

HOSTING

Rapid City Area Hospitality Association News

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NOTES FROM NANCY

Nancy Brady, Editor

CONGRATULATIONS COMFORT INN

The Comfort Inn on N. LaCrosse Street has received the 2010 Gold Hospitality Award from Choice Hotels International. The award recognizes top-performing properties among the company's more than 4,800 U.S. franchised properties. Congratulation General Manager Diane Huber for the good work!

DINNER MEETING JUST FOR YOU

We are following your instructions from our poll that said we needed to have speakers for the meetings. Well,



HOSTING

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BOARD OF DIRECTORS:

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John Brockelsby Diane Huber

we have for the last two meetings, and there was not an influx of members to either one. Now, we have a speaker and a new steak house to go with it.

The Lost Steer Steak House is preparing a super prime rib dinner in an intimate setting to go along with our speaker. Let's get it together and make your reservations now – call Ann at 348-6907.

FACTS QUOTED FROM S.D. TOURISM DEPT.

I-90 Rest Area surveys:

South Dakota was final vacation destination – 63%

Days in South Dakota. – 5.4

Size of travel party – 3.11

Total Spending per day - \$191.04

60% of those who vacation are between ages 35 – 54

78% of those who vacation in South Dakota earn more than the national income.

Almost half of those who booked attractions are between 35-44 years old.

Economic Impact:

Annual Visitor Spending:
\$962,700,000

Pennington Co. tax - \$272,9,991
(0.5%) change

Sales tax from visitors: \$25,488,000
(8.6%)change

Travel Industry Employment: 33,956
(0.7%) change

Visitor spending by region:
Black Hills Badlands & Lakes
\$550,000,000 (1.3%) change

State gasoline tax:
\$25,520,000 (14.4%) change

Employment Created – 33,956
(0.7%) change

Top States with Web traffic:
in order, Colorado, Wisconsin, Iowa, Minnesota, New York, Texas, Nebraska, California, Illinois, South Dakota

State Parks visitation:
6,773,430 (7.0%) up

MONTHLY MEMBERSHIP MEETING TUESDAY, FEBRUARY 23

THE LOST STEER
STEAK HOUSE (S. HWY 16)

SPEAKER

CAMERON HUMPHRIES – AIRPORT

5:00 – 6:00pm Social

6:00 – 6:30pm Dinner
(Prime Rib \$15.00)

6:30pm Meeting

Reservations required – call Ann
348-6907 by Friday, Feb. 19

No Shows Will Be Billed

President's Corner

Bob Hodet

Wow!!! What a Stock Show, This is the first time in years that the weather really cooperated, I can only think of one small snowfall, and guess what, the Highway Dept. actually kept the streets and Highway passable. I have called around and found that most hotels were full or nearly full. This is great and I do hope that the local attractions and restaurants that were open were also able to reap the benefits.

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President's Corner, from page 1

As is normal, February still tends to be a soft month for the Hospitality Industry with the exception of some basketball and hockey Tournaments. This is a good time to get caught up on our paperwork for the coming summer and the hopefully very busy tourist season.

The Board will be attending a day long retreat in Deadwood on the 9th of February and we will be opening discussion on our plans for the up-coming year. One of the main points we will be reviewing is the opening up of membership to the local restaurants. It is our goal to co-op with them in giving the

visitors a great one stop information avenue.

This letter will be short as I do not have to report until after the retreat, but I will assure you that the next letter will inform you all of the great ideas the Board will try to tackle in 2010.

Bob Hodet

Michelle's Memos *Michelle Lintz, CVB*



CVB staff recognized for great service in 2009

The Governor's Hospitality Program recognizes visitor industry people who provide outstanding service to our guests. For 2009, ten staff members of the Rapid City Convention & Visitors Bureau and four from the Rapid City



Area Chamber of Commerce received the Governor's Great Service certificate.

The staff was presented with certificates signed by Governor M. Michael Rounds, Secretary of Tourism and State Development Director, Richard Benda, Tour-

continued on page 3

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—

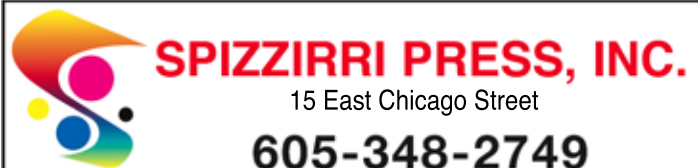
LET'S SHOW OUR APPRECIATION.

- 1st National Bank
- Ted Norman - A G Edwards
- Agents of Insurance
- Al Cornella Refrigeration
- BH Badlands & Lakes Assoc.
- BH Power & Light
- BH Chemical & Janitorial
- BH Federal Credit Union
- Boston's
- Casey's Auto Rental
- Central States Fair
- Certified Folder Display Service
- Chexcel
- Clean Tech of the Black Hills
- Coca-Cola Bottling Co.
- D & R Service, Inc.
- Dakota Bank
- Dakota Business Center
- Epic Outdoor Advertising
- Golden West Tele Tech, Inc.
- Gold Pages Publishing, Inc.
- Highmark Federal Credit Union

- Hospitality Central, LLC
- Lamar Advertising
- Midcontinent Communications
- Mid Continent Testing
- Mr. Print
- Dakota Party
- Pioneer Bank & Trust
- RC Chamber of Commerce
- Rapid City CVB
- Roger Frye Paint & Supply
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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.*

Michelle's Memos, from page 2

ism Advisory Board President, John Brockelsby and by Executive Director of the RCCVB, Michelle Lintz.

Those receiving the certificate included:

Michelle Lintz, Sandy Heintz, Michelle Thomson, Lisa Storms, Julie Jones, Megan Deschamp, Julie Glasford, Erika Oyler, Lucy Weisgram, Haylee Weisgram, Stevie Wessel, Sara Rankin, Suzanne Hamilton and Debbie Leber.

Also for 2009, the Convention & Visitors Bureau once again received the Governor's Great Service Star designation from the South Dakota Office of Tourism. This program is a way to identify and recognize businesses that complete a set of service-related criteria. Businesses meeting the criteria are awarded a symbol to use in their marketing and post at their business to demonstrate to visitors their commitment to "Great Service." Receipt of the Great Service Star designation automatically qualifies a business for consideration for the George S. Mickelson Great Service Award, which the CVB received in 2002.

Domico Rodriguez named new Sports & Events Sales Director

Domico graduated from BHSU with a Mass Communication with an emphasis in sports broadcasting, minor in speech. Has lived in the Rapid City area for the last three years and Spearfish for the previous ten. Domico has most recently worked for the Rushmore Plaza Holiday Inn as a Sales and Catering Manager. 2010 will be a big year for Domico and his fiancé Jamie as they are expecting their first child in May while planning their wedding in August. Domico's interests are attending sport-



Dominco Rodriguez

ing events of all kinds and is a basketball referee and avid golfer in his free time. Domico's knowledge and passion for sports will allow him to be a perfect fit for the position of Sports and Events Sales Director.

Helping a Frustrated Customer Save Face

It can be easy for fast-food servers, under the gun to quickly serve an endless sea of impatient customers, to short change or shunt aside those with special problems or needs- customers who risk slowing their assembly-line efficiency. But employees with the presence of mind and openness of heart to lend a hand in such special circumstances are those we tend to remember, and cherish.

I will never forget one such server I encountered at a Wendy's restaurant on University Avenue in St. Paul, MN. I was on my way to an evening meeting and running a bit ahead of schedule. So I thought I'd have enough time to stop in at a Wendy's for dinner. The line in the store looked short, so I pulled in.

Directly in front of me in line, a disheveled-looking woman with two young children waited at a register. The woman kept pointing to the items on the 99 cent menu, asking questions about each one. I could see the register employee getting frustrated with her questions. That's when the manager came out from the kitchen.

The manager first waved the next customer to the register, and then, smiling, and friendly, proceeded to stand next to the menu and point to and explain each menu item to the woman and her children.

I was puzzled until I finally realized what he so clearly understood. With respect and dignity, this Wendy's manager gave his customer all the information she needed, without forcing her to admit that she couldn't read the menu.

Taken from Tales of knock your socks off service: inspiring stories of outstanding customer service/ Kristin Anderson, Ron Zemke

Upcoming Conventions/Events

February 2010

Feb. 19-21	West River 8-Ball Tournament	400 participants
Feb. 20-21	Black Hills Power Shoot-Out Basketball Tournament	1400 participants
Feb. 23-25	USDA – Rural Development	85 delegates
Feb. 24-28	SD State Dart (Soft-Tip) Tournament	4000 participants
Feb. 26-27	SDHSAA – A Wrestling	
Feb. 26-28	Rushmore Hockey Association – Girls Jr. Varsity State Tournament	105 participants
Feb. 27-28	Rushmore Gymnastics Invitational	230 participants

March 2010

March 3-6	SD Auto Body Association	200 delegates
March 5-7	Counts of the Cobblestone Car Club - Car Show	8000 attendees
March 12-14	Rushmore Soccer Club – President's Cup Tournament	1300 participants
March 12-14	West River Team 8-Ball Tournament	400 participants
March 13-16	National Farmers Union	200 delegates
March 17-21	SD State Valley 8-Ball Pool Tournament	1500 participants
March 18-20	SDHSAA – Boys AA Basketball	



Calendar information provided by Rapid City CVB.