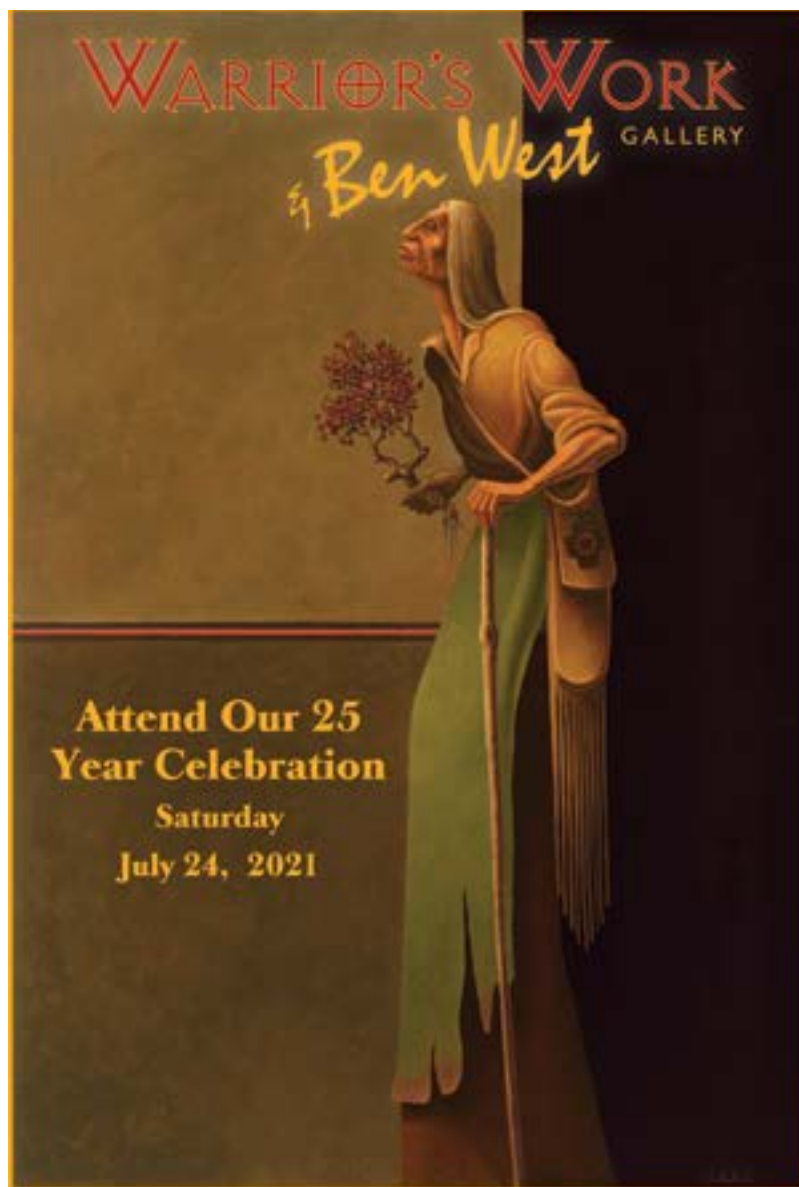
superpower no. 2 Patience. Quite often moonlighters share their workspace with family members. This can be handy when they need cheap labor. But there are challenges. At my day job, my stapler, scissors, pens, and computer were all mine for as long as I had the job. At home, I had to share the office and everything in it with my husband and son. Pens walked away. I wouldn't see my stapler for weeks at a time. And I remember one morning turning on my computer to find that my background screen had been changed from a family photo to a picture of a Dodge Power Wagon. I didn't find it nearly as inspirational as my son did.

superpower no. 3 Self-discipline. You might think that with all the time I saved not dressing up for my side gig, I got a lot done, and I might have were it not for the five varieties of solitaire on my home computer. There was no solitaire on my work computer. Most businesses remove it because of the effect it would have on productivity.

Also, there's a refrigerator exactly 15 steps from my desk. If you call me while I'm working in my home office, you're likely to hear me chewing.

superpower no. 4 The ability to prioritize. Having a day job, a side gig, and a family is like spinning plates all day long. The moonlighter must spin the most important plates and let the others fall where they may. I know a lot about this because while I was moonlighting, things were falling down around me most of the time. And not just plates.





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Some plates are like fine china—your family, your health, the work tasks that are due today...or yesterday. There are dire consequences associated with letting these drop. But plenty of other things are the Corelle dinnerware of plate spinning. If someone walked into my home right now and volunteered to wash my windows, I'd let them do it. But otherwise, it can wait.

On the other hand, if there's an unimportant task that you really want done, you can always pay someone else to do it. Be careful though. Too much of that, and you'll need another side hustle.

superpower no. 5 The ability to set realistic expectations. On the rare occasions I found myself off from my day job and home alone, I would immediately make a to-do list that looked something like this: Do laundry, get groceries, exercise, send invoices, answer all 1200 emails in inbox, update website, write column, write novel, and teach cat to fetch. That really would make me Super Woman.



(Dorothy Rosby always wears a cape with her sweatpants.) **bhw**



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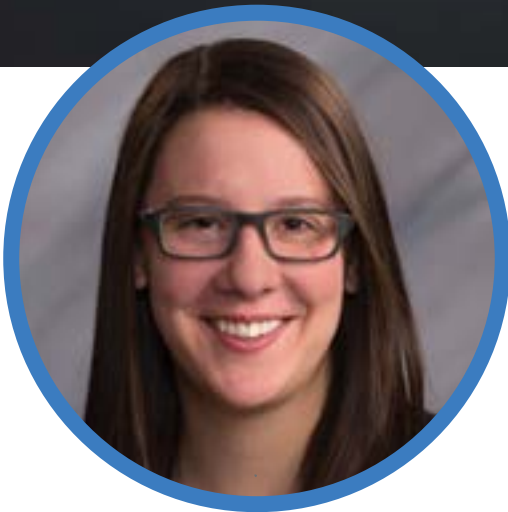
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Financial Muscle for your Side Hustle

FINANCIAL TIPS TO CONSIDER



By MARY HLEBECHUK

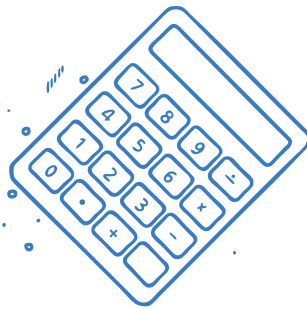
Your new side hustle is up and running, and you are bringing in some extra cash; this is great! Now you need to know how this extra cash flow will affect your finances. Keeping track of your side hustle finances can be a large task.



Here are some helpful tips to make the most sense out of your side hustle cash flow.

OPEN A SEPARATE BANK ACCOUNT

Opening a separate bank account allows you to keep your side hustle income and expenses separate from your personal income and spending. You don't want your side hustle to cost you more money than you make; having a separate bank account will allow for easy tracking.



STAY UP TO DATE ON BOOKKEEPING

Now that you have a separate bank account, you can use the bank statements to create a financial picture of your side hustle. Using software such as QuickBooks or Excel to categorize your income and expenses, you can see where your money is coming from, and to what expenses you are allocating that money. It is recommended to do this monthly to have a clear picture of how your business is doing on a month-to-month basis.



TAXES

Keep in mind that along with extra cash flow comes the need to pay some of that to Uncle Sam. That's right, you will need to pay taxes on the net income you make. The net income is calculated by starting with the income and deducting the

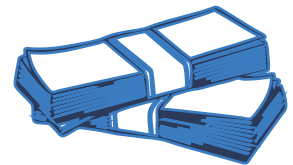
expenses incurred for the side hustle during the year against this income. It is recommended that you save 20-30% of your net income for taxes due when you file your tax return.

SAVINGS

Now that you are keeping track of your side hustle finances and allocating some for taxes, what should you do with the remaining cash?! Allocate the remaining amount so you don't find yourself spending it on items you don't need. Saving for retirement, paying down debt, creating an emergency fund, or planning a vacation are all great ways to allocate your additional cash flow from your side hustle.

Creating a successful side hustle takes hard work and keeping track of your finances can be overwhelming and time consuming. Do not be afraid to reach out to your local CPA for help. BHW

Mary Hlebechuk is a Certified Public Accountant and Senior Associate with Ketel Thorstensen, LLP.



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INTO THE WILD

The Photography of
Erica Lane Harvey

With a mother who always nurtured her love of art, no matter the medium, Erica Lane Harvey took to photography. Since she was eight years old, Erica would often be seen with a camera in her hand. Erica's first camera had been passed down to her from her grandfather which she learned how to use from observing her mom. This would be the camera that she used all through high school, where she discovered her deep love for photography. After high school, she headed off to Brooks Institute of Photography in Santa Barbara, California, where she graduated in 2003. "I came back to Rapid City after graduating, as I learned I really missed the people, as well as the peace and quiet one can find here," says Erica.

The Black Hills also lends itself to Erica's favorite subjects, nature and animals. "I have always been drawn to nature and animals, having spent my whole life in the beautiful Black Hills, but I especially love national parks with their lack of fences and presence of humans," says Erica. She feels compelled to document and share these unique places with others with the hope that her work inspires them to visit. "I love adventures and wish others would take time for themselves, too. I always say, 'Someday is code for never.' If the pandemic showed us one thing, it is that the future is never certain, so why wait to do



things later when later is not guaranteed?” Erica says.

Not waiting until later is particularly important in nature photography when timing and lighting are everything. While she’s not at all a morning person, she loves to work in the early and late hours. In these hours of the day, the light is the softest and tends to be warmer. Specifically with animals, the early and late hours also allow for catching light in their eyes. “What’s funny about all of this is I am not a morning person. I would rather sleep in, but I love the feeling I get seeing such wondrous things that I force myself to get up,” says Erica, laughing.

Like lighting and timing, patience is also a factor. “My favorite image would be of a single bear cub in the rain and only because, at the exact moment, it was just five of us in rain gear pressed up against a small slew in Alaska and this bear cub was 15 feet away, maybe less, eating grass with its mom and sibling. It was so quiet and peaceful. I never dreamed of being so close. Visiting Lake Clark National Park really showed me what it is like to live in harmony with local wildlife when they are given enough space and food to live.”

Erica learned the bulk of her photography and design skills from her schooling and continues to study it today. “For the last seven years, I have been a member of the Professional Photographers Association, which has helped me push my skills. Even if the class is not in my field, I learn so much from attending all the educational opportunities they provide year-round,” Erica explains.

Mastery is a lifelong journey of dedication and education.



She encourages aspiring photographers approach it that way. “Don’t compare yourself to others, only to yourself. We all started with a different hand in life and will grow and learn at different rates, depending on where we are in our journey. If your work is improving every year, you are on the right track,” says Erica.

Erica is inspired by many photographers; however, Tom Mangelsen’s work has particularly mesmerized Erica. Tom Mangelsen is a photographer based in Grand Teton National Park in Wyoming and photographs the same subject matters as Erica. “I was so lucky that he had a gallery in Santa Barbara when I was going to school. I would go in to just stare at his work at least once a week,” says Erica, smiling.

Erica’s work can be seen all over the Black Hills. In the upcoming months, Erica’s work can be found at the Spearfish Festival in the Park, July 16 - 18; Sheridan’s Born in the Barn, Sept. 17-18 and the Custer State Park Buffalo Round-up Art Festival Sept. 23-25. **BHW**

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A woman with dark hair in a bun and bangs, wearing beige pajamas, is sitting on a bed with white linens. She is smiling and applying a white cream to her cheek with her finger. She holds a small jar of the cream in her other hand. In the foreground, a wooden tray holds a green bottle, a brush, and a small green object. To the left, a gold-colored ring mirror stands on a wooden base. In the background, a small table holds a vase with greenery and a candle. A white spherical pendant light hangs from the ceiling.

Self Care Done Locally

By Jessie McGriff



Self care has truly taken center stage over the past year and there is no better way to take care of yourself than to indulge in some locally-made beauty products. Our area is rich in natural resources that have been crafted into locally-made products that are sure to impress. If you are a purveyor of pampering treats, then look no further; here are a few local finds that are sure to have you pampered and pleased.

Lund Valley Farm Lotion Shelby Lund purchased three goats and started a farm in 2018. Today she raises Nigerian Dwarf goats, and all of her products are made using their milk. Her products can be found at Good Earth Natural Foods in Spearfish.

Simply Bee Lotion Bar If a bottle of lotion is too much to carry around, these convenient bars are made using locally-harvested beeswax. Paige Sowards started beekeeping and making bee-focused beauty products in 2020, and this bar is sure to be your favorite!

Jo Jo Beans Patchouli Sandalwood Hand and Body Scrub This product exfoliates and moisturizes all in one shot! The sugar exfoliates while the lotion base moisturizes and leaves your skin oh so soft. This and other great locally-made bath products can be found in Jo Jo Beans Bath Treats in the Rushmore Mall.

Rock Creek Bison Soap This soap is made of all natural, sustainable ingredients including coconut, palm, and safflower oils. These soaps are all made without sulfates and are not tested on animals. You can find this soap and other pampering treats at Pure Fox in downtown Rapid City.

Black Hills Honey Farm Sweet Clover Massage Oil Treat yourself with this massage oil that is a euphoric blend of ginger, neroli, palmrosa, black pepper, grapefruit, patchouli, cinnamon, nutmeg, clove, and cedarwood essential oils. This oil has a gentle warming sensation and can be used for both massage and on dry skin. It is available through Black Hills Honey Farm in Spearfish.

Green Goats Soap Co. Foaming Shower Scrub Scoops These scoops are a decadent treat that combine the fizzy fun of a bath bomb, the moisture of a bath oil, the creamy lather of a shower gel, and the gentle buffing of a body scrub. Each scoop is packed with skin-loving ingredients like cocoa, mango butter, and soothing oatmeal. These scoops and other great products can be found at the Green Goats Soap Co. website.

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