



APRIL 2018

AT A GLANCE

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To change or add additional email addresses, contact alexandra@wisdells.com.

Upcoming Meetings

April 3, 2018
 Marketing Committee
 9-10am

April 4, 2018
 Campground Division
 10-11am

May 1, 2018
 Marketing Committee
 9-10:30am

May 9, 2018
 Accommodation Division
 9-10am

May 9, 2018
 M&C Committee
 10:30-11:30am

May 15, 2018
 Board of Directors
 4-5pm

All meetings are held in the WDVCB Board Room, 115 La Crosse Street, unless otherwise noted. The outside door will be locked 10 minutes after the start of each meeting. If you arrive more than 10 minutes late, please pick up the phone for admittance.

WDVCB NEWS

2018 WDVCB Annual Dinner

The 2018 Wisconsin Dells Visitor & Convention Bureau Annual Dinner will be held on Sunday, April 8th at Kalahari Resorts & Conventions. A cocktail reception will begin at 5pm, dinner at 6pm, followed by the WDVCB presentation.

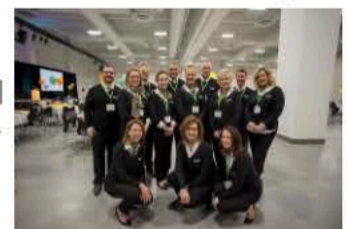
The price per person for dinner will be just \$17.50 and the dress is business casual. Once again, the Bureau is sharing the cost of the dinner (\$35 total) as a Bureau membership benefit.

The deadline to register is Monday, April 2nd. Please note that the program will begin at 6pm this year instead of 6:30pm, as it did in the past.

If you have questions regarding the upcoming Annual Dinner, or would like to register, please contact Wendy Fischer at wendy@wisdells.com.

WDVCB Invites WIGCOT Attendees to the Dells

The WDVCB officially invited the over 500 attendees at the Tuesday, March 13 WIGCOT (Wisconsin Governor's Conference on Tourism) lunch to Wisconsin Dells in 2019. Next year's WIGCOT will be held at Kalahari Resorts & Conventions on March 17-19, 2019. This year's conference attendees were treated to a video showcasing the new convention expansion at Kalahari, the new ride - Raja™ - at Noah's Ark Waterpark, Mt. Olympus Resort's "all-inclusive" debut and all there is to do in Wisconsin Dells. Each attendee received information on how to book their room for 2019 along with 2 tickets to either Noah's Ark or Mt. Olympus for a visit this summer! Needless to say, the attendees were overwhelmed and very appreciative!



Many thanks to Noah's Ark Waterpark and Mt. Olympus Water & Theme Park for donating the tickets, Kalahari Resorts & Conventions for co-sponsoring the table centerpieces and to the area volunteers who helped with the ticket distribution.

Performance Report

To view the January/February 2018 WDVCB Performance Report, please [click here](#).

MARKETING NEWS

List Your Deals, Packages and Coupons for FREE

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each meeting. If you arrive
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admittance.

Meeting Update

[Click here](#) to view the
schedule of upcoming Bureau
meetings under the Meetings
& Events Calendar section on
MembersNet.

Current Bureau Literature & Vacation Guide Racks

At this time, the following
Bureau marketing collateral
is available to member
businesses:

2018 Wisconsin Dells
Vacation Guide®*

Splash on Safety Card (with
and without lifeguards)

Water Safety Public Service
Announcement (PSA's)

Sun Safety Public Service
Announcement (PSA's)

If you would like a quantity
to share with your guests,
the above collateral may be
picked up at our 701 Superior
Street entrance, 9am-5pm,
Monday - Friday. Please call
and order literature in
advance by contacting
Amanda Rinaldi at (608) 254-
8088, ext. 304 or
amanda@wisdells.com.

*Need a display rack to hold
the Bureau's Vacation
Guides? We offer 2 different
sizes, which will
accommodate either 150 or
250 guides each,
respectively. For more
information, please contact
Katelyn Czuprynko at
(608) 254-8088, ext. 332 or
katelyn@wisdells.com.

Area Events

WDVCB Annual Dinner
Kalahari Resorts &
Conventions
April 8, 2018 (Sun)

Dells Rare Barrel Affair
The Swan Barn Door
April 14, 2018 (Sat)

Wisconsin Dells Wine Walk
Downtown Wisconsin Dells
April 27, 2018 (Fri)

Safety Patrol Congress
Wisconsin Dells area
May 17-18, 2018 (Thurs-Fri)

Automotion
Noah's Ark Waterpark and

Performance Report

To view the January/February 2018 WDVCB Performance Report,
please [click here](#).

MARKETING NEWS

List Your Deals, Packages and Coupons for FREE on wisdells.com

The Wisconsin Dells Visitor & Convention Bureau is encouraging all
members to share their deals, packages and coupon offers for the
spring season. Over three million people visit wisdells.com annually
and the "Deals" section of wisdells.com is one of the most visited
pages on the site, which provides great exposure for our member
businesses.

Participation is FREE. Submit your deal now by [clicking here](#) to link to
the Packages & Deals solicitation form or contact Alexa Voda at (608)
254-8088, ext. 360 or alexa@wisdells.com.

Information Center Brochures

Do you have a new brochure? If so, be sure to drop off a supply at the
Downtown Information Center (701 Superior Street) to ensure that we
are displaying the most up-to-date information on your business.

If you have any questions, please contact our Visitor Services
Department at (608) 254-8088, ext. 350 or info@wisdells.com.

Coming Soon - EOG, Co-op Photography and Automotion Solicitations

The Employment Opportunity Guide (EOG), Co-op Photography and
Automotion Packages & Deals solicitations will be emailed to you the
second week of April. Please check your email for solicitation
communications if you plan to participate in these programs.

Please note, the EOG and Co-op Photography programs are on-going,
which means you can sign up to participate at any point during the
year. The forms can be accessed year-round on MembersNet by
[clicking here](#) or by navigating to Solicitations.

MEMBER NEWS



March Mixer

We would like to thank Ho-Chunk Gaming, Wisconsin Dells for hosting
the March Member Mixer. Thank you to everyone who was able to join
us for this networking event. There were more than 60 people in
attendance.

To see pictures from the event, please sign up for our private WDVCB
Facebook Group by sending us the email account linked to your
Facebook account.

For more information on the WDVCB Members Facebook Group, please
contact Penny Turner at penny@wisdells.com.

Register for the WDVCB Spring Member Education

Carla Minsky, owner of Armadillo Marketing, will open this year's
Member Education Day by presenting **Your Reputation is on the Line:
Crisis Do's and Don'ts**. The second session of the morning will be
**Social Media Toolkit: How to Protect Your Brand and Control the
Narrative** presented by Andy Larsen & Mary Wienkers, both of Boelter
& Lincoln.

Noah's Ark Waterpark and downtown Wisconsin Dells May 19-20, 2018 (Sat-Sun)

[Click here](#) to view the Wisconsin Dells Area Calendar of Events.

[Click here](#) to view the WDVCB Festivals & Events.

[Click here](#) to view upcoming events at JustAgame Fieldhouse.

[Click here](#) to view upcoming events at Poppy Waterman Ice Arena.

[Click here](#) to view upcoming events at Woodside Sports Complex.

Mark Your Calendar

Solicitation Deadlines

April 25, 2018
(Wednesday)

- ~ Employment Opportunity Guide
- ~ Co-op Photography
- ~ Automation Packages and Deals

The following marketing opportunities and programs are ongoing and members can sign up for them at any time. [Click here](#) to view these and all solicitations/programs.

- * [Calendar of Events Listing](#)
- * [Classic Wisconsin Dells](#)
- * [Employment Opportunity Guide](#)
- * [Gift Card Program](#)
- * [Leisure Inquiry Leads](#)
- * [Member Co-op Photography Program](#)
- * [Packages & Deals Web Site Incentive](#)
- * [wisdells.com](#)

Date: Thursday, May 3, 2018

Time: 8:45am - 1:15pm

Our Host and

Program Location: Glacier Canyon Lodge at the Wilderness

Early Bird Registration: \$25 per person (member rate) submitted by 1pm on April 25, 2018

Registration: \$35 per person (member rate) submitted after 1pm on April 25, 2018

For a detailed agenda and registration, [click here](#).

2018 Employee Entertainment Cards & Vouchers

The 2018 Employee Entertainment Cards (EEC) and Vouchers are available for purchase.

[Click here](#) to view program details.

EEC posters are available to member businesses at no charge.

Please contact Penny Turner at penny@wisdells.com or (608) 254-9878 to place your order for vouchers or posters.

Members in the News

Tom Diehl Honored by NorthWestern Financial Review

Tom Diehl, Director at the Bank of Wisconsin Dells, is being honored by NorthWestern Financial Review as an "Amazing Outside Director" for 2018. Tom's 27 years with the bank and his overall value to the local economy has ignited this well-deserved recognition.

Please join us in congratulating Tom, as he is truly deserving of this prestigious recognition.

Heller's Win Outstanding Restaurateurs of the Year

Congratulations to Tom & Jane Heller - Monk's Bar & Grill, on the Wisconsin Restaurant Association's South Central Chapter "Outstanding Restaurateurs of the Year" award. The award was presented at the WRA Awards Gala, Hyatt Regency Milwaukee on Tuesday, March 13th.

Please join us in congratulating Tom and Jane on this prestigious award!

Joey Van Dinter Earns Top Customer Service Honor

Joey Van Dinter, an American Family Insurance agent, has been recognized for providing outstanding customer experience under the American Star Excellence in Customer Experience Certification Program.

Joey has been an agent with American Family since 1988. Please join us in congratulating Joey on this well-deserved honor.

Membership Update

Our warmest welcome goes out to our newest 2018 members:

- [Hagadone Digital Midwest](#) (Associate) - A full service digital marketing agency.
- [Princess Catering](#) (Restaurant) - Event Hostess - Catering large & small: Corporate, Weddings, Reunions, Funerals, Concessions, Lunch Truck.

SALES NEWS

Upcoming Tradeshows & Events

SALES NEWS

Upcoming Tradeshows & Events

- Circle Wisconsin Marketplace (Green Bay, WI) - April 8-10, 2018
- American Society of Association Executives Xperience Design Project (Washington, DC) - April 19-20, 2018
- National Association of Sports Commissions (Minneapolis, MN) - April 23-26, 2018
- Wisconsin Society of Association Executives (Lake Geneva, WI) - May 21-22, 2018

FESTIVALS & EVENTS

Dells Rare Barrel Affair - Saturday, April 14, 2018

For the fourth year, Wisconsin Dells Festivals, Inc. and the Wisconsin Brewers Guild have teamed up to bring this event to Wisconsin Dells. The Dells Rare Barrel Affair will be held on Saturday, April 14, 2018 from 1-5pm at The Swan Barn Door. The event features rare and barrel aged beers alongside classic Wisconsin beers.

[Click here](#) for more information, or contact Jenifer Dobbs, Festivals & Events Manager, at jenifer@wisdellsfestivals.com or (608) 254-9879.

OTHER NEWS

WRA Offers ServSafe Manager Renewal

The WRA Education Foundation is offering a ServeSafe Manager review with certification exam at Chula Vista Resort on Monday, April 30, 2018.

The fee is \$125 for WRA members and \$160 for non-members. Please [click here](#) for more information and to register.