

VILSACK HONORS VOLUNTEERS AT AWARDS CEREMONIES

In September and October, Governor Tom Vilsack presented awards to nearly 500 volunteers who have strengthened Iowa's communities by volunteering with state agencies or nonprofit organizations. The 2004 Governor's Volunteer Award recipients were honored during special ceremonies held in Storm Lake on September 29th, Marion on October 4th, and Des Moines on October 22nd.

"Volunteering is a core value of our close-knit communities and a key to keeping Iowa strong and secure," said Governor Vilsack. "Recipients of this year's Governor's Volunteer Awards have taken on the responsibility of providing numerous opportunities to other Iowans. I appreciate the dedication of this year's recipients to their communities and believe their ethic of service will continue to make Iowa a better state."

PROGRAM EXPANDED

Historically, only state government agencies and their affiliates were eligible to nominate volunteers for awards, and honorees could receive a Governor's Volunteer Award only once in a lifetime.

The program was expanded in 2004 to include volunteers who donate their time and talents to assist Iowa's nonprofit organizations and volunteers who serve an organization for many years.

"This is an excellent way for non-profit organizations to recognize superstar volunteers," says Jody Benz, Iowa Commission on Volunteer Service.

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Change is Good

The Iowa Department of Economic Development is using a new marketing tagline— IOWA life | changing — that was developed and researched by Integer Midwest, the IDEED's advertising agency.

What Iowa's new tagline might mean to target audiences was the subject of research conducted by the Practica Group of Chicago. Using focus groups of in-state and out-of-state people selected from targeted audiences — such as business decision makers, Iowa vacationers, college students, and former residents of the state — Practica Group tested the relevance and meaning associated with IOWA life | changing.

During the research phase, the IDEED found that IOWA life | changing is appreciated as a positive statement that communicates multiple meanings to various audiences. Focus group members from each of the targeted audiences commented that the tagline was provocative enough for them to want to investigate the claim. This is essential since the IDEED will be implementing IOWA life | changing as the unified brand for the Department and the many audiences it serves.

People in the focus groups perceived the tagline as showing that "Iowa is changing. Iowa changes your life. Iowa is life," for example. The tagline is seen as appealing to those trying to get out of the "rat race" of living in busy cities.

Focus group members also see "life changing" as acknowledging Iowa's need to provide opportunity. It is

appreciated for not over-claiming, pointing in a positive direction, as different from previous Iowa taglines, hooked to a truth about Iowa, and as dynamic and challenging.

The tagline will be used on all of Iowa's printed and promotional materials for all initiatives, including those presented on the Iowa Department of Economic Development's web site.

The IDEED web site has also undergone a dramatic visual transformation. A new design unites the various areas of IDEED under one, easy to use web presence. The transformation of the agency's web site is a process of phases, which are currently being completed.

A new address for the web site and new email address also following the new identity: www.iowalifechanging.com is the new web address. The new email format follows: firstname.lastname@www.iowalifechanging.com (please update all IDEED bookmarks and email addresses).

Watch for exciting new publications and more under this new brand!





“The team is able to handle all phases of a project: project management, writing and editing, graphic design, web development and production/printing coordination. From concept to final product, all phases of projects are handled by one team working together.”

Sandy Ehrig, Division Administrator

Bringing the Messages Together

The Department’s branding is not the only big change in the communications world at IDED. After many, many years of having a variety of communications positions scattered around the Department, the new Communications Team has brought them together.

Now the messages and the people who share those messages focus as a team on a shared vision. The new team dramatically increases the ability to share knowledge, utilize particular talents, assist customers more quickly and share

a unified message.

The team is able to handle all phases of a project: project management, writing and editing, graphic design, web development and production/printing coordination. From concept to final product, all phases of projects are handled by one team working together.

We are excited to bring a new message with a new approach and look forward to showing the IOWA life | changing brand to the world.



Tina Hoffman leads this cast as Communications Director. She joined the team two years ago.

Her responsibilities include the marketing and communications efforts of the department. When she is not keeping the team on

track, Tina enjoys spending time with her family and friends.

She has enjoyed the last six years working at the IDED. Outside of the office, Kay enjoys her family, tennis, racquetball, volleyball and curling up with a good book.



Tonja Richards is a Marketing Manager for Business Development. For the past five years, she has been responsible for marketing department services and providing networking opportunities for Business Development.

Tonja’s free time is focused on photography and music. She would also like to climb Mt. Everest (or at least walk through Mt. Pleasant) one day.



Shawna Lode is the Communications and Public Relations Manager for the Iowa Tourism Office. The past six years have been spent implementing the Tourism Office’s in-state and out-of-state public relations programs. She

also coordinates printed and electronic newsletters and keeps information current at traveliowa.com. Shawna also handles all public and media relations for the state’s Vision Iowa program. Shawna and her husband, James Myers, live in Urbandale with their feisty cat, Happy.



Kanan Kappelman is also Marketing Manager for Business

Development. Events and Educational Events Coordination have occupied her time with the department for the last four years. Kanan is a true world traveler, and

also enjoys music and painting.



Phil Thomas is the pen behind various marketing communications, including the publications *BusinessSphere*, *Iowa Developments*, and *Iowa Innovators* for newspapers. He has spent his days spreading our message for over 21

years. Once he leaves the parking lot, he enjoys spending time with his family and their dog.



Ragina Ostendorf keeps the projects on track through completion as the Production Manager and coordinator for the Coop Marketing Program. She has spent nearly four years with us. Outside of the office,

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Deb Townsend has been with IDED for over 16 years, working in numerous capacities.

Deb currently serves the agency as a Web Developer. She enjoys time with my family and friends, watching and volunteering with the

activities of three active young children. She also enjoys photography and the Iowa Hawkeyes.



Kay Snyder spends her time as the Team Leader for the Iowa Human Resource Recruitment Consortium and support for Business Development on the Communications Team.

GROWING GREAT ORGANIZATIONS

Growing Great Organizations is a series of trainings for non-profit organizations in Iowa who are interested in sharpening their organizational skills. In June '04, the workshop was focused on Strategic Planning. In November/December '04,

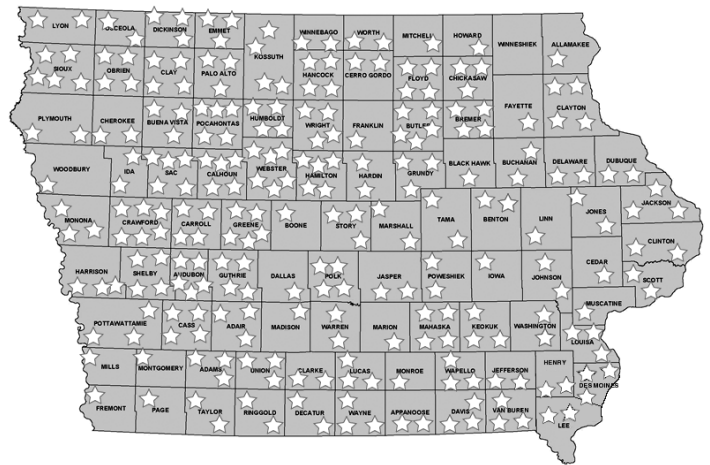
the workshops featured sessions on Board member and volunteer recruitment, training and recognition, maintaining positive working relationships team building, time management and running effective meetings.

IRDC Launches Site Featuring Revolving Loan Funds in Iowa

The Iowa Rural Development Council and its member partners recently completed a survey of Iowa development organizations and governments to learn more about the availability of capital for business growth in Iowa.

The Council recently released an interactive map (at www.iowarural.org - click on Results in the left margin) that illustrates 75 active revolving loan funds operating in Iowa and total assets in excess of \$19 million.

The survey indicates the majority of the funds created were established in the late 1990's in Iowa.



In February and March '05, the final part of the series will be offered with sessions on creative fundraising, financial management, marketing and communications on a budget, and using technology to reach constituents. The sessions will be offered February 22 in Iowa City, February 23 in Ankeny, March 2 in Carroll and March 3 in Charles City.

The series is being sponsored by the Iowa Rural Development Council, Iowa League of Resource, Conservation and Development organizations and the Natural Resource and Conservation Service.

Bringing the Messages Together

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she spends time with family, especially enjoying the outdoors, volunteering for church activities, cooking, reading and creating crafts.



John Greiner earns his keep primarily as a Graphic Designer. He is also the Location One (LOIS) Administrator, a LOIS Advisory Council Member and Technology Coordinator for the

Venture Network of Iowa (VNI). He is nearing his sixth year with IDEED. John enjoys painting, golf, basketball, running, watching sports and spending time with friends.

Paul Tarbox joined our team as a Graphic Designer over five years ago. His time is spent with design for print, including newsletters, annual



reports, display graphics and identity pieces for the department. After the whistle blows, Paul most enjoys being with his family, and when time permits, the great outdoors, especially alpine skiing, biking, tennis, fishing, canoeing and hiking.



Jason Boten is the Communications Specialist for Community Development. His five years here have been spent doing communications, graphic design and web development.

On his personal time, Jason enjoys playing music, distance running, photography and time with his family.

VILSACK HONORS VOLUNTEERS AT AWARDS CEREMONIES

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State agencies and nonprofit organizations may make nominations for a Governor's Volunteer Award in one of three categories: Individual, Group, or Length of Service.

Thousands of Iowans have received Governor's Volunteer Awards since the program was created in 1982 to recognize the individuals and organizations whose volunteer and community service contributions benefit the work of state government.

The Governor's Volunteer Award program is coordinated by the Iowa Commission on Volunteer Service and the Governor's Office.

For more information, visit www.volunteeriowa.org or call 1.800.308.5987.

Economic Development ...

in the Wind



GAO REPORT FINDS WIND POWER CAN CONTRIBUTE TO RURAL ECONOMIES

In September, the General Accounting Office (GAO) released a report entitled, "Wind Power's Contribution to Electric Power Generation and Impact on Farms and Rural Communities." The purpose of the report was to examine the projected growth of wind power capacity and the benefit that growth could bring to rural communities. The research was started after the 2002 farm bill created a renewable energy program and authorized \$115 million for the U.S. Department of Agriculture (USDA) to provide assistance for renewable energy projects, including wind power. The report finds that wind power could provide economic benefits to farmers and rural communities and recommends that the USDA identify ways to accelerate the development of its renew-

able energy program regulation, work with the Environmental Protection Agency to determine what assistance that agency can provide, and continue to examine ways to streamline the program application process.

The report states, "The Department of Energy's (DOE) 'Wind Powering America' program has set a goal of producing 5% of the nation's electricity from wind by 2020. DOE estimates that achieving this goal would add \$60 billion in capital investment in rural America, provide \$1.2 billion in new income for farmers and rural landowners, and create 80,000 new jobs by that year."

It goes on to say that DOE estimates if the wind energy production tax credit is available for projects initiated through 2010, wind power capacity could increase to 48,000 mW, or more, by 2025,

Wind power in Iowa is nothing new. Iowa farmers have for many years used wind power to pump water and electrify their homes.

In the 1980's large wind turbines for production of electric power began appearing around the state. Today, Iowa is the third leading state in producing electric power from wind with 246,000 Kilowatts of installed generation. This represents over \$300 million invested in rural Iowa in 354 wind turbines. These wind turbines produce about 646 million Kilowatt hours of energy, enough power to light 66,204 average Iowa homes.

Iowa currently receives 87% of its power from coal, all of which is imported from outside the state at a cost of about \$300 million. The Iowa wind turbines displace 382,094 tons of coal each year, the equivalent of about 3,821 train cars or a train 36 miles long.

Iowa wind turbines produce zero emissions but the coal they displace would have produced 1.3 billion pounds of greenhouse gases, mainly carbon dioxide. This is equivalent to the emissions of 175,000 automobiles.

enough to power about 13 million U.S. homes. Without it, DOE estimates that wind power capacity will only approximately double from current installed capacity to 11,000 mW by 2025.

Although the report finds that wind power does not currently contribute significantly to total farm income in the 10 states with the highest installed wind power capacity, it states that some individual farmers and rural communities have benefited considerably. It goes on to say that large wind power projects have been established in some of the nation's poorest rural counties, which have benefited from the tax revenues and employment opportunities associated with these wind projects.

The entire report is available at www.gao.gov/new.items/d04756.pdf

THE LENOX WIND TURBINE

"I love telling the story on our wind turbine. We received a \$250,000 Community Development Block Grant (CDBG) from the Iowa Department of Economic Development for construction of a wind turbine. Being a small town (population, 840), we could not afford to do this without the State's help. The total cost of our Vestas 660 kW wind turbine was \$750,000 and we borrowed \$500,000 for 10 years at 4.25 %. It now is 11 months old and has produced 1,900,000 kW or 22% of our needs. If all the Kilowatts were used for homes only, it would supply 100 homes for an entire year. Wind energy is the fastest growing, cheapest and cleanest energy source available. The reason this project is so successful is threefold: first, the grant; second, we owned our sub-station; and third, we had the elevation near our sub-station to keep down our transmission cost, not to mention a 25-year low in interest rates."

Tom Schroeder,
City Manager
Wall Lake, Iowa



The Lenox Utility Board had been interested in renewable energy for a long time. They discussed bio-diesel, solar, and fuel cell energy as well as wind power.

In November of 2000, Greenfield and Lenox Municipal Utilities joined together to conduct a joint wind feasibility study. Since Greenfield and Lenox lay in about the same wind corridor, Lenox believed they could get enough information from a joint study to see if wind power had potential in Southwest Iowa.

The study had just been completed when the Iowa Department of Economic Development announced that wind power would be included in their application for Community Development Block Grants (CDBG.) CDBG grants are for low to moderate income communities and are usually reserved for infrastructure projects, such as water and wastewater improvements.

Tom Wind with Wind Utility Consulting worked with the Southern Iowa Council of Governments (SICOG) to write and submit the Lenox proposal to the Iowa Department of Economic Development. In February, 2002, Lenox was awarded a \$400,000 Community Development Block Grant to install a 750 kW wind turbine.

In March, Lenox asked several wind turbine manufacturers for prices on a wind unit installed in Lenox. Requests were sent to Zond, Vesta, NEG Micon, and G.E. The contract was awarded to the low bid from NEG Micon for \$802,000; the construction process began after the ground-breaking on Earth Day, April 22, 2003.

The Lenox Municipal Utilities Board was interested in wind energy because it is both a clean fuel and a domestic fuel.

As a form of solar energy it is the lowest-priced renewable energy.

They also believed it was "the right thing to do": the turbine will eliminate 266,000 pounds of carbon dioxide a year as well as many other gases such as sulfur dioxide and nitrous oxide. Over the life of the unit, the wind blowing across their turbine will replace 1,774,000 pounds of coal.

David Ferris, Superintendent of Utilities at the Lenox Municipal Utility, described the turbine: "The 20 ton turbine, manufactured in Denmark, sits 181 ft in the air on top of a two-piece single tube tower made in Minnesota. The 12 tons of blades are made in North Dakota and are 77 feet long. The outer 10 feet of the blades oscillate to help stop the blades when the brake is applied; the tip of the blades travel about 126 miles per hour."

"The average wind speed at the site is estimated to be around 15 miles per hour. The turbine will actually start producing power at a wind speed of 6.5 miles per hour and will shut down at 50 miles per hour. A 30 mile per hour wind speed is required for the maximum energy output."

The NEG Micon unit has an installed cost of \$951,000, \$400,000 of which will be paid by

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TOOLS & TRENDS

2005 Planning Calendar

<p>JANUARY 17 Martin Luther King Day</p>	<p>FEBRUARY 8 Rural Development Council Full Partnership Meeting 13 Volunteer Iowa! television broadcast, 7 p.m., statewide Iowa Public Television 15 "Getting to Know IDDED" 15 Tourism Legislative Night 22 Growing Great Organizations Workshop, Iowa City 23 Growing Great Organizations Workshop, Ankeny</p>	<p>MARCH 2 HOME and Housing Awards Announced 2 Growing Great Organizations Workshop, Carroll 8 CDBG Water/Sewer Fund and Community Facilities and Services Fund Awards Announced 23-24 CDBG & HOME Recipient Workshop 28 "Understanding Market Analysis" Workshop, TBA 29 "Understanding Market Analysis" Workshop, TBA</p>
<p>APRIL 5 "Understanding Market Analysis" Workshop, TBA 6 "Understanding Market Analysis" Workshop, TBA 7 "Understanding Market Analysis" Workshop, TBA 15 Main Street Iowa Awards, Des Moines Marriott 29 Tourism Unity Day tbd Homeless Awards Announced</p>	<p>MAY 5 SMART Conference 5 Iowa Celebration of Youth Service Day, Drake's Knapp Center, Des Moines 8-11 National Main Streets Conference, Baltimore, Maryland 10 Rural Development Council Full Partnership Meeting 30 Memorial Day</p>	<p>JUNE tbd Homeless Awards Recipient Workshop</p>
<p>JULY 4 Independence Day 27 "Getting to Know IDDED"</p>	<p>AUGUST 9 Rural Development Council Full Partnership Meeting 11-21 Iowa State Fair 23-24 Iowa Downtown Summit, Clinton</p>	<p>SEPTEMBER 5 Labor Day 27-30 National Trust for Historic Preservation Conference, Portland, Oregon</p>
<p>OCTOBER 1 Deadline for Iowa Volunteer Hall of Fame nominations 24-26 Tourism Conference, Council Bluffs</p>	<p>NOVEMBER 3 "Getting to Know IDDED" 8 Rural Development Council Full Partnership Meeting 9-10 Iowa Conference on Volunteer Service, West Des Moines 24 Thanksgiving</p>	<p>DECEMBER <i>Happy Holidays!</i></p>

TOURISM AWARDS PRESENTED AT ANNUAL CONFERENCE

The Iowa Tourism Office and the Travel Federation of Iowa (TFI) presented 18 awards recently at the annual Iowa Tourism Conference in Cedar Rapids. The awards honored numerous organizations, businesses and people who have made considerable contributions to the Iowa tourism industry.

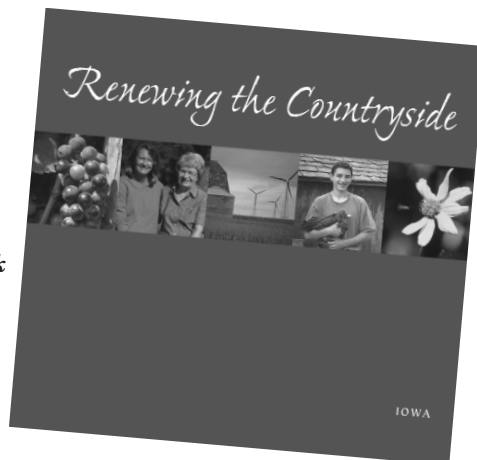
- Web Site Award (population less than 10,000)
Villages of Van Buren, Inc.
- Web Site Award (population more than 10,000)
America's River, Dubuque
- Hospitality in Tourism Award
Marion County Development Commission
- Media Friend of Tourism –
Mike Whye - freelance travel writer, Council Bluffs
- Individual Friend of Tourism
Naomi Christensen, Mills County
- Corporate Friend of Tourism
Woodward Communications, Inc., Dubuque
- County of the Year
Van Buren County
- Consumer Brochure Award (population less than 10,000)
Villages of Van Buren, Inc.
- Consumer Brochure Award (population more than 10,000)
Marion County Development Commission
- Attraction of the Year (population less than 10,000)
John Wayne Birthplace, Winterset
- Attraction of the Year (population more than 10,000)
National Mississippi River Museum & Aquarium, Dubuque
- Event of the Year (population less than 10,000)
Christmas by the Lake, Clear Lake
- Event of the Year (population more than 10,000)
Iowa State Fair, Des Moines
- Community of the Year (population less than 10,000)
Dyersville
- Community of the Year (population more than 10,000)
Cedar Falls
- Tourism and the Arts Award
Des Moines Arts Festival, Des Moines
- Legislative Friend of Tourism
Representative Scott Raecker, Urbandale
- Technical Marketing Award (population less than 10,000)
Clear Lake Chamber of Commerce

Renewing the Countryside - Iowa edition still available

“Renewing the Countryside-Iowa is a human parade of rural success stories: people who are adaptable, resourceful and determined to find a way to live in harmony with the land and profit from it.”

- **First Lady of Iowa, Christy Vilsack**

Books retail for \$39.95, hard cover or \$24.95, soft cover. To order books, contact Eve Palmer, 515.242.4830 or e-mail



First Cultural Districts Announced

Four are Main Street Iowa Communities

Eight communities across the state will be the first to have designated Cultural Districts, a new initiative by the Iowa Department of Cultural Affairs to boost local economies through the arts, history and culture.

The eight communities—Cedar Falls, Charles City, Cherokee, Davenport, Dubuque, Iowa City, Muscatine and Spencer—were unveiled on November 8 as part of the Imagine Iowa 2010: GREAT PLACES Cultural Caucus and Public Celebration at the State Historical Building in Des Moines.

Both Muscatine and Iowa City will have two designated cultural districts. Cedar Falls, Charles City, Dubuque and Spencer are Main Street Iowa communities.

“Iowa is the second state after Maryland to implement a program to certify Cultural Districts,” said Anita Walker, director of the Iowa Department of Cultural Affairs. “These districts celebrate what Iowa has to offer for culture, and are a great economic development tool.”

Leaders in each of the eight communities will measure progress made over a three-year period to increase the economic impact of culture, cultural workers and related economic growth in the Cultural Districts. The arts and areas with historic structures attract residents and tourists who also support adjacent businesses such as restaurants, lodging, retail and entertainment. The presence of the arts and cultural opportunities enhances property values, the profitability of surrounding businesses and the tax base of the region.

“These districts will attract a diverse and well-educated workforce and at the same time, use federal, state and local incentives to promote rehabilitation of historic buildings,” said Jack C. Porter, coordinator of the program and preservation consultant with the State Historical Society of Iowa. “These districts will contribute to the creativity and innovation of a community.”

For more information on Cultural Districts, visit www.culturalaffairs.org/funding/cultural_and_entertainment_districts/index.htm.

THE LENOX WIND TURBINE

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grant money. The remaining \$551,000 will be repaid to the utilities by the city over the 20-year life of the unit.

“The turbine will produce 10% of the community’s energy. This will mean a savings of over \$10,000 per year to the electric rate payer with no additional cost to the property tax payer,” Ferris said.

The Lenox and Wall Lake wind turbine projects were funded as pilot projects through the Community Development Block Grant (CDBG) Program contingency fund. To be eligible for funding they had to document that the project met one of the goals of the IOWA 2010, the State strategic plan; that at least 51 percent of the persons to be served by the project would be of low and moderate income; that all the energy produced by the turbine would remain in the community; and that the turbine would be owned and operated by a unit of local government. For more information contact Hank Manning at hank.manning@iowalifechanging.com.

IOWA
life | changing™

Iowa Department of
Economic Development
200 East Grand
Des Moines, IA 50309

PRSR STD
POSTAGE
PAID
Des Moines, IA
Permit No. 1195

Market Analysis Workshops to be Offered

The Iowa Downtown Resource Center will be offering several market analysis training opportunities throughout 2005. The workshops and consultant service will be available to all communities in Iowa.

Five regional workshops, entitled “Understanding Market Analysis,” will be held in late March and early April. These sessions will provide an overview of the market analysis process, trends in the marketplace, hints and tips for completing a market analysis, and practical examples of how market analysis findings can benefit and provide direction for local downtown development initiatives. Written materials will also be provided.

Four sequenced two-hour “Step-by-Step Market Analysis Process” workshops will be broadcast live throughout the state on the Iowa Communications Network (ICN) for communities participating in the market analysis training series. The four sessions—Getting Started; Trade Area Definition and Secondary Research; Primary Research; and Compile, Report, Strategize and Act—will be offered over a period of five months beginning in May. This will allow time for participants to complete “assignments” between sessions.

ADDITIONAL TECHNICAL ASSISTANCE SERVICES

Market data tabulation services will be available to communities that success-

fully complete the workshops and the ICN training course. On-site technical assistance will also be offered to provide additional interpretation, direction and guidance on how best to utilize data and findings from the market analysis. This service culminates with a written market analysis executive summary report for participating communities.

Costs for the services are:

Regional Workshop	\$25 per person; \$20 per person if four from the same community attend; \$100 total for five or more.
ICN Workshops	\$100 for all four workshops regardless of number of attendees; a minimum of three attendees from the same community is required for ICN site activation.
Additional Technical Assistance Services	\$2,500 includes market data tabulation, on-site technical assistance, a written executive summary of market findings, consultant travel costs, supplies and materials. (A \$10,000 value.)

For workshop schedule and registration information, contact Thom Guzman, Iowa Downtown Resource Center, 515.242.4733 or email thom.guzman@iowalifechanging.com.