



# Marketing News

December 2006

## Holiday Showcase Season a Tremendous Success

The 2006 Pride of Dakota Holiday Showcases attracted more than 22,000 shoppers to browse the unique gifts and products made by Pride of Dakota members. The showcases featured food, clothing, home décor and holiday gift items.

Grand Forks played host to the November 4th and 5th showcase held in the Alerus Center. The show featured over 100 booths and reached record attendance of over 4,500 people. Winner of the best booth award went to Waggy Tail Treats of Fargo, owned by Jamie Tate and Layne Anderson.



Amberland Foods stays busy during the Minot Holiday Showcase.

The following weekend, the showcase moved to Minot. The Minot showcase featured over 110 booths, filling the 4-H Exhibit Hall at the fairgrounds. Public attendance for the show reached 4,200. Minot best booth honors went to Sonja's Old-Fashioned Delicacies of Mohall and California Kids Farms of Barton. Sonja's is owned and operated by Mark and Sonja Stromswold, and California Kids Farms is owned by Jim and Rhonda Bachman-Williams and their six children.

Fargo was host for the third showcase of the season at the Fargo Civic Center on November 18<sup>th</sup> and 19<sup>th</sup>. With more than 150 booths, attendance was a record high of 5,800 for the two day event. The Fargo showcase also featured entertainment provided by Courtney Smith, a Pride of Dakota member from Palermo, and the Lake Agassiz Girls Choir, which consisted of girls from the Fargo-Moorhead area. Best booth winner in Fargo went to Berry Dakota of Jamestown, owned by Kaye Eagleson.

The final and largest show of the season took place in Bismarck on December 2<sup>nd</sup> and 3<sup>rd</sup>. The showcase featured more than 190 booths filling the Bismarck Civic Center Exhibition Hall. Attendance reached 7,916, breaking last year's attendance by more than 900. The Bismarck show featured various entertainment performances including the Central Dakota Children's Choir on Saturday afternoon. Courtney Smith performed on Saturday and Sunday afternoon as well. Sunday entertainment included two local Just for Kix Dance teams from Bismarck and Mandan with girls ranging in ages three to fourteen. Candlelight Cottage, owned by Laura Hart of Chaseley, won top booth honors at the Bismarck showcase.

"Overall, the showcase season was a tremendous success. The showcases provide great opportunities for Pride of Dakota members to expose their products and services to the public," says Roger Johnson, Agriculture Commissioner. "We encourage all Pride of Dakota members to consider participation in the Holiday Showcases."

## Don't Miss the Pride of Dakota Wholesale Gift Show

Make your plans now to participate in the eighth annual Pride of Dakota Wholesale Gift Show! This year's show will take place Tuesday, February 27, at the Ramkota Hotel in Bismarck.

This event targets wholesale buyers from gift shops and tourist attractions in the region. Invitations will be sent out to more than 700 buyers from North Dakota and across the region. This is a great opportunity for companies who want to get their products into new stores or for those companies who are considering the wholesale market. If you would like more information on this show, contact Sara at 701-328-4766 or email [sawagner@nd.gov](mailto:sawagner@nd.gov).

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## Fargo Area Shoppers Sample at Taste of Dakota

Fargo shoppers were able to sample Pride of Dakota food products at Taste of Dakota held October 14, 2006, from 10 a.m. - 4 p.m. at Osgood Hornbacher's in Fargo.

The companies participating in the event were: American Honey Company, Café Chocolat, Pizza Corner, Sunbutter, WildMoon Salsa, Maple River Winery, Rolling Hills Premium Ranch Beef, Dakota Prairie Organic Flour, Mable's Taste of Home, Dakota Slim BBQ, Rough Rider Premium Meats, and Deb's Corner Foods and Catering.



Companies provide samples for customers.

Two Taste of Dakota events are held annually in various locations across the state, and there is no charge for participating food companies.

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## Free Webinar Training Offered to Pride of Dakota Companies

Pride of Dakota members are now offered free Webinar training from the comfort of their own home or office through Pride of Dakota and the US Small Business Administration.

The Webinar is an audio visual program combining audio through a phone line and video through an internet connection. The visual program allows user to view a slide show presentation, see documents and visit websites. The audio component allows participants to hear and communicate throughout the presentation and ask questions verbally or through online messaging.

October's Webinar featured information on programs and services available to a North Dakota business person and Pride of Dakota members. Fay Behm, Business Development Specialist at the US Small Business Administration, explained how to find the programs, what type of assistance to expect, and qualifications.

The November Webinar topic was "Cut through the Clutter!" featuring marketing and advertising tips and techniques for making your business stand out from the rest. The Webinar featured Chuck Kramer, owner of I. Keating Furniture, who shared information and experiences in marketing and advertising. Kramer answered the question, "How can I cut through the clutter and find people who want to buy my stuff?"

The December Webinar topic is "Keys to Customer Service." The January Webinar will be held the 24<sup>th</sup> due to conflict with Marketplace of Ideas and will include "Tax Tips for Small Businesses."

The Webinars are held on the third Wednesday of each month at 10 a.m. To participate in the Webinar, you will need a telephone connection and a separate Internet connection. If you do not have access to simultaneous telephone and an online connection, please contact Fay Behm at the US Small Business Administration at 1-800-544-4647. For further information, contact Sara Wagner at 701-328-4766 or [sawagner@nd.gov](mailto:sawagner@nd.gov).

## Survey Results Show Pride of Dakota Awareness throughout North Dakota

A recent consumer survey conducted through the University of North Dakota Bureau of Governmental Affairs on behalf of the North Dakota Department of Agriculture, shows a positive reaction to the Pride of Dakota Program.

“The study was used to determine awareness of the Pride of Dakota program and logo and consumer preferences in shopping and purchasing,” states Roger Johnson, North Dakota Agriculture Commissioner.

The survey, conducted in May 2006, indicated 79 percent of the 599 respondents have heard of the Pride of Dakota program. The top five communication methods for awareness were television, logos on products, word of mouth, newspapers and radio. Of the respondents, 88 percent have purchased a Pride of Dakota product.

Of the respondents, 79 percent said they would be more likely to purchase a product if they knew it was produced in North Dakota. 78 percent feel the importance to promote Pride of Dakota products within the state of North Dakota, and 65 percent think it is important to promote North Dakota products outside of the state.

“Results of the survey will help create a future vision for a bigger and better Pride of Dakota program,” says Johnson. Currently, there are more than 430 Pride of Dakota companies in North Dakota.

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## Seminars offer Marketing Information to Pride of Dakota Members

Marketing seminars were held in Bismarck on September 27 and Fargo on October 12 for interested Pride of Dakota members. The seminars featured internet promotions, trade show tips, sales agents and representatives, and writing a marketing plan.

Marlo Anderson, partner in Awesome 2 Products in Mandan, presented information on internet promotions for businesses. *Hello World* is a program consisting of video emails, video conferencing, podcasts, photos, and music. Anderson explained the overall functions of the program along with suggestions for use.

Trade show tips were offered by Sara Wagner, marketing specialist at the Department of Agriculture. Wagner presented tips for behavior at trade show, tips for sales, pre show planning, and tips for not breaking your budget. She provided examples of good booth displays including color, lighting, and layout of the booth.

Kari Warberg, Pride of Dakota member and owner of Crane Creek Gardens in Stanley, ND, provided information on finding and working with sales agents. She discussed finding the right fit for your company, including brokers, manufacturers reps, and distributors. Warberg covered the steps in working with sales agents and informed participants on what would be needed and how to motivate your sales agent.

The seminars closed with Chuck Fleming, marketing coordinator at the Department of Agriculture, discussing the importance of writing a marketing plan and using it within your company. Fleming shared participants how to draft a marketing plan by providing an example and discussing each step with participants.

Marketing seminars are a service provided for Pride of Dakota members. The seminars are offered twice a year with past topics including labeling, low cost marketing, financing, and pricing tips.



## Marketing News

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North Dakota  
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**Commissioner**  
Roger Johnson

**Executive Services  
Program Manager**  
Jeff Knudson

**Marketing Coordinator**  
Chuck Fleming

**Marketing Specialists**  
Sara Wagner  
Stephanie Fox

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**North Dakota  
Department of Agriculture**

600 East Boulevard Avenue  
Department 602  
Bismarck, ND 58505-0020

**Phone:** 701-328-2231  
800-242-7535

**Fax:** 701-328-4567

**E-mail:**  
ndda@nd.gov

**Web Sites:**  
[www.agdepartment.com](http://www.agdepartment.com)  
[www.prideofdakota.com](http://www.prideofdakota.com)

## Tibits

### Marketplace of Entrepreneurs

Don't miss it! Marketplace of Entrepreneurs takes place on January 17 at the FargoDome in Fargo, ND. This is a great chance to take classes on many business topics. For more information you can go to [www.marketplaceforentrepreneurs.org](http://www.marketplaceforentrepreneurs.org)

### Farmers Market Conference

If you are interested in getting involved in a farmers market, here's your chance to learn more. The 2007 Farmers Market Conference and Annual meeting will take place March 7-8 at the Grand International Inn in Minot. For more information email Stephanie Fox at [slfox@nd.gov](mailto:slfox@nd.gov).

### Pride of Dakota Legislative Social

The Pride of Dakota Legislative Social has been set for Monday, March 26 at the Radisson Hotel in Bismarck. This is a great chance to brag about our program and visit with your local legislators. There will be Pride of Dakota hors d'overes as well as Pride of Dakota products on display. You don't miss this fun evening!

### Pride of Dakota Day - ND State Fair

Mark your calendars! The Pride of Dakota Day at the North Dakota State Fair is tentatively set for Monday, July 23. At this event you are able to set your booth up and exhibit and sell for free to fair attendees! We'll be sending out recruitment for this event in May.

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## Calendar of Events

January 17	Marketplace of Entrepreneurs FargoDome, Fargo
February 27	Wholesale Gift Show Ramkota Hotel, Bismarck
March 10-13	Minneapolis Gift Mart (UMAGA) Sheraton Hotel, Bloomington
March 20	Pride of Dakota School Lunch Day
March 26	Pride of Dakota Legislative Social
July 23	Pride of Dakota Day - ND State Fair Minot, ND

## Welcome New Pride of Dakota Members

Bucholz Seed Farm  
Durbin

California Kids Farms  
Barton

Enticing Scents Body & Bath  
Hazen

Fargo Imports  
Fargo

Sidhe Crafts  
Minot

Twisted Forks Design  
Grand Forks

Courtney Sings  
Palermo

Name Your Scent  
Fargo

Rock Food Inn Bed-and-Breakfast  
Glen Ullin

Vivian's Magnetci Bracelets  
West Fargo

Brose Photography  
Larimore

Brushvale Seed, inc.  
Wahpeton

Butte Manufacturing Inc.  
Butte

Cow Chip Creations  
Bowman

Dakota Heart Candles & Crafts  
Minot

Dakota Hills Winery  
Knox

GOODTOONS  
Bismarck

Lapp's Bakery  
Hebron

North Dakota Lottery  
Bismarck

Promiseland Farms  
New Salem

Simply Jenne Bee Inspired  
Bismarck

Vintner's Cellar Winery  
Bismarck

Dakota Charms & Gifts  
Northwood

Eriksmoen Enterprises  
Fargo

Franklin Products  
Bismarck

GrapeVine Design  
Grand Forks

Hand Painted China by Marlene  
Fargo

Josie's Corner Cafe and Bake Shop  
Fargo

Keepsake Krafts  
Bismarck

Kidder Leaf Stained Glass  
Driscoll



## Welcome New Pride of Dakota Members

Milt's Cutting Boards  
Beulah

North Dakota Bed & Breakfast Association  
Wahpeton

Red River Lodge  
Fargo

Unity Seed Company  
Casselton

We Do Laser  
Wahpeton

American Beef Packers  
Wheatland

Brush Creek Beef  
Beulah

FlaxMasters  
Wheatland

In-2-Sew N'  
Fargo

Paul Johnson Art Prints  
McGregor

Prairie Comforts  
Mandan

R & R Creations  
Anamoose

Sun Companies  
Fargo

The Twisted Bakery  
Dickinson

US Omega 3 Foods  
Wheatland

North American Bison Cooperative  
New Rockford

North Dakota Natural Beef  
New Rockford

NWU Designs  
Hettinger

Richland Organics  
Breckenridge

Buffalo Creek Boarding  
Durbin

Grandma's Kuchen  
Pollock

Jeanette Strehlow  
Bismarck

Our Place  
Portland

Uneke Gifts  
Fargo

Alpha Sales  
Hillsboro

Ashley Berry  
Bismarck

Dakota Treats  
Jamestown

Daygoose Turnings and Furniture  
Bismarck

Expressions 4 You  
Cando

Two Guys Beef  
Buxton

