

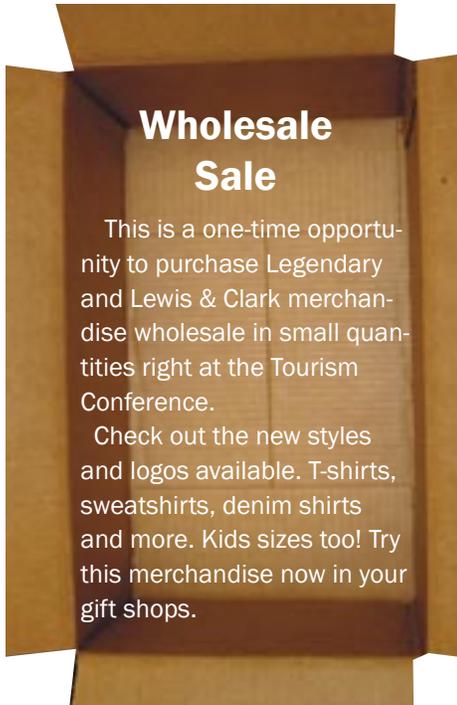
2005 State Tourism Conference

February 2005
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Tourism Conference
Inaugural float
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What's New?
Where's Scooter

division of tourism

commerce matters



Wholesale Sale

This is a one-time opportunity to purchase Legendary and Lewis & Clark merchandise wholesale in small quantities right at the Tourism Conference.

Check out the new styles and logos available. T-shirts, sweatshirts, denim shirts and more. Kids sizes too! Try this merchandise now in your gift shops.

What's in the package?



There's something for everyone involved in the state's tourism industry in this little brown box. Attend the 2005 State Tourism Conference Feb. 27-March 1 in Bismarck.

Two days of fresh ideas to improve business

Whether you're hoping to cash in on the latest agri- or nature-based tourism craze, or looking for ways to effectively package your tourism offering, or looking for ways to think outside the box, you'll find what you need to get started at the 2005 State Tourism Conference Feb. 27-March 1 at the Doublewood Inn in Bismarck.

The annual gathering of tourism representatives from around the state includes general sessions and



Brochure swap

This year's State Tourism Conference kicks off with a brochure swap tailgate party from 3:30-5 p.m. February 27 in the parking lot at the Doublewood Inn in Bismarck.

Chili, hot chocolate and music will be provided and a "Best Stop" traveling trophy will be presented to the best decorated vehicle.

Contact Fred Walker at 701-328-3502 or fwalker@state.nd.us to reserve your parking spot.

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daily breakout sessions on a number of topics chosen to enhance your tourism offering.

Governor John Hoeven has been invited, and the Governor's Awards for Tourism will be handed out at a noon luncheon Monday.

Awards will be presented for Travel and Tourism Industry Leader; Front-line Tourism Employee; Public or Non-Profit Tourism Entity; International Tourism Award; Best Package (new award); and Behind-the-Scenes Tourism Employee.

This year's State Tourism Conference kicks off with a brochure swap tailgate party from 3:30-5 p.m. February 27 in the parking lot at the Doublewood Inn in Bismarck.

Tourism entities from across the state are urged to attend and bring their promotional materials for distribution. Why wait for materials to be shipped when you can hand them off and pick them up on site?

Chili, hot chocolate and music will be provided and a "Best Stop" traveling trophy will be presented to the best decorated vehicle.

Contact Fred Walker at 701-328-3502 or fwalker@state.nd.us to reserve your parking spot.

Go to the www.ndtourism.com/data/resourceCenter/21954_ND_Tourism.pdf for a brochure with full details about this year's state tourism conference. ●

Deadline Feb. 11 📅

Use the form at right to nominate those you feel deserving of the North Dakota Governor's Award for Tourism. Nominations are due Feb. 11. The award winners will be announced at a Monday luncheon at the 2005 State Tourism Conference.

Governors Awards

The following awards will be presented at a noon luncheon: Travel & Tourism Industry Leader ... Front-line Tourism Employee ... Public or Non-Profit Tourism Entity ... Private Tourism Entity ... International Tourism Award ... Best Package (New award, first year) ... Behind the Scenes Tourism Employee.

NORTH DAKOTA GOVERNOR'S AWARDS FOR TOURISM NOMINATION FORM

Award Nominated For: _____

Nominee: _____

Business/Organization: _____

City or Region: _____

Nominated by: _____

Your Business/Organization: _____

Phone: _____

Email address: _____



List of accomplishments and years of service:

Details of outstanding leadership or customer service:

Impact on local, regional or statewide tourism or economic development:

Creative or innovative developments in the area of tourism or economic development:



Mark Zimmerman of the North Dakota Tourism Division (right) works a booth with partners Virginia Schumacker and Kelly Krogh at the recent Pheasant Fest in Omaha, Neb.

Partnership success at Omaha

The 2005 sport show season got off to a flying start as just over 25,100 folks came through the turnstiles at Omaha's Qwest Center in mid-January for Pheasant Fest, Pheasants Forever's second nationwide conference.

North Dakota hosted a "must see" booth complete with captivating videos and pictures of the outstanding habitat and hunting opportunities to be found in our state. Folks interested in hunting the king of upland game, as well as fishing the waters of North Dakota or enjoying other outdoor recreational pursuits, had their questions answered and interest piqued for a trip to North Dakota.

North Dakota Tourism partnered at the show with Tom and Virginia Schumacker of Prairie Pothole Lodge, Fullerton; Kelly Krogh of The Limit and The Ridge, Regent and Taylor; Cal Klewin of Bowman County Economic Development; Jim Sabe of Dry Creek, Regent; Jim and Char Miller of Roosterville, Reeder; and Alan Butts of Botsford and Qualey Land Company.

Bismarck-Mandan and Dickinson CVBs provided brochures for distribution.

North Dakota Tourism will be selling at 11 sport shows this season. The outstanding support and partnerships from across the state make it all possible. However, there is always more room for partners, either in staffing the booth or providing brochures for distribution. Contact Mark Zimmerman at 328-2509 or mzimmerman@state.nd.us for complete details. ●

What's new ...

NEW TO TOURISM: Tammy Backhaus has joined North Dakota Tourism as a travel counselor and administrative assistant. Tammy was formerly with the Attorney General's office as a customer service specialist in the Lottery Division. Backhaus' experience setting up 400 retail lottery locations throughout North Dakota will help her direct visitors across the state.



Backhaus

WINTER ACTIVITY REPORT: Everyone here knows that outdoor enthusiasts don't lock their doors and stay home when the snow flies. Instead, they go outside. We want everyone else to know, too, so we've started putting our winter activity report back online. Go to www.ndtourism.com and click the Winter Activity Report button on the left



side of the page to get weekly updates for conditions on downhill and cross-country ski trails and snowmobile trails. We will update the report weekly through the winter, so tell your friends to pass the news on to everyone they know.

POTTERY ROAD SHOW: The North Dakota Pottery Collectors Society has developed a program called the "North Dakota Pottery Road Show."

The NDPCS urges organizations to consider hosting a pottery road show in their communities. Details can be worked out with each location. For more information, contact NDPCS Road Show, 22 Country Road, Rugby, ND 58638, or call 701-776-6080. The group's Web site is www.ndpcs.org.

INDUSTRY NEWS: The Hazen Chamber of Commerce has a new director. Tracee Grosz has taken over as executive director. She assumed the position in December.

LEWIS AND CLARK GRANTS: Lewis & Clark event grants are again available for individual businesses, event promoters and tourism marketing organizations looking to promote Lewis & Clark tourism-related events within the state of North Dakota for the 2005 season. Applications will be evaluated on their scoring, with the maximum grant being \$400. Applications are available on the North Dakota Tourism Web site at www.ndtourism.com or by calling 701-328-3505. Applications will be accepted until March 30, 2005. ●





North Dakota's float in the Presidential Inauguration Parade had a "Legendary" theme to emphasize the legendary characters of the state's historic past. Representing North Dakota on the float were Ray Anderson (Theodore Roosevelt); Ron His Horse Is Thunder (Sitting Bull); Steve Alexander (George Custer); Craig Rockwell (William Clark); Scott Mandrell (Meriwether Lewis); and Amy Mossett (Sakakawea).

North Dakota's Legendary float

The legends of North Dakota made their way to Washington, D.C. in January for the Presidential Inauguration Parade.

North Dakota's float carried six people re-enacting Sakakawea, Theodore Roosevelt, General George Armstrong Custer, Sitting Bull, Meriwether Lewis and William Clark.

North Dakota Governor John Hoeven credited the Theodore Roosevelt Medora Foundation for an extraordinary effort in designing and building a float within a

few short weeks.

Greg Loftus, the set designer for the Medora Musical, designed the float. The foundation's maintenance crew constructed the undercarriage and wooden frame supporting the float. Wade Westin, marketing and public relations director with the foundation, rounded up the re-enactors.

"Randy Hatzenbuehler and the staff of the foundation did a great job in building a float that reflects the character and history of our state," Hoeven said. "They came up with an excellent concept for the float and then spearheaded the construction and had it built and on its way to Washington, D.C., in only a few weeks."

The committee that made the project possible included Hoeven, Attorney General Wayne Stenehjem, Public Service Commissioner Kevin Cramer, Hatzenbuehler and WDAY Radio talk show host, Scott Hennen. ●

Bikers Hit the Lewis and Clark Trail

Harley riders will be traveling along the Lewis & Clark Trail in North Dakota and South Dakota during the week of June 12-17, 2005, to commemorate the bicentennial of the Lewis and Clark Expedition.

A "Lewis and Clark Ride" rally covers the trail from North Sioux City, S.D. to Williston. The North Dakota and South Dakota state HOG (Harley Owners Group) rallies combined for this historic event. To join in, visit <http://www.lewisandclarktrail.com/eventdate/bikers.htm> ●

WHERE'S SCOOTER?

North Dakota's good ol' days

Darlene Carpenter of Towner correctly placed me at Bottineau Winter Park in January.

This month, I headed indoors to check out a little North Dakota history. Where am I?

Please E-mail your answers to jpursley@state.nd.us by February 21. In the event of a tie, a drawing will be held to determine who receives the Legendary or Lewis & Clark item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●



From the great outdoors to the equally great indoors, I decided it was time to check out some things of historical significance at this North Dakota tourist stop. Where am I?