

Thank you, Bonnie.

Bonnie played a very important role in our Explore Minnesota Now! Campaign and has worked very hard to promote tourism in Minnesota.

As part of the state's Tourism Task Force, she also helped coordinate last year's business roundtable and tourism event at the Mall of America.

She's doing a great job for the state—and Bloomington.

There are a lot of people who work very hard to make Minnesota a great tourist and travel destination and they all deserve great thanks.

Personally, I am pleased that I have this opportunity to be here tonight to recognize the people on the "front lines" of tourism.

Be assured, with the exceptional treatment you give visitors to Minnesota, you make my job of being the *Tourism Governor* much easier.

The *Spirit of Hospitality Award* is special and I want you to know how honored I am to receive it.

Make no mistake about it. The hard work that goes into luring and enticing people to visit Minnesota doesn't mean a thing unless the end product is good.
And you are the end product.

It is your hard work; your attention to detail and your professionalism that will make them want to come back.

Getting off the plane, unloading the bags at the hotel, the front desk reception, buying merchandise, having a drink and then dinner. The service. All of this is what a business traveler or a tourist remembers...trust me with this job I travel a lot.

Tourism and business travel is important to this state, and you are an important part of our vitality.

Did you know that tourism and travel ranks right up with agriculture in state revenue?

These awards tonight show that this community, your bosses and the state appreciate what you do on a day-to-day basis. I applaud the Bloomington Convention and Visitors Bureau and everyone else involved with putting together the 6th Annual Bloomington Diamond Service Awards.

Governor Jesse Ventura
Bloomington Diamond Service Awards
Radisson South, Bloomington
March 26, 2002



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MINNESOTA HISTORICAL SOCIETY

You are all winners. You are all an example for the rest of the state. And you deserve a round of applause (pause).

Continue to do a great job and thank you for having me here tonight.