

HOSTING

Rapid City Area Hospitality Association News

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NOTES FROM NANCY

Nancy Brady, Editor

ROGER BROOKS FINAL

Roger Brooks has made two presentations to Rapid City area business people on a branding for our town. Coming up is the last presentation, and you surely want to hear the summation on April 21 at noon, LaCroix Hall in the Civic Center. The event starts with a luncheon and continues until 3pm.

Luncheon cost is \$10.00. If you haven't attended any of the two previous presentations, you will want to see this one, as it affects all of the city and all businesses. It is most important

that our industry know what is being planned for downtown Rapid City, and the brand affixed to it. Make your reservations now with the CVB. You may RSVP Lisa Storms at 718-8487 or storms@visitrapidcity.com.

BLACK HILLS BADLANDS LIT SWAP

On May 7, 2008, the Black Hills Badlands & Lakes sponsor their lit swap—a chance for everyone to get

their brochures into the hands of everyone else and the rest areas. For those who do not participate; you are missing a good bet. Where else can you get your materials into the hands of other businesses and attractions, not just around the hills, but into neighboring states? Costs to mail are high—cost to register for the Lit Swap—just right.

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PO Box 2731 • Rapid City, SD 57709

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“Creating Moments of Magic in the Black Hills” Customer Service Training

What?: This Customer Service Training Seminar will allow attendees to walk away with specific ideas, strategies and concepts to build the strongest possible relationships with their customers, clients and fellow employees. This exciting program mixes important information with entertainment, humor and magic.

Speaker: Shep Hyken is a nationally known writer, author and professional speaker. Shep has worked with Marriott Hotels, Anheuser-Busch, American Express and numerous Chambers, CVBs and tourist destinations. For more information on Shep visit www.hyken.com

When?: Wednesday, May 21st 10 am to noon at the Rushmore Plaza Civic Center theater.

Followed by “Tourism Week Luncheon”

—Recognition of Office of Tourism’s “Great Service Star” recipients for 2008

—Local Tourism Awards

Sponsored by: Black Hills, Badlands and Lakes Association, Rapid City CVB, SD Office of Tourism, Custer State Park, Sturgis Motorcycle Rally Department, Custer Area Chamber of Commerce and Hot Springs Chamber.

Cost: \$15.00 per person, includes lunch

Pre-registration is required. Register by May 19th

To reserve space: Call 605-355-3600, Fax 605-355-3601 or Mail to: BHB&L 1851 Discovery Circle, Rapid City, SD 57701

President's Message

Ginny Wagner



I am so excited about something I want to share with you. I attended my GM Conference in Denver this past month and was fortunate enough to be introduced to a gentleman by the name of Carr Hagerman. He is the coauthor of a book called *Top Performer, A Bold Approach to Sales and Service*.

Mr. Hagerman is not only an author but a street performer and a leadership consultant. In his book he uses the street performer as an image of engagement, connection and natural energy. The book coins the term "Claim Your Pitch" which describes the action a performer must take to "own" the stage or performing spot they wish to occupy. Any job can be seen as a pitch and

the power of our claim over what we do will decide the kind of energy and connection we have with others.

He talks of developing and sustaining natural energy in our relationships and in what we do. If you have a chance to read just one book, please choose this one, it will change the way you think. You will find yourself saying over and over, "I think he is talking about me."

I would also like to take this time to welcome Ms. Nancy Brady to the healthy world. She gave us quite a scare but I can tell you she is definitely back to her old feisty self. Oh, how I would have missed that.

Ginny Wagner
President
Rapid City Area Hospitality

OUR ASSOCIATE MEMBERS

When you have a need or your guests ask for recommendations or suggestions, think of our friends and associate members first. They support us—

LET'S SHOW OUR APPRECIATION.

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Ted Norman - A G Edwards
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BH Chemicals
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Michelle's Memos *Michelle Lintz, CVB*



Meet Our New Webmaster – Kimberly Schubert

Kim Schubert joined the CVB staff March 24th as the new Webmaster. Kim is a life long resident of Rapid City. She graduated from Black Hills State University with a BS in Mass Communications. Having worked in the tourism industry for the last four years as the webmaster for Black Hills, Badlands and Lakes Association, she is already familiar with our on-line efforts.

Kim does spend some of her free time moonlighting at Jerry's Cakes and Donuts. When she isn't working she enjoys watching movies, shopping and spending time with her friends and family.



Kim Schubert

Marketing to Niche Groups – presented by Paul Spiewak (CEO of TRN)

Paul Spiewak, a WWII veteran and a retired corporate executive conducted a presentation about how to market to niche groups in Rapid City on Tuesday, April 1, 2008.

As a military veteran, Paul started the Reunion Friendly Network in 1992, as a way for planners to share ideas and offer suggestions on how to plan a military reunion for the various branches of the service. Since that date, the RFN is going strong with approximately 16,000 members.



Paul presenting on how to market to niche groups

(Notes from Nancy, continued from page 1)

Cost: Member \$25—add \$15 for the 2nd worker.

Non-member swapping—\$50, add \$15 for 2nd worker.

Non-member not swapping—\$25.

Set up in the back of the Civic Center—2:30pm;

Paul decided it was time to get out and thank the many convention and visitor bureaus throughout the US, for their support. Paul and his wife Joan will have traveled 7,500 miles and shared their presentation with 25 CVB's, in a span of seven weeks. That's a lot for Paul, considering he's 82 years old.

The Rapid City Convention and Visitors Bureau would like to thank the hoteliers, tour companies and attractions for attending this very worth-while presentation.

Older Americans Frequent Travelers

Boomers (62%), age 42-60, took two or more trips within the U.S. during the prior year, compared to 55 percent of matures, aged 61 and older, according to Focalyst. Combined, the two groups took 340 million trips during 2006, the equivalent of one trip for every American.

Boomers' and Matures' international travel activities are similar. A third of each group (33%) took two or more international trips during the prior three years. Nearly the same proportions (66% for boomers and 68% for matures) didn't make any international trips.

Overall, older consumers don't start traveling less until they reach their 70s and 80s. During the coming year, 81 billion boomers and matures will take a trip, spending a total of \$128 billion on their next trip alone.

When planning their trip, nearly all boomers (96%) and matures (88%) rely on word-of-mouth for ideas. They also shop around—38 percent say it doesn't matter which airline they use, 36 percent don't care which hotel company.

Source: Research Alert, August 17, 2007, Vol. XXV, No. 16

Taken from National Tour Associations The Trend. © Copyright 2007 National Tour Association

SAVE THE DATE
Monday, April 21, 2008 • 12pm
Rushmore Plaza Civic Center
Final Presentation by Roger Brooks
of Destination Development, Inc.

Swapping at 3:00pm; and at 5:00, let the party begin. Beer, soda, and pizzas plus lots of visiting before the season opens up!

Be sure your brochures have the approval of the Dept. of Tourism—It's a new rule.



Rapid City Area Hospitality Assoc.
 PO Box 2731
 Rapid City, SD 57709

RCAHA Mission Statement - *The Rapid City Area Hospitality Association is committed to provide its members with education, resources, and services in order that they can better serve their customers and guests, exceeding both member and guest expectations.*

Upcoming Conventions/Events:

April 2008

April 17-20	American Indian Science & Engineering	150 ppl
April 19-20	SD Alcoholics Anonymous Association	400 ppl
April 23-25	National Relief Charities	400 ppl
April 23-25	SD Engineering Society	150 ppl
April 24-27	Veterans of Underage Military Service	200 ppl

May 2008

May 2-3	SD State Historical Society	120 ppl
May 7-8	Community Transitions	130 ppl
May 13-18	Society of American Travel Writers	100 ppl
May 14-16	Natl. Assn. of Insurance & Financial Advisors -South Dakota	100 ppl
May 14-16	SD Fraternal Congress	125 ppl
May 15-17	SD High School Activities Association	--

(Notes from Nancy, continued from page 3)

DID YOU PAY YOUR DUES?? IT'S MAP TIME

It is time again for the new map to head out to the printers. If you didn't pay your dues, you are not going to be on it. I guess you know by now if you did or didn't; but you can still pay up and make the map deadline with a call to me—and, of course, your check!

MAY DINNER MEETING

We are going into the jungle for the final meeting before summer—a nice outdoor party at the Reptile Gardens, sponsored by the Convention & Visitors Bureau, with Johnny B as our host. More details on the final meeting as it unfolds.

MEMBERSHIP DINNER MEETING

Tuesday, April 22
Canyon Lake Chophouse
5:00-6:00 PM - Social
6:00 PM - Dinner (\$15)
6:30 PM - Meeting • Speaker

Reservations required. Call Ann at 348-6907 before noon, April 21. NO SHOWS WILL BE BILLED.



Calendar information provided
 by Rapid City CVB.