

To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: September 8, 2011
RE: August 2011 Monthly Status Report

By the Numbers

For July 2011 over July 2010:

- Information Requests – up 6%
- Web Traffic – up 4%
- Tourism Tax (1%) – down 7.4%
- Tourism Tax (.5%) – down 13.6%
- Gaming Tax – down 3.6%
- Hotel Occupancy – down 4.2%
- Hotel Overnights – down 3.5%
- Hotel Rates – up 1.4%
- Media Circulation - 492,923
- Publicity Value: \$19,587

Media & Public Relations

Fulfilled information requests to Paulsen Marketing regarding sponsorship for SDAF student day; Diana Lambdin Meyer, freelance writer, for BBQ joints/festivals, political places (Mellette House, State Capitol, etc.), Palisades State Park, and the National Field Archery headquarters in Yankton; Brian Haupt, *St. Louis* Magazine, for an interview in their October issue; Ryan Alford, *Snowshoe* Magazine, regarding lodging suggestions in Hot Springs and Mount Rushmore/Keystone area; Ted Alan Stedman, freelance writer, about best places to see bison May-September for *Acura* magazine; and general inquiries from MediaSD.com and others. Completed media interviews/meetings with Barbara Soderlin, Rapid City Journal, to discuss tourism; and met with *Delta Sky* Magazine regarding a 30-page profile on South Dakota to include tourism, quality of life, and economic development – will provide interview and advertising contacts, as well as story ideas.

Press Releases – To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Places series: Harney Peak, Custer State Park, Wylie Park & Storybook Land, and Geddes Historic District; Tourism Conference Save the Date; posted industry releases to MediaSD on TravelSD for Outdoor Campus, Scotty Philip Memorial Ride, Sioux Falls/Strawbale Winery, and Mammoth Site. Reviewed four releases for History and one for Arts Council.

Sent media e-invite to South Dakota media and the Denver Post, Minneapolis Tribune, Omaha World Herald, and Bismarck Daily Paper for the Buffalo Roundup pre-tour on behalf of Craig Pugsley at Custer State Park.

Completed arrangements to host Marge Peterson, writer for *AAA Home & Away* magazine who traveled the I-29 cultural corridor to research stories on the corridor and unique B&Bs. Completed hosting arrangements for Diana Lambdin Meyer, freelance writer, who was on assignment for three stories: Palisades State Park, Yankton's National Field Archery complex and South Dakota's political places. Traveled through Sioux Falls, Huron, Mitchell, and Yankton.

Monitored social media conversations that are taking place around a set of key words involving South Dakota Tourism. Made following blog posts: Wounded Knee & Beyond – SD Native American RV

Itinerary, Find Out What all the Fuss is About, and Quilts and Vines. As of July 30, Travel South Dakota Twitter account had 111 new tweets for a total of 1,524; have 2,980 followers, up 92 from July. Planning to arrange another "Take Me Hunting" photo contest on FaceBook this fall. Have 7,812 FaceBook fans, up 252 from July.

Industry Relations

Created and distributed the August issue of Tourism's eFYI Newsletter to 1,282 list members via Listrak.com and to 2,101 on Tourism's industry database. Topics included Secretary's Report, Rooster Rush, Huron is Tourism's Newest Shoulder Season Co-op Partner, Tourism Press Release Sign-up, Tourism Conference Sponsorship, Matching Dollar Challenge, Great Service Star Submissions Due in September, Closing Dates for Information Centers, Trade Show Leads Available, Shoulder Great Getaways Drops Mid-August, Important Reminders, and What Our Visitors Are Saying.

Mailed over 4,000 Save-the-Date postcards for the Governor's Conference on Tourism, January 18 and 19, at the Ramkota Convention Center in Pierre. Set up database of sponsorships. Mailed letters to Made in South Dakota producers for a jury process to select 18 vendors to be part of the Conference.

As one of the goals of the Fort Sisseton Commission, visited with South Dakota Historical Society Press about working with them on reprinting the Harold Schuler book about Fort Sisseton. Met with Tourism's creative staff to relay more suggestions from the Commission for the Fort logo design; will show the members of the Commission new designs during their next meeting in mid-September.

Trade Sales Group Tour/International

Assembled the 2011 issue 8 edition of the Travel Professionals E-newsletter and sent via Listrak.com to 335 list members. Topics included Take Pleasure in South Dakota's Natural Treasures, Travel Professionals Tip, Featured Itinerary: The Badlands of South Dakota and North Dakota, Featured Attractions, Featured Events, and What's New?.

Contacted by Creative Tours, Wisconsin, about a scouting trip in October. Worked on itinerary for unusual and behind the scenes activities and attractions. Contacted by Medicine Lake Tours, Minnesota, and developed itinerary to help in researching the area for bus tours for the 2012 Buffalo Roundup.

Fulfilled requests for Vacation Guides to 12 AAA offices in Colorado, Indiana, Minnesota, Nebraska, Ohio, Oregon, Virginia, and Washington, for a total of 640 guides.

Mailed postcard to 875 tour operators, who are members of National Tour Association (NTA), with South Dakota delegate information on one side in preparation for appointments at the NTA Convention in Las Vegas in December. Scheduled National Tour Association (NTA) and American Bus Association (ABA) pre-convention caucus for September 29 in Pierre for NTA/ABA members.

Contacted by *Courier* Magazine to see if 2Nations Tours is interested in advertising in their October issue. Contacted partners in North Dakota, Minnesota, and Manitoba and they agreed to place the ad, which will be located on the back cover of the magazine.

Attended Osamu Hoshino's LA Mission in Los Angeles, and presented South Dakota information to the 63 tour operators who develop Japanese tours to the United States. Hosted Osamu Hoshino in South Dakota so he could familiarize himself with more of our attractions; drove to De Smet to find sunflower fields for his presentations and toured the Laura Ingalls Wilder Society and Homestead.

Sent RSVP forms to Buffalo Roundup journalists who responded to e-invites; sent copies of e-invite to overseas offices plus lists of journalists who received the invitation. Sent South Dakota information on future Buffalo Roundups and links to TTG Nordic. They did a nice post about South Dakota's Buffalo Roundup on their website after we sent information about the Roundup and the upcoming Scandinavian workshops: <http://joomla.ttgnordic.com/>

Gathered information for a presentation at the Corporation for Travel Promotion (CTP) meeting in September in Jackson. Will include domestic statistics and international information to showcase an example of rural states' promotions and results. All four Rocky Mountain International (RMI) partner states will present. CTP is the organization that is raising funds to promote the United States in other countries with a matching dollar program.

Contacted by Rocky Mountain Holidays to assist with itinerary for Mr. and Mrs. Johan Rejhagen, Escape Travel, Sweden, for their South Dakota visit in the Black Hills and across I-90. Participated in conference call about Scandinavian Mission to Denmark and Sweden from October 19-27 with RMI states of Montana, Wyoming, North Dakota, and Idaho.

Completed an itinerary for Caroline Davidson and journalists Diana Plater and Katrina Loble, Australia, to De Smet and the Laura Ingalls Wilder Society, Mitchell, Badlands National Park, Rapid City, Mount Rushmore National Memorial, Crazy Horse Memorial, and Deadwood for August/September. Organized an 8-day itinerary for Mark Juddery, Australia, for central and western parts of the state. He writes for "The Australian" and "Canberra Times" which are equivalent to our New York Post and Washington Times. This is our first major Australian hosting and we are very excited about it.

Bo Travail is the film crew working on a documentary for TV France 5, to be aired in November in France, Italy, etc. on the weekly travel show "Echappees Belles" (audience of 3 million European viewers). Documentary is "Western Movie Road" and follows old Western Movie sets across the West.

Received information from Martin Roberts, Managing Director of Target Worldwide Limited in London, about an 8-day itinerary featured by Collette in their next United Kingdom brochure. (It will be selling from between £1,699 in May and September and £1,929 high season. I don't know whether this is a totally new tour to Collette, but it certainly is the first time in the UK brochure.) In a follow-up to various meetings at Pow Wow, Martin Roberts met with Robert Myers of North America Travel Service (NATS) in their Manchester office to discuss potential additional itineraries and a significant expansion of their product offerings. Roberts reported that interest in the four RMI states is at an all time high, led by Yellowstone and the Black Hills, but it also encompasses many other areas throughout the region. Subsequently, additional information was provided on request by the four RMI state representatives and passed to NATS for inclusion in a report that Robert was preparing for their product department.

From the hosting of the Italian TV crew and Paolo Venturini for SKY TV and RunnersWorld on the Black Hills Ultra Marathon: show aired on SKY SPORT 2 TV on Monday, July 18, and Wednesday, July 20; and twice on SKY SPORT 3 on Tuesday, July 19. (Note from RMI Italian office: the video includes the BLACK HILLS 100 icon with the video of ICARUS for SKY TV showing Venturini's marathon. Recap of the video: Venturini said that this is the most difficult marathon he has ever had! He described very well the Black Hills 100 marathon and the area where it took place. He is so excited for the opportunity he had and he is enthusiastic about South Dakota and people they met during this great experience. He thanked for all of your kind assistance and for the entire organization of the trip.)

After the announcement that South Dakota was participating in the Australian market with other RMI states, journalist Jenny Stevens, who had visited South Dakota, sent three articles to Davidson Communications in Australia, organizers for RMI at the USA Trade Show which is being organized by Discover America Committee. Articles were “Drawn to the Wild Wild West” for thetelegraph.com.au site, an article on the escape.com.au website titled “Gold Rush,” and a printed article in the Herald Sun titled “Wild Wild West,” all in April 2011.

International Press

Germany:

Fuldaer Zeitung / Kinzigtaler Nachrichten is a daily newspaper (circ. 59,600). Their July 30, 2011, issue, carried a 2-page article by Walter Kreuzer (photos by Beate Kreuzer) called “Intelligent through fight for survival” about the history of the Black Hills Wild Horse Sanctuary, the owner Dayton O. Hyde, and the fascination of the wild horses in combination with the special landscape; the rolling hills and prairie; and highlighted Crazy Horse Memorial and Mount Rushmore. Estimated ad value is \$41,704.

United Kingdom:

Further editorial has also appeared following the press trip by Frank Corless to the 2010 Custer State Park Buffalo Roundup: one-page article in the Birmingham Sunday Mercury (circ. 43,610) with an estimated ad value of \$11,852; one-page article in the Newcastle Evening Chronicle (circ. 58,874) with an estimated ad value of \$11,946; one-page article in the Bristol Western Daily Press (circ. 29,663) with an estimated ad value of \$6,145; and one-page article in the Plymouth Western Morning News (circ. 31,971) with an estimated ad value of \$66,572.

Italy:

Web magazine at cosasifa.it published an article in July “Along the Native American scenic byway in South Dakota.” Web magazine is dedicated to news, travel, and events. Distribution is not available; estimated ad value is \$300.

Benelux:

ZIN life style magazine (circ. 116,248) article about buffalo by Kim van Dam in the August 2011 issue as a result of the 2010 Buffalo Roundup hosting had an estimated ad value of \$42,729.

Outdoors

South Dakota Outdoors twitter account had 25 new tweets for a total of 321; have 819 followers, up 45 since July.

Wrote blog post on Spearfish Canyon for the Outdoors blog.

Interviewed eight candidates for the Outdoors Media Relations Representative; narrowed to three and will complete the interview process in early September.

Film Office

Sent production guide per request from FilmSD.com; updated three listings on the site.

Continued working with Florence Lochmann, Paris, France, regarding her film project in South Dakota.

Continued working with Andrew Kightlinger and Luke Schuetzle on their new film “Dust of War;” filming began in August. Finalizing road closure for the chase scene with Department of Transportation

and Public Safety. Will work with Terry Woster on writing a press release detailing the traffic delay on Highway 1806 and will be in touch with Lower Brule regarding the delay.

Working with a contact from a production company on an untitled project; sent locations shots and they may send a locations scout in September. Contacted Steven Lewis Simpson again on the possibility of a locations scouting trip this fall.

As of July 30, South Dakota Film Office Twitter account had six new tweets for a total of 249; have 529 followers, up 19 from July.

Hospitality

Issued 280 certificates for individual recognition from the Governor for Outstanding Hospitality, 149 gold seals for a second recognition, and 102 lapel pins for a third recognition.

Mailed approximately 2,000 Great Star Service application forms to visitor industry businesses and reviewed applications as they arrived. Process includes approval for Great Service Star designation for 2012 marketing. Reviewed applications for possible George S. Mickelson Award finalists.

Processed invoice from Black Hills State University for annual support and maintenance of the online customer service training module. Forwarded login code to Tourism Conference speakers.

Information Centers

Closing dates for the Interstate Information Centers: New Effington, Salem, Tilford, Vivian, Wasta, and Wilmot on September 18; Spearfish on September 25; and Chamberlain, Valley Springs, and Vermillion on October 30/31.

Photo/Video

Currently have 120 registrations for the Black Hills Photo Shootout, September 30 - October 2. Secured sponsorships from Think Tank Photo and Photomatix. Spearfish Canyon Lodge and Best Western Black Hills Lodge are offering room discounts. Sent confirmations and information to all participants. Finalized venue plans and setups. Worked on other sponsors and vendors for the events.

Completed the following on Tourism's hit list: Days of '76 Rodeo, Deadwood; Oahe Speedway, Capitol, Hilgers Gulch, Pierre; Dakota Discovery Museum, Hansen Wheel & Wagon, Mitchell; prairie landscapes; Southeast South Dakota Threshing Show, Lennox; World's Largest Pheasant, Huron; McCrory Gardens, Children's Museum of South Dakota, Brookings; shopping in downtown Sioux Falls; Capa ghost town; Fort Hays movie sets, Rapid City; Gold Mountain Mine, Prairie Berry Winery, Hill City; Scenic ghost town; and Stockade Lake scenics.

Film Office photography: shot filming of "Dust of War" and posted to cinemasouthdaktoa.blogspot.com blog; assisted with sending photos for possible scouting trip for upcoming feature.

Fulfilled photo requests with loans to *South Dakota Magazine*, Yankton; Rapid City CVB, Outdoor Campus West, Black Hills, Badlands & Lakes, Comfort Suites, Rapid City; Lawrence & Schiller, Great Plains Zoo, Game, Fish and Parks, Outdoor Campus, Sioux Falls; Cultural Heritage Center, South Dakota Rural Electric Association, South Dakota Historical Society Press, Secretary of State's Office, Pierre; Children's Museum of South Dakota, National Children's Study, South Dakota State University, Brookings; Grapevine Web, Spearfish; TDG Communications, Deadwood; Chicago Tribune, Illinois; and Rocky Mountain International, Australia.

Continued editing and inputting digital photos into database with 13,400 cataloged; requested new computer with more power and RAM; and Photomatrix software installed on PC and laptop. Photo hit list for Tourism: concert at Deadwood Mountain Grand; Mustang Rally, Sturgis; Dakota Five-O mountain bike race, Spearfish; Corn Palace, Mitchell; fishing, Lake Alvin; Buffalo Roundup, Custer State Park. Working to incorporate hit list for GOED into photography schedule.

Video hit list for TV: Helped with location setup and talent selection for east river shoots. Attended the shoots and oversaw production.

Video hit list: Shot video of the Children's Museum and McCrory Gardens in Brookings. Shot video of the Sculpture Walk and downtown Sioux Falls.

Video dubs and loans: Sent Black Hills footage to Prometheus Studios in Los Angeles for a documentary they are doing on Mount Rushmore National Memorial. Sent stock footage to Wyoming Tourism for a video they are producing for Rocky Mountain International. Sent stock footage to Mundo Hispano TV in New Jersey for a U.S. travel video they are producing. Sent wildlife footage to Orion Multimedia in Denver, Colorado, for hunting and outdoors shows they are producing. Sent copies of the South Dakota jingle to Emily Miller at Game, Fish & Parks. Sent outdoors footage to the Outdoor Campus West in Rapid City for use in displays at the center.

For social and multimedia, the YouTube channel videos had 13,813 hits for the month.

For GOED Shot Show video, set up interviews and shoots with companies to be highlighted in the video.

For Tribal Hospitality video, met with staff to outline video and identify people to be interviewed for the production.

Travel Market Advertising

The following were finalized and shipped for *Peak* for *South Dakota Tourism (SDT)/Custer BID Co-op* – Newspaper ads in Loveland, and Sioux Falls.

For *Peak/Shoulder – SDT*: Newspaper ads in Council Bluffs, Minneapolis/St Paul, Omaha, Rochester, and Sioux City. *Pheasants Forever* web banners and two-page hunting ad with co-op partners Huron and Watertown inserted August 25. TV donuts. Final flood message. Rooster Rush/Gear Giveaway/Vikings Game: Revised Rooster Rush logo and industry templates; completed ATV artwork; approved Vikings pull banners, press box signage, tent banner, Vikings.com banners, gear giveaway radio, LED and in-game PA reads, email, contest rules, and Take Me Hunting direct mail piece. *Watertown/SDT Co-op*: Newspaper ads in La Crosse and Rochester.

For *Shoulder –Aberdeen/SDT Co-op*: Hunting TV spots and web banners. *CSP/SDT Co-op*: Newspaper ads in SW Minnesota Peach, Fort Collins, Greeley, LaCrosse, Rochester, and Sioux Falls. *Huron/SDT Co-op*: Newspaper ads for Wilmar, Marshall, Mankato, Fairbault, Duluth, Alexandria, and Albert Lea. 'Ringneck Nation' hunting ad for October issue of *Iowa Sportsman Magazine* and landing page. *Rapid City/SDT Co-op*: Newspaper ads in Omaha and Denver. TV donuts. *Spearfish/SDT Co-op*: Web banners. TV donut.

Great Getaway newspaper inserts dropped August, 12, 13, 14, 16, 20, or 21 in newspapers in the following cities: Fort Collins, Greeley, and Loveland, Colorado; Carroll, Denison, Council Bluffs, Fort

Dodge, Mason City, Sheldon, Sioux City, and Spencer, Iowa; Lincoln, Scottsbluff, and Omaha, Nebraska; Bismarck and Dickinson, North Dakota; Mankato, Marshall, and Worthington, Minnesota; Casper, Cheyenne, Gillette, and Sheridan, Wyoming; and Aberdeen, Pierre, Rapid City, Sioux Falls, and Watertown, South Dakota. Mailed Great Getaways to partners.

Mailed Rooster Rush information to communities about how they can become involved by ordering merchandise directly from the vendor, activities for hunters, and grants for cooperative advertising efforts. Another aspect of the Rooster Rush is a partnership with the Vikings. Tourism will have a presence at five of the games and the major sponsor at one of them and promote a sweepstakes called the Big Gear Giveaway that includes a Honda ATV, hunt from Log Heaven Lodge, and a gun from Pheasants Forever at a plaza tent, a half-time show, stadium messaging, radio scripts, and sweepstakes registration box and forms. Other parts of the campaign include email messaging, a direct mail piece, and a photo contest on FaceBook.

Shoulder season marketing also includes organizing a presence at Pheasant Fest and working with Pheasants Forever regarding the details of our "South Dakota aisle" at the Fest in February in Kansas City; have coordinated booth space with several industry organizations/members.

Sent Macy's a list of suggested artists to be on the Rushmore float. Also asked about the possibility of adding a Native American element to the float. Continue to brainstorm on how to have more of a South Dakota impact to the Macy's Thanksgiving Day Parade sponsorship. Brainstorming includes a street team effort that will take place in conjunction with the Parade and/or during that week.

Designed and ordered new South Dakota metal logo lapel pins, produced in Sioux Falls; planned delivery is in October.

For Matching Dollar Challenge (MDC), reviewed and wrote staff recommendation for one application and forwarded to the Governor's Tourism Advisory Board for review and comments; notified two applicants of staff recommendations to decline; and sent follow-up email to applicants approved in July. Met with Black Hills, Badlands & Lakes to discuss Digital Strategy Group assets and a possible MDC application.

Met with Joan Martin, RCC, Rapid City, regarding a proposal for future marketing and a possible sweepstakes for 2012. Met with Meredith Publishing to hear about new ideas for peak 2012. Brainstormed on geocaching ideas that might be suitable for promotions for 2012 peak season.

Organized work schedule for Tourism staff for booth at the State Fair in Huron. Saturday was one of the busiest days on record according to a seasoned gate person at the Fair. Distributed the new state map, Vacation Guides, Native South Dakota - A Travel Guide to Tribal Lands, and Our Culture and Heritage.

Attended the Education Seminars for State Travel Officials (ESTO) to gather ideas and learn about new trends/updates in social media, group tour, and public relations; will brainstorm on how/what to apply to Tourism. Secretary Hagen and team leaders attended the national conference in Salt Lake City.

Responded to Tourism fan mail by sending hand-written note and SD promo items.

E-Commerce

On the consumer website - TravelSD.com: 143 vacation packages are listed; added seven hot deals.

Reviewed 1,170+ responses to the September Travelsmart; forwarded 42 updates, unsubscribes, comments and/or information requests to appropriate staff to handle. Completed review of 1,240 responses to the August Travelsmart; forwarded 80 updates, unsubscribes, comments and/or information requests to appropriate staff. Reviewed 500 responses to the special Travelsmart that contained updated information about flooding and travel; forwarded 22 comments, unsubscribes, to appropriate staff. Reviewed 108 responses to two fishing emails and forwarded nine address changes or requests for information to appropriate staff. Reviewed 79 responses to trip planning and Vacation Guide (VRM) automated emails; forwarded 29 responses to appropriate staff.

Put many development projects for TravelSD on hold until staff can research, brainstorm, and evaluate our website to determine potential new features and design for the site for 2012.

On the Industry Site - SDVisit.com: Updated the webpage and posted a PDF the new sponsorship flyer for the Tourism Conference. Updated the webpage and online form for the industry to register/RSVP for the four regional Research and Marketing Meetings in October; sent email to 1,283 list members via Listrak.com and 2,101 on Tourism's industry database. Updated and posted the Great Service Star application form, making the PDF a form that could be completed on-screen. Completed the page updates for Rooster Rush for community involvement. Posted the lead lists from the 2011 Rocky Mountain International Roundup to the page Tour Operator and International Leads List.

Continued working with Bureau of Information and Telecommunications (BIT) on the online registration process for the 2013-2014 Group Tour Planning Guide.

Research

Of 6,500 Information Center Summer Intercept Surveys that were distributed, July 5-14, at the Centers, 1,720 were completed (received 2,002 in 2010). Results and report are currently being tabulated.

For the second round of the surveys distributed at Mount Rushmore National Memorial, 406 have been returned and will be input once the Summer Intercept Survey has been finalized.

Fulfilled information requests to industry and students on regional hotel occupancy rates, visitation numbers, travel indicators, and economic impact.

The quarterly Travel Indicator data will be emailed to the visitor industry, beginning in October, and contain data that measures our performance and the health of the travel industry: hotel data from Smith Travel Research, web trends, revenue, and inquiries.

Visitor Relations Management (VRM) messaging has been effective thus far in the campaign. Added additional messaging for those who reserved an itinerary but did not actually purchase a package or hotel room online.

Publications

Received partial shipment of new maps in time to distribute some at the State Fair in Huron; remainder will arrive by early September.

Governor's Tourism Advisory Board

The next Board meeting has been set for November 17 and 18 in Brookings.

Governor's Buffalo Roundup and Governor's Invitational Pheasant Hunt

Continued working on details for the Roundup tours, meals, license plates, logo design and usage, signage, photo plan, AV equipment, and transportation. Reserved satellite time and gave coordinates for the satellite feed to staff for press releases. Working with Pheasantland Industries on production of some items. Made site visits to contacts at Crazy Horse Memorial, Mount Rushmore National Memorial, and the State Game Lodge.

Worked with Governor's Office and First Lady on Hunt details. Completed parts of the invitation, received license plates from Pheasantland Industries, and developed RSVP for landowners.

E-Commerce Projects

For State Archives: Developed Tourism portal and added a Facebook link for the State Archives.

For GOED: Continued updating the webpages on the development server for their Open Records project; waiting for direction from GOED about taking the pages live. Assisted with some link updates on the www.DakotaSeeds.com site. Met with GOED's Online Marketing Coordinator about GOED's websites.

Creative Consultations/Projects

A. Hofmeister:

For GOED, Governor's Office and Tourism: Worked on details for Hunt.

A. McCloud:

For GOED: Sent GOED Business cards/letterhead/envelopes to printer. Designed an invitation for the SDDC Annual Meeting and produced in-house.

For History: Letterhead was approved; sent specs to printers for bids; received approval for Archaeology letterhead. Designed and received approval for envelopes for both. Waiting for list of people for individual business cards.

T. Meise:

For Tourism: Ordered 2,800 sponsorship mailers and 4,870 Save-the-Date postcards for the Governor's Conference on Tourism. Reviewed paper samples for Tourism's business cards; ordered letterhead and envelopes.

For Arts Council: Designed and routed the 24-page booklet of the Council's Arts Map.

For GOED: Firearms Research & Technology Forum – ordered 150 invitations; worked on design layout for signage for the October event.

T. Friedeman

For GOED: Met with Mary Lehecka Nelson to discuss several upcoming GOED projects.

For Tourism: Tourism TV film shoot conference call with ad agency to discuss initial mockups.

Reviewed travel booth materials; discussed possible changes dependant on costs of each element.