

## MARK ECKMAN ATTENDS ABA

From January 16 - 21, Iowa  
Tourism Office Group Travel  
Manager Mark Eckman attended  
the American Bus Association's  
annual marketplace in New York  
City. This event is the motorcoach  
and group travel industry's leading  
business exchange. At ABA, North  
American motorcoach and tour  
owners and operators meet with  
representatives of the travel  
industry in prescheduled seven-  
minute appointments. Leads from  
the marketplace are available now.  
To get a copy, contact Mark  
at 888-472-6035 or  
mark.eckman@ided.state.ia.us. ■

## PUBLIC INPUT SESSIONS HELD AROUND IOWA

The Economic Development's Marketing Board recently chose The Integer Group of Des Moines and Fleishman-Hillard (F-H) of New York City as the agencies of record for the Iowa Tourism Office and the IDED's Business Development Division. This agreement means Integer and F-H will provide all regional, national and international marketing and public relations services for the IDED for the next three years. Staff at Integer is currently in the beginning stages of creating marketing and public relations plans for the IDED and will seek public comments at input meetings held around the state during the weeks of February 9 and 16. To learn where these input sessions will be held or to find out more about how you can provide thoughts, please contact Iowa Tourism Office Communications Manager Shawna Lode at shawna.lode@ided.state.ia.us or 888-472-6035. ■

## TOM WHEELER BEGINS AS FILM OFFICE MANAGER

In early January, the Iowa Department of Economic Development welcomed Tom Wheeler as manager of the Iowa Film Office. A native of Norwalk, Tom is a graduate of the University of Iowa and brings valuable experience to his new role. Tom spent five years at Fox Animation Studio in Phoenix where he worked on features including *Anastasia*, *Bartok the Magnificent* and *Titan A.E.* Most recently, Tom enjoyed a career as a freelance meeting planner and event producer, coordinating events such as Governor Vilsack's inauguration and a national health policy forum featuring several Democratic presidential candidates. You can reach Tom at 515-242-4726 or filmiowa@ided.state.ia.us. ■



## MORE TRAVEL COUNSELORS ARE CERTIFIED

Congratulations to Jim Lewis, Mike Berger, Joan Johnson and Edwin Blackburn. These volunteers at the Sergeant Floyd Welcome Center in Sioux City recently became Certified Iowa Travel Counselors. This recognition means these volunteers have successfully completed a 100-question test about Iowa and have worked at the welcome center for more than one year. Iowa is one of only seven states with a certification process that is endorsed by the National Council of State Tourism Directors, part of the Travel Industry Association of America. ■

## UNITY DAY APPROACHING

In less than three months, Iowans from around the state will gather in West Des Moines to energize themselves for the busy summer travel season. Scheduled for April 30, at the Hy-Vee Conference Center, Iowa Tourism Unity Day will give you a chance to hear an uplifting message from speaker Doug Lipp, an internationally acclaimed expert on customer service. Other highlights of the day-long event include a recap of the legislative session and presentation of the Iowa Tourism Leadership Awards. Learn more about Unity Day or register for the event by visiting the Travel Industry page at [traveliowa.com](http://traveliowa.com). ■

**Midwest Living**  
magazine

*If it has to do with*  
**FAMILY  
TRAVEL,**  
*— it has to be —*  
**MEREDITH.**



*Unity Day—once again sponsored by Meredith Travel Group and Midwest Living—will give you a chance to hear an uplifting message from speaker Doug Lipp, an internationally acclaimed expert on customer service.*



## “IMAGINE IOWA’S FUTURE” TOUR DISCUSSES TOURISM, OTHER ISSUES

**A** major public discussion about the future of Iowa is planned for this spring and is the centerpiece of a 10-week festival of information, education and entertainment. The series, called the “Imagine Iowa’s Future” tour, will include 10, two-hour radio shows carried live on a statewide network, with related coverage every week on Iowa Public Television’s “Living in Iowa.”

The tour will include lively afternoon seminars on Iowa’s past, present and future that are open to the public but are specifically for students in colleges, high schools and middle schools. There will also be late-afternoon tours and open houses at local attractions, followed by free public picnics before every radio show. The radio shows, which will air live statewide from 6 to 8 p.m. on Tuesday evenings, will involve some of the state’s best speakers, thinkers and entertainers.

Up to 40,000 people will be able to take part in the afternoon programming and attend the evening radio shows. The total audience for the discussions could be more than 20 times that, with the blanket coverage on radio and TV, and through the state’s newspapers. The chautauqua-like series is organized by Iowans for a Better Future in partnership with several organizations, including the Iowa Tourism Office.

To learn more about the event, visit [betteriowa.com](http://betteriowa.com). ■

### “Imagine Iowa’s Future” Schedule of Events

**April 6** – Des Moines – Introduction of the Iowa 2010 recommendations

**April 13** – Sioux City – Topic: Economic Development

**April 20** – Burlington – Topic: Growing the work force and population

**April 27** – Shenandoah – Topic: High-speed telecommunications rollout and use

**May 4** – Dubuque – Topic: Destination attractions and tourism

**May 11** – Cedar Rapids – Topic: Efficient government

**May 18** – Mason City – Topic: The environment

**May 25** – Cedar Falls/Waterloo – Topic: Education

**June 1** – Davenport – Topic: Re-inventing agriculture

**June 4** – Johnston – Live telecast of concluding show.

## IOWANS FOR A BETTER FUTURE

Iowans for a Better Future is the successor group to the Governor’s Strategic Planning Council. In 1999 and 2000, Governor Vilsack charged that 37-member council to spend 18 months examining the current condition of Iowa and talking about it with the public. The council developed a vision for what the state should be like by the year 2010, and crafted an action plan with eight specific goals for making that vision a reality. The “Imagine Iowa’s Future” tour will showcase projects, companies and communities that, in adapting those Iowa 2010 recommendations, have become good working models of what the future can be in this state. ■

## VISION IOWA BOARD MEETS THIS MONTH

After a month off, the Vision Iowa board will meet again on February 11 at the Four Points Sheraton (Airport) in Des Moines. Currently, about \$14 million remains available through the Vision Iowa program. The Community Attraction and Tourism program, however, is out of funds. Look to [visioniowa.org](http://visioniowa.org) for updates. ■

# VISION IOWA

## LEGISLATIVE DAY IS FEBRUARY 4

The Travel Federation of Iowa (TFI) will hold its annual Tourism



Legislative Day on February 4 in Des Moines. The event begins at 9:30 a.m. with a briefing from

tourism leaders at the Renaissance Savery Hotel, followed by a presentation from Iowa legislators at the state Capitol.

Throughout the day, tourism industry members are encouraged to visit their legislators at the Capitol. Beginning at 5:00 that evening, the 4-H Building at the Iowa State Fairgrounds is the site of the Legislative Showcase, where communities, businesses and organizations set up displays and host visiting legislators. The showcase is a great way for Iowa lawmakers to learn about tourism activities around the state. This event is open only to those who have reserved and paid for an exhibit space. ■



200 East Grand Avenue  
Des Moines, Iowa 50309



# IOWA

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