

Tourism, Main Street Iowa Name Winners

Organizations, individuals receive state tourism awards

The Iowa Tourism Office and the Travel Federation of Iowa (TFI) presented 16 awards at the annual Iowa Tourism Conference in Sioux City. The awards honored organizations, businesses and people who have made considerable contributions to the Iowa tourism industry. A list of winners appears on page 4.

Numerous Vision Iowa awards have also been made over the past few months. Those winners can be found at www.visioniowa.org.

An effort spearheaded by Senator Tom Harkin resulted in a \$500,000 economic development grant to the Iowa Department of Economic Development for the Main Street Program to assist participating cities with their revitalization efforts. An amount of \$400,000 (80% of the grant) was designated for revitalization projects in Main Street communities; the remaining \$100,000 will be used for economic development education and technical assistance. Ten of the 26 communities that applied were awarded grants.

The recipient cities and their projects which total \$4.8 million are described on page 4.

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THE CHANGING FACE OF ECONOMIC DEVELOPMENT

SMART Economic Development Conference

The Iowa Utility Association and the Iowa Department of Economic Development will present the annual SMART Economic Development Conference, "The Changing Face of Economic Development," on Thursday, May 1 at the Polk County Convention Complex in Des Moines.

Conference highlights include:

- Consumer trends from Peter Yesawich
- VISION IOWA's Michael Gartner
- Site selection and relocation consultant Jack Allston
- Generation X management retention strategist Rebecca Ryan
- Governor Thomas J. Vilsack (invited)

Other highlights include sessions on Iowa's energy outlook, biotechnology basics you should know, Iowa's venture capital environment, and other "hot topics" of interest to Iowa's economic development community.

For complete conference details, call 1.800.264.1084 or log on to www.iowasmartconf.com





“Beth’s working to help make the Council a more recognizable resource for community leaders.”

Sandy Ehrig, Division Administrator

The featured team this issue is our Iowa Rural Development Council (IRDC). The Iowa RDC is a partnership comprised of federal, state, and local governments along with private sector organizations working with community development issues. The Council is one of few in the nation organized to improve the communication of the partners and provide coordination for rural policy and action.

Beth Danowsky joined the Rural Development Council as Director in April 1998, but before that, was one of the charter members of the IRDC.

Her role as Executive Director is to help identify opportunities for the Council to learn about or work on and bring them to the group for consideration. Beth’s working to help make the Council a more recognizable resource for community leaders. In the next year, she thinks many of the issues worked on will continue to be priorities, but the Council will reach out to provide information and assistance to communities in a more aggressive way. They will also need to be more entrepreneurial in partnership with members for funding as the national budget declines.

Beth’s special interests include spending time with family, gardening, boating, singing and enjoying Iowa’s farmer’s markets, fairs and festivals. Beth takes seriously her role as an ‘economic developer’ and contributes to the Iowa economy as a shopper at every opportunity.

Eve Palmer was at the May 7, 1992 initial partnership meeting as the staff support person and has been with the Rural Development Council in that role for the past 10 years. Eve also supports the IRDC steering committee with their monthly meetings.

Eve enjoys visiting and exploring Iowa’s rural communities and learning Iowa history. She also enjoys reading and flower gardens. Her special talent (eluded to by Beth) is her ability to shop at every given opportunity.



Rural Development Team

MICHAEL AUDINO

Michael Audino is president of Audino & Associates, a unique consulting entity that provides a comprehensive array of strategic planning and marketing services to its clients: cities, counties, regional organizations, academic institutions, state agencies, trade associations, and non profit corporations. Audino & Associates has helped clients craft visions, plan strategies, execute programs, advocate issues and manage projects.

JOSEPH P. “JOE” COOLEY

Joseph P. “Joe” Cooley was appointed director of the VA Regional Office, Des Moines, Iowa on May 19, 2000. Joe began his VA career in 1970 in the VA Regional Office in Denver. He then advanced to progressively responsible positions around the U.S. before becoming Assistant Director, VA Regional Office and Outpatient Clinic, Manila, Philippines in September 1995. Joe, his wife Janice, and son Michael reside in Des Moines. Their son John lives in Minneapolis with his wife Dawn.

RAND FISHER

Rand Fisher is president of Iowa Area Development Group (IADG) and former IRDC Chairman. Mr. Fisher also serves on the Iowa Association of Business and Industry board of directors and is a member of the Professional Developers of Iowa and the National Rural Economic Development Association. He is a frequent speaker on economic development issues and writes a

regular column on economic development leadership for Iowa Commerce magazine.

DIANE GALLAGHER

Diane Gallagher is currently manager of Statewide Corporate Outreach, Office of Corporate Partnerships at the University of Iowa (UI) and conducts on-site visits to Iowa companies to match business needs with UI programs. Prior to working at UI, Diane was Director of Marketing Services for a urology start-up company dedicated to the development of innovative medical devices. Diane and her husband Robert farm in Washington, Iowa.

BRENT HALLING

Brent Halling is a lifelong resident of Dallas County, Iowa. A graduate of Kirkwood Community College in Cedar Rapids, he has been a grain and livestock family farmer near Perry for 22 years. Brent is a past president of the Iowa Pork Producers, a former member of the Federal Reserve Bank of Chicago’s Advisory Council on Agriculture, Labor and Small Business, and various other groups. He was appointed Deputy Secretary of Agriculture in 1999.

DENNY HARDING

Denny Harding is the commodity services coordinator for the Iowa Farm Bureau Federation. In this position, he works with commodity issues involving the dairy and poultry industries in Iowa. He also works on value-added agricultural initiatives and development and delivery of commodity services. Before joining Farm Bureau in 1999, Denny was

director of value-added agriculture for the Calhoun County Economic Development Corporation. He has been a grain farmer for the last 15 years. Denny was raised on a family farm near Rockwell City and graduated from Iowa State University with degrees in agricultural business and agricultural education.

STEVE HOESEL

In 1976, Steve Hoesel became employed by the Northwest Iowa Planning and Development District in Spencer, Iowa as a planner and in 1980 moved to the Mid Iowa Development Association Council of Governments in Fort Dodge, Iowa as its executive director. In both positions, professional work involved a very extensive resume of assistance in community and economic development to rural communities of Iowa. When the National Rural Development Partnership was established in the early 1990s, Steve served on a National Task group to distribute information about this new program designed to work with rural programs across agency boundaries to eliminate systemic barriers to making the programs work better for rural areas. Steve has served as Vice Chair and Chair on the Steering Committee and is currently Vice Chair of the National Rural Development Partnership’s Executive Board.

PAUL LASLEY

Paul Lasley, Professor of Sociology, has been employed at Iowa State University since 1981. He received a bachelor’s degree in animal husbandry

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Department Update – Working Smarter to Serve Iowa

The Iowa Department of Economic Development (IDED) is organizing to assist local groups with regional development efforts. There are two new Regional Strategies Coordinators, Karen Merrick and Joe Jongewaard who will assist with these efforts.

Karen Merrick has been involved for over 30 years with local, state and national efforts to enhance the rural economy. She is the former Mayor of Guttenberg and created the first development group in the community, successfully recruiting new industry and supporting local entrepreneurs. Merrick is a former IDED Board member and has served on a variety of state and federal committees, including the National Trust for Historic Preservation Board of Advisors and the Iowa Small Business Advisory Council.

Joe Jongewaard has worked extensively with communities as the

Outreach Coordinator for the Governor's Office. His public service includes State Administrator for one of Iowa's United States Senators. He was the coordinator of the strategic planning for Des Moines Public Schools \$300 million building renovation program and local option sales tax effort. Jongewaard was also the assistant to the Director of the Iowa Department of Public Health.

Cali Beals, Development Specialist, will work out of the Des Moines office, managing the Community Development Fund and the 2010 projects. Marlys Pelz will assist with IDED Connections including, economic development data, "Visits to IDED" and "Getting to Know" sessions. Debi Flanders will assist the Iowa Downtown Resource Center providing various services for downtown development now contracted from other sources.

Film Office Update

The Iowa Film Office has been very busy since mid-October when Steve Schott began as Film Consultant.

Accomplishments include:

- completion of the 2003 Iowa Production Guide, with 60 new entries, bringing the total to over 250 entries
- meetings with the faculty and students at University of Iowa and Iowa State to discuss film production in the state, internships available in the Iowa production community and production jobs after college. Visits are planned for Drake, UNI, and Buena Vista and Central Colleges
- continuing international marketing presence with a booth at the annual AFCI Location Expo in Santa Monica, CA in April, a conference that is attended by producers, directors, location managers and other decision makers from around the world

- continuing support of the Film and TV Festivals in Iowa, which now number seven; several more are in the planning stages
- continuing support of the Iowa Motion Picture Association and the Iowa Scriptwriters Alliance by sponsoring their latest workshop, "Shooting Scripts - The Five Minute Movie Project"
- active pursuit of film production in Iowa with 16 active projects and an additional 15 that could develop in the next year
- development of "Camera Ready Communities Guidelines", a packet to help local communities develop their own movie-friendly plan

FILM AWARDS SCHEDULED

The Iowa Motion Picture Association (IMPA) will present the annual Iowa Motion Picture Awards on Saturday, April 19, 2003 at the Renaissance Savery Hotel in Des Moines. The awards recognize outstanding creative and

technical achievement in Iowa's moving image production industry, in all its forms.

In this competition, there are two levels of recognition: nominees in each of the 44 categories will receive an Award of Achievement and the winner in each category will receive the Award of Excellence. Categories include commercials, PSAs, corporate and community marketing, student productions, cinematography, acting, animation, sound-mixing and many more. A preliminary round of judging by local industry professionals is followed by a final round by out-of-state film and TV professionals.

In addition to the awards, IMPA conducts workshops during the day. Greg Alan Williams, author and actor, will be conducting a workshop, "The Business of Acting", this year.

For further information, go to www.impa.tv or call the IMPA office at 515.440.1040.

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(1974), a master's degree in sociology (1976), and a doctorate in rural sociology from the University of Missouri-Columbia (1981). His research, teaching, and extension work focuses on farm and rural issues at the state and national levels. Lasley currently is chair of the Department of Sociology at Iowa State University.

BOB MULQUEEN

Bob Mulqueen has been a member of the IRDC since its inception in 1993 and has been on the staff of the Iowa State Association of Counties since 1988. He is responsible for rural and community development and a number of other county-related issues. He serves as one of two full time lobbyists for the counties association during each legislative session and he also pens a public policy related column, "Around the Statehouse", for the association's monthly periodical.

JEFF NALL

Jeff Nall has worked with job training, employment, and related programs since 1972. He has served on a number of advisory panels and working

committees within state government, and with such groups as the Iowa Business Council, the U.S. Department of Labor, the National Governors Association, the National Association of State Workforce Board Chairs, and the National Conference of State Legislators. Jeff currently administers the Iowa Workforce Development Division of Policy and Information.

STEVE PADGITT

Steve Padgitt is director of Iowa State University (ISU) Extension to communities where he gives guidance on programs in community leadership, management and planning and design. He also coordinates ISU's undergraduate program in public service and administration in agriculture. He has been a member of the ISU faculty for 20 years where his extension and research programs have focused on community development, and natural resource and environmental conservation.

SHARON A. TAHTINEN

Sharon A. Tahtinen serves as special assistant on Energy Policy to the Director of the Department of Natural Resources. She has over 17 years of energy

management and policy experience and has served in a variety of positions at the Department, including Energy Bureau Chief, before joining the Director's staff in December of 2002. Sharon serves as chair of the Iowa Energy Center's Advisory Council, among other board and task force positions. She has a Bachelor of Science degree from Northern Michigan University and a Master's Degree in Community and Regional Planning from Iowa State University.

KATHY WILLIAMS

Kathy is the coordinator for the State Office of Rural Health in the Bureau of Health Care Access, Iowa Department of Public Health. She was on the team that developed the community based Hometown Health Planning and Assessment process, and she has been successful in obtaining funding to assist small rural hospitals meeting HIPAA and QI issues, and funding to identify health professional shortage areas and address health care access issues for new immigrants to rural Iowa. Kathy is a past president of the Iowa Rural Development Council.

Tourism, Main Street Iowa Name Winners

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2002 IOWA TOURISM AWARD RECIPIENTS INCLUDE:

Web Site Award - Greater Des Moines Convention and Visitors Bureau
Hospitality in Tourism Award - Mississippi Valley Welcome Center, LeClaire
Media Friend of Tourism - Midwest Living Magazine
Individual Friend of Tourism - Clayton Whitehead, Sports Leisure Vacations
Corporate Friend of Tourism - United States Postal Service
County of the Year - Van Buren County
Consumer Brochure Award (population less than 10,000) - Villages of Van Buren
Consumer Brochure Award (population more than 10,000) - Lake Red Rock Area/Marion County
Attraction of the Year (population less than 10,000) - Pella Dutch Windmill
Attraction of the Year (population more than 10,000) - Boone & Scenic Valley Railroad Dinner Train
Event of the Year (population less than 10,000) - Anamosa Annual Pumpkinfest and Weigh-off
Event of the Year (population more than 10,000) - Iowa State Fair
Community of the Year (population less than 10,000) - Charles City
Community of the Year (population more than 10,000) - Mason City
Legislative Friend of Tourism - Senator Hubert Houser
Tourism and the Arts Award - Sioux City Art Center Prairie Dog Quest



Des Moines will host the 2003 Iowa Tourism Conference, October 20-22. Tourism is a \$4.3 billion industry in Iowa, employing more than 61,700 people statewide and generating more than \$242 million in state taxes. The Iowa Tourism Office is part of the Iowa Department of Economic Development.

MAIN STREET CHALLENGE GRANT AWARD WINNERS

Ten Main Street Communities Receive Revitalization Grants

CEDAR FALLS

Award: \$50,000

Project: Restoration of the original facade of a downtown cornerstone building and facade renovation of the historic Black Hawk Hotel with improvements to the main entrance.

CENTRAL CITY

Award: \$50,000

Project: Revitalization of four properties, three of which have been vacant for 10 years or more. Restoration of the exterior of three storefronts to house office/retail on street level and two residential units on upper level.

CHARLES CITY

Award: \$25,000

Project: Construction of infill building on lot in the heart of the downtown district, once the site of a hotel that was destroyed by fire, and creation of a low interest loan program.

DUBUQUE

Award: \$50,000

Project: "Gateway to Upper Main Residential Rehab", a pilot project in a blighted area, to include restoration of facades of five properties (seven storefronts) and development of 13 upper story residential units ranging from low-income to market rate.

ELKADER

Award: \$49,880

Project: Four-phase renovation to save an 1880 theatre building and reopen as a movie theatre.

GREENFIELD

Award: \$30,000

Project: Purchase and installation of a four-stop elevator to allow access to all floors of an historic landmark, the E. E. Warren Opera House, which will become a regional arts center.

SAC CITY

Award: \$20,000

Project: Renovation of a vacant property in the center of the downtown district, donated to the city by an absentee landlord, to allow expansion of a retail business.

SIGOURNEY

Award: \$40,000

Project: Total renovation of two downtown properties with corner locations, adding affordable upper-story residential.

STATE CENTER

Award: \$50,000

Project: State Center Historical Society to rehabilitate a vacant building to save an entire block in the community's historic district and create a "home" for the Iowa Barn Foundation, an interpretive site for heritage tourism as well as the Lincoln Highway, Watson's and other area attractions.

STORY CITY

Award: \$25,000

Project: Construction of an infill building to relocate the Story City Herald to the site of its original building which was demolished due to structural damage from improper excavation of adjacent property.

For more information, contact: Main Street Iowa, Downtown Resource Center 515.242-4756 or e-mail jane.seaton@ided.state.ia.us.



“Downtown - A SMART Place for Business”

Business Development Workshops and the Iowa Downtown Conference offer training for downtown business success in today's environment

The Iowa Department of Economic Development's Downtown Resource Center and Main Street Iowa are pleased to offer a series of six workshops specifically designed for small business owners and operators in Iowa's downtowns. Each workshop will be conducted by Kent Burnes, Burnes Consulting, Grass Valley, California, who has been a consultant to small business for 17 years.

The workshops are designed to improve the competitiveness of Iowa's small businesses. Over the last 30 years, conducting business downtown has changed dramatically. In 1957 about 85% of U.S. commercial activity occurred downtown; 30 years later, only 14% was happening downtown. Today, Iowa's smart downtowns are enjoying a rebirth and a resurgence of commercial activity. Downtown is once again the SMART Place for Business.

Each of the workshops will be presented from 2 to 5 p.m. and repeated from 6:30 to 9:30 p.m. on the same day. Participants may choose the time most convenient. The six workshops are:

BUILDING BLOCKS FOR SUCCESS -

a tune-up for existing businesses
April 8, 2003 Hotel Pattee, Perry, Iowa

Iowa Downtown Conference

August 26 and 27, 2003 • Grinnell, Iowa
For complete details, email
downtown@ided.state.ia.us

HOW TO KEEP MORE OF THE MONEY YOU MAKE -

focusing on the financial aspects of running a business
June 17, 2003 City Hall, Story City, Iowa

CUTTING EDGE ADVERTISING FOR SMALL BUSINESSES -

demystifying advertising
August 26, 2003 Grinnell, Iowa

PRODUCTS, TRENDS AND DISPLAY TECHNIQUES -

identifying the best products for your business and how to display them
October 15, 2003 Marshalltown, Iowa

CUSTOMERS, SERVICE AND YOUR EMPLOYEES -

making your business an outrageous customer service provider
January 27, 2004 Des Moines, Iowa

KEEPING YOUR BUSINESS ALIVE -

developing a succession plan
March 23, 2004 Pella, Iowa
For registration fees and deadlines, and complete workshop details, e-mail downtown@ided.state.ia.us or call Thom Guzman at 515.242.4733.

Iowa Tourism Unity Day in April

In preparation for National Tourism Week and the busy summer travel months, the Travel Federation of Iowa and the Iowa Tourism Office are hosting the annual Iowa Tourism Unity Day on April 25. As in years past, the event takes place at the Hy-Vee Conference Center in West Des Moines.

Get details about the event and a registration form from the Travel Industry section at www.traveliowa.com. The web site offers a nomination form for Tourism Leadership Awards. Two people - one volunteer and one paid professional - will be honored at Unity Day.

LEGISLATIVE SHOWCASE A SUCCESS

Hundreds of tourism enthusiasts and legislators packed the cattle barn at the Iowa State Fairgrounds recently for the Travel Federation of Iowa's (TFI) annual legislative showcase. An event that was previously held at the Tourism building, the showcase was moved to the cattle barn to accommodate additional exhibitors.

While each exhibitor had their own unique tourism success story to share with the state's legislators, the topic of the night's discussion was the Promote Iowa Initiative. Proposed by TFI, this plan would provide additional marketing dollars for the Iowa Tourism Office based on revenue from existing tourism-related taxes. Learn more about Promote Iowa by contacting TFI president Becky Gruening at bgruening@desmoinescvb.com.

Century Businesses Honored

More than 180 Iowa businesses were honored by the Iowa Department of Economic Development at the Iowa Century Business Reception, held in December at Hoyt Sherman Place in Des Moines.

The reception provided an opportunity for business representatives to receive a commemorative plaque, have a photograph taken and network with other recipients from across the state. More than 300 people attended.

The Century Business of Iowa Program was created by the Iowa Department of Economic Development in 2002. Companies that began operation in or before 1902 and have continued business since that time were encouraged to submit nominations and information about their business's history, including ownership, location, products and services as well as annual dollar volume and size of workforce.

"These century businesses annually contribute billions of dollars to our state's and country's economy, and employ thousands of people", said Governor Tom Vilsack. "Their stories are compelling, not only in their economic significance but also in describing the innovation and tenacity that sustained them over the past hundred years."

The annual dollar volume, reported by slightly more than half (97) of the century businesses totaled \$106.5 billion; employment numbers, reported by 158 companies, totaled 76,475. In reporting, the businesses made no distinction between instate and worldwide sales volume and workforce numbers.

For a complete list of those businesses honored in 2002, visit the IDED website at www.iowasmartidea.com/index.html.

Main Street Awards to be held Friday, May 9, 2003

Main Street Iowa will recognize exceptional programs and people at the annual Main Street Iowa Awards ceremony, May 9, at the Temple for the Performing Arts in Des Moines.

Winners will be selected from nominations, submitted by the 33 Main Street communities, in the areas of promotion, organization, design and business improvement. Each community will also have the opportunity to nominate an outstanding volunteer business, organization or individual to be recognized at the event.

For more information, contact darlene.goeltl@ided.state.ia.us.

VOLUNTEERS

2003 Governor's Conference on Volunteer Service Set

The annual conference will be held on April 15-16, 2003, at the Downtown Des Moines Marriott Hotel and will feature quality workshops of interest to youth, seniors, program directors and volunteers. Topics include screening volunteers, America's Promise/Communities of Promise, nonprofit resources, resource development, professional development, volunteer management and recruitment, civic engagement/leadership, conflict resolution, fundraising, best practices, and networking opportunities.

Keynote speakers are: Rudy Simms, Executive Director, Iowa Region National Conference for Community and Justice; Greg Alan Williams, native Iowan, author and Emmy Award winning actor.

A special feature of the conference is an awards banquet to present Iowa Community Betterment awards as well as to honor the latest Iowa Volunteer Hall of Fame inductees.

Workshop descriptions, registration information and exhibitor registration forms are available at www.volunteeriowa.org.

Volunteer Iowa! exceeds expectations

At a legislative breakfast hosted by the Iowa Commission on Volunteer Service, held at the State Capitol in February, Lieutenant Governor Sally Pederson was presented with a check from "The People of Iowa" for \$6,976,646 which represented the value of 434,682 volunteer service hours.

The hours were pledged by Iowans from across the state on January 12 during the *Volunteer Iowa!* broadcast.

A complete summary of the event is online at www.iptv.org/vi_press-room@cfm.

NATIONAL VOLUNTEER WEEK
April 27-May 3, 2003

IOWA COMMISSION ON VOLUNTEER SERVICE

Freedom Quilt Project a Labor of Love

In September, 2002, several staff members representing the Iowa Department of Economic Development and the Iowa Commission on Volunteer Service visited Capitol View Elementary School to give students an opportunity to be involved in the Freedom Quilts project.

In a two hour period, 670 students went through an assembly line to place their handprints on quilt blocks which would later be sewn into six quilts, one from each grade level, K through 5.

"This has turned into a pretty big project, but I've loved every minute of it."

— *Jody Benz,*
Program Officer



The quilt blocks are now assembled and in the process of being quilted. When completed, volunteers will return to the school to take photographs of the students with the quilts they helped to make.

The finished quilts will be sent to Betty Nielsen, coordinator of the Freedom Quilts project who will then deliver them to family members who lost loved ones on 9/11. (To date, Betty has delivered more than 3,000 quilts to victims' family members but is determined not to stop until every single surviving family member receives their own quilt.)

For more information about Freedom Quilts, visit www.freedomquilts.net or contact Jody Benz at jody.benz@ided.state.ia.us.

I-JAG: Creating Jobs

Iowa Jobs for America's Graduates, Inc. (I-Jag) is an inspiring and motivating program that continues to make a big difference in the lives of many young people throughout the state.

The program was developed in the early days of the Vilsack/Pederson administration to assist at-risk and disadvantaged youth graduate from high school and find and keep quality jobs, a commitment to the young people of Iowa and our future workforce.

Success is the motto in I-JAG and the program is doing just that: teaching the skills necessary to stay in school as well as vital life skills, and providing the tools for finding a career of choice and keeping the doors open to life-long learning.

The I-JAG program has 10 sites located in high schools throughout the state; each program is managed by a full-time professional I-JAG Specialist. The Iowa program is one of 20 in the country and a program that has proven successful since its inception. The I-JAG Graduating Class of 2001 boasts a 94% graduation rate and a full-time jobs rate of 77%, both higher than the national average.

Lieutenant Governor Sally Pederson chairs the board of directors of I-JAG, attending board meetings and as many Induction and Graduating Ceremonies as her schedule will allow.

RACI Grants

Prairie Meadows Racetrack and Casino has awarded the Iowa Department of Economic Development \$150,000 for Revitalization Assistance for Community Improvement (RACI) grants; the amount is \$100,000 less than last year. Brochures and applications will be distributed in April; the deadline for submitting applications will be May, 2003.

Any questions regarding RACI or I-JAG should be directed to Jean Carlson-Johnson at 515.242.4791 or e-mail jean.johnson@ided.state.ia.us.

Groundhog Job Shadow Day activities at IDED

Twenty-four students and three teachers from Capital View Elementary school in Des Moines spent the morning of January 31 at the Iowa Department of Economic Development offices learning about and participating in fun-filled activities relating to occupations that are available in Iowa.

IDED was one of many organizations, employers and state agencies that hosted students for National Job Shadow Day, providing a unique opportunity to connect classroom lessons to the world of employment.

Representatives from MidAmerican Energy and Kemin Industries, Inc. were present to share information about their work.

Mike Soloman, a MidAmerican service technician, spoke about his desire, as a youngster living near a power plant, to work with electricity. He discussed the critical training he received and the credentials he earned to become a licensed technician, and showed the children the tools he uses in repairs and restoring power service to consumers.

Kemin Industries scientists Jennifer Kerber, who handles laboratory testing, and Michelle Moore, who works with fungi and molds, led two hands-on activities. The children tested fungi and did experiments in petri dishes, some of which they took home to observe. The women emphasized the importance of academic studies, not only in science and math, but also writing and technical skills.

The morning ended with the JUNK game where children, in groups of four, were given a variety of items - empty cartons and the like - to build a "product" and then give a five-minute presentation on its function and features, who would buy it and why as well as where the product could be purchased and at what cost.

A Taste of Iowa luncheon with kid-friendly foods completed the Groundhog Job Shadow Day experience for the Capital View students.

COMMUNITY DEVELOPMENT DIVISION

2003 PLANNER

APRIL		MAY		JUNE	
7	Models for Success - ICN "New Iowans Bring Opportunities and Positive Impacts"	1	SMART Conference	9	Models for Success - ICN "Industry Clusters"
8	Business Development Workshop - "Building Blocks for Success" - Perry	5	Models for Success - ICN "Tips, Tools and Treasures"	17	Business Development Workshop - "How to Keep More of Your Money" Story City
15,16	Governor's Volunteer Conference	9	Main Street Awards		
25	Tourism Unity Day	11-17	National Historic Preservation Week		
		17-21	National Town Meeting on Main Street - Cincinnati		
APRIL IS VOLUNTEER MONTH		MAY IS TOURISM MONTH			
JULY		AUGUST		SEPTEMBER	
7	Models for Success - ICN "Iowans are Electronically Connected"	7-17	Iowa State Fair	24-26	Iowa League of Municipalities Conference - Davenport
		11	Models for Success - ICN "Tips, Tools and Treasures"	30-10/5	National Preservation Conference - Denver
		26,27	Iowa Downtown Conference	OCTOBER	
		26	Business Development Workshop - "Cutting Edge Advertising for Small Businesses" - Grinnell	15	Business Development Workshop - "Products, Trends and Display Techniques" - Marshalltown
		AUGUST IS IOWA DOWNTOWN MONTH		20-22	Tourism Conference - Des Moines

Models for Success

In 2001, the Iowa Department of Economic Development introduced a series of workshops dedicated to the eight goals from the Iowa 2010 Plan - The New Face of Iowa. In collaboration with the Iowa Rural Development Council and the Iowa Association of Regional Councils, a new series of workshops are being presented which showcase local community projects. This is an opportunity to hear what Iowans are doing to improve their communities.

Each workshop session will be followed by roundtable discussions facilitated by Beth Danowsky, Executive Director, Iowa Rural Development Council, allowing participants to share examples, ideas and experiences. If you know of a local project to showcase, contact Sue Lambert, Iowa Department of Economic Development, 515.242.4922 or sue.lambert@ided.state.ia.us.

The workshops will be available on 16 ICN sites across the state, one in each council of government region. For sites and agenda, visit www.community.state.ia.us.

Downtown Resource Center Houses Lending Library

The Iowa Downtown Resource Center (IDRC) has an extensive selection of books, videos and other reference materials that can be checked out by Iowa communities for 30 days of review, free of charge. A refundable deposit check, made out to the Iowa Downtown Resource Center, is required and will be held until materials are returned.

A complete listing of the Resource Library inventory is available by calling Thom Guzman at IDRC, 515.242.4733 or e-mail downtown@ided.state.ia.us.

Get Your Tools the Trendy way – Go On-line!

The Tools and Trends newsletter is now available on the Community Development website.

In an effort to reduce the costs of printing the newsletter, we will also give you the option of only receiving Tools and Trends electronically. A sign-up form is available on the Community Development website. Provide your e-mail address and we will send you a link each quarter when the new issue is completed. You will automatically be removed from the "paper mailing list," unless you request otherwise.

If you prefer a paper version, you can still access the newsletter on-line.

Visit www.community.state.ia.us today!

For changes to the Tools & Trends mailing list, contact Jason Boten at 515.242.4797 or jason.boten@ided.state.ia.us.

