



**North Dakota
Nature & Rural
Tourism Association**

7th Annual
Conference
& Meeting

Tuesday
January 13, 2009
Bismarck, ND



SHARE NORTH DAKOTA

Bismarck Civic Center
Prairie Rose Room 104 -- 9 am - 4 pm

7th Annual Conference and Meeting Agenda

8:00 9:00 Registration -- \$5.00

9:00 9:15 Welcome

9:15 9:30 ***We Have Something Special in North Dakota***

Sara Otte Coleman, Director, Tourism Division, North Dakota Department of Commerce, Bismarck



Sara has a career in tourism that has spanned over 20 years. Her experience has helped move North Dakota forward as one of the best destinations in the United States, steadily increasing visitation and in turn helping make tourism one of the top creators of new wealth within the state. She has engaged many stakeholders in tourism and works hard to create afford-

able programs that “Share North Dakota”.

Her talk will highlight the results of the efforts of the Tourism Division. She will discuss new ways to continue the growth in visitation to North Dakota.

9:30 11:00 ***Networking Rural Areas With Hub Communities: Day Trip Collaboration***

Catherine Wiley, Assistant Professor, Department of Architecture and Landscape Architecture, NDSU, Fargo

Catherine joined the NDSU faculty in the fall of 2004.

She worked previously designing zoological exhibits in Philadelphia, PA, and master planning of five-star resorts and hotel landscapes in southeast Asia.

“Networking Rural Areas With Hub Communities: Day Trip Collaboration” is our keynote presentation. Catherine will provide results from two studies that she conducted in North Dakota. She will talk about the process involved and provide insights to those in attendance how they

can network within their own areas to create sustainability by involving ecotourism and rural community planning.

11:00 11:15 Break

11:15 12:15 Lunch

Real Things in Real Places: Heritage Resources of the North Dakota Countryside

Tom Isern, Professor of History & University Distinguished Professor; Director, Center for Heritage Renewal, NDSU, Fargo

A native of western Kansas, Tom served eleven years on the faculty of Emporia (KS) State University prior to joining the NDSU faculty in 1992 as the Dean, College of Humanities and Social Sciences. He resigned in 1995 to assume a professorship.

His academic specialty is the history and folklore of the Great Plains of North America, his research and teaching comprising both the American plains and the Canadian prairies.

He will present during the lunch hour and prior to the annual meeting. His talk entitled “Real Things in Real Places: Heritage Resources of the North Dakota Countryside will offer anecdotes of inter-

est to all North Dakotans—and visitors alike. Tom is the author or co-author of six books, including, most recently, *Dakota Circle: Excursions on the True Plains*, published by the NDSU Institute for Regional Studies. For the past 25 years he has authored weekly newspaper column, Plains Folk. His column is broadcast weekly on Prairie Public Radio.

12:15 1:00

Annual Meeting

Call to Order

Reading of the Minutes

Treasurer’s Report

President’s Report

Old Business

New Business

Annual Meeting Site/Date

Collaboration

Legislative Profile

Board Member Representation

Board Meeting Schedule

Nominating Committee Report

Board Member Election

Other

Adjournment

(or recess until 4 pm if business not concluded)

1:15 2:00 ***Seeing and Appreciating The Beauty Of Our State And It's Assets***

Felicia Sargeant, Executive Director, National Buffalo Museum and North Dakota Buffalo Association, Jamestown, and President, Museums in North Dakota.

Felicia, a native of Indiana, has a degree in Forestry and Wildlife Management. Her career in North Dakota began in 1997 at the USGS Northern Prairie Wildlife Research Center. She joined the National Buffalo Museum in 2001 and was named director ins 2002.



Her talk entitled "Seeing and Appreciating The Beauty Of Our State And It's Assets" will offer ideas about the many and varied aspects of heritage tourism and the pearls of history that exist within North Dakota. Felicia has served on the Museums in North Dakota Board

of Directors for five years, the last two as president.

She has been active in the tourism promotion statewide and serves on the Cultural and Heritage Tourism Committee for North Dakota Department of Commerce.

2:00 2:45 ***Determining the Value Of Our Rural Assets***

Jodi Bruns/Patricia Bowen, Center for Community Vitality and Community Economic Development, NDSU, SE North Dakota

Jodi and Patricia will examine opportunities for rural North Dakota businesses and communities to capture the value of our state. Their talk entitled "Determining the Value Of Our Rural Assets" will provide real life examples of how to price attractions, whether it be a field of sunflowers, a buggy ride, a bed and breakfast or artwork.



Jodi is an Extension Agent in Dickey County and Horizons Community Coach for the NDSU Extension Service. Jodi works with rural communities across ND to assist them in building leadership capacity as well as identifying existing assets to be utilized for community development.

Patricia is the Ellendale Job Development Authority Director and the Tourism Director, positions she has held since 2006. She has participated in the Rural Leadership North Dakota class.



Patricia's speciality is using art as economic development. She notes the strategy is catching on and will provide examples of how art can be used as part of an effort to entice visitors to North Dakota.

2:45 3:00 Break

3:00 4:00 ***Working Together To Share The Good News of North Dakota***

Kim Schmidt/Heather LeMoine/Annette Schilling, Tourism Division, Department of Commerce, Bismarek

This team from the Tourism Division is looking forward to presenting at the NDNRTA Conference again this year! The team is fired up and ready with some new things to share for 2009. Their talk is entitled "Working Together To Share The Good News of North Dakota."



Kim joined the Department of Commerce Tourism Division as Public and Media Relations Director in July of 2006. Kim spends her time working with travel writers, implementing media strategies and promoting the North Dakota Tourism message to the masses.



Heather joined the Department of Commerce Tourism Division in September 2005. In the role of Marketing Director, she oversees research, and works to develop media plans, advertising placement, publications, and manages the Web site and e-marketing programs.

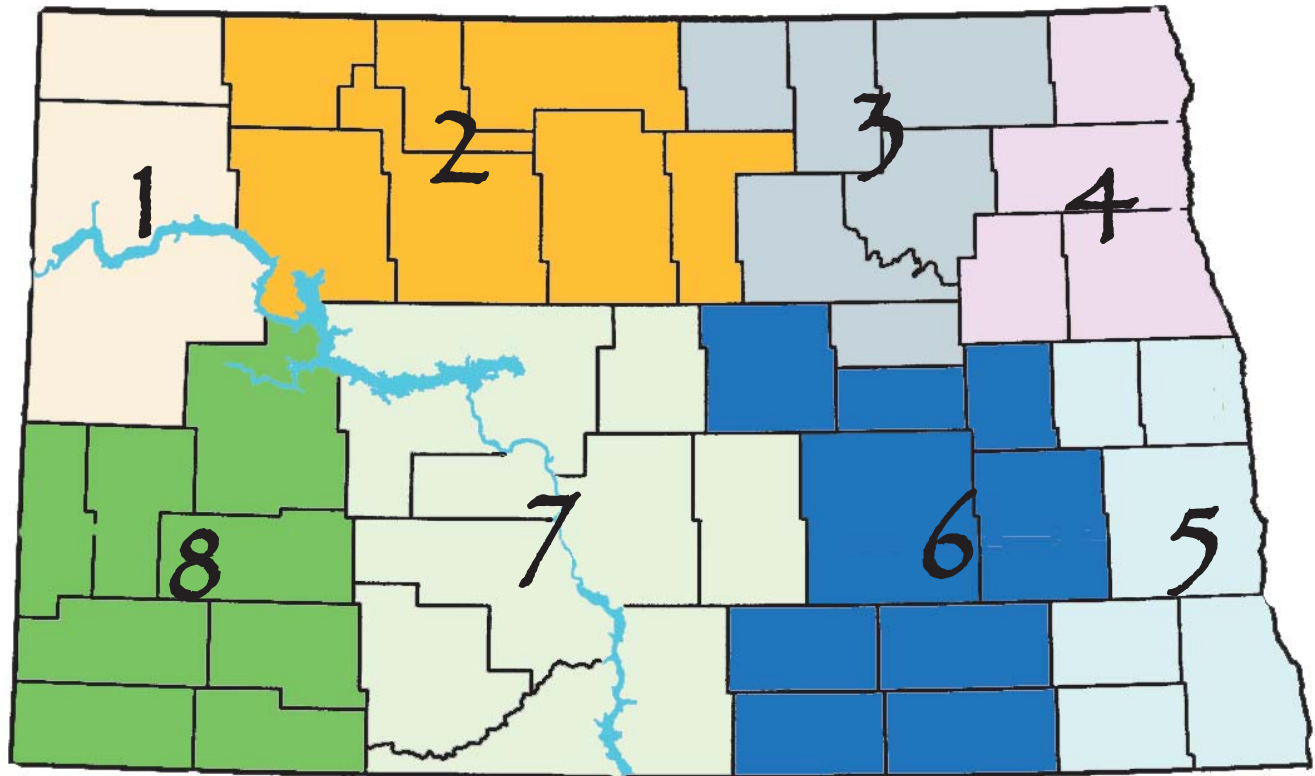


Annette is the Cultural and Heritage Marketing Director for the North Dakota Tourism Division. Annette has been with North Dakota Tourism since 2003 and coordinates the marketing of the North Dakota's Lewis & Clark Trail, Vacation Packages and the Learning Based Vacations program.

4:00 5:00 Complete Annual Business,(if necessary) and Networking

NOTES

NDNRTA Board of Directors



REGION 1

(Open)

REGION 2

- Barbara Stoegbauer
Civic Club of Powers Lake
PO Box 217
Powers Lake, ND 58773
701-464-5082
antibaba20@hotmail.com

REGION 3

(Open)

REGION 4

- Zelda Hartje (Secretary)
Pembina County Museum
9727 County 2
Cavalier, ND 58220
(701) 265-4691

REGION 5

- Greg Kempel (Treasurer)
Maple River Winery
PO Box 188
Casselton, ND 58012
701-347-5900
greg@mapleriverwinery.com

REGION 6

- Connie Krapp (Vice President)
The Bison Ranch
7350 21st St SE
Pingree, ND 58476
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REGION 7

- Annette Murray Tait
A. Tait Creative
2990 Highway 25
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REGION 8

- Lois Wanner
Knife River Ranch Vacation Inc
1700 County 5
Golden Valley, ND 58541
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AT LARGE

- LaDonna Brave Bull Allard
Tatanka Ohitika Historic Tours
168 - 3 River Road - PO Box 670
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•• Marty Anderson

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•• Kristen Vetter

Beaver Creek Pumpkins
7939 23rd Ave SE
Linton, ND 58552
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•• Jim Torgerson

Lunds Landing Resort
11350 Hwy 1804
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lundslanding@nccray.com

•• James & Leona Odermann (President)

Prairie Lodge
2767 129th Ave SW
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odermann@goesp.com

Nominations to the Board of Directors will be accepted at the annual meeting on January 13, 2009, 12:00 noon