

# HOSTING

## Rapid City Area Hospitality Association News

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## Visitor Center Stays in Place

Nancy Brady, Editor

The city has retained the Visitor Information Center and Black Hills Badlands & Lakes will stay where they belong. This was decided by the City last week. However, the size of the area reserved for the Visitor Information Center will be reduced to only two acres, cutting down the parking area.

This will leave land available on the south side and the north side of the facility for future development. It will be developed on the east side also, with possibly some shared

parking. There could be some configuration of the road leading to the VIC, but a through road from La-Crosse street would provide more accessibility.

Projecting an additional two new hotels on the north side of Interstate 90, along with an additional two more hotels on the south side of the interstate, properties in Rapid City should be aware of how they might sharpen their advertising and businesses for the upcoming competition.

One writer in the Rapid City Journal made this observation as he was returning from the east: "One of the first signs referring to the Black Hills was a sign stating 'Mount Rushmore exit 61'. I started counting signs directing travelers to bypass Rapid City and counted nearly 30 such signs. These signs were for cities, a cave, motels and a museum in the Mount Rushmore area. I remember only two signs suggesting exiting elsewhere, in one case for Highway 16."

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### BOARD OF DIRECTORS:

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## Mount Rushmore History Association Featured on Lands' End Cover

Staff members of the Mount Rushmore History Association (a committee of the Mount Rushmore National Memorial Society) were featured on the cover of the recent *Lands' End Business Outfitters* magazine. The organization was also featured with a two-page spread with additional pictures of the group and an explanation of the History Association's mission.

This opportunity came about when Operations Manager Megan Matzen entered the organization in a *Lands' End* contest for free apparel. They lost that contest, but were contacted later to be part of a photo shoot with a photographer who was competing for the cover shot of the magazine. Fortunately, the photographer snapped the winning shot.

Pictured in the photo are Back Row: Bookstore Employees Ed Hill and Barb Pflaum, Megan Matzen, Administrative Assistant Donna Farnsworth. Front row: Managing Director Brenda Hill, Bookstore Employee Byron Williams and Publications Manager Debbie Ketel.

## President's Message

Ginny Wagner



As I write my newsletter for the month of November we are just days from Thanksgiving. It will be days spent gathering with family and friends, sharing good food, lots of shopping, and football. Activities I surely do not get to do enough of. (OK, maybe not the football.) So I will start off by wishing everyone

a HAPPY THANKSGIVING, may you be able to share it with the people you care about.

RCAH meet for the first time with new board members, it is exciting to see new faces full of ideas but somewhat bittersweet as we will miss the board members who have moved on for one reason or another. You know who you are and we wish you much success.

It is a time to be thankful, thankful for those who volunteer their pre-

cious time to continue the success of our organization. For your dedication as a board and as members I am extremely grateful.

Try not to eat too much turkey and if you do there is nothing like a good walk—or better yet a nap. Happy Holiday!

Ginny Wagner  
President, Rapid City Area  
Hospitality Association



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### 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 Chemicals  
Boston's  
Casey's Auto Rental  
Central States Fair  
Certified Folder Display Service  
Chexcel  
Clean Tech of the Black Hills  
Coca-Cola Bottling Co.  
Computers, ETC  
D & R Service, Inc.  
Dakota Bank  
Dakota Business Center  
Ecolab  
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Roger Frye Paint & Supply  
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Rushmore Photo & Gifts  
Rushmore Plaza Civic Center  
Schmid Insurance  
Security First Bank  
SD Campground Association  
Time Equipment Rental & Sales  
United Building Center  
UPS Store  
US Bank  
Western Souvenirs  
Wells Fargo

### OFFICER CHANGES

V-President - Debbie Fieler - Country Inn & Suites  
Treasurer - Kathy Johnson - B.H. Caverns  
Secretary - Chris DiMaria - Putz 'n Glo  
Historian - Conrad Rupert - The Maze

### DIRECTORS -

Lynn Seifert - Grand Stay Residential Suites  
Diane Heinis - Comfort Inn  
Denise Mahar - Old McDonald's Farm  
Cindy Olsen - Hospitality Central  
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Laura Jones - Ft. Hayes Chuckwagon  
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## Michelle's Memos *Michelle Lintz, CVB*



### Mount Rushmore History Association Wins 1st Place!

Congratulations to the Mount Rushmore History Association! On November 8th, the Mount Rushmore Audio Tour: Living Memorial was awarded first place in the audio tour division of the National Association of Interpretation 2007 Media Awards. Over 12,000 people have taken part in this self-guided tour in the last year. It incorporates a lightweight handheld wand which features narration, music, interviews, sound effects and historic recordings. The tour and accompanying brochure and map are translated into Spanish, German and Lakota. French will be added in the summer of 2008.

### Customer Service Stories—

#### *Salting Away a Snowbound Customer's Pain*

A customer called the Ace Hardware store in Friday Harbor, WA, an island off the state's coast, in a state of panic. A rare, late spring snowstorm had boxed him in and threatened to cost him an important meeting back on the mainland. The man couldn't get out of his driveway due to the slippery incline, and desperately needed to catch the morning ferry—a very large order hung on his ability to make the meeting. Trapped in the drive-

way, he had called an Ace store hoping for a delivery of sidewalk salt. Ace employee Gerry Larson took the call, assuring the customer someone would get out to him right away.

Sure enough, David Hayworth drove out to the customer's home through the accumulating snow, and not only delivered the salt, but applied it to the entire driveway so the customer could make a hasty escape and catch the boat to the mainland.

The customer was so grateful that when he returned that evening, he not only sent back a long thank-you note, but attached it to a gift of assorted gourmet jelly beans for David.

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

## REMINDER!

**2008 Governor's Conference on Tourism  
Destination 2010: Driving Forward**

**January 16-17, 2008**

**Ramkota River Centre, Pierre, SD**

**Registration and Schedule  
information coming soon!**

**For More Information Contact Nicole Gall or  
Melissa Bump at (605) 773-3301**

*(continued from page 1)*

It is time for the Rapid City businesses, whether in the visitor industry or otherwise, to be proactive and protect our city and our properties. These issues need be taken from the Downtown Association to Mount Rushmore Road, Highway 44 west, and all that are west of Exit 61. This bypass has been planned for many years, so it should not be a surprise to anyone that we could lose business. Stop waiting to see if it affects our community—start planning.

### CHRISTMAS PARTY - DECEMBER 13

Yeah! Another reason to get together. The annual Christmas party will be held at the Hampton Inn starting at 5:30 in the evening, followed by dinner at 6:30. A gift exchange, for sure—hold your spending to \$10 or less. If you don't want to participate (bah, humbug), you don't have to, Scrooge. (smile)

Of course you are welcome to bring your valuable help as a holiday gift to them, your friends and Mom

and Dad. We enjoy meeting the family and front-of-the-house specialists.

We are planning some entertainment and a fabulous dinner (\$15). Usually we are off into the night by 8:30pm.

Make your reservation with Ann at 348-6907 by noon Wednesday, December 11.

### DOWNTOWN OPEN FOR CHRISTMAS

The Downtown Association announced that they will initiate a Super Sunday program starting December 2.

The retail stores will be open on Sunday, December 2nd, from 11am to 4pm for your shopping convenience.

I'm sure you will read it in the paper, also. Starting December 7, Tuesday, Friday, and Saturday the stores will remain open in the evening. The downtown area is a great place to get the gift that is unique, the clothes not shown in every mall, and art that makes a great gift. Start using the downtown before it disappears altogether.



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:

### November 2007

Nov 28-29	SD Association of Realtors	50 ppl
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### December 2007

Dec 1-2	Cougar Classic Basketball Tour.	900 participants
Dec 6-7	Rocky Mt. Master Mechanics Association	300 ppl
Dec 19-22	Lakota Nations Educational Conference	700 ppl
Dec 19-23	Oglala Sioux Tribe Stress in the Workplace	100 ppl
Dec 20-21	Porcupine School	100 ppl
Dec 20-22	Lakota Nation Invitational	2600 participants
Dec 20-22	Oglala Sioux Tribe Employee Assistance Program	200 ppl



Calendar information provided  
 by Rapid City CVB.

## WHERE IS IT AND HOW DO I GET THERE?

The Old South Dakota Governor's Mansion is located on Anderson Road, off Highway 44 East.

Because of construction on Highway 44, take a left on Longview road (about a mile past Jolly Lane). then a right on Anderson Road. It sounds confusing, but it is not. Left on Longview, right on Anderson Road.

The Mansion is all decorated for the Christmas season to get you in the mood for the holiday, with a promise that chicken will not be served (trash those leftover turkeys). If you haven't visited this site, now is your chance to see the restoration of this historic building.

## NOVEMBER DINNER MEETING THE OLD SD GOVERNOR'S MANSION

Tuesday, November 27

5-6pm - Social, 6:00-6:30 - Dinner (15.00)

Meeting - 6:30pm

Reservations Required - Call Ann 348-6907

before noon on Monday, November 26.

No Shows Will Be billed