



TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: November 7, 2014
RE: October 2014 Monthly Status Report

Domestic Earned Media Numbers

September: Impressions: 60,930,044
Ad Value: \$739,480
Number of clips: 25

FY15 To-Date: Impressions: 274,576,120
Ad Value: \$1,127,572
Number of clips: 90

Media & Industry Relations

Fulfilled following information requests/interviews/meetings: Photo requests for Brand USA projects; TravelChannel.com for article on best fall drives (specifically for Vanocker Canyon and the Peter Norbeck Scenic Byway); fall foliage pictures for Midwest Travel Guide on About.com; and meeting/interview with Scott Lane at KGFX regarding outdoors in South Dakota. Worked with MMGY's PR team on various other inquiries and media pitches and fulfilled general inquiries from MediaSD.com and others.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): SD Businesses Recognized for Outstanding Customer Service. Reviewed four releases for History.

Worked with MMGY Global on the following: Danielle Taylor, *Parks and Recreation* (circ. 40,000), was part of desk-side meetings in June in Washington D.C. She was hosted on the Buffalo Roundup and she featured the Roundup and Custer State Park in the September issue of their publication. Mary Forgione, LATimes.com (unique views: 19,936,061), included the Roundup in an article for the LA Times' travel section of the website; it ran on September 5. Eileen Ognitz, *TakingtheKids.com* (UVM: 56,412), included the Roundup in the "Tip of the Day" section of the website; it ran on September 6. Emily Bratcher, *U.S. News and World Report* (unique views: 17,082,307), was another writer in a June desk-side meeting in Washington D.C. She wrote an article that featured the bike paths in the Black Hills as an example of a great destination for bikers to check out fall foliage; it ran on September 9. Travel writer Susan Barnes, USA Today.com (unique views: 17,817,532), included South Dakota for its paleontology camps in a story about "fantasy camps" taking place around the country. Susan featured the Mammoth Site's Excavation and Preservation program in the piece, which ran on September 16. Lyn Mettler, Foxnews.com (unique views: 23,777,213), was pitched about haunted

cemeteries in South Dakota for an upcoming article about burial places of famous outlaws and gangsters around the Halloween holiday. She responded with interest and plans to include Mount Moriah Cemetery in Deadwood; MMGY will follow up regarding the run date.

MMGY pitched producer Anthony Laudata, "CBS Sunday Morning," on the Buffalo Roundup; however, they were unable to move forward with the segment. Laudata will keep the event in mind for 2015. MMGY is working to get more details on the American Bison piece in production to see if South Dakota may be a fit for this segment as well; MMGY will keep Tourism updated.

Buffalo Roundup footage broadcast coverage was picked up and aired on 16 broadcast programs in several regional markets, including Bismarck, Fargo, Lincoln, and La Crosse, from September 25 to October 1. Other markets included Albany, New York; Wheeling, West Virginia; Mills, Wyoming; Billings, Montana; and Boise, Idaho. Report showed more than 6.5 million in total impressions and estimated ad value of \$149,587.

Assisted in sending special invitations to regional print and online travel media from Craig Pugsley to visit Custer State Park in advance of the Buffalo Roundup and receive a private tour of the park and view the herd up-close.

MMGY compiled list of appropriate media to pitch regarding the best places to experience fall foliage in the state; drafted and distributed pitch to media. They also compiled a list of media to pitch story ideas on Haunted History and Halloween Offerings being celebrated in the state.

Worked with MMGY to schedule desk-side interviews in New York City from October 22-23 for Secretary Hagen. Hagen met with travel writers and major publications to talk about tourism in South Dakota. Meetings ranged from *Parents* magazine to *National Geographic*, Frommer's (*Budget Travel*), and *Condé Nast Traveler*. There is high interest in our state.

For Tourism Conference, have cover samples and base pricing for the Journal Books. Working on the Conference Booklet. Finalized last speaker contract. Completed in-house judging for the Made in SD applications; 17 vendors were selected to exhibit at the Conference.

Attended meeting with the SD Association of CVBs; provided information on Tourism Conference sponsorships and gave updates on marketing, new website, shoulder season, Pheasant Fest, and other current projects.

Attended Glacial Lakes & Prairies Board of Directors as Tourism's liaison and gave information on the 2015 Governor's Conference on Tourism in January and the 2015 Rocky Mountain International Roundup which will be held in Sioux Falls in April.

Attended the monthly meeting of the Pierre CBV Hospitality Committee and gave a report on Department programs currently running. Attended the Custer Chamber of Commerce annual banquet. Accepted the Chamber's President's Choice Award on behalf of the Department of Tourism.

For social media: added the "Pheasant Land USA" video and the Buffalo Roundup video to YouTube. The YouTube Channel had 12,500 views for the month and gained 43 subscribers.

Worked with our internal creative team to update all of the social media creative across all of our channels, including Facebook and Twitter accounts, Instagram, YouTube, Flickr, Google+, and

Pinterest. Worked with staff photographer to post photos and increase followers on Instagram; currently there are 1,936 followers and 402 posts. Travel South Dakota Twitter (@southdakota) account has a total of 8,050 tweets and 16,100 followers. South Dakota Tourism's Facebook page has 133,206 fans. Made blog post on Dinosaur 13. Worked on November content calendar for Facebook and Twitter.

Began posting "Fan Faves" to our social sites for website content. Tweaking the strategy a bit to encourage more responses. Continued to monitor #HuntinSD campaign and provided images and feedback for the Travelsmart emails.

International and Domestic Trade Sales

Sent partner listings to each for editing/approval for the 2015-2016 Group Tour Planning Guide and made corrections, per their suggestions. Working on updates to Transportation, For More Information, and Itineraries sections.

Group tour co-op four-page ads will again be placed in six publications: September/October issue of *Groups Today* (circ. 10,000); November/December issues of *Destinations Magazine* (circ. 7,325), *Select Traveler* (circ. 5,000), and *Group Travel Leader* (circ. 20,000); and December issues of *Leisure Group Travel* (circ. 20,000) and *Courier Magazine* (circ. 6,000). Ads are being placed as insertions are due. Submitting banner ads and additional materials for added value as a result of the co-op ad. There are 17 South Dakota partners.

Sent requested information to WKVI Radio, Indiana.

Provided information and group tour leads to Homestake Opera House.

Fulfilled requests for 270 South Dakota Vacation Guides to AAA Offices in five states: Colorado, Massachusetts, New York, Oklahoma, and Pennsylvania.

Reviewing appointment requests for American Bus Association (ABA) Annual Marketplace, January 9-13, and National Tour Association (NTA) Annual Travel Exchange, January 17-21, as they come in and accepting appointments from tour operators.

Will send newsletter copy to Bob Rebello at Go West Summit for their December and January newsletters, leading up to the Tradeshow in February. Will make appointments when the opportunity opens on December 29.

Emailed the four regional tourism offices and the CVB's and Chambers for information on new attractions, lodging, and restaurants in their cities to update the "What's New" sheet that is distributed at trade shows by Trade Sales team; will also upload to flash drives. Sent "What's New" to Rocky Mountain International (RMI) so they can add to their flash drives for World Travel Market in November.

For RMI Roundup 2015 in Sioux Falls, informational flyers have been printed to distribute at meetings around the state. Included a blurb about RMI Roundup in the e-FYI newsletter to remind suppliers to sign up to attend.

Sent information about South Dakota to Michael Tuckerman from Australia for an article for his website; he attended RMI MegaFam.

Wrote an article for *National Geographic Magazine* for RMI to forward; worked with staff photographer to get appropriate images for the article.

Sent information to journalist Alexia Dmitriev about geology in South Dakota for an upcoming story he will be writing. Helping him plan his next trip to South Dakota in June 2015.

Sent information to Sebastian Sherer, German journalist, interested in traveling on Hwy 83 through North Dakota, South Dakota, and Nebraska on communities and attractions with short side trips along Hwy 83.

Sent packet of gift items to Target Travel, The Netherlands, for a promotion they are doing to celebrate the 125th Birthday of South Dakota and North Dakota at a trade fair in The Netherlands.

Finalized arrangements for World Travel Market (WTM), October 31 - November 13; arranged to meet with United Kingdom contacts.

International Journalists:

Australia: Discover America Australia, with estimated ad value of \$20,000. Story covered North Dakota, South Dakota, Montana, and Wyoming.

Benelux: Bisons and Badlands, by Paul Romer, "5 reasons to visit SD" (circ. 61,817) with estimated ad value of \$42,606. Spirit of the Black Hills, by Onno Wieringa, Sturgis Rally (circ. 24,700) with estimated ad value of \$13,130.

Germany: Berliner Zeitung (circ. 6.9 million), Buff Roundup, by Michael Juhran, with estimated ad value of \$20,318. Frankfurter Runsschau (circ. 13.8 million), Buff RU, by Michael Juhran, with estimated ad value of \$24,833. Deutsche Presse Agentur, Buff RU – two articles with estimated ad values of \$19,350 and \$31,605.

Italy: Autoroute 4x4 (circ. 22,000), Mario Ravaccia and Giusy Concina, Black Hills, Badlands, Sioux Falls, with estimated ad value of \$23,000. Dream Road (circ. 1.7 million) about South Dakota, North Dakota, and Montana by Valeri Cagnoni and Emerson Gattafoni with estimated ad value of \$2 million. Buffalo Roundup by Laura Colognesi (circ. 13,500) with estimated ad value of \$700.

Total estimated international ad value for this report is \$2,195,542.

Outdoors

Finalized plans for a November fam with Tim Herald of the Outdoor Channel. Working on setting up a December Ice Fishing fam with Casey Weismantel of the Aberdeen Convention and Visitors Bureau. Working on setting up accommodations for Paul Fuller, host of "Bird Dogs Afield;" Fuller will be filming in Gettysburg in December.

Posted a blog entry on the October Winchester hunt at R&R Pheasant Hunting.

Continued planning and organizing for Pheasant Fest (<http://www.pheasantfest.org>)

South Dakota Outdoors (@sdoutdoors) Twitter account has 2,646 tweets and 4,890 followers. South Dakota Outdoors Facebook page has 1,809 fans.

Film Office

Updated and approved listings on www.filmsd.com. Posted one press release to FilmSD and one casting call. Continued updating the content on FilmSD.

Working with industry members to submit casting call information of projects that are coming to South Dakota.

Working with a production company to obtain b-roll footage.

Working on the Governor's Leadership Development course work for the November class.

Hospitality

Reviewed nominations and issued 485 individual Governor's Certificates for Outstanding Hospitality, 229 gold seals for a second recognition, and 112 lapel pins for a third recognition for the Great Service Star (GSS) program.

Updated the list of 2015 GSS designees for placement on SDVisit for businesses that earned the Star for use in their marketing. Sent statewide press release announcing the 2015 designees. Forwarded list of designees to the four regional tourism directors. Contacted businesses/organizations that had not yet renewed for 2015 to remind them of deadlines.

Narrowed GSS finalists to fourteen to be considered for the two annual George S. Mickelson Great Service Awards; will send those applications to the Governor's Tourism Advisory Board prior to the December Board meeting as they will make recommendations to the Governor.

Provided information on accessing Online Customer Service Training to three properties.

Information Centers

Collected evaluations, employee questionnaires, and closing paperwork. Made notes of changes for next season and prepared ordering forms for 2015. Visited Centers for closing preparations as the last three Centers closed October 27.

Continued working with Spearfish CVB to plan end-of-year party.

During the 2014 season, a total of 638,910 people visited the Centers (down 1.2% from last year) and a total of 266,560 cars visited the Centers (down 0.7% from last year). The average number of people per car in 2014 was 2.40 (down 0.5% from last year). Visitation increases in key markets: Minnesota 0.4%, North Dakota 6.9%, and Wisconsin 1.7%. Overall decreases in visitation: Illinois 9.0%, Wyoming 9.9%, Michigan 3.4%, Colorado 3.5%, Iowa 1.3%, Missouri 0.9%, Canada 0.7%, Foreign 7.0%, and Tour Buses 6.4%.

Photo/Video

For Tourism: Buffalo Roundup; autumn leaves along Missouri River and at Beaver Creek Recreation Area; Spearfish Canyon; Black Hills Photo Shootout including Four Mile Old West Town and Meeker Ranch; hiking and hammocking in the Black Hills; Mount Rushmore with visitor; and Capitol stained glass.

For GOED: Brookings Manufacturing Day including Bel Cheese, 3M and Counterpart.

Fulfilled loans for photographs to *South Dakota Magazine*, Yankton; Pierre CVB, Pierre Regional Airport, South Dakota Pharmacists Association, South Dakota Rural Electric

Association, Department of Health, Department of Revenue, PryntComm, South Dakota Missouri River Tourism, Pierre; Tri-State Livestock News, Sturgis; Mobridge City Publishing, Mobridge Chamber of Commerce; South Dakota State University, Brookings; Department of Revenue, Aberdeen; Rapid City Regional Health, Mount Rushmore Society, Rapid City; National Park Service, Custer; Lawrence & Schiller, Sioux Falls Woman Magazine, Sioux Falls; Grapevine Design, Spearfish; Sisseton Economic Development Corporation; Glacial Lakes & Prairies Tourism, Watertown; South Dakotans for the Arts, Lead; MMGY Global, Kansas; Rocky Mountain International, Wyoming; Travel Channel, Maryland; and *Midwest Living*, Iowa.

Continued editing and inputting photos into Tourism's database, current total is 18,836.

Tourism photography hit list: South Dakota Statehood 125th Celebration and pheasant hunting.

GOED photography hit list: wrap up photography from Governor's Pheasant Hunt.

For the Governor's Invitational Pheasant Hunt, worked with two members of the Hunt committee to develop a script for the safety video and shot the video at Steffen's Lodge with Bob Sutton and Matt Michels. Edited and presented the seven-minute video at the Friday night banquet of the Hunt. Set up and ran live camera for the banquet on both nights.

Loaned stock footage to Pie Town Productions for an episode of "House Hunters" they are producing in Sioux Falls. Loaned Custer State Park (CSP) footage to Split Rock Studios in Minneapolis for videos they are producing for CSP's new visitor center. Sent stock footage to the Smithsonian Channel for a series they are doing on the Old West. Sent wildlife footage to South Dakota State University Vet Sciences Department for a video they are producing.

Video shoots hit list: Set up and shoot pheasant hunting scenes with hunters and props. Set up and shoot pheasants in the field.

Will archive and process video from this summer's shoots.

Travel Market Advertising/Marketing

Attended daily internal marketing update meetings and discussed, reviewed and proofed, as needed, the following elements with the marketing team: e-Target email; Travelsmart; Events email; Brand USA Inspiration Guide – copy and photos for outdoor, family and culture sections; and 2-page Badlands ad for Brand USA United Kingdom market; Discover America.com – 20 photos and one video; Hunting email; Tourism Conference email to industry; Customer Service press release; Macy's Family Fun Day promo – copy for flip side of masks; SD photos for CANUSA Vacation Builder site; Tourism's social media sites – photo and thumbnail updates; Rapid City Co-op – digital ads for Hightail; and Sioux Falls Co-op – winter getaways promotion.

Met with L&S to discuss new ideas for Peak magazine co-op (Giant Step) in 2015 and how the program may change once we start our co-op program revamp. Program will now be broken out into twice a year instead of a yearly campaign. There will now be a Peak Magazine Co-op and a Shoulder Magazine Co-op. Partners will receive a one-time insert in a magazine in Peak for a cost of \$2,000. Program closed on October 21 with 31 partners. Working on gathering the copy and photos for each partner. Once all copy is received, will work on edits before sending to L&S. Working on magazine allocations.

Great Getaways newspaper co-op will remain unchanged for FY2015 year.

Met internally to review the applications for Peak 2015 co-ops and allotted grants, based on a cap for the entire program for FY2015. Contacted each partner regarding allocation. Will meet with each co-op partner and L&S in November to review media calendar recommendations.

Campaign Co-ops:

Deadwood – met with Deadwood Chamber representatives during the filming of The Bachelor. Worked on editing and approving the second and third rounds of social ads. Had conference call with Deadwood and L&S about ideas and markets.

Custer State Park – had conference call with Custer State Park and L&S about markets.

Black Hills & Badlands – discussed initial planning for Peak 2015.

Spearfish – met in Spearfish and made changes to and approved final winter

Weatherbug wrap.

Watertown – met to discuss how hunting season went, hopes for Peak season, and the BID board.

Hot Springs – called contact several times and had discussions about Peak planning.

Sioux Falls – worked with contact to review, edit, and approve all winter campaign elements (personality quiz, pre-roll videos, banner ads, itineraries, etc.). Set up meeting with Click Rain and Sioux Falls to plan for peak season as they are a new peak season co-op partner.

Two Tourism staff members attended the e-Tourism Summit Conference in San Francisco. Met with Lonely Planet, ADARA, and Orbitz.

Worked with 37 organizations that received promotional grants and/or merchandise for Rooster Rush campaigns. Tourism staff posed with Cultural Heritage Center staff in a Rooster Rush photograph for a program with the Pierre CVB.

Web Development and Digital Marketing

Consumer website – TravelSD.com: 20 vacation packages were listed.

Contacted Discover Anywhere regarding discontinuation of our contract. They agreed to let us proceed with a 6-month extension so that we can measure effectiveness in comparison to our responsive website.

For new www.TravelSouthDakota.com, reviewed the Great Eight detail pages, copy, and photo suggestions; copy and photos for the Before You Go section; and Photo Essays provided by staff photographer. Approved two additional Along for the Ride videos completed by One Tree Forest from Chicago, videos will be released and promoted once the launch of the site takes place.

Met with staff to discuss the rollout process for the Fan Faves section, final poll questions, and suggested layout changes to the pages. Reviewed and approved several business rule documents for the new website: Newsroom, Landing Page, Forms, Overview pages, Great Eight, and Listing and Results pages. Reviewed the proposed Industry Portal that is being developed by MMGY Global; it will be rolled out in the next two weeks to the industry by electronic and regular mail efforts. We will have accounts set up for roughly 1,400 businesses.

Research

Joined call with IHS Global Insight regarding our annual economic impact contract and discussed changes to the scope and timelines for this year's release.

Provided MMGY Global with our monthly Dashboard data. We will be reviewing this internally to recommend changes or enhancements to the dashboard for 2015.

Collected and sent our eVacation Guide Statistics to regional tourism association directors per request after discussing usage on the eVacation Guide

Held call with the Arrivalist CEO and discussed some of the concerns we had regarding the product and its use. Arrivalist provided references from other state tourism offices and DMO's that they've worked with in the past.

Updated the TTRA CenStates website with photos, copy, and presentations from our September meeting. Attended the TTRA Marketing Outlook Forum in Atlanta.

Provided tourism statistics for use at the Governors Council of Economic Advisors meeting. Presented, with Secretary Hagen and Deputy Secretary Goodman, on Tourism's new website to Governor's Policy Staff.

Fulfillment

Fulfilled 30 bulk shipments/requests: 10,300 South Dakota highway maps, 240 Vacation Guides, and 300 Snowmobile Trails Maps. Black Hills Works fulfilled 6,108 domestic requests. Fulfilled 121 international requests via MSI Worldwide Mail Service and 160 Canadian requests were emailed to MSI for fulfillment. Fulfilled 34 special packet requests via regular mail. Reviewed 1,509 emails from the Online Request Form.

Met with staff to discuss changes to our current fulfillment type code list and request CMS page. Provided MMGY with the updated changes.

Tribal Tourism

Received a phone call from Emily Pieper, who is the secretary of the Flandreau Economic Development office. She had attended a meeting in Pipestone, Minnesota, with a group who work on regional and tribal tourism. Emily is interested in starting a group like that in South Dakota and wanted to share the information with the Department of Tourism.

Met with Sisseton-Wahpeton Tourism Director, Elias Mendoza, in Pierre to discuss ongoing efforts with tourism promotions for the tribe.

Met with the newly appointed Secretary of Tribal Relations Steve Emery to brief him on the Department of Tourism's efforts with the nine tribes over the past two years.

Fort Sisseton Commission

Reviewed minutes of the last meeting in preparation of the November 18 meeting in Webster.

Board on Geographic Names

Briefed Secretary Hagen and Deputy Secretary Goodman on the September 25 public hearing of the Board on Geographic Names. Prepared a summary of the meeting, including information about the upcoming request to change the name of Harney Peak in the Black Hills. The next meeting is November 19 in Pollock.

Tourism will share administrative support needed by this board between the four agencies that are members by temporarily take over posting items to the SD Board on Geographic Names website as needed.

Governor's Tourism Advisory Board

The next Board meeting is planned for December 2 in Pierre 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

Attended committee wrap-up meeting.

Governor's Invitational Pheasant Hunt

Assisted with all aspects of the Hunt, including shuttle services, photography and videography, art show tasks, banquet duties, trap shoot, gift assembly, registration, shirt and cap sales, décor, transportation, meals, ambassadors, Faces Show and editing/music, and tear-down and clean-up.

Creative Consultations/Projects

T. Berg:

For Tourism: Researching banner ideas for trade shows that Tourism attends; held meeting the end of October for photo selections, etc.

Will be lead designer on this year's South Dakota Vacation Guide.

For GOED: Will be designing the cover page and three different section dividers for the SDWINS annual report.

For Governor's Office: Designed the print materials for the First Lady's Prairie Art Showcase – event flyer and signage, name tags, and a newspaper ad held in conjunction with the Governor's Invitational Pheasant Hunt.

Designed the event signage for the South Dakota 125th Celebration.

For the First Lady: Designed the summer inspired photo book; books will be delivered mid-November.

A. Hofmeister:

For Tourism: Have been working on sections of the 2015-2016 Group Tour Planning Guide and routed two for review. The third section is being designed.

Designed a 2-page ad for Brand USA; sent to marketing agency for print. The ad featured a Badlands photo with Brand USA and South Dakota logos.

Received additional South Dakota Photo Books for use in hostings and at shows; will assemble them in-house.

For Governor and GOED: Completed all print elements for the Governor's Invitational Pheasant Hunt: signage, program books, gift cards, gift tags, nametags, maps, menu cards, and landowner gift tags.

A. McCloud:

For Tourism: Only a couple of Information Centers have panels yet to be installed. DOT has all of the files for the remaining panels.

Tourism Conference registration flyers were delivered and mailed. Program Book copy will be forwarded for layout the first part of November. Adjusted backgrounds on speaker photos and forwarded for placement on the Tourism Conference website.

Worked on banner ads for Trade Sales team. Worked on ad for ABA.

Other: Christmas at the Capitol – designing children’s ornaments as well as a 3-D 5 ft. by 5 ft. tree topper for the big Christmas tree. Currently working on the big door design and the general logo for the event.

M. Ganschow:

For Tourism: Attended daily internal marketing meetings and discussed, reviewed and proofed, as needed, the following elements with the marketing team: e-Target email; Travelsmart; Events email; Brand USA Inspiration Guide – copy and photos for outdoor, family, and culture sections and 2-page Badlands ad for Brand USA United Kingdom market; Discover America.com – 20 photos and one video; Hunting email; Tourism Conference email to industry; Customer Service press release; Macy’s Family Fun Day promotion – copy for flip side of masks; SD photos for CANUSA Vacation Builder site; Tourism’s social media sites – photo and thumbnail updates; Rapid City Co-op – digital ads for Hightail; and Sioux Falls Co-op – winter getaways promotion.

Project Review/Proofing: Hunt – program book, signage, menus; Hunt Art Show – newspaper ad, artists brochure, signage; Group Tour Planning Guide – updated sections; Box ad for Groups Today website; Online banner ads for Courier magazine; and e-FYI.

Other: Routed various project or ad requests to appropriate designer. Assisted staff with various hosting gifts or general giveaway requests. Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items. Attended Roundup wrap-up meeting; compiling meeting minutes. Attended Hunt meetings; compiling meeting minutes. Attended meeting with Mike Mueller, Tony Rae, and staff on signage needs for 125th Celebration.

In Progress/Upcoming Projects: South Dakota Tourism and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: SD Welcome Signs update, Capitol Christmas, Group Tour Planning Guide, Vacation Guide update, 2015 Tourism Conference planning, Tourism Annual Report, Arts Council Annual Report, and GOED Annual Report.

T. Friedeman, Creative Strategies Manager:

For Tourism: Updated the design for the overall Snowmobile Trails Map – layout and tweaked copy and maps as directed by Game, Fish & Parks, coordinated bid specifications for project, and placed order for 34,000; 9,000 were delivered to Pierre in mid-October and 25,000 to the Lead Trails Office. GF&P pays for most of the printing and distributes the greater share.

For Governor’s Office: Met with Mike Mueller and Tony Rae on signage needs for 125th celebration on November 1. Met to discuss ‘Stand Up’ web video roll-out on Veteran’s Day.

Logo and photo requests fulfilled: Pulled images for South Dakota marketing with Brand USA and posted on ftp site. Researched images for Brand USA United Kingdom Multi-Channel promotion and Inspiration Guide with staff. Chosen images were pulled and set-up on the state ftp site.