

## PHILANTHROPY UPDATE

The excitement created in Iowa around philanthropy prompted IDED to coordinate a work group of those who have a vested interest in providing resources and education for Iowa's community foundations. The group includes reps from the Iowa Council of Foundations, Community Vitality Center, University of Iowa Non-Profit Resource Center, and IDED. The Rural Development Council has provided facilitation for the group.

As the Endow Iowa program evolved to include the County Endowment Fund, the group looked for potential informational and educational resources with a consistent message. The IDED web site ([www.iowalifechanging.com/endowiowa](http://www.iowalifechanging.com/endowiowa)) provides information on the incentives as well as community foundations and definitions that relate to philanthropy, and the appropriate applications for Endow Iowa and the County Endowment Fund.



If your county is considering their strategy for organizing, a list of Frequently Asked Questions is available on the web site along with a map and contact information for Iowa's qualified community foundations.

The Community Vitality Center is organizing the second annual Philanthropy Academy to be held on April 22 at the Gateway in Ames. A break-out session with a philanthropy theme is also being planned for the May 4 SMART Conference in Des Moines.

## COACH KEN CARTER TO SPEAK AT ECONOMIC DEVELOPMENT CONFERENCE

As part of its 20th year celebration, the 2005 SMART Economic Development Conference will feature famed high-school basketball coach Ken Carter, whose life is currently the subject of the movie "Coach Carter" (Paramount Pictures - January, 2005), starring Samuel L. Jackson as the coach.

The state's largest annual economic development conference, the 2005 SMART Economic Development Conference is co-sponsored by the Iowa Utility Association (IUA) and the Iowa Department of Economic Development (IDED) and will be held on Wednesday, May 4 at the Polk County Convention Complex in Des Moines.

Ken Carter came into the national spotlight when he literally locked his undefeated, state play-off bound team, out of the gym and forced them to hit the books and stop counting on athletic potential as the only ticket out of a tough, inner-city life. He was a successful businessman when he accepted the head basketball coach position at Richmond High School, Richmond, CA, in 1997. Within two years,



Carter had virtually single-handedly turned around the school. He physically cleaned up trash and graffiti, dealt with drug dealers, as well as mentally cleaning house. He for-

mulated a signed contract which each player and his parents that spelled out crucial rules of conduct: treat others with respect; shun drugs and alcohol; sit at the front of the class and participate; wear a suit and tie on game day; and maintain a minimum of a 2.3 GPA.



Other speakers for this year's conference include: Governor Thomas J. Vilsack; government financing tool expert Bob Josten; industry marketing professional Eric Canada; and former correspondent and public policy expert Charles Wheelan ("The Economist").

Workshop topics this year are designed to maximize community development activities through effective marketing techniques, entrepreneurial practices, government funding options, site selection, business retention/expansion methods and more.

The SMART Conference is the largest gathering of the economic development community in the state. The SMART Conference attracts all those who influence economic growth in their communities and within the state, including economic development directors, chamber of commerce executives, community volunteers and board members, officials from all levels of government, and business leaders.

Online registration is available at [www.iowasmartconf.com](http://www.iowasmartconf.com). Questions may be directed to 800.264.1084.





**“This team of five works with the Iowa Commission on Volunteer Service, promoting and recognizing volunteers.”**

*Sandy Ehrig, Division Administrator*

# Promoting and Recognizing Volunteers

The featured team for this edition of Tools and Trends promotes volunteerism as a community development initiative. This team of five works with the Iowa Commission on Volunteer Service (ICVS), promoting and recog-

nizing volunteers, as well as providing youth development opportunities with Iowa’s Promise and AmeriCorps\*State grants.



**Adam Lounsbury** enjoys his IDED management roles as the Executive Director of the Iowa Commission on Volunteer Service and as the Team Leader for ICVS staff. In addition to his responsibilities with the commis-

sion, he also assists the Governor’s Office with community and nonprofit outreach.

Outside of work Adam enjoys the outdoors (hiking, fishing etc.) and traveling. He says, “I enjoy all of the things Iowa has to offer and am continually looking and finding new experiences here.”



**Jody Benz** is the veteran on this team with 15 years of experience in a variety of capacities at IDED. Jody currently serves as the Outreach & Communications Coordinator for the Iowa Commission on Volunteer Service. She

is responsible for coordinating the Governor’s Volunteer Awards, the Iowa Volunteer Hall of Fame awards and the annual Iowa Conference on Volunteer Service. Jody also serves as a member of the Iowa Collaboration for Youth Development to help coordinate Iowa’s State of Promise initiative.

Jody demonstrates her volunteerism as the IDED liaison to Capitol View Elementary. It is an inner-city school where IDED helps with many special

projects. Her favorite activities involve family and kids, including two young grandsons, reading, crocheting, gardening, and making quilts.



**Kristin Honz** joined the IDED Team about one year ago. Prior to her role here, she was the director of a non-profit organization in Council Bluffs and had several positions in the fields of human services and volunteerism.

Kristin’s work with the Iowa Commission on Volunteer Service is primarily in the role of providing monitoring, support, and oversight of the AmeriCorps programs and grants in Iowa.

Away from work, Kristin likes to spend time with friends and family. She also likes sports, travel and eating! Her husband, Tom, is the media specialist at Ankeny High School and they have two hyper terriers.



**Greg Pepping** joined the Iowa Commission on Volunteer Service in October ’04. Greg said, “I certainly expected to like my job, but I truly love it. I just got back from Peace Corps service in Uganda, and I’m happy to be continuing

along the same lines, as the AmeriCorps programs we administer are sometimes called a domestic version of Peace Corps. I like it so much because I believe in the value of people

making improvements in their lives and in their communities themselves.”

When Greg’s not working he enjoys travel, exercise, reading, hiking/camping/kayaking/fishing, and following baseball.



The newest team member is **Julie Struck**. She has been with Iowa Commission on Volunteer Service since December 3, 2004. Julie is the Training and Disability Placement Coordinator for AmeriCorps\*State and

National AmeriCorps’ State and National Direct Programs operating in Iowa. She provides a comprehensive training plan for program directors, site supervisors, and members. In addition, she provides AmeriCorps programs with technical and program development assistance to help them build strong, inclusive programs.

Before joining IDED, Julie managed a statewide Homeland Security AmeriCorps program with the American Red Cross. During this time she was fortunate to use her skills to assist those in New York City affected after September 11, 2001.

Julie enjoys being outside and discovering what Iowa has to offer. She also likes to spend time with friends going to movies, and traveling.

# IOWA DESIGNATED 'STATE OF PROMISE' BY AMERICA'S PROMISE—THE ALLIANCE FOR YOUTH

On Monday, December 13, 2004 America's Promise named Iowa a "State of Promise" in recognition of Governor Tom Vilsack's comprehensive early childhood focus and the state's long-standing commitment to helping young people receive five fundamental resources, also known as The Five Promises: 1) ongoing relationships with caring adults, 2) safe places with structured activities during nonschool hours, 3) a healthy start and future, 4) marketable skills through effective education and 5) opportunities to give back through community service.

"All Iowans should take pride in this honor," Vilsack said. "As citizens of this great state we take our responsibility for our children seriously. We must make sure that every child has the best opportunity to succeed in life by making a commitment to their education, ensuring their health and well-being, and providing endless opportunities for their future endeavors."

## IOWA'S PROMISE THE ALLIANCE FOR YOUTH



[www.iowaspromise.org](http://www.iowaspromise.org)

## IOWA'S PROMISE PARTNERS

The Iowa Commission on Volunteer Service is a partner agency of the Iowa Collaboration for Youth Development, which is leading Iowa's Promise efforts. The vision: by 2010, state agencies with a strong interest in the well-being of children and youth will integrate a shared results framework, collaborate to work with communities, achieve collective goals, participate in joint decision-making, and foster mutual accountability for results. The mission to accomplish this is to better align state policies and programs and to encourage collaboration among multiple state and community agencies on youth-related issues.

America's Promise is a national partner of the CHARACTER COUNTS! Coalition, and as the statewide facilitator of CHARACTER COUNTS! in Iowa, the Institute for Character Development looks forward to collaborating with the Iowa's Promise effort. Executive Director of the Institute for Character Development, Scott Raecker, and members of the Governor's staff met to discuss how each entity could provide unique opportunities for one another. "I look forward to developing the potential for synergy between these two efforts; together we have the opportunity to further promote the solid development of character in Iowa's youth."

America's Promise was founded after the Presidents' Summit for America's Future in 1997 where Presidents Bush, Carter, Clinton and Ford, and Nancy Reagan (representing President Reagan), challenged the country to make children and youth a national priority. President George W. Bush affirmed his commitment in 2001. Retired General Colin L. Powell is founding chairman. Alma J. Powell (Secretary Powell's wife) now chairs America's Promise, and Marguerite W. Sallee serves as president and CEO. The mission of America's Promise is to mobilize people from every sector of American life to build the character and competence of youth.

## Iowans Pledge More Than 1.5 Million Hours for 2005

Iowans will spend more than 1.5 million hours cleaning up parks, mentoring youth, providing meals for their neighbors, and generally making the state a better place in 2005, thanks to Volunteer Iowa, which aired Sunday, February 13 on statewide Iowa Public Television. The one-hour live broadcast was a collaborative effort with the Iowa Commission on Volunteer Service (ICVS).

Viewers from across the state pledged 1,554,017 hours of service during the broadcast. These hours, the equivalent of more than 178 years of service given by Iowans for 2005, are valued at nearly \$27 million. The results exceed the total hours pledged in 2003 and 2004 combined.

Those who pledged will receive follow-up information in the coming weeks on how to volunteer in their communities in ways that interest them most.

"The spirit of volunteerism is alive and well in Iowa, and we're thrilled to have played a part in motivating Iowans to give of themselves more than in

the past two years combined," said Daniel K. Miller, executive director and general manager of Iowa Public Television. "Together with ICVS, we are proud to provide the bridge that connects engaged Iowans with organizations that need volunteer help this year."

The program included profiles of Iowans already volunteering in a variety of ways.

More information is available at [www.volunteeriowa.org](http://www.volunteeriowa.org)



# Unity Day is April 29

Mark your calendars for April 29 when the Iowa Tourism Office and the Travel Federation of Iowa will present Iowa Tourism Unity Day at the Hy-Vee Conference Center in West Des Moines. Sponsored by the Meredith Travel Group and Midwest Living, the annual event will include a legislative update, the announcement of the 2006 cooperative advertising options, a buffet lunch and more. Iowa native Mary LoVerde will provide a keynote message about how to create a successful life balance. Registration information is available in the Travel Industry section at [traveliowa.com](http://traveliowa.com).

An annual highlight of Unity Day is the presentation of the Iowa Tourism Leadership Award. Nomination forms are available in the Travel Industry section at [traveliowa.com](http://traveliowa.com).



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## Iowans head to Kansas City for annual showcase

For the third consecutive year, members of the Iowa tourism industry will hit the road to promote the state as a destination for packaged travel. This year, Kansas City is the site of the annual PlanIt Iowa Showcase, which brings together Iowans and group travel planners from the Kansas City area.

In a trade show fashion, the event enables the two groups to exchange information and foster long-term relationships. In addition, exhibitors may attend a complimentary event called "Meet the Media," a town meeting-style discussion with Diana Lambdin Meyer, Parkville, Missouri-based freelance writer, and Marge Peterson, a former editor of AAA Home

& Away Magazine in Omaha.

To learn more about PlanIt Iowa, contact Mark Eckman at 888.472.6035 or [mark.eckman@iowalifechanging.com](mailto:mark.eckman@iowalifechanging.com).

To get details about Meet the Media, contact Shawna Lode at 888.472.6035 or [shawna.lode@iowalifechanging.com](mailto:shawna.lode@iowalifechanging.com).

# Keep Iowa Beautiful Symposium

Keep Iowa Beautiful (KIB) has scheduled a one day symposium at Reiman Gardens in Ames on Friday, June 17, 2005. This first annual symposium, called FIRST IMPRESSIONS, is for Iowans interested in advancing the quality of life and image of their communities.

The symposium will offer presentations on policies, methods, techniques and ideas for community enhancement. Community leaders, elected and public officials, those interested in beautification and growing tourism, chamber and economic development leaders are encouraged to attend.

**Speakers include:**

**Chad Pregracke**, The River Clean Up King—"Clean Up Your Act"

**Elvin McDonald**, author, editor, photographer and publisher of hundreds of gardening books and Assistant Editor of Better Homes and Gardens.

**Sue Smith**, Keep America Beautiful—"Broken Windows"

**Rand Fisher**, Iowa Area Development Group—"Dollars and Cents of a Good Image"

**Mark Masteller**, Iowa Department of Transportation—"Roadside Programs"

**Jane Seaton**, Main Street Iowa—"Care & Feeding of Volunteers"



**Kathy Ridnour**, Iowa Department of Transportation—"State Income Tax Check-off"

**Doug Vogel**, Diamond Vogel Paint—"Paint Iowa Beautiful"

**Patrick Callahan**, Institute of Public Affairs—"Ordinances and the Law"

**Gerry Schnepf**, Keep Iowa Beautiful—"Litter and Illegal Dumping Abatement"

The symposium will be limited to the first 100 registrations. For more information and a registration form e-mail [bjackson@keepiowabeautiful.com](mailto:bjackson@keepiowabeautiful.com) or call 515.323.6537.

# Linking Early Childhood Development to Economic Development

The Early Care, Health & Education Congress is an annual event held at the Scheman Center in Ames and is sponsored jointly by Community Empowerment and the Iowa Child Care & Early Education Network. For two days last November, early childhood advocates from across the state and early childhood disciplines, converge on the convention center to learn from experts and each other about how best to address the needs of the children of Iowa in the areas of child care, education and health. In the last few years, there has also been a strong emphasis placed on bringing business partners and economic development into the conversation.

How can early childhood development link with economic development? Early childhood professionals nurture social, intellectual and physical growth, not economic growth. What has always been known, and research has recently proven, is that the future is being nurtured and developed 'before our eyes' – that quality care, health and education during the first years of life are critical to the development of healthy, successful adults and the future of our society and state.

In a time of limited resources, the economic challenge is to identify where to get the most return on our investment. It is becoming clear that investments in early childhood development yield extraordinary returns, far exceeding the return on most investments, private or public.

The theme of the 12th Annual Iowa Early Care, Health and Education Congress held in November 2004, was Building Successful Communities Equals Successful Children. Over 350 attendees were challenged and motivated with keynote addresses by Governor Tom Vilsack; Lt. Governor Sally Pederson; Dr. Robert Koob (President, University of Northern Iowa); Dr. Lori Dorfman (Berkeley Media Studies Group, Berkeley, CA); and J. Barry Griswell (Chairman, President and CEO of the Principal Financial Group®). These leaders were excited to share their thoughts on the importance early childhood plays in our communities and our economy. Although each had a different message, all stressed that this is the year for Iowa's youngest children.



During his remarks, Barry Griswell said we need to bring government, human service agencies, legislators, parents and business together: "Our kids are our future; create a better world for all tomorrow."

The Governor promised the early childhood professionals that his budget proposal to the Legislature this year would include a considerable increase in money for early childhood programs. Governor Vilsack also said that his Condition of the State address in January would focus on only two things: strengthening early education and improving Iowa's economy. "The two," he said, "go hand-in-hand."

So, what is economic growth and what does early childhood have to do with it? The answer is everything! Economic experts realize that the answer to many economic problems lies with young children. Children who participate in high quality early childhood development programs are more likely to graduate from high school, go to college, be gainfully employed, and able to contribute to a stronger economy through higher employment earnings. They are also less likely to come in contact with the criminal justice system or use its services.

An investment in young children is an investment in a brighter tomorrow.

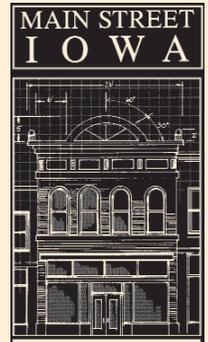
For more information, contact Michael Brown at [michael.brown@iowalifechanging.com](mailto:michael.brown@iowalifechanging.com).

# Main Street Iowa Reaches Milestone

Main Street Iowa communities have invested more than half billion dollars in downtown building acquisition, rehabilitation and renovation according to the latest economic impact report. The report reflects cumulative totals from July 1, 1986 through December 31, 2004.

The \$508,627,819 private investment involved 8,098 building rehabilitations/purchases in the 49 communities that have been involved in the program since its inception.

Thirty-four participants - Adel, Bedford, Bloomfield, Bonaparte, Burlington, Cedar Falls, Central City, Charles City, Conrad, Corning, Dubuque, Dunlap, Elkader, Greenfield, Hamilton County S.E.E.D. (Jewell, Stratford and Ellsworth), Hampton, Iowa Falls, Keokuk, Le Mars, Marcus, Marshalltown, Mason City, Mount Pleasant, New Hampton, Osceola, Oskaloosa, Sac City, Sigourney, Spencer, State Center, Story City, Waterloo, Waverly, and Valley Junction (West Des Moines) - are currently in the Main Street program.



In addition to the private dollar investments, the report shows a net gain of 7,273 new jobs created and a net gain of 2,621 new businesses.

Volunteer hours reported by each Main Street community reached a milestone in 2004 as well and now total 1,119,520.

Main Street Iowa was established as a program of the Iowa Department of Economic Development by the Iowa Legislature in 1985. The Iowa Downtown Resource Center, within which Main Street Iowa operates, was created in 1998 to offer downtown revitalization services to all Iowa communities on a fee basis.

For more information, contact Main Street Iowa at 515.242.4756 or email [mainstreet@iowalifechanging.com](mailto:mainstreet@iowalifechanging.com).

# Dubuque to Host Restore-o-Rama

Mark Your Calendars! Restore-o-Rama, a restoration workshop, will be held in Downtown Dubuque on Friday and Saturday, May 20-21, 2005.

Workshops will include product demonstrations, walking and trolley tours, and programs on a variety of restoration topics. Sessions for realtors, architects, contractors, commissioners, and property owners will be held at the Holiday Inn Five Flags, 4th & Main, with a kick-off on Friday at the historic Orpheum Theater.

An awards reception will be held on Saturday evening at the National Mississippi River Museum & Aquarium.

Plan to enjoy DubuqueFest's 27-year tradition of art, music, old house tours, food and fun in Downtown Dubuque that same weekend.

Registration information can be found at [www.cityofdubuque.org](http://www.cityofdubuque.org).



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## TOOLS & TRENDS 2005 Planning Calendar

<p><b>MARCH</b></p> <p>23-24 CDBG &amp; HOME Recipient Workshop</p> <p>28 "Market Analysis for Downtown" Workshop, Alta</p> <p>29 "Market Analysis for Downtown" Workshop, Atlantic</p>	<p><b>APRIL</b></p> <p>5 "Market Analysis for Downtown" Workshop, Waverly</p> <p>6 "Market Analysis for Downtown" Workshop, Sigourney</p> <p>7 "Market Analysis for Downtown" Workshop, West Des Moines</p> <p>15 Main Street Iowa Awards, Downtown Des Moines Marriott</p> <p>29 Tourism Unity Day</p> <p>TBA Homeless Awards Announced</p>	<p><b>MAY</b></p> <p>4 SMART Conference</p> <p>5 Iowa Celebration of Youth Service Day, Drake's Knapp Center, Des Moines</p> <p>8-11 National Main Streets Conference, Baltimore</p> <p>10 Rural Development Full Partnership Meeting</p> <p>30 Memorial Day</p>	
<p><b>JUNE</b></p> <p>TBA Homeless Awards Recipient Workshop</p>	<p><b>JULY</b></p> <p>4 Independence Day</p> <p>27 "Getting to Know IDED"</p>	<p><b>AUGUST</b></p> <p>9 Rural Development Council Full Partnership Meeting</p> <p>11-21 Iowa State Fair</p> <p>23-24 Iowa Downtown Summit, Clinton</p>	
<p><b>SEPTEMBER</b></p> <p>5 Labor Day</p> <p>27-30 National Trust for Historic Preservation Conference, Portland, Oregon</p>	<p><b>OCTOBER</b></p> <p>1 Deadline for Iowa Volunteer Hall of Fame Nominations</p> <p>24-26 Tourism Conference, Council Bluffs</p>	<p><b>NOVEMBER</b></p> <p>3 "Getting to Know IDED"</p> <p>9-10 Iowa Conference on Volunteer Service, West Des Moines</p> <p>24 Thanksgiving</p>	
<p><b>DECEMBER</b> <i>Happy Holidays!</i></p>			