

SPRING/SUMMER 2010

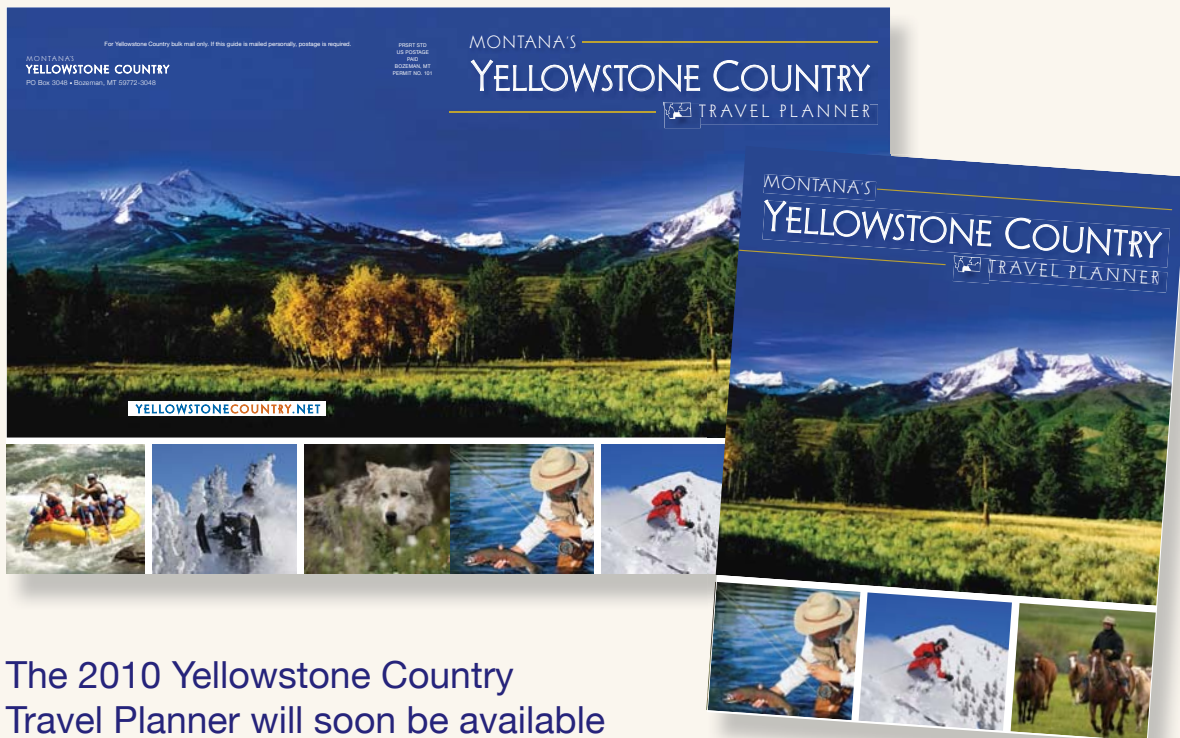
YELLOWSTONE COUNTRY

MONTANA

America's 1st Playground!

2010 TRAVEL PLANNER

COMING SOON!



The 2010 Yellowstone Country Travel Planner will soon be available for distribution for use in your business. Check out the great new layout, photos and important travel information!

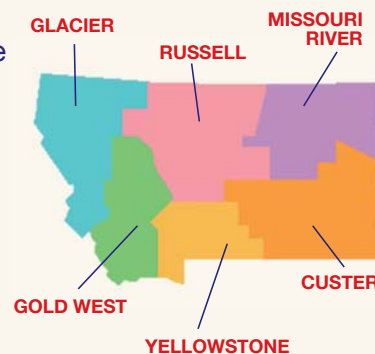
Looking to increase your business?

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PUBLIC AWARENESS/DID YOU KNOW??

DID YOU KNOW that **Yellowstone Country** and our tourism region neighbor to the northwest, **Glacier Country**, have implemented a social networking partnership to promote our two national parks and the surrounding regions? Log onto www.better-than.com to learn more about the project and give us your feedback!

This is a friendly, yet spirited rivalry meant to generate discussion regarding whether YOU think Glacier National Park or Yellowstone National Park has more to offer visitors, so take some time to follow us on twitter and Facebook, post your experiences and comments, take the quiz to test your knowledge of the parks, and vote for whichever park is your personal favorite!



DID YOU KNOW that Red Lodge is in consideration as one of the top ten coolest small towns? The community is currently ranked at #11 and is within a few votes of breaking into the top 10 and moving out of the best of the rest! Take time to vote online at <http://www.budgettravel.com/bt-srv/coolestsmalltowns/CST2010.html>!

The YCMI website, www.yellowstonecountry.net, is undergoing major revisions & updates in 2010.

Just a few of the site updates launched include:

- Nordic pages, including West Yellowstone, Bohart Ranch & Lone Mountain Ranch Resort, Red Lodge, and Yellowstone National Park
- Snowmobiling pages, including West Yellowstone, Cooke City, & YNP
- Snowcoach page for YNP
- Updated Ski Reports and link to the Alpine pages
- New panel for the Map-of-the-Region link
- Links to all our community pages
- Updates season panels
- Yellowstone Country WordPress blog at: blog.yellowstonecountry.net
- Featured Videos and video archive section
- **COMING SOON:** updates to summer section, including new activity pages & photos

YELLOWSTONE COUNTRY CHAMBERS OF COMMERCE

BELGRADE • 406-388-1616
belgradechamber.org

BIG SKY • 406-995-3000
bigskychamber.com

BOZEMAN • 406-586-5421
bozemanchamber.com

BRIDGER • 406-662-3651
bridgermontana.com

**COOKE CITY/COLTER PASS/
SILVER GATE** • 406-838-2495
cookecitychamber.org

GARDINER • 406-848-7971
gardinerchamber.com

LIVINGSTON • 406-222-0850
livingston-chamber.com

MANHATTAN • 406-284-4162
manhattanmontana.com

RED LODGE • 406-446-1718
redlodgechamber.org

STILLWATER • 406-322-4505
StillwaterCountyChamber.com

SWEET GRASS • 406-932-5131
bigtimber.com

THREE FORKS
threeforksmontana.com

WEST YELLOWSTONE
destinationyellowstone.com

406-646-7701

BOARD MEMBERS

Danny Bierschwale, *Park*
 Jeff Carroll, *Carbon*
 Mike Chulyak, *Sweet Grass*
 Jeanne Gardner, *Stillwater*
 Scott Humphrey, *Gallatin*
 Anner Marble, *Carbon*
 Jerri Miller, VICE PRESIDENT, *Park*
 Mary Kay Minor, *Bozeman, Gallatin*
 Mark Pesa, *Livingston, Park*
 Marilyn Short, *Columbus, Stillwater*
 Jan Stoddard, TREASURER,
West Yellowstone, Gallatin
 Doug Wales, PRESIDENT, *Gallatin*

STAFF

Robin Hoover, YC EXECUTIVE DIRECTOR
 John Wilcox, ADVERTISING EXECUTIVE
 Thomas Heetderks, WEBSITE

COMMUNITY PROFILES

BIG TIMBER/SWEET GRASS COUNTY

(as stated on chamber website)

Western Hospitality off the Fast Lane—Sweet Grass County continues to be a beautiful area to visit or live. There are a variety of businesses, social activities, and sights to see. Sweet Grass County is truly where the plains become the Rockies! The Crazy Mountains and the Absaroka Beartooths surround us on three sides, and the prairie lies to the east. Our area hosts the gateway to the Absaroka Beartooth Wilderness and contains breathtaking scenery. The Yellowstone River, Boulder River, and the many smaller streams in our county provide some of the best fishing, camping, and outdoor recreational opportunities in the state! Spend some time in Big Timber and the Sweet Grass County area and you will experience western hospitality off the fast lane. Our Rodeo, Sweet Grass Fest, Crazy Mountain Christmas, and County Fair are fun for the whole family. Visit Big Timber merchants for food, clothing, gifts, and sporting goods in shops that still have the look of by-gone days. A short drive north will bring you to Melville where you will see Montana's first Lutheran Church nestled at the foot of the Crazy Mountains. Explore our Norwegian heritage, and the history of Sweet Grass County at the Crazy Mountain Museum. There is something for everyone in Sweet Grass County!

THREE FORKS

(as stated on chamber website)

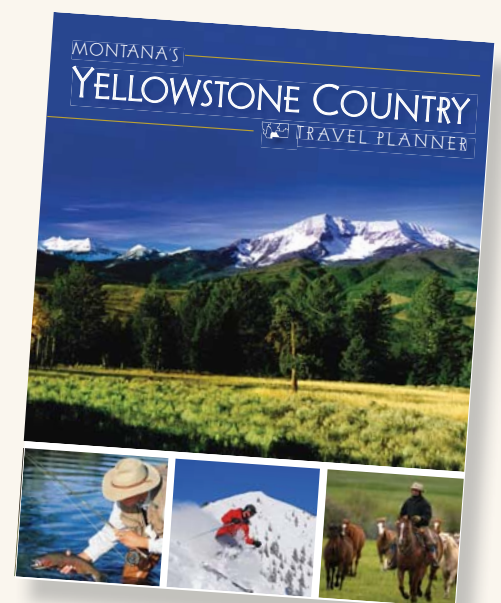
Three Forks is easily accessible off I-90 (exit 278), US-287, and Montana Highway 2, and lies enroute between Yellowstone National Park and Glacier National Park. The area at the headwaters of the Missouri River and surrounding the town of Three Forks has some of the most colorful legends and early-day history of any place in Montana. Home to around 1800 residents (2100 including surrounding area), Three Forks is a thriving town that retains its Old-West charm. There are many recreational opportunities, including superb fishing and hunting. The headwaters of the Missouri River, within minutes of Three Forks, provides miles of accessible blue-ribbon trout fishing. For golfers, there's the Headwaters Public Golf Course which features a 9-hole course against a background of scenic panoramas. There are excellent medical and dental facilities, schools, an airport, a library, and a museum. And there's always that friendly home-grown atmosphere. Three Forks has a past rich in history and a present rich in community. We hope you will come and visit. Please contact the Chamber at (406) 285-4753 or the Visitor Center at (406) 285-3011 for more information. Thank you for stopping by!

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PROFILES

SCOTT HUMPHREY

Representative for Unincorporated Communities of Gallatin County

Originally from San Diego, CA, I was introduced to Western Montana through my wife Marcy, who grew up in Hamilton. For the past twenty-one years, we have spent our summer vacations exploring the history, visiting small towns, and enjoying the endless recreational opportunities this region has to offer. With the birth of our son Zachary eleven years ago, my wife and I started discussing the possibility of someday relocating to Montana, reconnecting with family, and affording our son the quality of life my wife so vividly remembered growing up in a small town. After graduating from college and spending twenty-three years with Delta Air Lines in various management roles in Dallas, TX, Salt Lake City, UT, and Atlanta, GA, I had a wonderful opportunity to build an airline from the ground up. As one of the founding members of Virgin America Airlines, based in San Francisco, CA, I was recruited to implement Virgin America's Operations Control Center, a technologically advanced command center designed to control all aspects of the airline's operations. After four years of working, living, and commuting in the East Bay, the opportunity we had dreamed of materialized with an opening at Gallatin Field Airport. In September, 2009, I accepted the position of Deputy Airport Director, Gallatin Field Airport. As avid skiers and outdoor enthusiasts, my family and I feel very fortunate to live, work, and attend school in such vibrant community and beautiful location as Bozeman. Having worked in the aviation and travel industry for most of my career, I am proud to promote the interests and serve on the Board of Yellowstone Country.

THOMAS HEETDERKS

Staff Website Programmer

I have been professionally involved in Computer and Information Technology for over 30 years. This has included programming in many different languages, and in Product Development, in Information Technology, and in Website and Web Application Development - as well as hardware design and development, and Systems Administration. I have been working for small companies, large ones, and one VERY large one (EDS, at the time, over 300,000 world-wide). I have also been self-employed as a consultant for over 10 years. Along the way, I also worked as a Graphics Designer and Developer, installing and supporting business telephone systems, installing satellite TV systems, and worked briefly as an Apprentice Electrician. Within the area of Computer and Information Technology, I am most interested in Web Application Development, Data Storage and Analysis and Computer and Information Security. I was born and raised right in Bozeman, and while I was away for several years in Seattle and San Diego, I have been back for 23 years and counting. While in Seattle (going to school), I met a sweet little gal from Honolulu named Julie, with whom I have been happily married for 26 years. We have raised four children, Rachel, Karen, Josiah, and Tiffany. We have also just passed 6 months as new grandparents via Rachel and her husband Kendal. My daughter Karen is the manager of the On The Rise Bakery here in Bozeman (where you will find some of the best breads in the state). My youngest, Tiffany, has recently entered MSU as a freshman Electrical Engineering student. We live just outside of Bozeman in an older and somewhat tired yellow house. Along with my family, and a wide variety of subjects and ideas, I have particularly keen interest in Theology, Philosophy, Music (especially Jazz), Drawing, Go (the ancient oriental game), Marketing, Aviation (but I'm not a pilot), and Conjuring.

ACRONYM LEGEND

| | | | | | |
|-------------|--|-------------|---|----------------|------------------------------------|
| YCFI | YELLOWSTONE COUNTRY MONTANA INC | CTAP | COMMUNITY TOURISM ASSESSMENT PROGRAM | BOD | BOARD OF DIRECTORS |
| YC | YELLOWSTONE COUNTRY | TIIP | TOURISM INFRASTRUCTURE INVESTMENT PROGRAM | CSG | COST SHARE GRANT |
| VIC | VISITOR INFORMATION CENTER | TAC | TOURISM ADVISORY COUNCIL | MTTA | MONTANA TRIBAL TOURISM ASSOCIATION |
| CVB | CONVENTION & VISITOR BUREAU | FY | FISCAL YEAR | COTA | CIRCLE OF TOURISM ASSOCIATES |
| TED | TOURISM EDUCATION DEVELOPMENT | MTOT | MONTANA OFFICE OF TOURISM | L&C | LEWIS & CLARK |
| FAM | FAMILIARIZATION TRIP (press trip) or internal trip to learn about Region | FYI | FOR YOUR INFORMATION | FWP | FISH WILDLIFE AND PARKS |
| ITRR | INSTITUTE FOR TOURISM AND RECREATION RESEARCH | DOC | DEPARTMENT OF COMMERCE | SEG | SPECIAL EVENT GRANT |
| YNP | YELLOWSTONE NATIONAL PARK | SEO | SEARCH ENGINE OPTIMIZATION | FSG | FOREST SERVICE GRANT |
| | | BM | BOARD MEMBER | MBNT | MONTANA BIRDING & NATURE TRAIL |

BOARD NEWS

BOARD NEWS

Currently, there are vacancies for the following board seats: City Representatives for Big Timber, Red Lodge & Belgrade and Representatives for the Unincorporated Communities of Sweet Grass and Stillwater Counties. Please contact Robin at the YCMI office: 406 556-8680 or email robin@yellowstonecountry.net for more information regarding appointments to the YCMI Board of Directors. Serving on the YCMI Board of Directors is a great way to get involved in the tourism industry and to serve your community!

YCMI welcomes new board member Scott Humphrey, Deputy Airport Director of Gallatin Field, as the Representative for Unincorporated Communities of Gallatin County. Thomas Heetderks has joined the organization as staff web programmer. Welcome to both gentlemen and we look forward to working with them in the years to come!

The next regular Board Meeting will be March 16, 2010 at the Best Western Yellowstone Inn in Livingston. Board meetings are held eight months of the year and are open to the public. Anyone interested in attending is encouraged to come see what we are all about!

The meeting agenda and location details are provided for distribution to the local Chambers of Commerce for posting a week prior to the meetings.

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FYI & CHECK IT OUT

Montana Tourism & Recreation Industry Fast Facts (statistics found in ITRR 2009 3rd Qtr Niche News)

Tourism is one of Montana's leading & fastest growing industries.

- The most popular travel modes into MT in 2009 (3rd Qtr stats) were auto/truck-72%, RV/Trailer-12%, Air-9%, & Motorcycle-7%
- Avg length of stay for visitors to MT was 5.19 days and percentage of repeat visitors was 72%.
- 10% of visitors came from WA, 8%-CA, ID, 4%-WY, CO, MN, UT, ND
- 56% of visitors cited vacation as their primary reason for coming to MT

