



Julio “Mutch” Usera

Mutch Usera retired at Black Hills Energy after serving 48 years with this energy company. During his successful career he has led several positions, mostly management in Public Relations, Economic Development and Marketing. Currently, as Senior Program Manager of Community Relations for Black Hills Energy-South Dakota Electric, his primary role is to plan, manage and implement the public relations and economic development activities for Black Hills Energy - South Dakota electric operations. Other key roles involved the management of media relations, community engagement, community giving and Black Hills Energy employee ambassador program.

Today, Mutch and his wife, Charlene, own and operate a martial arts school (Dojo) called Black Hills Bujin Ki Ryu Jujitsu Dojo. Mutch holds two 10th Degree Black Belt in Jujitsu as he instructs in two styles of Jujitsu. This is the highest rank a person can achieve in any martial art system. He also has a Black Belt in Okinawan Shorin Ryu Karate. Mutch has trained in martial arts for over 52 years. Black Hills Bujin Ki Ryu Jujitsu Dojo offers training in Japanese Jujitsu, Okinawa Shorin Ryu Karate, Okinawa Kenpo Karate, Kobudo (Okinawan weapons) and Kamagata Ryu Ken-Jitsu (the art of the Samurai sword). Classes are held three days a week and group sessions in self-defense training is also available by request only. The Dojo is located at Uptown Rapid (Rushmore Mall).

Community Involvement:

- Destination Rapid City/Main Street Square, Board of Directors – Past Chairman
- Black Hills State University, Business & Technology Advisory Board
- Central States Fair Foundation, Board of Directors
- Black Hills Military Advisory Coalition, Board Steering Committee
- Ellsworth Air Force Base, Honorary Commander Mentor & Civic Leader
- Rapid City Downtown Lions Club

Awards & Recognition:

- 2022 Elevate Rapid City George Award
- 2022 Black Hills Home Builders Association Hall of Fame
- 2022 Cosmopolitan Club Community Service of the Year
- 2022 Deadwood/Lead Economic Development Community Leader of the Year
- 2021 Black Hills Corporation CEO Summit Award
- 2021 South Dakota Governor’s Excellence in Economic Development Award
- 2020 Black Hills Home Builders Association – President’s Award
- 2018 Black Hills Advertising Federation – Silver Medal Award
- 2017 Rushmore Region Alliance Economic Development Partnership Award
- 2013 Black Hills Home Builders Association – Associate of the Year Award

Graduate:

- 2004 Black Hills State University, Spearfish, South Dakota
- 1986 Leadership Rapid City Program
- 1993 Leadership South Dakota Program
- 2012 National Security Forum Air War College, Maxwell AFB

Past Community Involvement:

- 2022 Ellsworth Air & Space Show & Open House, Planning Committee
- Central States Fair/Black Hills Stock Show, Board of Directors
- Black Hills Home Builders Association, Board of Directors
- Spearfish Economic Development Corp., Board of Directors

- Sturgis Economic Development Corp., Board of Directors
- Black Hills Vision, Board of Directors
- Rapid City Chamber of Commerce, Board of Directors
- Rapid City Chamber, Diplomat Committee
- Rapid City Chamber of Commerce, Military Affairs Committee
- Rapid City Downtown Association, Board of Directors
- Rapid City Area Economic Development, Board of Directors
- United Way of the Black Hills, Board of Directors
- Rapid City YMCA, Chair and Board of Directors
- South Dakota Voices for Children, Board of Directors
- Club for Boys, Rapid City, Board of Directors
- Black Hills Chapter of American Red Cross, Board of Directors
- South Dakota Center for Enterprise Opportunity, Advisory Board
- South Dakota Chamber and Economic Development Council, Board of Directors
- South Dakota Association of Fundraising Professionals, Board of Directors
- United States Civil Rights Commission, South Dakota Advisory Council

Personal:

Wife: Charlene Usera, Registered Nurse at Rapid City Monument Hospital

Children: Four adult children—Joshua, Amber, Matthew and Ryan--nine grandchildren and one great grand child