

January 2008

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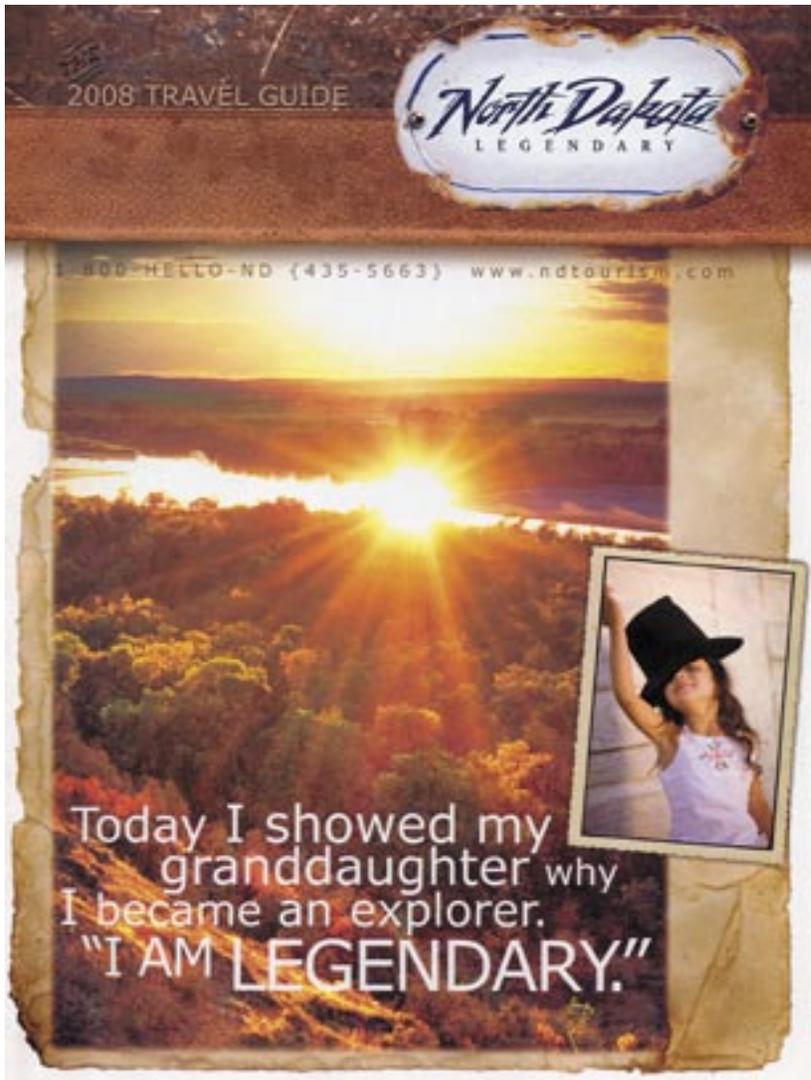
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North Dakota
LEGENDARY

division of tourism

commerce matters

'I Am Legendary' campaign



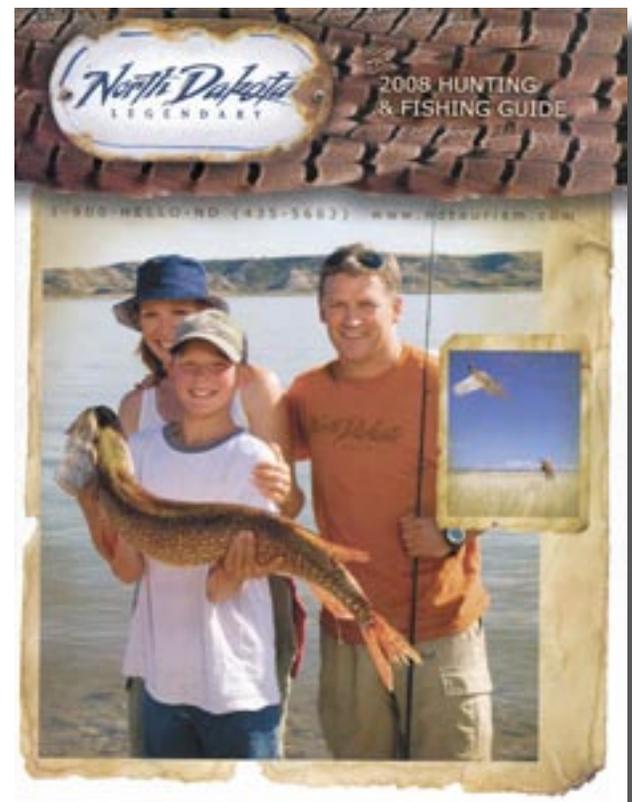
2008 Travel Guide

The 152-page Travel Guide includes sections on attractions, outdoor adventures, arts and entertainment, special events and festivals, accommodations and local travel information contacts, as well as new photos from throughout the state. The Tourism Division printed 350,000 of the new guides and will place them in rest areas and visitor centers, and send them to potential visitors.

North Dakota Tourism has unveiled its newly designed 2008 marketing materials.

The 2008 Travel Guide and Hunting and Fishing Guide are some of the tools North Dakota Tourism uses to entice travelers to visit North Dakota. They also serve as resources to help travelers plan their trips and make their stays more enjoyable once they are here.

Starting this year, North Dakota Tourism's creative will take on an "I am Legendary" theme. This theme is a natural



2008 Hunting & Fishing Guide

The 40-page guide uses strong photos to showcase our state's many world-class fishing waters, and also includes hunting opportunities and regulations. The Tourism Division printed 50,000 copies of these guides, which will be distributed at sport shows in the region and to anyone requesting information via telephone or E-mail.

progression of North Dakota Tourism's "Legendary" brand, in use since 2002.

"Our new 'I am Legendary' campaign makes an emotional connection on a personal level and feels more like a dialogue than a traditional 'you should come here because we are great' monologue," said Sara Otte Coleman, director of North Dakota Tourism. "Essentially, it is meant to draw people out of their everyday lives, connecting with them and showing them how they may be somehow changed through their North Dakota experience."

Otte Coleman adds that "I am Legendary" allows the viewer to be part of the brand, aside from being motivated by it. It empowers the target audience to explore the adventure of North Dakota, and to wear their experience as a badge of distinction.

Also showcased was a collection of posters demonstrating how the "I am Legendary" print ads will work together. New television and print advertising, which will be revealed in March, will continue the "I am Legendary" theme throughout the course of 2008.

Copies of the publications can be obtained by calling 800-435-5663 or 701-328-2525, completing the request form at www.ndtourism.com, or visiting the Tourism office at 1600 East Century Ave., Suite 2, Bismarck. ●

Take Pride in America awards

Governor John Hoeven has presented the Governor's Take Pride in America awards to five individuals and organizations for their volunteer activities to improve state public land.

"This award recognizes the people who inspire their fellow citizens to maintain and enhance North Dakota's natural, cultural and historic resources," Hoeven said. "They are examples of a selfless effort that is only rewarded with pride in their service to others."

Take Pride in America is a national partnership program that recruits, supports and recognizes public land volunteers. It is coordinated in North Dakota by the North Dakota Parks and



In the News

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



North Dakota Tourism was in the news in December

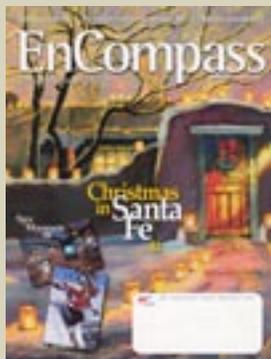
December 17: Annette Schilling, Cultural and Heritage Tourism director, conducted a presentation about North Dakota Tourism's Learning Based Vacation program at the ninth annual Cultural and Heritage Tourism Alliance Conference (CHTA) in Seattle, Wash. Schilling was asked by a member of the National CHTA Steering Committee to speak at the conference. On the national level, North Dakota is considered an emerging leader in cultural and heritage tourism. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=215>

December 19: Keep the kids busy and entertained during this holiday break by checking out the variety of events North Dakota has to offer. Activities that are guaranteed to pique their interest range from downhill skiing and museum fun to watching a local sports team. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=216>

December 28: The New Year brings with it a variety of activities throughout the state. So, start off 2008 with a resolution to discover the fun things to do right here. Watch a jaw-dropping motocross bike show, be entertained with favorite Broadway hits or warm yourself by an un-traditional fire. No matter what, the New Year offers something for everyone. <http://www.ndtourism.com/smartmail/news-releases/detail.asp?newsID=217> ●

The Press Run: Featuring North Dakota

North Dakota in the news: Fourth quarter 2007



- ☐ Midwest Living, September-October: Celebrations
- ☐ American Profile, October: Saving Sacred Places
- ☐ Midwest Living, November-December: Celebrations
- ☐ Encompass, November-December: Vacation Costs by State
- ☐ Packaged Travel Insider, November-December: Top N.D. events
- ☐ Golf Digest, December: Mild, Mild West Road Trip
- ☐ Destinations, December: Top 100 Events, Medora Musical
- ☐ Journeys, November-December: Badlands Bonanza
- ☐ Birds and Blooms, November-December: International Peace Garden
- ☐ North American Hunter, December-January: Elk in North Dakota? You Bet! ●





Gov. John Hoeven, left, and North Dakota Tourism Director Sara Otte Coleman, right, present plaques to Don Mayer and Curt Glasoe (left photo) as members of the Maah Daah Hey Trail Association. The group earned the Non-Profit Community Award. In the right photo, Tracy Harland of Hazen accepted the award for the Sodbuster Association, the winner of the Governor's Volunteer Stewardship award.



Recreation Department and the North Dakota Tourism Division, under the direction of the Governor's office.

The following recipients were recognized:

Individual: Darrell and Delores Byrum gave 880 volunteer hours to Fort Stevenson and Fort Ransom state parks. They have volunteered in state parks the past 10 years, giving 5,792 hours in a variety of tasks to improve grounds and facilities.

Youth Group/School Program: Wing Public School students cleaned six miles of ditches in all directions from Wing for a total of 48 miles of ditches and accumulated more than 200 hours of volunteer service.

Non-Profit Community Organization: The Maah Daah Hey Trail Association has played an integral part in acquiring land easements and other trail necessities. Volunteer members have served on advocacy groups and worked at sport and travel shows. Their efforts to promote the trail have spurred economic development in the communities and region, and have increased visitor numbers on the trail.

State Land Manager: The North Dakota Forest Service team coordinated the construction of three miles of North Country Scenic Trail in the Sheyenne State Forest through partnerships with the Sheyenne River Valley National Scenic Byway commit-

tee and the North Country Trail local chapter. Volunteers upgraded the trail segments to improve recreational experiences.

Governor's Volunteer Stewardship: The Sodbuster Association has been sponsoring Sodbuster Days events at Fort Ransom State Park since 1984. More than 180 volunteers commit 4,800 hours each year to Sodbuster Days. It is the largest event at Fort Ransom State Park. ●

Congress delays passport rule

Congress has delayed a requirement that people entering the United States from Canada, Mexico or the Caribbean show a passport when arriving by land or sea.

If President Bush signs the bill, citizens of the United States, Canada, Mexico and Caribbean nations will not have to show a passport when entering the United States by land or sea until at least June 2009.

Despite the one-year delay, the Department of Homeland Security says it plans to require most people from the United States, Canada, Mexico and the Caribbean to present a birth certificate or some other document establishing their citizenship when they enter the United States on or after Jan. 31, 2008. ●

On those cold winter nights, I could use a blanket made from this animal. People can find out how valuable Bison were on the Plains by visiting here.



Where Am I?

Tim Schroeder of Grand Forks knows his downhill skiing as he correctly placed me last month at Frostfire Mountain ski area near Walhalla. It's hard to say what gave it away as people guessed each of the state's four downhill ski areas. After a day on the slopes, I went indoors and learned how folks on the prairies stayed warm in the winter under these hides. Where am I? Please E-mail your answers to jpursley@nd.gov by January 23. In the event of a tie, a drawing will be held to determine who receives the Legendary item. ●

**Save the
Date!**

**Get the Scoop
on:**

**Tourism's
Economic Impact,
Challenges and
Opportunities**

**How to Start a
Tourism Business**

**Marketing Your
Tourism Business**

Packaging 101

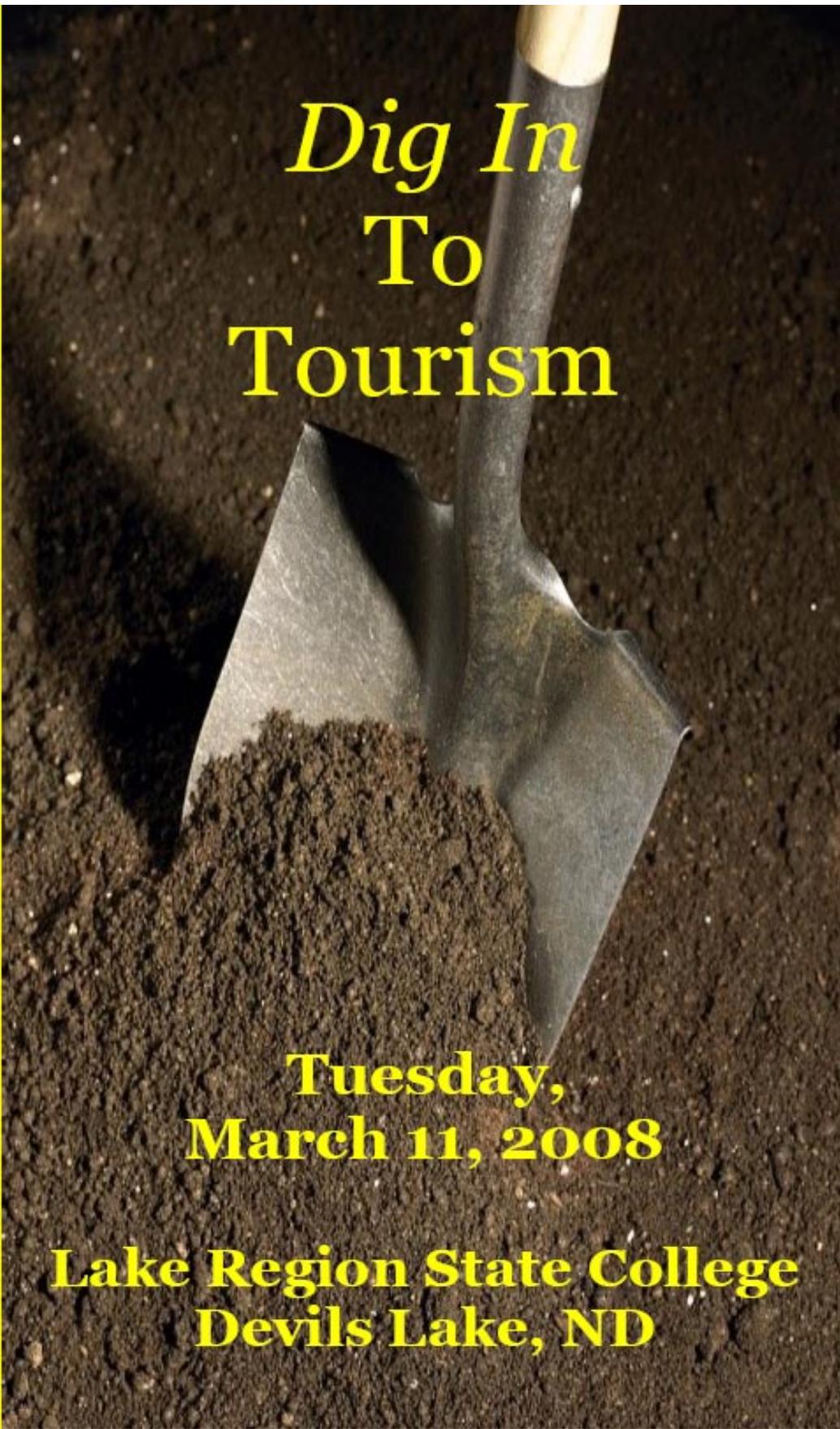
**Tips on
North Dakota
Tourism
Programs**

**For more
information
call**

701-662-1578

or

**1-800-443-1313
ext. 578**



**Dig In
To
Tourism**

**Tuesday,
March 11, 2008**

**Lake Region State College
Devils Lake, ND**