



TO: Governor Dugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: October 8, 2014
RE: September 2014 Monthly Status Report

Domestic Earned Media Numbers

August: Impressions: 113,546,502
Ad Value: \$166,640
Number of clips: 55

FY15 To-Date: Impressions: 213,646,076
Ad Value: \$388,091
Number of clips: 65

Media & Industry Relations

Information requests/interviews/meetings: Fulfilled photo requests for Brand USA projects. Worked with MMGY's PR team on various other inquiries and media pitches. General inquiries from MediaSD.com and others.

Press Releases to in-state media (posted to www.MediaSD.com and the State News Web): South Dakota Tourism Wins National Mercury Award. Reviewed seven releases for History.

Met with Rapid City CVB and Black Hills & Badlands regarding a writer hosting.

Completed itinerary arrangements for Kevin Cullen, Motorhead Traveler.

Hosted 12 domestic journalists throughout the Black Hills and Badlands, including the Buffalo Round, September 21-27, and made arrangements for journalists who extended their stay to gather additional story ideas: Bob and Gloria Willis, freelance writer and photographer from Fort Collins; John Fine and Myriam Moran, freelance writer and photographer for Epoch Times in Scarsdale, New York; Rainer Jenss, special correspondent with National Geographic Intelligent Travel in Nyack, New York; Danielle Taylor, Executive Editor for *Parks & Recreation* Magazine in Ashburn, Virginia; Alex Howard, Destination Editor, Lonely Planet in Franklin, Tennessee; John Handley, freelancer on assignment for *AAA Home & Away* magazine in Northbrook, Illinois; Lisa Meyers-McClintick, freelancer for *Midwest Living* magazine, USA Today Go Escape, and Minneapolis Star-Tribune from St. Cloud, Minnesota; Robin Bennefield, writer/blogger/digital producer for TravelChannel.com in Bowie, Maryland; Connie Reed, travel writer/blogger for Midwest Wanderer and Chicago Travel Examiner in Bourbonnais, Illinois; and Jim Ferri, editor for NeverStopTraveling.com in Miami, Florida.

For Tourism Conference, continued working on details for the travel writer panel and requests from speakers. Acknowledged sponsorships and vendor requests as they arrived. Registration flyers are at the printer; they will be mailed mid-October and registrations and payment will be available online. Completed speaker information and session copy for the Conference website.

Attended the Southeast SD Regional Tourism Association's annual meeting and gave presentation on Travel Indicators, year-to-date, at Strawbale Winery in Renner.

Social media: Added Buffalo Roundup footage to the YouTube channel and to Instagram. Added a vintage pheasant video to the YouTube channel. The YouTube videos had 14,488 views for the month of September.

Launched #HuntInSD – slow start, but hope the October posts will go up with hunters' stories; receiving more emails with the call outs to the campaign.

Working on approving the October content calendar for Facebook and Twitter. Will begin the Fan Faves portion of the website and polling our social media audiences to garner those responses. South Dakota Tourism's Facebook page has 128,752 fans. The Travel South Dakota Twitter (@southdakota) has a total of 7,906 tweets and 15,900 followers. The Instagram account has 1,760 followers and 370 posts.

Posted blog entries on visits to Huron, Clark and the Lookout Mountain area of Spearfish (<http://outdoors.travelsd.com>).

International and Domestic Trade Sales

Continued working on the 2015-2016 Group Tour Planning Guide; once partner proofs have been edited, they will be sent to partners for approval/edits.

Fulfilled requests for 210 South Dakota Vacation Guides to AAA Offices in five states: Iowa, Minnesota, Nebraska, Ohio, and Pennsylvania.

Sent Betsy Cooper, THETOUROPERATOR.COM, information for the South Dakota page. Contacted by The Travel Authority for video footage to be used on their website to promote South Dakota tours.

Mailed postcards to 1,700 tour operators for American Bus Association (ABA) Annual Marketplace, January 9-3, to let them know who from South Dakota will be attending the annual convention. Mailed 950 postcards to tour operators for the National Tour Association (NTA) Annual Travel Exchange, January 17-21, to announce South Dakota attendees. Postcards were scheduled to arrive prior to when the online appointment requests became available.

Hosted nine tour operators and five overseas office staff for the Rocky Mountain International (RMI) MegaFam in South Dakota and North Dakota, September 5-13 (in South Dakota September 8-12). Attendees were from Australia, Austria, France, Germany, Italy, The Netherlands, Switzerland, and the United Kingdom. The De Smet News conducted interviews and featured a photo and article about the RMI MegaFam group and showcasing De Smet attractions to the group – just one stop on their agenda.

Mailed flyer, announcing the 2015 RMI Roundup to be held in Sioux Falls, April 12-16, to South Dakota suppliers and sent information about the promotion to Sioux Falls CVB. Also designed and sent email to inform South Dakota suppliers of Roundup dates and registration.

Hosted 10 international journalists prior to and during the Buffalo Roundup, September 21-27. They were from Italy, Germany, United Kingdom, Australia, The Netherlands, and New South Wales. During the general hosting, made separate arrangements for the two attendees from Germany for interviews and other visits. An Italian journalist was here four extra days for photos and to gather more information. Dirk Rohrbach, United Kingdom, has already posted blogs on South Dakota as a result of the Buffalo Roundup and his post trip on his bicycle on the Mickelson Trail and around the Black Hills area. Journalist Gianmario Marras, Italy, extended his visit until October 1. Assisted Julia Proisinger and Dawin Meckel, Germany, with travel arrangements as they traveled on their own, September 21-27, to gather information and focus on the bison for their articles. Sent Roundup video to journalist

Will work with staff photographer regarding autumn slide show for Roundup and MegaFam attendees.

Sent information for National Geographical Traveler's Facebook page and website to The Netherlands RMI office.

Attended JATA (Japan tradeshow) and Sales Mission September 21-October 1. Sent videos of South Dakota and the Custer State Park Buffalo Roundup to Osamu so to use in his presentation. Had meetings with Delta and H.I.S on September 24 and with 15 tour operator companies and four media outlets on September 25 and 26. Worked show booth two days as more than 100,000 Japanese consumers attended Consumer Days.

Working on itinerary and arrangements for Alidays Trade Fam, October 17-20, for 10 attendees from Italy on this educational tour.

Finalized details to attend World Travel Market trade show in London, November 1-7, where we will meet tour operators, travel agents and journalists.

Completed registrations for Go West Summit Tradeshow, February 10-13, in Colorado Springs. Tourism will again be a state sponsor. The Summit brings together the world's top international tour operators to specialty suppliers offering tourism-related products or services in the Western United States and Canada. The next step will be requesting appointments.

Emailed trails information and brochure links to Herve Peladan, France, for future trips for clients to South Dakota; contacted French office to send hard copies of requested brochures.

Answered request from Amerigo, France, regarding featuring South Dakota photos in their promotions of their tours.

Provided ranch information to Tony Daly, Ranch Rider, for his updates for his United Kingdom brochure.

International Press:

Australia:

Let's Travel Magazine Issue 31 (circ. 20,000), "Rocky Mountain High USA" by Gary Dickson on August 1; estimated ad value of \$140,000. *Travel Ideas – Flight Centre Magazine* (circ. 50,000), "Top 10 Best of the USA: the top 10 experiences for your awesome American adventure" by Andrea Black on August 1; estimated ad value of \$160,000. *Travel Ideas – Flight Centre magazine* (circ. 50,000), "Park Life" by Sarah Bruning on August 1; estimated ad value of \$160,000.

Benelux:

Online Media, Luxemburger Wort, published “Das Buffalo Roundup in South Dakota” on August 4, 2014; it was written by Michael Juhran (no ad value reported).

<https://www.wort.lu/de/lifestyle/das-buffalo-roundup-in-south-dakota-auftritt-der-praeriegiganten-53ce1589b9b3988708049043>

Reiz & Magazine, *Travel* magazine (circ. 82,514) published an article in August about a motorhome road trip in South Dakota, written by Joris Verbeure (media fam June 2012); estimated ad value of \$69,568.

Television, 3 Op Reis is a weekly travel show; they featured a rerun in August on South Dakota, Wyoming, and Montana, written by Floortje Dessing (media fam August 2013); estimated ad value of \$121,500. (Reruns can only be viewed from The Netherlands.)

France:

MOTO REVUE (readership of 84,000), “Sturgis; from the Route to the mythe” by Enguerrand Lebec and Greg on August 1; estimated ad value of \$43,430.

Germany:

The following were written by Michael Juhran from Germany and published in Germany. Please note that the same article was probably published under a different title, but be about the same topic: General Anzeiger Bonn Online (520,000 users per month), “Auftritt der Prarie-Giganten” (Buffalo Roundup) on August 1; estimated ad value of \$13,932. Recklinghauser Zeitung (circ. 173,005), “Prarie Giganten” (Buffalo Roundup) on August 2; estimated ad value of \$13,764. Nord West Zeitung Online (710,000 unique users per month), “USA Prarie-Giganten bringen Erde zum Beben” (Buffalo Roundup) on August 2; estimated ad value of \$8,385. Luxemburger Wort Online (460,000 visits), “Das Buffalo Roundup in South Dakota” on August 8; estimated ad value of \$14,835. Manager Magazin Online (1.94 million unique users per month), “Auftritt der Prariegiganten” (New museum “Tatanka” in Deadwood) on August 8; estimated ad value of \$7,224. Gelnhauser Neue Zeitung (circ. 16,439), “Groser Auftritt der Prariegiganten” (Buffalo Roundup) on August 8; estimated ad value of \$19,911. Hanauer Anzeiger (circ. 31,453), “Auftritt der Prariegiganten – Das gorse Buffalo Roundup” (Buffalo Roundup) on August 9; estimated ad value of \$1,032. Nordkurier (circ. 149,328), “Auf Buffeljagd im Wilden Western” (Buffalo Roundup) on August 9; estimated ad value of \$4,569. Kolner Stadt-Anzeiger (circ. 221,015), “Zum Bison-Hamburger in die Prarie” (Buffalo Roundup) on August 9; estimated ad value of \$13,279. Kreiszeitung (circ. 121,190), “Groser Auftritt der Prariegiganten” (Buffalo Roundup) on August 9; estimated ad value of \$14,363.

Lieb Management published the following three on August 8 and all three were on the new RMI representative in Germany: Touristik Aktuell online (120,000 page impressions), “Rocky Mountains mit neuer Vertretung;” estimated ad value of \$2,580. Reise vor 9 Online (20,000 page impressions), “Rocky Mountains ernennen Repräsentanz in Deutschland;” estimated ad value of \$581. Travel One Online (18,000 page impressions), “Rocky Mountain International;” estimated ad value of \$503. Also by Lieb: Spa Concept (circ. 21,920), “Cowboyfelling: Ranchurlaub in den Rocky Mountains” (Ranch-Holiday in the Rocky Mountain States) on August 26; estimated ad value of \$1,204.

Bild Online, “Travel Advices for the Rocky Mountain States,” no author listed; estimated ad value of \$16,254.

Italy:

IL MESSAGGERO, (readership of 1,607,000), with "Sioux in the West" by Marco Berchi; estimated ad value of \$70,000.

Russia:

Vedomosti (circ. 54,000) – supplement to "How Spend it" <http://kp.vedomosti.ru/eng/> is a four-page article by Alexi Dmitriev, who lives in the U.S. and who wrote several Buffalo Roundup articles after last year's Roundup. This monthly magazine is distributed in Russia and CIA 12 times a year. Estimated ad value of \$52,432.

United Kingdom:

Shooting UK (Web), (circ. 4,342), "Pheasant and grouse hunting in South Dakota," author not listed; estimated ad value of \$190. Ephotozine (Web), (circ. 17,103), "Historical Places to Visit Around the World" by Giorgina Parker; estimated ad value of \$744.

Total ad value for international press for this report is \$950,280.

Outdoors

Spoke with Boomers Outback in Platte regarding complimentary rooms for journalists.

Helped host representatives from Browning and Winchester to the South Dakota Pheasant Hunt and Sporting Clays trip, which was sponsored by Browning, Winchester, and Tourism. Writers from across the nation were invited to hunt pheasants and shoot clays at R & R Pheasant Hunting near Seneca. Shot video and photos of hunters and activities.

Working on lodging for Benny Spies of "Gun It with Benny Spies;" Spies plans to film an episode of his show in late October; November fam with Tim Herald of the Outdoor Channel; Jay Presti of Blue Collar Adventures, who plans to film in two South Dakota locations in November; December Ice Fishing fam with Casey Weismantel of the Aberdeen CVB; and for Paul Fuller, host of "Bird Dogs Afield," who will be filming in Gettysburg in December.

Hosted Danielle Taylor, executive editor at National Recreation and Park Association, at Mickelson Trail near Hill City.

Created copy for hunting emails. Posted information, images and links on the SD Outdoors Twitter and Facebook pages. South Dakota Outdoors (@sdoutdoors) Twitter account has a total of 2,602 tweets and 4,818 followers. South Dakota Outdoors Facebook page has 1,757 fans. Continued promotion of the #HuntInSD program (<https://tagboard.com/HuntInSD>).

Continued planning and organizing for Pheasant Fest

Film Office

FilmSD: Updated and approved listings, posted two press releases, and posted three casting calls. Continuing to update the content on FilmSD to coincide with the launch of travelsouthdakota.com.

Working with a filmmaker on his filming project in South Dakota next spring in the Rapid City and Hill City areas. They also are hoping to do a helicopter scene over I-90. Looking at several locations in the Black Hills and will help him with spreading the word regarding casting and local crew contacts.

Attended the South Dakota Film Festival in Aberdeen in late September. Visited with many local crew and actors as well as networked with several out-of-state filmmakers about bringing future projects to South Dakota. Hosted Stephanie Arne, host of Mutual of Omaha's Wild Kingdom Wild Guide, while she was at the festival and helped her with her tour across the state including Outdoor Campus in Rapid City. She is originally from Pierre.

Helping contacts in Deadwood secure filming locations and permits.

Provided permitting information for MMGY's Along for the Ride crew and provided local contacts for them to reach out to for the new travelsouthdakota.com website.

Working with contacts at the Lonely Planet regarding South Dakota story ideas.

Attended the weeklong Governor's Leadership Development class in Gary for the first session of our class. The next class is in Sioux Falls in December.

Hospitality

Reviewed 151 applications for the Great Service Star (GSS) Program. Sent a list of all GSS designees for 2015 to the four regional tourism directors. Emailed notification letters to each of the 151 designees and forwarded the GSS logo files to several first-time designees.

From the 151 Great Service Star applications, will select 10-12 for consideration of the George S. Mickelson Award. Applications will be presented to the Governor's Tourism Advisory Board for recommendations.

Visited with two staff people from Red Cloud Indian School about the Online Customer Service Training and supplied the ID Code. Supplied the ID code to two additional visitor industry businesses.

Information Centers

Collected # HiFromSD material, and distributed Rooster Rush shirts and new window clings to travel counselors.

As of September 28, 641,145 people visited the Information Centers this year, up 0.4% from last year; 263,427 cars were counted this year, up 0.5% over last year. Increases in key markets: Minnesota 1.8%, North Dakota 6.9%, Wisconsin 3.1%, and Iowa and Missouri even. Decreases for September: Illinois 8.1%, Wyoming 7.4%, Michigan 2.5%, Canada 0.7%, Colorado 2.8%, Foreign 7.0%, and Tour Buses 4.2%.

The New Effington, Salem, Spearfish, Tilford, Vivian, Wasta and Wilmot Information Centers are closed for the season. Chamberlain, Valley Springs, and Vermillion Centers will close October 26. Collected evaluation forms, employee questionnaires, and closing paperwork; prepared forms for 2015.

Solicited host for end-of-year party – Spearfish is interested in hosting, but they will run it past their board before committing.

Photo/Video

More than 100 photographers were here for the Black Hills Photo Shootout, an event that was first organized by two of our staff – photographer Chad Coppess and videographer Scott Howard. The event has since been turned over to private organizers. The fall event was held

September 26-28. People were from Tucson, New York, DC, Florida, Kentucky and Colorado plus the expected ones like North Dakota, Minnesota, Wisconsin, and Wyoming. We photographed just about everything in the central/southern Hills including Mount Rushmore National Memorial, wildlife in Wind Cave, Sylvan Lake, Art Alley, classic cars, rock climbing, ghost towns, etc. Reptile Gardens, Fort Hays Chuckwagon Supper, Four Mile Old West Town, Stave Kirke and Sylvan Rocks Climbing School were all great to work with. There were a ton of positive comments and people making plans to return next year. Several have been here for 3, 4 or even all 5 years the Shootout has been held.

The photos are already beginning to show up in social media, especially the Black Hills Photo Shootout page at Facebook. Participants were given a suggestion that they hashtag their posts with #HiFromSD; we will see how many follow through with that.

Organizers Jason and Nicole Hahn are putting together a Tampa Bay Photo Shootout in April, which at first seems like it doesn't do us much good. However, that will become their spring event with the Black Hills being the fall event. So whatever photographers attend the Tampa event will be hearing a lot about South Dakota and the Black Hills with the suggestion that they make the trip north.

Tourism photography: South Dakota 125th Anniversary Wagon Train at Wessington Springs and Pierre; mascots at WISSOTA 100 in Huron; pheasants; fishing; Wind Cave National Park; Jewel Cave National Monument; Fall River Falls; camping at Farm Island; and South Dakota State Fair, Huron.

Fulfilled photo loans to *South Dakota Magazine*, Yankton; Pierre Chamber of Commerce, Cultural Heritage Center, South Dakota Community Foundation, Division of Insurance, Pierre; Redlin Art Center, Watertown; Lawrence & Schiller, Sioux Falls; *Black Hills Bride* magazine, Rapid City; Dept. of Revenue, Aberdeen; South Dakota State Fair, Huron; Deadwood Chamber of Commerce; Belle Fourche Chamber of Commerce; Black Hills Pioneer, Spearfish; MMGY Global, Kansas; *Midwest Living Magazine*, Meredith Publishing, Iowa; *AAA Home and Away Magazine*, Oklahoma; *Northland Adventurer Magazine*, Minnesota; and *Group Travel Leader*, Kentucky.

Continued editing and inputting photos into Tourism's digital database, current total is 18,670.

Tourism photography hit list: Custer State Park Buffalo Roundup, Black Hills autumn scenery, Black Hills Photo Shootout, restored stained glass in Capitol, and Governor's Pheasant Hunt. Shot video of the Buffalo Roundup at Custer State Park. Set up three GoPro cameras to record the action. Edited a one-minute clip and uploaded it to Drop Box for the media to download. Set up A/V equipment in the State Game Lodge for the Friday night dinner.

Worked with staff to develop a script for a hunting safety video for the Governor's Invitational Pheasant Hunt; shot scenes of the hunting safety video with the Lt. Governor and Bob Sutton.

Sent Mount Rushmore footage to CBS News in New York for a night lighting story they are producing.

Video shoots: Set up and shot video of the interiors of Wind Cave and Jewel Cave. Shot video of the 125th Wagon Train near Wessington Springs and the wagon train reaching Pierre; edited and uploaded to Drop Box for the media to download. Shot fall colors on Needles Highway and Iron Mountain Road.

Video hit list: Governors Pheasant Hunt – edit safety video for the Friday night banquet. Set up and run a/v for the banquets. Continue to build audience on YouTube and Instagram. Set up and shoot pheasants and pheasant hunting. Shoot fall corn harvest.

Travel Market Advertising/Marketing

Held daily internal marketing update meetings. Discussed, reviewed, and proofed, as needed, the following elements with the marketing team: e-Target email; Travelsmart; Events email; hunting ads for October issue of Minnesota Sporting Journal & Quail Forever; ABA/NTA postcard; Snowmobile Trails Map; winter banner ads; Custer State Park Co-op – drop down ad for the Argus Leader; Deadwood Co-op – Winter TV spot and pre-roll; and Spearfish Co-op – L-ad scape for Argus Leader.

Called each co-op partner to let them know the amount of money they will receive next peak season; set up peak planning meeting with partners.

Met with representative from Meredith on the Tourism's new Inspiration Guide.

Met internally to discuss ideas for Timberwolves and MLB sponsorships.

Emailed notification letters to all Rooster Rush partners with details about reimbursements for promotions. Shipped mini-posters and window clings, caps, yard signs, and hunt shirts to several of the partners.

Web Development and Digital Marketing

Consumer website – TravelSD.com: 34 vacation packages were listed.

Sent updated creative comps for both the TravelSD.com homepage and new email templates to our internal team for review. Attended weekly web status meetings to discuss progress on BRDs, creative comps, content, and industry portal discussions.

Research

Requested contract language and scope of work from IHS Global Insight and DK Shifflet for annual Economic Impact Study.

Sent hotel and tax data for September to the Black Hills & Badlands marketing director.

Contacted the Department of Revenue to determine qualifications for businesses to appear on the Tourism Taxable Sales Report.

Provided Liza Clark in the Governor's Office with answers to the questions presented by the Highway Needs and Finance Committee.

Provided MMGY with the August travel indicators for the monthly dashboard report. Reviewed monthly travel indicators and marketing Dashboard; provided highlights to the marketing team.

Provided photo and bio for the CenStates TTRA Annual Conference, September 24-26., in Bloomington, Minnesota. As a board member, assisted with speaker presentations.

Organized travel plans for Travel & Tourism's Marketing Outlook Forum, October 19-22, in Atlanta.

Fulfillment

Fulfilled 36 bulk shipments/requests: 8,580 South Dakota highway maps, 1,640 Vacation Guides, and 80 Tribal Lands brochures. Black Hills Works fulfilled 9,570 domestic requests. Fulfilled 182 international requests via MSI Worldwide Mail Service and 204 Canadian requests were emailed to MSI for fulfillment. Fulfilled 43 special packet requests via regular mail. Reviewed 2,193 emails from the Online Request Form.

Provided Black Hills & Badlands Regional Association with estimated counts for Vacation Guides distributed, year-to-date.

Received an updated proposal from CTM Media. We have worked with them for the past few years on Vacation Guide distribution at the Minneapolis Airport; will meet with the marketing team to discuss extending their contract.

Tribal Tourism

Attended and assisted three tribal members with registrations for the three-day AIANTA (American Indian Alaska Native Tourism Association) National Tribal Tourism Conference in Louisiana. Group split up to cover sessions: Baseline Tourism Inventory Assessment, Incorporating Tribal Businesses into a Tourism Itinerary, Essentials for Media Marketing, Federal Partners, International Marketing & Outreach, State/Tribal Coordination, Transportation Planning & Infrastructure, Protecting & Managing Cultural Properties, Showcasing Your Culture, Creating a Successful Fam Tour, and Providing Authentic Interpretation to America's Landscapes.

Board on Geographic Names

Reviewed minutes of the July 29 hearing, correspondence, and other pertinent items in preparation for the September 25 public hearing held in Pierre.

Governor's Tourism Advisory Board

The Tourism Board held their meeting September 2 and 3 in Pierre and Fort Pierre, beginning with a tour and reception at the Oahe Visitor Center and home to the offices of the South Dakota Missouri River Tourism Association. The Board and regional directors gave business reports. Secretary Hagen gave updates on the Department of Tourism, including the budget and revenue, staff, community and tribal visits, travel shows, pheasant hunting, Brand Assessment Study, new Information Center panels, Welcome signs, Matching Dollar Challenge, sponsorships, community co-op marketing campaigns, New York City media blitz in October, Macy's Thanksgiving Day Parade, purchase of TravelSouthDakota.com domain name, and awards.

Changes to the schedule of the Governor's Conference on Tourism include a reception on Tuesday night and all-day sessions for Wednesday and Thursday.

The new website will include section/pages called the Great Eight.

It was requested that Tourism help get the word out about sponsorships for the 75th Anniversary of the completion of Mount Rushmore National Memorial celebration; 2016 is also the 100th Anniversary of the National Park Service.

Other highlights included updates on 2014 peak and progress of the 2014 fall and winter campaigns. Tourism and L&S will meet in two weeks in Pierre to discuss 2015 peak.

The next Board meeting is planned for early December when the Board will review all nominations and applications for various annual awards. Recommendations will be made to the Governor for consideration and the awards will be presented at the Governor's Conference on Tourism on Thursday, January 22, during the banquet.

Governor's Buffalo Roundup

Finalized details with contacts at venues for the Roundup tours and meals. Organized driving and staff assistance lists for each of the tours. Provided assistance for aspects of Roundup as assigned.

Governor's Invitational Pheasant Hunt

All committees are finalizing details for the Hunt.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Ordered more South Dakota photo books for hostings and shows; will assemble In-house.

Have begun designing the new Group Tour Planning Guide and routed two of the sections for review. Will work on each section as copy and photos are forwarded. Will put Guide specs for bids soon.

For Governor and GOED: Have received and processed most of the print materials for the Governor's Invitational Pheasant Hunt, which includes invitations and program covers. The license plates have been printed by Pheasantland Industries and they have also produced wooden ornaments featuring the Hunt logo and the 125th logo. Designing signage and the inside pages of the program book.

A. McCloud:

For Tourism: Designed and printed 900 NTA postcards and 1,700 ABA postcards for Trade Sales team.

There are only a couple of Information Centers that are left for placements of the new panels.

Received the Made in SD exhibitor flyer from the printer and gave to staff lead; producers are given the opportunity to apply for vendor space at the 2015 Governor's Conference on Tourism. Designed and routed the Conference Registration Flyer.

Retouched and resized several photos for the Outdoors web blog.

For GOED: Ordered business cards for six people.

For Governor's Office and GOED:

The Buffalo Roundup program books were sent to Central Duplicating for printing and assembling. The breakfast and lunch tickets were sent to Central Duplicating for printing. Signs were sent to DOT for printing, mounting, and laminating.

T. Berg:

For Tourism: Designed a flyer for the 2015 Rocky Mountain International Roundup which will be held in Sioux Falls. The flyer will be emailed to South Dakota suppliers.

Designed an envelope, a letter and a registration form for the Peak 2015 Magazine Co-op; 1,700 copies were printed and mailed to South Dakota Tourism partners.

For GOED: Designing cover page and three section dividers for the SDWINS Annual Report.

For Governor's Office: Designing materials for the First Lady's Prairie Art Showcase, held during the Governor's Invitational Pheasant Hunt.

For the First Lady: Designed the summer inspired photo book for the First Lady; will print in November.

M. Ganschow:

For Tourism: Attended daily internal marketing update meetings. Discussed, reviewed, and proofed, as needed, the following elements with the marketing team: e-Target email; Travelsmart; Events email; hunting ads for October issue of Minnesota Sporting Journal & Quail Forever; ABA/NTA postcard; Snowmobile Trails Map; winter banner ads; Custer State Park Co-op – drop down ad for the Argus Leader; Deadwood Co-op – Winter TV spot and pre-roll; and Spearfish Co-op – L-ad scape for Argus Leader.

Project Review/Proofing: Roundup – program book, signage and miscellaneous print pieces; Tourism Conference – registration mailer; Group Tour Planning Guide – updated introduction section; Halloween candy bar wrapper for Mansion treats; Snowmobile Trails Map; RMI Roundup 2015 in Sioux Falls flyer; Peak Magazine co-op letter and registration form update; e-FYI; and Upcoming: Hunt print materials, Hunt Art Show materials, and Capitol Christmas.

Other: Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items.

Compiling meeting minutes from Roundup planning meeting. Attended Roundup briefing meeting for drivers/staff and assembled and distributed 50 briefing packets. Assisted with Roundup prep and loading of materials for delivery to Custer State Park for the Governor's Buffalo Roundup event. Assisted with hosting gift bags for out-of-state guests.

Attended meeting regarding plan and timeline for the Hunt vintage safety video. Compiling minutes from two Hunt meetings. Updating copy for the Hunt program booklet.

Attended two Tourism Conference planning meetings; mailed the Made in South Dakota exhibit flyer to 570 vendors regarding exhibits at the Tourism Conference. Have received applications and samples for in-house judging, set for early October.

In Progress/Upcoming Projects: Tourism and Co-op Ad Marketing Campaigns; Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: SD Welcome Signs update, Governor's Events planning and materials, Capitol Christmas, Group Tour Planning Guide, Vacation Guide update, 2015 Tourism Conference planning which includes Tourism Annual Report, and research/order giveaway promotional items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Coordinated embroidery for Rooster Rush caps and long-sleeved hunting shirts.

Attended Giant Step (Peak magazine co-op) initial design ideas with L&S.

Ordered samples of linens for the banquet; continued researching centerpiece options.

For GOED and Governor's Office: For Roundup, finalized details for sound system set-up for Governor at State Game Lodge. Loaded all materials and gifts needed at Roundup; made delivery to Creekside and assisted with unloading and registration set-up; and gift assembly on September 23. Guests began registering on Wednesday for the two-day event that ended with the Buffalo Roundup on Friday.

Met regarding Hunt vintage safety video for the Hunters Safety briefing for the Governor's Invitational Pheasant Hunt in October.

Logo and photo requests

Sent Rooster Rush Welcome Poster to Bob at Pheasants Forever. Sent Rooster Rush logos to Dee McGibben at Aberdeen American News.