



January 2007

Tourism Conference Update

The 2007 South Dakota Governor's Conference on Tourism will take place Jan. 17-18 at the Ramkota RiverCentre in Pierre. South Dakota Tourism organizes the event and encourages all members of the state's visitor industry to attend. This year's theme is "Destination 2010: Follow the Signs." Come enjoy two days of expert-lead sessions, social activities and the Awards Night Gala, a Thursday evening awards dinner featuring remarks by Gov. Mike Rounds. Contact Nicole Gall at (605) 773-3301 or nicole.gall@state.sd.us for more information on the conference or read the information online at www.sdvisit.com/tools/annualconference/.

Glacial Lakes Ice Fishing FAM

Buddy Seiner, Outdoor Media and PR Representative, will host eight outdoor writers on an ice fishing familiarization tour Feb. 12-15 in northeast South Dakota. Writers will stay at Sportsman's Cove in Webster, S.D., to enjoy a week of fishing on both Waubay and Lynn Lakes. The owner of Sportsman's Cove, Doug Johnson, will guide the writers coming in from Iowa, Neb., S.D. and Minn. Contact Buddy Seiner at (605) 773-3301 or buddy.seiner@state.sd.us for more information.

February Travel Trade Shows

The Office of Tourism will join South Dakota suppliers in promoting at the Bank Travel Conference in Jacksonville, Fla. The meeting will take place Feb. 15-17 and will provide an opportunity to bring more bank travel groups to South Dakota.

The Rocky Mountain International (RMI) partner states of S.D., Wyo., Mont. and Idaho will meet with tour operators and journalists at the BIT Show in Milan, Italy from Feb. 22-25. The meeting is the largest trade show in Italy. Contact Maureen Droz at (605) 773-3301 or maureen.droz@state.sd.us for more information.

Staff Updates

The Office of Tourism welcomes Lesa Jarding on Jan. 24. A recent graduate of South Dakota State University, Lesa received her Bachelor's degree in Broadcast Journalism. She is a native of Humboldt, S.D., and is joining the Media and Public Relations team as a Film and Media Representative. Contact Wanda Romkema at (605) 773-3301 or wanda.romkema@state.sd.us for more information.

Ashley Brassfield is the newest member of Tourism's Creative Strategies team. A recent graduate of Dakota State University in Madison, Ashley majored in Computer Graphics and Web Development with a minor in art. She is originally from the New Underwood area and will round out the graphic design team. Contact Thad Friedeman at (605) 773-3301 or thad.friedeman@state.sd.us for more information.

Timothy Binder is the new Marketing Research Analyst with the Research and E-Commerce team. His background is in marketing research, database management and reporting as a Research Assistant for the University of South Dakota and as the Campaign Coordinator for the Rounds for Governor Campaign. Timothy is a graduate of the University of South Dakota, where he received his Bachelor's degree in Political Science with a minor in Psychology. Contact Kirk Hulstein at (605) 773-3301 or kirk.hulstein@state.sd.us for more information.

Dates to Remember/Upcoming Events:

Jan. 11-14: **Shooting Hunting Outdoor Tradeshow (SHOT Show)**, Orlando, Fla.
Jan. 17-18: **2007 Governor's Conference on Tourism**, Pierre
Jan. 19-21: **Pheasant Fest**, Des Moines, Iowa
Jan. 23-26: **RMI Roundup**, Hot Springs and Deadwood
Jan. 27-28: **Adventure Expo in Travel**, Chicago, Ill.
Jan. 27-Feb. 1: **American Bus Association Marketplace**, Grapevine, Texas
Feb. 12-15: **Glacial Lakes Ice Fishing FAM**, Glacial Lakes and Prairies Region
Feb. 15-17: **Bank Travel Conference**, Jacksonville, Fla.
Feb. 22-25: **BIT Fair** (travel trade show), Milan, Italy
Feb. 27-Mar. 6: **Scandinavian Mission**, Denmark and Sweden
Mar. 7-11: **International Tourism Bourse**, Berlin, Germany
Mar. 13-15: **French Sales Mission**
Apr. 12-14: **AFCI Locations Tradeshow**, Santa Monica, Calif.
Apr. 17-18: **African American Tourism Conference**, Indianapolis, Ind.
Apr. 20-21: **RMI Summit Meeting**, Los Angeles, Calif.
Apr. 21-25: **TIA Pow Wow**, Los Angeles, Calif.

*** www.TravelSD.com *** www.SDVisit.com *** www.2010Initiative.com *** www.MediaSD.com ***
www.FilmSD.com *** www.TourSDakota.com ***

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