

TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: June 9, 2014
RE: May 2014 Monthly Status Report

Domestic Earned Media Numbers

April

Impressions: 9,091,136
Ad Value: \$156,692
Number of clips: 6

FY14 to date through April (does not include Macy's numbers)

Impressions: 163,871,564
Ad Value: \$4,110,705
Number of clips: 202

Media & Industry Relations

Information requests/interviews/meetings: Interview via email with Brad Fitzpatrick, a freelance writer with *Outdoor Life*. Worked with Aberdeen CVB, Black Hills & Badlands, and the owner of Daybreak Lodge near Aberdeen to gather information for a pitch to USA Today regarding chefs who specialize in game recipes; sent the information to MMGY who made the pitch; confirmed article for future issue – date to be determined. Sent more information to *FOUR* Magazine for an inquiry regarding passionate food producers; sent information on Rillings Produce, Pierre Donut Shop, Chubby Chipmunk, Sturgis Coffee Company, and our wineries. Provided information on Minuteman Missile NHS and activities at the Mammoth Site to Kit Bernardi, contributing editor at *Midwest Living* magazine, as follow-up to our visit with her in Chicago. Provided information on craft breweries, specifically Gandy Dancer out of Sioux Falls, to Josh Noel of the Chicago Tribune as follow-up to our visit with him in Chicago. Worked with MMGY to provide recommendation to writer inquiring about our state parks experts; recommended Doug Hofer, Director of the Parks Division at Department of Game, Fish & Parks. Coordinated interview with Minneapolis Star Tribune for Secretary Hagen. Interview with Brenda Wade Schmidt of Argus Leader regarding tourism forecast. Interview with Eric Schaufhauser of KELO-TV regarding tourism forecast. Worked with MMGY's PR team on various other inquiries and media pitches. General inquiries from MediaSD.com and others

Press Releases posted to in-state media (posted to www.MediaSD.com and the State News Web): South Dakota Tourism Launches Peak Season Advertising and Interstate Information Centers Open This Weekend (May 15). Posted two visitor industry releases to MediaSD.com. Reviewed six releases for History and two releases for Arts.

For National Travel and Tourism Week (NTTW), compiled a synopsis of the participating South Dakota CVBs efforts for NTTW and submitted it to the US Travel Association for inclusion in their "travel rally map." Aberdeen, Brookings, Chamberlain-Oacoma, Mitchell, Pierre, Rapid City, Sioux Falls, and Watertown. Traveled to Aberdeen for interviews at Dakota Broadcasting, Hub City Radio, and KSFY-TV; and toured Ben Victor Studio, Dacotah Prairie Museum, and Aberdeen Community Theater. Had interview in Pierre at KCCR radio. Had radio interviews in Watertown at KWAT, KSDR, and KXLG; and attended hospitality luncheon. Forwarded information and links to all Chambers and CVBs about the U.S. Travel Association's Travel Effects Video Contest.

Worked with the Sturgis Rally and Governor's Office for a letter from the Governor to be placed in the Official Sturgis Motorcycle Rally Guide for 2014.

Worked with contact for All American RV Blogger Tour for stops at Wall Drug, Badlands National Park, Mount Rushmore National Memorial, Crazy Horse Memorial, and Rushmore Cave; Rushmore Cave hosted the group; and Wall Drug provided gift bags. Sent draft itinerary and general information to travel writer Lina Shaw. Contacted by travel writer Sarah Pixley, NBC-7 DC, who would like to visit South Dakota the end of June; sent draft itinerary of options.

For social media, approved the June content calendar for Facebook and Twitter.

Coordinated production and distribution for the #HiFromSD social campaign aimed at encouraging visitors to post photos and/or videos about their South Dakota trip. Sent window clings about the campaign to Information Center Staff and Tourism's Giant Step mailing list; and 50,000 post-it-notes and #HiFromSD buttons were sent to the Information Center staff. Provided information for the eFYI, logo for the state highway map and approved media schedules and ad schedules. As of May 27, there were 200 unique users of the hashtag and more than 100,000 impressions on just Instagram and Twitter. Added several photos to the #HifromSD campaign.

As of May 28, Travel South Dakota Twitter account (@southdakota) had 6,970 tweets and 13,300 followers; South Dakota Tourism Facebook page had slightly fewer than 111,000 fans; and blog posts were made for the Sioux Horse Effigy, Badlands Astronomy Festival, and Governor's Mansion Tours to Resume. YouTube channel videos had 21,017 views for the month of May.

Planning continues for the 2015 Governor's Conference on Tourism, to be held in Pierre, January 21-22. Looking at potential speakers, theme, colors, and décor.

Tourism continues to work on the panels at the Information Center with Department of Transportation (DOT). In addition the Welcome sign project is at the phase of removing existing signs and gradually getting new signage in place.

International and Domestic Trade Sales

Met with staff to review partner content for the 2015-2016 Group Tour Planning Guide.

Submitted registration for National Tour Association Annual Convention to be held in New Orleans, January 17-21, 2015.

Sent requested information to Badger Coach, Wisconsin; and Japan Tours West, South Dakota.

Fulfilled requests for 1,155 Vacation Guides to AAA offices in 13 states: Colorado, Connecticut, Illinois, Indiana, Massachusetts, Michigan, Minnesota, Nebraska, New Jersey, Ohio, Pennsylvania, Texas, and Wisconsin.

Hosted seven participants on the Group Tour Operators Familiarization Tour, "Prairies, Peaks & Parks," May 1-8, with overnights in Sioux Falls, Mitchell, Spearfish Canyon, Deadwood, Hot Springs, Rapid City, and Sioux Falls. The guests were from New York, Pennsylvania, Connecticut, and Florida.

Hosted seven domestic travel agents on the Travel Agent Fam, May 11-19. Overnights were in Sioux Falls, Mitchell, Spearfish Canyon, Deadwood, Sturgis, Rapid City, and Sioux Falls. Guests were from Chicago, Idaho, New York, Michigan, Oregon, and Manitoba.

Hosted eight travel agents from Japan, Los Angeles, and Canada on the Japanese Group Tour Fam, May 28-June 1. Traveled in the Black Hills and Badlands with overnights in Rapid City and Deadwood. One of the participants is bringing a group of 20 Japanese people the end of June. Two other participants are planning tours in September and November.

Will attend Travel Alliance Partners Annual Conference (TAP Dance), June 1-5, in Reno, Nevada. Working with pod partners on itinerary and What's New? handout for South Dakota and North Dakota. Partners include South Dakota Tourism, Rapid City CVB, Regency Hotel Management, North Dakota Tourism, and Fargo/Moorhead CVB.

For the "Meet the Mountains" Brand USA MegaFam in South Dakota, May 19-21, Tourism hosted 14 tour operators from the United Kingdom. A photographer, videographer and sound technician were sent by Brand USA to join the tour on the last day to capture footage and photos. The tour wrapped up in Texas where participants from the seven fams/tour groups, that toured different parts of the United States, presented to the other 90 plus participants. Brand USA folks tell us that the "Meet the Mountains" group that toured Denver, Nebraska, and South Dakota was the most enthusiastic of the groups and South Dakota was a highlight of their trip.

At the April 30-May 3 RMI Roundup in Missoula, we met with 40 overseas office staff, tour operators and receptives from Australia, The Netherlands, Belgium, France, Germany, Switzerland, Italy, The United Kingdom, Australia, U.S. receptive tour operators, and the Nordic Region. Worked with staff to provide images to Helen Hayes, a journalist from Australia, and a video to ULocaliZ.

At International Powwow (IPW) in Chicago, we met with 86 tour operators and journalists; will share leads with suppliers. Sent registration for IPW 2015 for a triple booth and nine attendees to U.S. Travel Association.

Prepared shipments of promotional materials for Osamu Hoshino's Las Vegas Sales Mission, August 6-8.

Met with Trudy Hurni from Tui Swiss, Switzerland. Discussed bringing groups to South Dakota and what they can see and do when they arrive. Also talked about a joint state group tour that would also include Wyoming and Colorado.

Sent itinerary suggestions to Ali Ghaemi, US-Canada MICE, for his visit, May 8-12, and met with him in Deadwood. Preparing itinerary suggestions and overnight accommodations assistance for Anders Persson, Swanson's Travel, Sweden; they plan to spend two days in South Dakota. Wrote Itinerary for Ashlee Kerstetter, RMH Tours; she was in South Dakota on an educational tour, May 15-18. Wrote itinerary for Kuoni Netherlands; the director, product manager, and key sales agent plan a tour of South Dakota, May 29-June 1. Working on itinerary suggestions and overnight accommodations for Autoroute 4X4, Italy; two journalists will be in South Dakota from June 5-7 and again June 15-17.

Working on drafting itinerary for hosting domestic and international journalists prior to and during the Buffalo Roundup, September 21-27.

Worked with staff to put together two co-op ads with Crazy Horse Memorial and Rapid City CVB for *Spirit of the West* magazine to appear in four quarterly issues and an online edition. The ad will link to a landing page on TravelSD and to partners' websites. This is a German publication.

International press:

Germany: Fwv Daily (circ. 20,000), Welcome to adventureland with an estimated ad value of \$9,114. Fwv Magazin (circ. 30,085), Welcome to adventureland with an estimated ad value of \$13,532. Travel Talk (circ. 31,052), Outdoor adventures in U.S. with an estimated ad value of \$10,909. Fwv Daily (circ. 20,000), feature on North Dakota and South Dakota with an estimated ad value of \$28,227. Fwv Magazin (circ. 30,085) feature on North Dakota and South Dakota with an estimated ad value of \$27,064. Travel Talk (circ. 31,052), touring in RV through North Dakota and South Dakota with an estimated ad value of \$21,817.

Italy: www.vido.mediaset.it/video/tg5/full/453122/edizione-ore-8-00-del-15-aprile.html

Article about bison in RMI region with focus on Yellowstone and Buffalo Roundup in South Dakota with references to Dances with Wolves movie. Viewers: 8,000,000 with an estimated ad value of \$25,000.

www.Travelquotidiano.com – Etnia travel concept – new and unusual itineraries, promoting RMI area and other lesser known areas. Readers: 9,000 with an estimated ad value of \$500.

United Kingdom: Suffolk Magazine (web with readership of 21,960), Let the West Win You Over, Frank Corless, Holiday in South Dakota with America as you Like it with an estimated ad value of \$331. Daily Express (web with readership of 1,323,141), The new face of American Adventures, Collette tour to South Dakota. Estimated ad value is \$19,984. Wales on Sunday (circ. 19,131 and readership of 57,393), Still wild in the American West, Roly Smith, with an estimated ad value of \$5,739. Sunday Mercury (readership of 85,614), Still wild in the American West, Roly Smith, with an estimated ad value of \$6,840. Sunday Sun, Newcastle, (readership of 102,309), Still wild in the American West, Roly Smith, with an estimated ad value of \$12,853.

Total estimated ad value for this report is \$181,910.

Outdoors

Worked with outdoors writer Glenn Wheeler on lodging. Will check with him on whether or not he got his turkey.

South Dakota Outdoors Twitter account has a total of 2,382 tweets and 4,181 followers. The South Dakota Outdoors Facebook page has 1,495 fans.

Film Office

On FilmSD.com, continued to update listings, posted one press release, and posted one casting call. Working on Dances with Wolves pages along with several other state agency pages. Will set a meeting with Highway Patrol to see how they would like to move forward.

Attended the Black Hills Film Festival and networked and connected with several filmmakers to pitch South Dakota as a destination for their films. Met with several filmmakers who are already considering South Dakota to shoot their project and guided them with the information they required.

Contacted festival producers in the state to request a proposal for funding from the Film Office by the middle of June.

Met with David Gonzalez in Pierre regarding his project that includes filming in South Dakota in October. Toured Pierre for possible locations they can use for several scenes. They will also be shooting in the Rapid City and Hill City areas.

Hospitality

Twenty-three entities in 15 cities received hospitality training grants that totaled almost \$23,000 for this program with sessions mainly in May and June.

Staff traveled to the Minuteman Missile NHS, the Ben Reifel Visitor Center in the Badlands, Cedar Pass Lodge, Lakota Ways and the Wounded Knee Museum in Wall, and Wall Drug for tours and meetings.

Information Centers

Held supervisors meeting on May 2 to discuss duties and the new travel season. Held fam tour for travel counselors from May 3-8 with stops in Hot Springs, Custer, Keystone, and Rapid City. Participated in Lit Swaps on May 7 and 8. Centers opened May 17.

Prepared initial shipments of literature and supplies to the Centers. Traveled to Valley Springs to assist with training and work with staff. Completed interview at Salem Information Center for new hire. Traveled to Wasta and Tilford to drop off supplies and train on #HiFromSD and worked with staff at Spearfish. Reviewed applications for additional new hires.

Researched several options for the mounts and card readers for tablets at the Centers. Upgraded current card reader plan with Innerfence, the developer of the card reader and application for mobile transactions of the CD travel series that we'll be doing at the Centers.

Photo/Video

Tourism photography: Buffalo Interpretive Center, Fort Pierre; Trail of Governors, hiking on La Ramboise Island, Zesto, Pierre; Lewis and Clark Lake, Westside Park, Meridian Bridge and hiking trails, South Dakota Kayak Challenge, Yankton; and Missouri River National Recreational Area.

Economic Development photography: Klock Werks Kustom Cycles, Mitchell; Applied Engineering, Kolberg-Pioneer, L&M Radiator, Truxedo, Easton Archery Center, Yankton; and Dakota Decoy, Builder's Choice, Polaris, and Masaba, Vermillion.

Attended Moab Photo Symposium in Utah, three days of presentations, lectures and in-the-field workshops.

Fulfilled requests for photos to *South Dakota Magazine*, Yankton; Glacial Lakes & Prairies Tourism Association, Watertown; South Dakota State Historical Society, Legislative Research Council, Department of Labor, Pierre; The Mammoth Site, Hot Springs; Outdoor Campus, Sanford Premier Center, Thurman and Thurman, Sioux Falls; Outdoor Forum, Aberdeen; Sisseton Chamber of Commerce; Dinosaur Park, *Visitor Magazine*, Rapid City; Sylvan Rocks Climbing School, Hill City; Klock Werks Kustom Cycles, Mitchell; HOG Magazine, Wisconsin; and *Canadian Traveller Magazine*.

Continued editing and inputting photos into Tourism database, current total is 18,033.

Tourism photography hit list: Ride Across South Dakota, hiking, rock climbing, Cosmos, Deadwood, Great Plains Zoo, Old Courthouse Museum, McCrory Gardens, Mammoth Days, Evans Plunge, and Founding Fathers Independence Hall.

GOED photography hit list: Governor's Golf Classic in June.

Tourism video: Shot video scenic overlooks in the Badlands as well as hiking and shopping there. Shot video of downtown Sioux Falls. Met with staff and L&S to discuss locations and logistics for a TV shoot in June in eastern South Dakota.

Other: Edited a new TV spot for the Fort Sisseton Historical Festival for Department of Game, Fish & Parks. Shot interviews with residents at the State Veterans home In Hot Springs to be used in the promotion of an endowment fund for the home.

Video Dubs and Loans: Sent finished videos to CheapFlight.com for use on their website. Sent Black Hills footage to KEVN-TV in Rapid City for use in promotions they are working on. Gave stock footage to VVI Interactive in Sioux Falls to use in upcoming videos they are producing. Put together a clip of Mount Rushmore footage to use with a piece for *Parents* magazine.

Video hit list for June: Work with staff on locations and setups for TV shoots and attend and oversee shoots. Setup shoots of rock climbing, scenic drives and fishing. Work on adding more video to social media.

Travel Market Advertising/Marketing

Attended daily internal marketing update meetings and discussed, reviewed and proofed, as needed, the following elements with the marketing team: May e-Target email; May Travelsmart; Events email; *Spirit of the West* co-op ad – German version; Giant Step 2-page spread for O Magazine; #HiFromSD – Peak social campaign; Billboard – Gun It with Benny Spies; Travel Effect Video Contest – reviewed and judged contestant entries; Twitter ad options; Rapid City Co-op – Lincoln full page ad and teasers for *Omaha* magazine; and Watertown Co-op – FSI.

Worked on making updates and getting final approvals from the partners for the Shoulder Giant Step magazine inserts co-op; ads will be placed in the following magazines: September issues of *Better Homes & Gardens*, *Oprah*, and *EveryDay* with Rachel Ray; and the September/October issue of *Midwest Living*. *Oprah* 2-page spread has already shipped. Working on final approval of the last three inserts before being shipped on June 6. Working on updates to TravelSD homepage images and copy.

Campaign Co-ops – Deadwood, Custer State Park, Black Hills & Badlands: Met with Custer State Park, Spearfish, Huron, and Watertown to review shoulder media plans and budgets. (Meeting with Deadwood is scheduled for June 9 for preliminary shoulder season media calendar.) Deadwood – approved pre-roll and final TV spot; Free Standing Insert (FSI) placed into Omaha World Herald, Des Moines Register, and Minneapolis Star Tribune on May 4. Custer State Park – approved two newspaper ads with different creative (kayaker and buffalo) to run in La Crosse Tribune and Eau Claire Leader Telegram on May 18 & 25.

Registration for Shoulder Great Getaways has closed with 43 partners. Collected partners' copy and photos. Once the layout has been completed, we will send proofs to partners for approval. Final piece will be sent to printer in mid-July.

Web Development and Digital Marketing

Consumer website – TravelSD.com: 60 vacation packages were listed.

Reviewed the Trip Advisor contract provided by MMGY and suggested options for next steps. We will be utilizing Trip Advisor's review widget for the launch of TravelSD. Approved the TravelSD Requirements document provided by MMGY; this document outlines many of the priorities for the new site regarding functionality, fields/forms, listings, design etc. Met with the MMGY team to discuss the industry portal and business listing clean-up process.

Research

Collected travel indicators and provided the reports to MMGY for the April Dashboard. Notified MMGY regarding a drop in inquiries, phone calls, and web traffic for April. Requested additional analysis in case we needed to make changes to media placements or creative.

Assisted an individual from the Cheyenne River Sioux Tribal Office with the latest tribal profiles from the U.S. Census Bureau.

Travel Shows

Will review the 2014 shows and make recommendations on which shows to attend for the 2015 season.

Publications

Updated content for the *Native – South Dakota – A Travel Guide to Tribal Lands* and ordered more than 33,000 copies. Guides will be distributed at the Information Centers and by request; a pdf was placed on TravelSD.com. Began updating the *Travel South Dakota's Tribal Lands* brochure, which will have the same distribution points as the guide.

Discussed Department of Tourism publications and downloadable pdfs available on TravelSD.

Made minor updates to the *South Dakota Grasses, Wildflowers & Crops* and a redesign for a pdf/downloadable-only brochure.

Fulfillment

Fulfilled 53 bulk shipments/requests: 935 South Dakota highway maps, 3,620 Vacation Guides, and 440 Native South Guide guides. Black Hills Works fulfilled 15,583 domestic requests. Fulfilled 192 international requests via MSI Worldwide Mail Service and 389 Canadian requests were emailed to MSI for fulfillment. Fulfilled 57 special packet requests via regular mail. Reviewed 2,992 emails from the Online Request Form.

Prepared a distribution plan for our official state highway maps since the map inventory level was low, and we needed to determine quantities to send to each Information Center and allow enough inventory for individual consumer requests.

Tribal Tourism

Wrote a report of the tribal tourism visit to the Yankton Sioux Tribe per request from the Tribal Relations Department Secretary, J.R. LaPlante.

Worked with staff to establish a website link for the 147th Annual Sisseton Wahpeton Oyate Wacipi for inclusion as the featured July event in the Events email that goes to specific Travelsmart subscribers. Consulted with the Sisseton Wahpeton Oyate tourism manager, Elias

Mendoza, to insure information we have is accurate. Information on the Wacipi was also added to the events calendar on TravelSD.

Worked with Lydia Four Horns to set up a visit to the Rosebud Reservation in late June.

Board of Geographic Names

Participated in a meeting in Pierre as a board member.

Governor's Tourism Advisory Board

Board members, regional tourism directors, and staff toured Akta Lakota Museum and Cultural Center and the SD Hall of Fame in Chamberlain during their May 13 & 14 Board meeting. Other agenda items included Secretary's Report, staff updates, and business reports by Board and regional directors. Board also discussed the Matching Dollar Challenge program. The next meeting is planned for September 3 in Pierre.

Governor's Buffalo Roundup

Planning continues for the Roundup, September 24-26, with the Roundup on September 26. Staff is working on designing print materials and finalizing the list of activities and tours for guests.

Governor's Invitational Pheasant Hunt

Hunt committee planning has started with monthly meetings. Contacted vendor regarding embroidery for Hunt items.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Designed a new Tribal Lands brochure to coordinate with the new Native SD Guides; will order 69,000 copies when printer has been selected.

Making a few updates to the official state highway map and will send files to printer by June 3. Project is out on bid. Plan to order 500,000 maps.

Designed two ads for *Spirit of the West*, a German magazine with Crazy Horse Memorial, Rapid City, and Tourism as partners. Each ad will run twice, and two ads will alternate – one will feature Mount Rushmore and the other will feature Native American culture.

Received shipment of 34,551 copies of the *Native – South Dakota – A Travel Guide to Tribal Lands*.

For GOED: Designed an oversized postcard to promote South Dakota Manufacturing Week; order of 1,200 full-color postcards has arrived in the office.

Designed GOED presentation folders for staff, which have been delivered to the office.

Governor's Invitational Pheasant Hunt: Working with Pheasantland Industries on gift ideas for guests and working on design for invitation mock-up.

A. McCloud:

For Tourism: Redesigned the information packet envelopes that we use to mail Vacation Guides and other materials; it was checked by the USPS and by Central Mailing to make sure that it met their design codes and regulations.

Will design the shoulder Great Getaways newspaper insert co-op; inserts will be dropped in the target markets on August 1.

Tourism ordered an external hard-drive that was big enough to store all of the Information Center panels. Continue to work with DOT on installation process and schedule; at this time, Chamberlain panels have been completed and those panels will be delivered by the Bumblebee truck. DOT has the files for the next three Centers.

For GOED: Ordered and delivered business cards for three staff.

Have received final copy for the Governor's Buffalo Roundup invitation; working on design.

T. Meise:

For Tourism: Created window clings, post-its, and Information Center letters for the #HiFromSD campaign.

For GOED: Designing an 8-page booklet for the GOED Finance Programs; final digital will be sent to the printer on June 12 with delivery expected in-house by mid-July.

For the Governor's Office: Designed the invitations, name tags, event signage, event brochure, gift tags, and thank you cards for the Governor's Golf Classic in June. All pieces are back from the printer and ready for the event.

M. Ganschow:

For Tourism: Attended daily internal marketing update meetings and discussed, reviewed and proofed, as needed, the following elements with the marketing team: May e-Target email; May Travelsmart; Events email; *Spirit of the West* co-op ad – German version; Giant Step 2-page spread for *O Magazine*; #HiFromSD – Peak social campaign; Billboard – Gun It with Benny Spies; Travel Effect Video Contest – reviewed and judged contestant entries; Twitter ad options; Rapid City Co-op – Lincoln full page ad and teasers for *Omaha* magazine; and Watertown Co-op – FSI.

Project Review/Proofing: Packet envelopes – updated design and reprinted; #HiFromSD campaign – print pieces for mailing to industry; Governor's Golf Classic – miscellaneous print pieces and event signage; GOED Manufacturing Week postcard; photo notecards – new images and reprint; Hunt Prairie Art Showcase postcard; and e-FYI Newsletter.

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 handwritten note and South Dakota promotional items; compiling minutes from the April 23 Hunt meeting; compiling minutes from the May 6 Roundup meeting; placed order for Information Center name tags; placed order for Governor's Golf Classic; compiled remaining Roundup copy for invitation from staff into final Word document and routed to designer for layout; and drafted timeline for the Shoulder Great Getaways and routed.

In Progress/Upcoming Projects: Tourism and co-op ad marketing campaigns; Tourism/GOED projects – planning, timelines, creative needs, assignments to designers (in progress: Information Center panels; Welcome signs design; Governor's events planning and materials – Golf, Roundup, Hunt; Tribal Lands brochure; state map – minor copy updates and reprint; GOED Finance Piece; custom flash drives; shoulder Great Getaways; 2015 Tourism Conference planning; and research/order giveaway promo items.

T. Friedeman, Creative Strategies Manager:

For #HiFromSD social campaign, assisted staff with coordinating orders on window clings, lapel buttons, information sheets for Information Center staff, and Post-It Notes.

Received approval and purchased Adobe Creative Cloud for Photoshop/Lightroom and each iMac.

Coordinated embroidery for Golf Classic, June 18-19; items were delivered late May.

Logo and photo requests: Sent vertical Capitol images to the SD Peace Officers Association for their next publication cover. Pulled four windmill shots for HMS Enterprises for a postcard design for a client. Pulled Mount Rushmore National Memorial images for Zoom Soda and Candy in Rapid City for a candy wrapper design.

Pulled images for South Dakota Content for Wedding Style Magazine. Pulled a variety of event images for *Ag Week* magazine for their next issue, which is distributed in North Dakota, South Dakota, and Montana. Pulled several scenic location shots for the South Dakota Association of Fundraising Professionals. Sent Oahe fishing photos to writer Phil Monahan in Utah, for a story he's working on. Sent Mount Rushmore image to Bureau of Information and Telecommunications for use on a new SharePoint site they're setting up for state employees.

Projects in Preparation/Ongoing: packet envelopes are in production; coordinating efforts on the highway map reprint including corrections, bidding and working with designer and Department of Transportation on map files; will print 500,000 maps for delivery in late June.