

BLACK HILLS BADLANDS & LAKES ANNUAL MEETING OCTOBER 31

Nancy Brady, Editor

Each year an invitation goes out to the members of the BHB&Lakes Association to attend their annual meeting, and it is always a good one. It's a wonderful time to meet up with your fellow touristy friends and catch up on this past summer. Of course, there is always an election of officers and board members, plus much more information on the workings of the Association and the plans for the upcoming season.

Rumor had it, and now it is confirmed, that the FAA (Family Approved Attractions) will no longer be

an association within the BHB&Lakes Association. It was a surprise to some that this very well organized and trusted affiliate in the tourism industry will no longer exist.

The board decided that all attractions will be able to advertise and have a place on the Black Hills map. Of course, I'm sure the Board of Directors will have some restrictions on their new members and charge for any attraction who wishes to be identified on the map.

Your editor has a million questions about this move, which is none of my business, but it may be yours.

Most viable attractions in the area west of the Missouri were members,

AND highly motivated to keep their attraction in great shape to qualify for Family Approved status. What if membership from these attractions falls and the attraction of the South Dakota Vacation Guide loses its mainstay. Visitors who come to visit the Black Hills do not come just to see Mt. Rushmore and Crazy Horse. If they did, they would be gone in one day.

The attractions are keeping the visitors here for the two or three days; conventions come because this is a great family place; and family reunions are a staple because participants are made aware of the great diversity the local attractions.

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HOSTING

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BOARD OF DIRECTORS:

Past. President - Sean Casey

President - Ginny Wagner

V-Pres. - Amy Thompson

Secre. - Kathy Johnson

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Historian - Mick Wysuph

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Conrad Rupert

Diane Heinis

Debbie Fielor

Danielle Langston

Carrie Bowers

Chris DiMaria

ELECTION OF OFFICERS AT THE OCTOBER 23 DINNER MEETING!

President: Ginny Wagner - Hampton Inn

V-President: Mick Wysuph - Attraction Tours

Treasurer - Kathy Johnson - Black Hills Caverns

Secretary: Chris Dimaria - Putz & Glo

Historian: Conrad Rupert - Black Hills Maze

Officers - 1 year - Lynn Seifert, Grand Stay Residential Suites

Officers - 2 year - Denise Mahar, Old McDonalds Farm

Cindy Olsen, Hospitality LLC

It would be wonderful to see a full house for this election—a way to greet and meet our new board members and get to know their businesses.

Our last dinner meeting was a huge success, with the most wonderful dinner at the Holiday Inn Rushmore Plaza, and a presentation by the TDG, advertising firm who put together the package for the BID Board who decide where your room tax is spent.

Make your dinner reservation today! We had a great dinner last time at the GrandGateway—they'll do it again.

President's Message

Ginny Wagner



Well Nancy just called and said my President's letter for hosting was due last week. That is the way my life is lately, everything due last week.

There are so many events and issues in Rapid City. However I do not want to be redundant, so read the Executive Secretary's Report so I can immediately get to what is most important to me at this moment.

I AM GOING ON VACATION. That's right folks; I get to see how the other half lives. Now those of you who know me well are familiar with my annual trip to the Lake of

the Ozarks. This is a girls' trip, no husbands, no kids and no work cell phones. I will travel through Missouri and Arkansas hitting every quilt shop and arts and crafts fair that these two states are famous for.

Now my husband (who is also going on vacation but chooses to spend it hunting) says to me, "You have so much artsy-fartsie stuff and enough fabric that we can't even get the doors closed. Don't buy anything."

I thought, "has he lost his mind?" That would be like me saying to him, "You can sit in that tree stand for a week freezing body parts off but if you see an eight point buck, don't shoot it." OK, maybe this is too much information . . .

My point is . . . while I am gone for nine whole days, I will be staying at hotels, eating in restaurants and visiting many attractions. I promise you I will take lots of notes and be only too happy to share my hospitality experiences. I know the importance of this trip, it feeds my soul; it makes me a better partner personally and professionally.

Do we realize what we do in our industry is so important that it can really make a difference; and that we may be feeding someone else's soul? Think about it.

Ginny Wagner
President, Rapid City Area
Hospitality Association

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
Epic Outdoor Advertising
Equipment Service Professionals
First Western Bank
FTC Laundromat & Dry Cleaners
Gillette Dairy of the Black Hills
Golden West Tele Tech, Inc.

Gold Pages Publishing, Inc.
Highmark Federal Credit Union
HRS Foodservice
Lakeside Dairy
Lamar Advertising
Midcontinent Communications
Mid Continent Testing
Mr. Print
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Pioneer Bank & Trust
RC Chamber of Commerce
Rapid City CVB
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Michelle's Memos *Michelle Lintz, CVB*



State Honors CVB Staff

For the 2007 season, several Convention and Visitors Bureau staff members received Governor's Certificates of Recognition. Michelle Lintz, Sandy Heintz, Lisa Storms, Julie Jones, Michelle Thomson, Melissa Borst, Nicole Woolridge, Susan Geisel and the CVB's registration ladies were recognized by Governor Michael Rounds, the Governor's Tourism Advisory Board and the South Dakota Department of Tourism and State Development for providing great service. Recipients received a letter from the Governor and a certificate in recognition of outstanding performance in hospitality and customer.

His name was Freddie

An employee at the Inn at the Park Hotel in Anaheim, CA—known to us only as Freddie—went beyond service excellence to give a customer something even more rare and valuable: personal trust.

Freddie, a registration desk attendant, was approached by a hotel guest who had lost her watch at the hotel swimming pool. She asked if anyone had turned in a watch matching her description. Freddie checked and said no watches had been found, but assured her he would

let her know if that changed.

Realizing that the guest might have some trouble keeping her appointments for the day without a timepiece, Freddie offered to lend her his own watch until hers turned up, or until she could replace it. She accepted his generous offer.

The customer's watch was never found. But Freddie's friendly concern and willingness to trust a guest turned what could've been remembered as a bad day into a surprisingly delightful one.

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

REMEMBER THE DATE!

**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**

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The make-up of this past board leaves me questioning: What Were You Thinking? Since a new board will be put into place on October 26, maybe you should be putting your hat in the ring. Nominations are open—Call The Black Hills Badlands & Lakes office for further information regarding a seat on the board.

The Annual meeting will be at the Holiday Inn Rushmore Plaza 9:00am-12 noon, followed by a Free Lunch!

SCARECROWS FOR OKTOBERFEST

The last newsletter contained information regarding the efforts to raise money for additional city Christmas lights. A committee was formed just to make this happen. They have chosen the Oktoberfest at the Civic Center on Saturday, October 20, to provide an opportunity to help in this endeavor by submitting constructed scarecrows to be displayed, voted on, and then auctioned. The money raised will go toward the new lights.

This is an opportunity for your property, business, or attraction to give to the community with very little effort. What's to making a scarecrow? We have done

it for years and it's just not that hard. However, the fancier they are, the more money they will fetch at the auction. Make it an employee-involved effort. They have fun, your property gets its name out there, and you throw them a pizza party! You might even want to buy your own scarecrow back. It costs \$20 to enter—the rewards will be great. For more information, call Danielle Langston at the Hampton, 348-1911.

WE NEED A FEW BRAT WORKERS

Whatever for, you may ask. Well, doing our good Hospitality work, as usual, we have volunteered to man the Brat Booth during Oktoberfest. No Skill Needed. Yes, it's inside, no you don't have to scrub the place, you don't have to bring your own apron, and there will be food gloves to fit every size. I wish we had the beer concession, too. Then I know I could count on about a dozen volunteers. But we don't. Our time to work is on Saturday, October 20 at the Civic Center 5:00pm to 7:00pm. Contact Danielle Langston at the Hampton, 348-1911.

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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:

October 2007

Oct 16-18	County Road Advisors – Region 8	200 ppl
Oct 17-20	Region 8 Head Start Association	1000 ppl
Oct 19-21	Rapid City Kennel Club Dog Show	3000 ppl
Oct 25-28	SD Emergency Medical Technicians' Assn.	1000 ppl
Oct 26-27	SD High School Activities Association -	3600 ppl
Oct 26-28	Aglow International Inc	400 ppl
Oct 31-Nov 1	National Telecommunications Cooperative Assn.	350 ppl

November 2007

Nov. 1-2	SD Dept. of Social Services – Child Protection Services Division	100 ppl
Nov. 5-6	SD CPA Society	100 ppl
Nov. 6-10	Women Involved in Farm Economics	100 ppl
Nov. 7-10	Youth & Family Services – Youth to Youth Committee	125 ppl
Nov. 9-11	Family Life – Weekend to Remember	400 ppl
Nov. 11-13	Technology & Innovation in Education	600 ppl

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LAKOTA INVITATIONAL BASKETBALL - DEC. 19-22

The last big lift of the year will be coming to Rapid City on December 19-22, just as sure as Christmas. The Hospitality Association has been asked by the committee to meet the Federal rate of \$70 for rooms that house the teams. This is a stretch for some, but not all. Who else is coming the weekend before Christmas? Teams do not take lots of rooms— 15 on a team plus coaches. Teams do not stay with other teams if possible. If you have accommodations for these teams, it is important to let our representative, Ginny Wagner at the Hampton, know about it.

Every year our Association donates three \$300 scholarships to LNI during the tournament. We know the worth of this large event and the number of people who attend other meetings in conjunction with the tournament. They eat, they play, and they shop. What a great way to end a good year.

OCTOBER DINNER MEETING

October 23, 2007 - GrandGateway Hotel

5-6pm - Social • 6:00 - Dinner (\$15)

6:30 - Meeting

Reservations required - Call Ann at 348-6907

before noon, October 21.

NO SHOWS WILL BE BILLED.



Calendar information provided
 by Rapid City CVB.