



# BRANDING IRON

Volume LXII, Number 5, July 29, 2015

## Last Week: Dickinson Convention & Visitors Bureau

Terri Thiel from the Dickinson Convention and Visitors Bureau updated Rotarians on all of the goings on at the CVB. The CVB does a lot more for Dickinson and the surrounding area than just encourage tourists to come to Dickinson, according to Thiel.

In 2015 they have already designed and published 24 print ads, 7 digital ads, 35,000 city guides, 15,000 tear off guides, and many other marketing pieces. In addition, the CVB has responded to more than 5,000 requests for information to date. Relocation packets for new residents are another important service the CVB provides, giving people a quick understanding of what Dickinson has to offer in terms of education, medical services, and other amenities.

Thiel mentioned that you won't particularly see a lot of local advertising from the CVB because their target demographic is Minneapolis, Wisconsin, and Michigan. Hunting continues to be a great draw for the area, but the word needs to be spread that there is hotel availability. Probably the best kept secret is that, while once scarce, hotel rooms are now (continued on page 2)



### This Week's Greeters Are:

Guy Moos & Elaine Myran

#### Next Week:

Ken Nelson & Josh Nichols

### Give Thanks Today: Joe Rothschiller

**Next Week:** Irene Schafer

Almighty God, be with us as we share this fellowship and this meal. Strengthen us for the tasks ahead, in our families, in our workplace, and in the world. Amen.

### Your Program Today:

RYLA Camp—Caleb Eilts

### Coming Up:

August 12—Pete Stanton, DSU Football

August 19—Debora Dragseth, TR Honors Leadership Program

August 26—US Forest Service, Recreation and Range Management

Program Chair: Gaylon Baker Next Month: Jim Ozburn

### Birthdays

Amy Kreidt 8/6

Joe Frenzel 8/7

Dawn Pruitt 8/11

## Announcements:

- Join your fellow Rotarians for a **summer outing in Medora** on **Wednesday, August 19**. The Pitchfork Fondue begins at 5:30 p.m. and costs \$25 per adult or \$8 per child. The Medora Musical begins at 7:30 p.m. at a cost of \$30 for adults, while children attend free. RSVP to [sreger@weareamerican.com](mailto:sreger@weareamerican.com) by August 5 with the number attending for each event (meal, musical, or both).
- Members are encouraged to give to the [Rotary Foundation](#). The district has set a goal of 100 new Paul Harris members this year (acknowledging gifts of \$1,000), and your gift helps to advance Rotary's good work around the world.

## Dickinson CVB (continued from page 1)

at a surplus once again. Dickinson currently sits at 48.6% hotel occupancy. This is due in large part to the number of hotel rooms in the area doubling in the last few years. In 2010 Dickinson had 11 properties and 854 rooms. In 2015, we have 21 hotels and 1,713 rooms.

## International Travel Opportunity

The District 5580 Rotary Friendship Exchange (RFE) committee is accepting applications for an exchange visit to southern India, February 6-20, 2016. Participants pay their own airfare, but travel costs are kept low since lodging and most meals are provided by Rotarian host families. Visit the [district RFE page](#) for more information or to apply. The exchange team is limited to 12 people, and the application deadline is August 31, 2015.

## Recent Features at Rotary.org

[Australian students take opportunity by the horns](#)

[San Diego students tackle vaccine controversy](#)  
[Nigeria sees no wild polio cases for one year](#)

For more news, visit [www.rotary.org](http://www.rotary.org).


## Last Meeting Visitors

- Herb & Bonnie Schmidt, District Governor Elect
- John Pierce



Dickinson Club Website:

[www.dickinsonrotary.org](http://www.dickinsonrotary.org)

 DickinsonRotary

District Website:

[www.clubrunner.ca/5580](http://www.clubrunner.ca/5580)

Rotary International Website:

[www.rotary.org](http://www.rotary.org)

Club Contact:

Erv Bren, President

[president@dickinsonrotary.org](mailto:president@dickinsonrotary.org)

