

Reach Travelers As They Travel Iowa

Sign up for Brochure Placement in Iowa Welcome Centers

The Iowa Welcome Center travel counselors influence the travelers AS THEY ARE TRAVELING.

The four Welcome Centers in Iowa Department of Transportation rest areas on Interstates 80, 35 and 29 attract more than 250,000 visitors each year, and our trained and certified Iowa Travel Counselors are ready to guide Iowa's travelers in your direction when you place your brochures in these centers.

When you enroll in the Welcome Center brochure program, we will display your brochure in a reserved brochure rack space, keep a running log of the number of brochures we receive and distribute, and contact you when we need more brochures.

Enroll in the brochure placement program today by contacting LuAnn Reinders, Welcome Center and Research Manager at 515.242.4732 or luann.reinders@iowalifechanging.com or download enrollment forms from the Travel Industry section of traveliowa.com. ■

Iowa Tourism Unity Day Fast Approaching!

2006 Iowa Tourism Leadership Award Nominations due March 24

The Iowa Tourism Office and Travel Federation of Iowa (TFI) will host the 2006 Iowa Tourism Unity Day on Friday, April 28, at Hy-Vee Conference Center in West Des Moines.

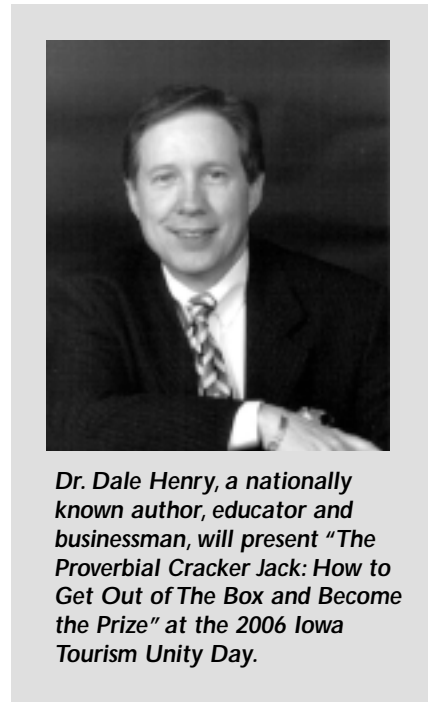
Unity Day is an annual spring event where Iowa's tourism industry comes together to network, learn about state initiatives and co-op opportunities, hear legislative updates and prepare to celebrate May as Iowa Tourism Month. This year's keynote address will be given by Dr. Dale Henry, a nationally known author, educator and businessman who will present "The Proverbial Cracker Jack: How to Get Out of The Box and Become the Prize."

Tourism Leadership Award

Along with the many other activities scheduled, the Iowa Tourism Office and the Travel Federation of Iowa will again recognize an individual who has shown exemplary leadership within the industry and who has contributed significantly over the past year to enhancing Iowa's tourism industry.

If you would like to nominate a colleague who exemplifies leadership through volunteerism, local and statewide impact on Iowa tourism and goes above and beyond expectations to promote Iowa's tourism industry, please contact Lonie Mezera at 1.888.472.6035 or lonie.mezera@iowalifechanging.com.

The deadline to submit completed nomination forms and references is March 24, 2006. ■



Dr. Dale Henry, a nationally known author, educator and businessman, will present "The Proverbial Cracker Jack: How to Get Out of The Box and Become the Prize" at the 2006 Iowa Tourism Unity Day.



Iowa Film Office Update

February is an active month for Iowa's film and production industry. The new Iowa Film Office Production Guide, produced by the Iowa Film Office, as an invaluable tool for the movie industry, will be available by the end of the month. And there are a number of opportunities related to filmmaking around Iowa.

Quad City Arts will present a residency with Max Allan Collins, author of "Road to Perdition," February 2-4. The Quad City Arts Center in Rock Island will present a special screening of Collins's new documentary, "Caveman: V.T. Hamlin and Alley Oop." The film was written and directed by Collins and produced by the University of Iowa Video Center. The movie tells the story of Vincent T. Hamlin, born in Perry, who was the creator of the long-running comic strip Alley Oop

The Rocket Cinema in Rock Island will host the world premier February 3 of Collins's 2005 feature-length High-Definition film, "Eliot Ness: An



Max Allan Collins

Untouchable Life," starring Des Moines actor Michael Cornelison. Collins will give a lecture and answer questions about his writing, illustrating and filmmaking, February 4, at the Quad City Arts Center.

Max Allan Collins is an MWA "Edgar" nominee in both fiction and non-fiction categories and has earned twelve PWA "Shamus" nominations for his historical thrillers. His graphic novel "Road to Perdition" is the basis of the Academy Award-winning film starring Tom Hanks; a prose sequel, "Road to Purgatory," was published by Morrow in 2004.

For more Iowa film office news, contact Tom Wheeler at 515.242.4726 or tom.wheeler@iowalifechanging.com. ■

According to the Iowa Tourism Office, one of the keys in attracting the motorcoach crowd is to provide hands-on experiences, rather than 'stand and stare' types of stops.



Iowa Tourism Represented at ABA Marketplace

The American Bus Association (ABA) will hold its annual marketplace in Nashville, Tennessee, on February 3-8. The Iowa Tourism Office will meet with a number of tour planners from across North America.

The leads generated from these appointments will be available the week of February 13. Anyone not currently receiving periodic leads from the tourism office can obtain those by contacting Mark Eckman at 515.242.4770 or ark.eckman@iowalifechanging.com.

Travel Leadership Capitol Summit



The Travel Industry Association of America (TIA) is asking each state to host a dinner for their federal delegation, September 12, in Washington D.C. to show the impact and importance of the tourism industry. Teri Goodmann with the National Mississippi River Museum in Dubuque will serve as chair of Iowa's dinner.

Participants will attend a late afternoon high-level briefing followed by a reception September 12, and Iowa's state committee will host the Iowa delegation for dinner. On September 13, a breakfast featuring a top Washington official will be followed by visits to Capitol Hill.

If you are interested in serving on the committee or attending this important event, please e-mail nancy.landess@iowalifechanging.com. ■

Looking for a sense of community?

Check out your local independent bookstore

Yeah, you know them. Those book fanatics obsessed with finding the great little independent bookstore with the title selection no chain can touch. Bibliophiles that are thrilled to find the first paperback addition of Graham Greene's "Brighton Rock" or "McSweeney's Issue No. 11" from 2003 at the specialty book nook in the town down the road. And that guy next door that has stacks of books as end tables in his living room, acquired from his last bookstore visit.

If you or someone you know fits this profile, then you'll be interested to know that you could be a "bookstore tourist." This phrase, coined by Larry Portzline, describes that book-obsessed traveler who can't wait for the opportunity to sneak away to a little corner bookstore, grab a cuppa joe at the counter and wade through the stacks of new editions or hard-to-find books.

Known for engaging and intimate settings and run by passionate, knowledgeable staff, indy bookstores offer travelers a local flavor of the community. Nestled in both large and small communities around Iowa, indy bookstores offer such things as content expert talks; local and national artist book signings; even an occasional cooking class that features a recent culinary release.

Want to see a sampling of a few of Iowa's indy gems? Then go to traveliowa.com. For more information on this topic, feel free to contact Tonja at tonja.richards@iowalifechanging.com. ■



Iowa Tourism 'Did You Know'

DID YOU KNOW ... Airports and airplane facilities; old, ornate, and unique bank buildings; bridges; diners; corner gas stations; mature, green corn and bean fields are some of the shots most frequently requested from the Iowa Film Office by television and film crews?

DID YOU KNOW ... that the Travel and Tourism industry is one of the country's largest employers with 7.3 million direct travel-generated jobs? You could fill the Orange Bowl a hundred times over with people directly employed in the industry.

[Source: Travel Industry of America, 2005]

DID YOU KNOW ... According to the 2005 Iowa Welcome Center Survey Report, travel parties spend a daily average of \$208.55 per visit in Iowa?

For more information on these and other Iowa tourism facts, contact the Iowa Tourism Office at 515.242.4705.

Calendar of Events Now Available

On the heels of the 2006 *Tourism Guide* release, the *Tourism Calendar of Events* is now available. Listing more than 1,500 community fairs, festivals, art and music performances and many other special events held across the state, this guide is a great resource. If you would like copies, feel free to contact Kathy Bowermaster at kathy.bowermaster@iowalifechanging.com.

An updated list of events is also online at www.traveliowa.com. ■

Let's Talk about Tourism!

The Travel Federation of Iowa will host its annual Legislative Day on Wednesday, February 8, 2006, in Des Moines. On Thursday, February 9, the Central Iowa Tourism Region (CITR), Iowa Group Travel Association and the Greater Des Moines Convention and Visitors Bureau will offer a joint meeting and workshop on branding. For more information, contact Ann Vogelbacher, CITR, at 800.285.5842 or ann@iowatourism.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



Alaina Dierickx

Alaina Dierickx Joins IDED Staff as New Vision Iowa/CAT Program Manager

The Iowa Department of Economic Development and the Vision Iowa Team welcomes Alaina Dierickx on board as the new Vision Iowa/CAT Program Manager!

A graduate of the University of Iowa, Dierickx (pronounced “derricks”) came to IDED from Farm Bureau Financial Services. She’s hit the ground running since day one, preparing for the 2006 Vision Iowa board meetings. Alaina can be reached at 515.242.4827 or alaina.dierickx@iowalifechanging.com.

REMINDER: The Vision Iowa Board will meet on February 8 in Perry. For more information, check the website at www.visioniowa.com. ■