

september 2005

this issue

- Staff Changes
- Wanted: Trinkets
- What's New
- In The News
- Where's Scooter

North Dakota LEGENDARY

division of tourism

commerce matters

A Taste of North Dakota

LeMoine joins Tourism; Retterath to media/PR role

The staff at North Dakota Tourism has taken on a slightly new look.

Heather LeMoine has joined the tourism team as Marketing Director. Heather will be responsible for working with the advertising agency on marketing materials, media buys and cooperative advertising programs; she will coordinate tourism publications, manage the Web site and e-marketing programs and develop a comprehensive research plan and framework for a learning based vacations program.

Heather has most recently been working as marketing director at Northland Community and Technical College in Thief River Falls, Minn. A Wahpeton native, Heather also worked as the media relations coordinator for Arctic Cat.

The new position was created as a result of a shift in responsibilities. Communications Director Rachel Retterath has taken a part-time position in Washburn, where she will

Changes, Page 2 ➔



Heather LeMoine, left, joins the tourism team as marketing director, while Rachel Retterath assumes the position of media/public relations director.



Among this summer's tour guests was Dan Kaercher, editor-in-chief of Midwest Living Magazine, and his six-person crew. They toured the state, including a stop at Heartley's Cupcake Café in Fort Ransom, for an upcoming movie series and book called "Taste of the Heartland" which will feature foods grown, processed and sold as consumer products in the heartland states.

State hosts national, international journalists

North Dakota continues to get its share of the spotlight, as the North Dakota Tourism Division hosted journalists from national and international media outlets.

Every year, the North Dakota Tourism Division hosts numerous individual and group media tours throughout the state. Called familiarization tours, or "fam tours" for short, the trips are held to educate journalists and generate positive media attention for the state, as well as specific regions, communities, attractions and events.

"Fam tours give us one-on-one access to writers who want to showcase North

Dakota," says North Dakota Tourism Director Sara Otte Coleman. "They experience not only the great sites and experiences, but also the hospitality of the various communities they get to visit and share that with audiences around the world."

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Media, Page 2 ➔

Changes, from page 1

serve as Economic Development Director. Rachel will continue with Tourism on a part-time basis as media and public relations director, working to continue the strong pro-active program to encourage more positive stories on North Dakota.

“The change will allow us to utilize Rachel’s tourism experience while allowing her to focus her energy in the public relations areas where she has been very successful,” Tourism Division Director Sara Otte Coleman said. “Heather’s position will combine a number of duties into the role of marketing director, which will also allow her to focus on research-driven advertising and production that will deliver measurable results.”

The 2005 legislative session allowed for the additional FTE to facilitate a learning based vacations program, which will allow potential visitors to plan a highly detailed educational trip to North Dakota on-line. An additional part-time person will be added next year to assist in implementing this program. ●

What’s new ...

An Aussie in North Dakota

Australian David Beurle, managing director of Innovative Leadership Australia, will present his innovative approach to rural development Sept. 13 at Ramada Inn in Fargo.

Join ag professionals, producers, consumers and students at this National Agri-Marketing Association event beginning with a social at 5:30, keynote address at 7 and membership mixer at 8.

Festival and Event Management certificate

A comprehensive 36-hour program teaching event staff, festival organizers and volunteers how to succeed in the industry will be held Nov. 16-18 and Nov. 30-Dec. 2 at Alumni Center on the NDSU campus in Fargo.

Those who complete the course receive a certificate in Festival and Event Management through the University of Minnesota Tourism Center.

The content is divided into three classes: nuts and bolts of building a successful event; preparing for the unexpected; and the economic impact of festivals and events.

Registration fee is \$145.

For a complete description of the program, go to the Web site at www.tourism.umn.edu and click on “education” and “CFM”. Or contact Rita Ussatis at 701-241-5700 or russatis@ndsuext.nodal.edu. ●

Calling all Marketers: Trinkets needed

We are in the process of designing our 2006 marketing materials and are looking for your help. We would like to have a collection of North Dakota souvenirs to use for various projects. We are looking for small items: pins, wooden nickels, coins, sheriff badges, erasers, etc. If you

have something like that we would like to see it.

We are asking you to send just one of any item you have for sale or giveaway at your destination. They can have your name or logo on them or any design that makes them uniquely North Dakota.

Please send items no larger than 3 inches by 3 inches to North Dakota Tourism, 1600 East Century Ave., Suite 2, Bismarck, ND 58503, no later than

September 20. If you have something extremely unique and need it back, please indicate so – otherwise we will keep the items in our office for use throughout the year. Dig out your fun trinkets and mail them in today! ●



Media, from page 1

processed and sold as consumer products in the heartland states. The group took several tours, including the Enderlin Sunflower plant, various sugarbeet and potato producers and the Bagg Bonanza Farm near Mooreton. Their taste buds were tantalized by a variety of local favorites, including rhubarb pie in Fort Ransom, wine and homemade pizza in Casselton and chocolate covered chippers from Fargo.

“As always, North Dakota blew us away with its generosity, warmth and hospitality,” says Kaercher, “also their ingenuity and determination to keep their communities thriving.”

Over the summer, Tourism also hosted fam tours through eastern and central North Dakota communities and attractions for journalists writing for publications such as Trailer Life, Motorhome, Drive Magazine, Road King, Private Pilot, Friendly Exchange, Good Housekeeping and other travel and lifestyle publications.

There continues to be strong interest in North Dakota from Scandinavian countries with writers from Sweden and Norway visiting this summer and others touring this fall.

Anyone interested in reading some of the newspaper and magazine stories that feature North Dakota can visit the Press Room at www.ndtourism.com. ●

Motorcoach magic a hit in Minot

The city known for its Motor Magic event took on an even more daunting task in August. Call it motorcoach mania.

Minot played host to more than 4,000 coaches for the 74th international Family Motorcoach Association convention Aug. 15-18. The official coach count for the convention was 4,038, including the 3,025 family coaches and 1,013 commercial coaches.

FMCA members came from all over the United States and Canada. The families took in attractions along the way and many were continuing their travels around North Dakota after the conven-

tion. Satrom Travel offered familiarization tours to several area attractions.

All seemed impressed with North Dakota, its people and its scenic beauty. Twenty-two pre- and post-rally events were held throughout the state from Fargo to Medora and from Williston to Grand Forks and places in between.

Congratulations to the Minot Convention and Visitors Bureau and also thanks to everyone who helped make the pre- and post-rally events successful. The hospitality shown throughout the state and true customer service shown by all was noticed by the convention attendees. ●



The International Family Motorcoach Association converged on Minot in August, bringing more than 4,000 coaches to the city, and prompting 22 pre- and post-rally events throughout North Dakota. The event drew families from all over the United States and Canada.

In the News

(Go to the links below each item for a complete news release)

There's still time for a family outing

(August 4)

There's still time for a family outing.

The final month of summer vacation is upon those with school-aged children. But there's still time to squeeze in a family outing. There are a number of great places across North Dakota to take the family. The options are endless, but here's a short list to get you started. Plan to get out and experience these events and activities.

<http://www.ndtourism.com/pressRoom/viewArticle.asp?ID=215>

Great events on tap for the end of August

(August 12)

The end of August doesn't mean the end of activities across the state. There are still a number of great events on tap. Plan to get out and experience these events and activities. It's an opportunity to have an adventure without venturing far from home. Go to www.ndtourism.com or call 800-435-5663 or 701-328-2525 for more information on other events throughout the state.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=388>

Things to do in September

(August 29)

School may be in session, but there are still plenty of fun summer activities happening around the state. Throughout September, there are many fun events on the calendar. Here's a short list of some of the things to see and do in North Dakota in September.

<http://www.ndtourism.com/secondary/viewArticle.asp?ID=392>



Matched Grant deadline nears

North Dakota Tourism's Matched Grant Program has funds available for individual businesses, communities and tourism marketing organizations wanting to promote tourism-related programs or projects within the state of North Dakota for the 2006 season.

But if you're going to apply, do it **NOW!**

All grant applications must be submitted no later than 5 p.m., CT, Sept. 9, 2005.

All applications will be judged on a rating scale of 1-10 against each of the criteria outlined in the application, where 1 is low and 10 exceeds expectation.

Applications will be evaluated on their scoring, with the maximum grant being \$5,000, and consideration given to ensure equitable distribution of grant monies throughout the state.

All grants will be issued within 90 days of submission deadline. Grant money will be awarded in two payments. Grant recipients will be awarded 25% of their grant money within 90 days of submission. The 75% balance will be paid upon completion of the project and demonstration that each individual criterion was met. Failure to fulfill criteria will reduce the award by 10% per criteria not met.

For more information, go to www.ndtourism.com. Or contact Fred Walker at 800-435-5663 or fwalker@state.nd.us. ●

ESTO provides tourism insight

Tourism Director Sara Otte Coleman and Public and Media Relations Director Rachel Retterath recently attended ESTO.

Destination marketing professionals at the state and local levels met in Coeur D'Alene, Idaho, during the Educational Seminar for Tourism Organizations (ESTO). They shared marketing and communications triumphs and heard from experts on how to successfully promote their communities and about the status of the U.S. image around the world and how it affects them.

The North Dakota Tourism promotional video finished in the

top 3 during the annual Mercury Awards competition for the best of tourism advertising.

“In addition to the great seminars, the National Council of State Tourism Director meetings let see how other states are successful in furthering tourism marketing efforts,” Otte Coleman said. “This year’s automated response system allowed us to poll the other 40-plus directors in attendance and get immediate feedback on what is happening around the country.” ●

Sport show partnerships available

Tourism entities are invited to partner with North Dakota Tourism during the 2006 sport show

season. Here’s how you can participate:

- Distribution of promotional material at a cost of \$75 per show for each item distributed. This is a bargain compared to the distribution charge of 30 cents per copy charged by Explore Minnesota Tourism or the \$600 per show for a community or \$250 for a business charged by the South Dakota regional tourism associations.

- Tourism partners staffing booths for the entire show schedule is \$250 per show weekend.

- Share a booth with another non-competing tourism supplier, sharing booth rental, electrical and other charges.

Tourism partners and North Dakota Tourism have a unique opportunity at the Milwaukee Sentinel Sport Show and the Northwest Sport Show to have North Dakota booths located close to each other. This window of opportunity is limited, but if your community, organization or business are interested in hosting your own booth at either of these shows and would

Sport show locations, dates

Minneapolis: Feb. 8-12, Minneapolis Convention Center

LaCrosse, Wis.: Feb. 9-12, LaCrosse Center

Duluth: Feb. 15-19, Duluth Convention Center

Omaha: March 2-5, Qwest Center

Minneapolis (bike travel and fitness):
March 4-5, Minneapolis Convention Center

Sioux Empire: March 9-12, Sioux Falls (S.D.) Arena

Milwaukee: March 10-19, Milwaukee State Fair Exposition Center

Northwest: March 28-April 2, Minneapolis Convention Center

Midwest Outdoor: April 21-23, Canterbury Park (Twin Cities)

like to be close to the state’s booth for promotional and visual advantage, please contact Mark Zimmerman at North Dakota Tourism 800-435-5663 by Sept. 23. ●

Literature distribution program extended

North Dakota Tourism and North Dakota Department of Transportation are happy to announce a “second” season to the popular literature distribution program.

Throughout the summer months, tourism partners from across the state contacted the Tourism office about placing brochures in rest area racks after the April 15 deadline.

To better serve the traveling public and assist partners in promotions, Tourism and DOT have decided to implement a six-month trial period for a second round of literature distribution. If you are already a partner in the program and wish to have your material distributed year-round, you need not do anything and you will remain as an active participant. If you are a new business that could benefit from promotion during the fall and winter months, this program may be for you.

Dates for this special trial period are Sept. 26, 2005, through March 26, 2006. Cost to have your material distributed for the trial period will be \$50. Confirmation of your registration and participation in this program is Sept. 23, 2005. Please contact Mark Zimmerman or Tammy Backhaus at North Dakota Tourism for additional information at 800-435-5663. ●

North Dakota celebrates Amtrak improvements

North Dakota Tourism Director Sara Otte Coleman and Department of Transportation Director David Sprynczynatyk rode the rails recently to celebrate improvements to Amtrak’s Empire Builder.

The improvements to the Empire Builder include enhancing the North Dakota segment of the Rails and Trails interpretive program. A partnership between Amtrak and the National Park Service, the Rails and Trails program offers en-route lectures about the culture, geography and history of the Great Plains.

“Amtrak is an important catalyst in bringing more visitors to North Dakota and exposing cross-country travelers to the beauty our state,” Otte Coleman said. “By expanding the North Dakota component of the Rails and Trails interpretive program, passengers will now learn even more about our rich culture and heritage.” ●

WHERE’S SCOOTER?

Windy in North Dakota

Dianne Torgerson correctly placed me at Lake Metigoshe in August.

This month, I put on my wooden shoes, went for a walk and wound up here. Where am I?

Please E-mail your answers to jpursley@state.nd.us by September 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. ●



I didn’t see Don Quixote when I stopped here, but the village and the surrounding countryside and their inhabitants are really nice.