

**NEW MONTHLY FEATURE  
IN THE RETAIL PROPHET**

South Dakota  
**RETAILERS**

Since 1897

★ Proud to be an SDRA Member ★



**Jim & Erica Husted**  
Dakota Badland Outfitters, Hill City  
[www.ridesouthdakota.com](http://www.ridesouthdakota.com)

Jim and Erica have operated Dakota Badland Outfitters since 1992, originally at Custer, and now at Palmer Gulch near Hill City. They offer guided scenic trail riding, and their popular chuckwagon dinner shows take customers into the National Forest in horsedrawn covered wagons.

Last year, they asked SDRA to help change a state wage law for seasonal businesses. They say that legislative assistance was important.

“Advocacy,” Jim says when asked what they most value about their membership. **“You get someone behind you that gives you support that you wouldn’t have as an individual business. The longer we’re in business, the more we realize that’s really important.”**

The information she reads in the monthly newsletter is also helpful, says Erica.

“**We use that newsletter as our resource** for some of the issues and questions that we have on tax laws, and the H.R. and administrative type things that we as horse people don’t have time to research in a lot of places.”

They’re proud to be SDRA members.

Jim and Donna have been serving anglers and their families since 1994. Last year, they completed an extensive remodeling project at their resort, transforming cabins into lakeside suites. They also offer boat and motor rentals and guided fishing.

They use SDRA’s credit card processing service, and consider it the most valuable part of their membership.

“You have to provide credit card service to your customers, but you can’t do it where it’s going to cut into your profit margin. **You have to still maintain your profit base,**” says Donna. **“Going through the South Dakota Retailers and Element Payment Services, we can do that.”**

Donna says just being part of the group is also important.

“**You don’t feel like you’re out here all by yourself.** By participating in the webinars, by having a voice in Pierre with the lobbyists, you’re not just one person. You’ve got a group behind you.”

They’re proud to be SDRA members.



**Jim & Donna Gregory**  
Schmidt’s Landing Resort &  
Lakeside Suites, Big Stone Lake  
[www.schmidtslanding.com](http://www.schmidtslanding.com)