

september 2006

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North Dakota
LEGENDARY

division of tourism

commerce matters

Taiwanese delegation visits N.D.

Taiwan's representative to the United States, Dr. David Tawei Lee, and a delegation including Director-General Jack Chen and Consular Officer Allison Chao, recently visited North Dakota.

During their visit, August 21-22, the delegation met with Gov. John Hoeven, attended a reception hosted by Lt. Gov. Jack Dalrymple and Department of Commerce Commissioner Shane Goettle, met with business executives in Bismarck and participated in the

Northern Plains Commerce Centre ribbon cutting.

In planning his visit to North Dakota, Dr. Lee expressed interest in the state's commerce and tourism department. Marketing Director Heather LeMoine and International Marketing Director Fred Walker had the opportunity to introduce Dr. Lee and his colleagues to the beautiful Missouri River and On-A-Slant Indian Village at Fort Abraham Lincoln State Park. ●



A Taiwanese delegation of Director-General Jack Chen, consular officer Allison Chao and Representative Dr. David Tawei Lee visit with Dakota Goodhouse at On-A-Slant Indian Village.

Tourism invites partners to attend stakeholders meeting

North Dakota Tourism invites directors, media planners and buyers from the state's convention and visitors bureaus to attend the annual stakeholders meeting at 2 p.m., Thursday, Sept. 28, in the Workforce Safety Boardroom at Century Center in Bismarck.

At the meeting, Tourism Director Sara

Otte Coleman will present the division's 2007 media plan and cooperative advertising opportunities. Tourism staff members will highlight program plans, partnership opportunities, show schedules and more.

RSVP by calling Tammy Backhaus at 701-328-2526 or tbackhaus@nd.gov. ●



Ceremony marks launch of quarter

Gov. John Hoeven, along with U.S. Mint Acting Director David Lebryk, officially launched the North Dakota quarter in a ceremony August 30 at the Bismarck Civic Center.

The launch ceremony was attended by approximately 3,500 people, including more than 1,500 schoolchildren from across the state.

"From our first inhabitants to the Corps of Discovery and beyond, North Dakota truly has a legendary history," Hoeven said. "Our state quarter will be a great symbol to showcase our state for generations to come."

Production of the coins started in July at U.S. Mint facilities in Denver and Philadelphia. More than 500 million of the quarters are expected to be produced.

Commemorative state quarter sets, featuring one quarter from the Mint in Denver and another from the Mint in Philadelphia, are available through the North Dakota Council on the Arts at www.nd.gov/arts. ●



August: a **BIG** month for ... **FAMs**

Two Nation Tours, which is coordinated by the state and provincial tourism offices of North Dakota, South Dakota, Minnesota and Manitoba, Canada, each year offers familiarization tours to tour operators, group travel planners, travel industry leaders and motor coach operators.



This year, North Dakota Tourism and Travel Manitoba joined together for Folklorama and Grandeur Gardens and held its FAM, August 11-16. The group consisted of members from Minnesota and Iowa.

The FAM, hosted by Deanne Felchle, held a consistent theme of culture, heritage, grand gardens and fun activities. Fargo was the start-off location, followed by Greater Grand Forks, Pembina, Winnipeg, Brandon, Bossevain, International Peace Garden, Rugby and Churches Ferry. The group visited area attractions, accommodations, gardens, museums, restaurants, theatres and participated in several learning-based vacation projects.



Journalist and author John Christopher Fine (right) and Clint Reinoehl, executive director of the Greater Bottineau Area Chamber of Commerce enjoy the view at Mystical Horizons.

John Christopher Fine, a journalist and author from New York, participated in a northwest-north central FAM tour hosted by Annette Schilling. While in North Dakota, Fine experienced a cattle-drive with Little Knife Outfitters and spent time at sites in Watford City, New Town, Minot, the greater Bottineau-Lake Metigoshe area and the International Peace Garden. This was Fine's third visit to the state. He's written many articles about North Dakota. His work has been published in Range Magazine, American Cowboy, Persimmon Hill, Heartland USA, RV Magazine, Trailer Life, 911 Magazine, Sheriff Magazine and Private Pilot.

International Marketing Director Fred Walker hosted freelance writers from Germany in August.

Drs. Peter Kraenzle and Margit Brinke work with America Journal and have published seven features on Lewis & Clark. Last year, North Dakota was featured in three issues.

As certified sports writers, Kraenzle and Brinke also followed the Junior World Hockey Championships in Grand Forks. On their most recent trip to North Dakota, the writers experienced the National Signature Event in New Town, and continued on to Medora, Watford City, Arnegard and Bismarck-Mandan. Not only will Kraenzle and Brinke be writing articles for America Journal, but their experiences will also be published in a new book.

Otte Coleman, Schmidt and Carley attend ESTO conference

Tourism Division Director Sara Otte Coleman attended the Tourism Industry of America's Educational Seminar for



Sara Otte Coleman and Kim Schmidt were impressed by the ESTO conference.

Tourism Organizations (ESTO) in Minneapolis in August.

The National Council of State Tourism Directors also held meetings in conjunction with the ESTO conference, discussing a huge

agenda of issues affecting state tourism operations. "The ideas and insight gained at this conference are immeasurable,"

Otte Coleman said. "The only challenge is trying to implement them with our existing resources."

ESTO 2006 drew 400 delegates for one of the most successful conferences ever. It was one of the best attended, with 150 delegates from 48 state tourism offices and 107 delegates from more than 90 local or regional destination marketing organizations. In addition, 73 representatives from 28 sponsoring organizations attended.

The NCSTD Professional Development Sections were also well attended and held lively discussions for their peer groups. In addition, North Dakota Tourism's Media and Public Relations Director Kim Schmidt attended the meetings and the PR section's two sessions directly addressing best

practices in public and media relations.

Cole Carley, CEO of the Fargo Moorhead CVB, also attended the conference and was impressed with the content of the program. ●

Tourism for Tomorrow Awards 2007

The World Travel and Tourism Council (W TTC) is accepting entries for the Tourism for Tomorrow Awards 2007. Award categories are:

Destination Award – For destinations of any size which show a commitment to responsible tourism development;

Conservation Award – For any tourism organization committed to the protection of natural and cultural heritage;

Investor in People Award – For any tourism organization which shows a commitment to human resource development and local community involvement;

Global Tourism Business Award – For a tourism business of at least 200 employees operating in more than one destination which demonstrates responsible tourism practices.

Entries are due Dec. 11. Application forms can be found at www.tourismfortomorrow.com. ●

North Dakota to hold concurrent dinner

The number of states participating in the inaugural Travel Leadership Summit, September 12 - 13 in Washington, D.C., reached 35 with indications it will climb even higher.

This strong showing has come despite event conflicts and election primaries scheduled in nine states.

At ESTO, Travel Industry of America president and CEO Roger Dow also announced a separate Industry Dinner on Sept. 12 for those who wanted to join with their industry colleagues and be involved in the summit but who were not participating in a state reception or dinner.

Administration officials from Commerce, State and Homeland Security also were invited to attend. Nine tourism industry representatives from across the state will attend the North Dakota state dinner at the Agraria restaurant.

The Destination Marketing Association of North Dakota (DMAND) funded the dinner to assist in getting North Dakota's tourism message to Washington.

Thanks go out to the North Dakota steering committee members: Teri Onsgard, President DMAND; Julie Rygg, past president DMAND; David Borlaug, Lewis & Clark Fort Mandan Foundation; and Dana Bohn, Tourism Alliance partnership. ●

Leisure and hospitality industry grows

Job Service North Dakota has released 2005 employment numbers in the leisure and hospitality industry.

The industry maintained its growth for the seventh straight year with a 2 percent increase in establishments and a 1.4 percent increase in annual employment.

In 2005, the industry generated 31,137 jobs with annual wages of \$321,251,789. Wages showed a 4.6 percent increase over the previous year. ●



Gloria Hedahl (left) and Deanne Felchle of North Dakota Tourism joined Scooter Pursley at a booth in the Rushmore Plaza Civic Center in Rapid City during the annual Sturgis bike rally. Hundreds of visitors asked for information and took materials during week-long event.

In the News

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



North Dakota Tourism was in the news in August

August 1: Harvey, N.D., native Kim Schmidt has joined the North Dakota Tourism Division as Public and Media Relations Director. She worked in sales and management with CellularOne for seven years, and for the past four years has held the sales manager position with the Bismarck-Mandan Convention and Visitors Bureau. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=496>

August 7: Back-to-school season is here, and parents all over know what that means: shopping time. As you "shop 'til you drop" in any of North Dakota's four largest cities, remember to save some energy and take in the many attractions outside of the malls. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=499>

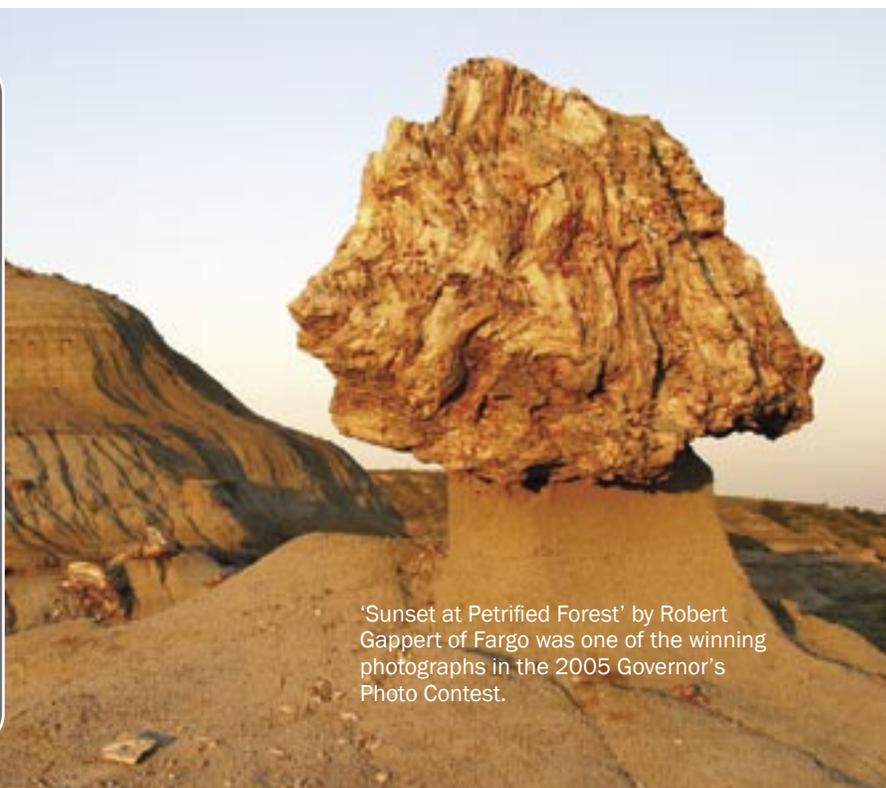
August 28: Celebrate the coming of fall and North Dakota's communities and heritage at fall festivals throughout the state. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=500>

August 29: Summer may be winding down, but there's still a lot of fun to be had around the state in September. Here's just a sampling. <http://www.ndtourism.com/secondary/viewArticle.asp?ID=501> ●

Governor's Photo Contest deadline fast approaching

Entries into the third annual Governor's Photo Contest will be accepted until 5 p.m., September 15.

Amateur photographers in North Dakota are eligible to submit photos in the contest, and winning photos will be used in the 2007 North Dakota Travel Guide, Hunting and Fishing Guide and/or on the Tourism Web site. Photo entries will be judged on their ability to showcase North Dakota as a Legendary destination through scenery, people, outdoor adventure, attractions and events. Complete contest rules and submission information are available on the Tourism Web site at www.ndtourism.com.



'Sunset at Petrified Forest' by Robert Gappert of Fargo was one of the winning photographs in the 2005 Governor's Photo Contest.

Festival and Event Management program

The North Dakota State University Extension Service, in partnership with the University of Minnesota Tourism Center and the North Dakota Festival and Events Association, is planning a Festival and Event Management course, to be held Nov. 15-17 and again Nov. 29-Dec. 1. Classes will be held at the NDSU Alumni Center in Fargo.

The Festival and Event Management series is a comprehensive, 36-hour program providing event staff, festival organizers and volunteers with the essential knowledge and organizational tools to successfully operate.

Content is divided into three, easy-to-master classes that

complement one another, creating a complete festival management package. A complete description of the program is available at www.tourism.umn.edu, and click on festival management.

Registration for the complete program is \$399. A special three-hour seminar that addresses the economic impact of festivals and events, and how local communities can develop indicators for their events, will be held on Dec. 1 and has a registration cost of \$195.

To register, contact the Cass County Extension Office at 701-241-5700 or russatis@ndsuxext.nodak.edu. ●

Strange animals inhabit this place.



Where's Scooter?

Brenda Dissette of Finley knew where my heart was last month. It was in McClusky, the heart of North Dakota and a point along the CANDISC bike ride. This month I'm going back in time to look at some of the earliest life in North Dakota. Where am I? Please E-mail your answers to jpursley@nd.gov by Sept 30. In the event of a tie, a drawing will be held to determine who receives the Legendary item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●