

Someone You Should Know: Sioux Falls ‘Mr. Hockey’

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SIOUX FALLS, S.D. (Dakota News Now) - You could call Bert Post the ‘Mr. Hockey’ of Sioux Falls.

“It’s all I’ve done. It makes a lot of sense. I grew up playing hockey. I play hockey, I sell hockey, I speak hockey, I talk hockey,” said Bert.

In 1999, Bert, along with his dad, opened up The Hockey Headquarters.

“He supplied the capital. I supplied the labor, and from there, seven days a week for 26 years,” said Bert.

The business started the same year the United States Hockey League’s newest franchise started here.

“Coupled with my dad realizing that the Sioux Falls Stampede were coming to town, and we had the idea that the city was going to become a hockey community. So, we needed to make a hockey shop,” said Bert.

Bert says those early years weren’t always easy.

“The first year that we were open in 1999, we did just as much business in the entire year as we did in during the month of September this year. So, the first year, definitely slow. The first half a dozen years, quite slow. Didn’t have to worry about employees those first couple of years,” said Bert.

But the Sioux City, Iowa, native, who got a degree in economics degree at USD, stuck with it and business got much better. Especially with the growth of youth hockey in the city.

“Sioux Falls Stampede got the ball rolling, like I mentioned. I think the Sioux Falls Youth Hockey Association had under 400 people back in ‘99. From what I heard, we’re just over 900 people now,” said Bert.

The hockey business got even better 10 years ago with the opening of the Scheels Ice Plex, which gave Sioux Falls year-round ice. Then, it was time for The Hockey Headquarters to move.

“We went from 12th and Garfield down on the 12th Street corridor, and we moved up here to the Sanford Complex, and our sales almost tripled in the last ten years,” said Bert.

These days, the married father of four still does it all in his almost 10-thousand square feet of hockey heaven. He hopes the sport will continue to grow, especially with the addition of Division One college hockey in Sioux Falls.



“Don’t know what’s going to happen, but I would have to presume that hockey is going to get even more momentum from the presence of Augustana hockey. We’d like to think that we have 900 kids participating in hockey now. We’d like to think that that is going to continue to improve,” said Bert.

“I will be fitting a pair of skates and use a joke that he has used many times and the parents that have worked with him will say, ‘Oh, you’re a product of Bert.’ It’s a family-owned business, and I definitely feel part of the family,” said employee Julianne Lewis.

“We sell a lot of sticks. I think we sell over 2-thousand sticks a year. You love working with the customers. You love trying to problem-solve. So, as far as being in a niche, I love it. It fits me perfect,” said Bert.

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