

MONTANA

2015 GOVERNOR'S CONFERENCE ON TOURISM AND RECREATION

Laura Lee Ullrich **Bio**

Laura Lee Ullrich is a 4th generation native Montanan. She was raised in Powder River County and has spent much of her life there.

After raising her family, she opened the Copper Moon store in Broadus in 2003. The Copper Moon was located in the old Chevy Garage building right on Highway 212 running through town. Interested in history and the local museum, she became a proponent for tourism in the local area and Montana. She had a dream to bring more people to beautiful Southeast Montana through promotion and economic development. She became very passionate about developing Highway 212 into the Warrior Trail and she was successful.

As owner and manager of the Copper Moon, she soon learned the value of exceptional training for her staff. She often hired high school and college age students as well as older adults to work. No matter what age, she soon saw the need to develop a training strategy that encompassed more than how to do the job.

Laura “retired” from the Copper Moon in December 2014. Not one to just sit around, she now works from home as a speaker and consultant. She is anxious to share her successful training concept with other people in the tourism/hospitality industry.