

## 18<sup>th</sup> Annual National American Trails Symposium

October 19-22, 2006 • Quad Cities

American Trails is a national, non-profit organization whose members want to create and protect America's network of interconnected trails. This symposium will address trail interests including:

hiking, bicycling, mountain biking, horseback riding, water trails, snowshoeing, cross-country skiing, trail motorcycling, ATVs, snowmobiling and four-wheeling.

For more information, or to register, visit [www.americantrails.org/quad/register.html](http://www.americantrails.org/quad/register.html)



## Iowa by Trail

A new way to discover Iowa's natural areas, rural landscapes and friendly communities!

Launched recently by the Iowa Natural Heritage Foundation, this new Web site features maps and information on 42 Iowa trails that can be searched by name or location—plus local links for planning a complete Iowa trails adventure.

[www.inhf.org/iowatrails](http://www.inhf.org/iowatrails)

## 2006 IOWA TOURISM CONFERENCE

October 23-25 • SCHEMAN BUILDING  
IOWA STATE UNIVERSITY • AMES, IOWA

*Presented by:* the Travel Federation of Iowa and the Iowa Department of Economic Development

*Hosted by:* the Ames Convention and Visitors Bureau and the Central Iowa Tourism Region

The 2006 conference opens with the latest news from the Iowa Tourism Office, provided by Nancy Landess. Attendees will then be captivated at the luncheon presentation, "Release Your Brilliance," followed by three concurrent break-out sessions to complete the afternoon:

- Recruiting Volunteers: Tips and Trends,
- Pitch Perfect—Working with the Media, and
- Interpretation & Exhibit Techniques on a Tight Budget (This session offered twice in the afternoon).

The evening begins with an Iowa Wine & Beer reception followed by a dinner presentation titled "Never Be Average."

**Tuesday, October 24**, two general sessions:

- "She's Got the Power! Consumer Travel Trends," and
- Top Seven Immutable Rules of Successful Tourism.

Followed by the AAA Four Diamond Luncheon.

Afternoon concurrent breakout sessions include:

- More rules of Successful Tourism,

- Hitting a Home Run with Sports Tourism,
- More than a Field Trip: Student & Youth Travel and
- "The Final Season" & the Camera Ready Community Guide.

**Wednesday, October 25**

Attendees will enjoy the:

- 2006 Iowa Tourism Awards,
- General session: Creating & Sustaining a Compelling Connection at Your Attraction, and
- Closing luncheon and presentation of "The Humorous Side of Stress Reduction," and networking with others from the tourism industry, educational opportunities, and perusing the items up for grabs at the Tourism Silent Auction. Don't miss this event!

Registration Rates: \$225 per person; student rate is \$100 (Registration fee covers all three registration days).

For more information, or to register, go to [www.traveliowa.com](http://www.traveliowa.com) and click on "Industry Information" or call 888.472.6035.

Questions? Contact Lonie Mezera at [lonie.mezera@iowalifechanging.com](mailto:lonie.mezera@iowalifechanging.com) or 515.242.4727.





“Our success as the Department of Economic Development is directly related to our dedicated and exceptional volunteers and staff.”

*Sandy Ehrig, Division Administrator*

Iowa communities can not change their boundaries, incorporate or unincorporate without the approval of our featured team, City Development Board and staff.

Once again, I am reminded that our success as the Department of Economic Development is directly related to our dedicated and exceptional volunteers and staff!

## The Featured Team, City Development



**Steve McCann** began his career with the Iowa Office for Planning and Programming in 1978 and has been the City Development Board administrator for more than 20 years. His expertise on Iowa Code for boundary changes and longevity with the board have served Iowa’s

communities well for efficient application processing and to facilitate orderly growth within the state.

The City Development Board oversees boundary changes within the state of Iowa. These changes can occur through application from federal, state and local government officials and/or landowners. Steve acts as liaison between the applicant and the board and coordinates the activities of the Board, such as preparing the materials for meetings and hearings, facilitating the appropriate notices according to Iowa Code for all actions of the board, and filing appropriate documents following board decision on a proposal. Steve also reviews amendments or additions to Iowa Code regarding boundary changes and facilitates amendments to the Administrative Rules for the City Development Board.

This tool is used when facilitating training for state and local officials and in answering questions of the applicants and media.

Steve enjoys gardening and hunting. Any spare time goes into the McCann “hobby” farm. It is a southern Iowa property where habitat and wildlife are managed. Steve is known for his love of Iowa’s outdoor activities.

**Betty Brandhof** joined IDED as the administrative assistant for the City Development Board in 2005. Betty is not a new face at IDED, though. She worked for the Business Development Division and Director’s Office for more than fifteen years.



Betty finds the process for community growth and change to be very interesting and especially enjoys the great group of board members and their administrator.

Betty’s time away from work is spent enjoying activities and time with her 13 year old son. She also enjoys biking, reading and cooking in her spare time.

All of the City Development Board (CDB) members have a wide range of experience in local government, planning, zoning and land use. These skills serve as valuable

resources when it comes to evaluating city boundary proposals and offering advice to cities. Frequently asked questions revolve around how to best address issues related to city growth and land use in general.

Steve says, “the board members are all very committed to promoting wise land use in Iowa and are willing to dedicate more than 20 hours each month for the work of the CDB.”

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# "HARVESTING RESOURCES FOR GREAT PLACES"

## OCTOBER 2006 TRADE SHOWS SCHEDULED

To serve the needs of communities across Iowa, the Rural Development Council, in cooperation with the Iowa Department of Cultural Affairs, Iowa Great Places and the Iowa Department of Economic Development will host four (4) "trade shows," one in each quadrant of the state. The purpose of these events will be to showcase state, federal and local resources to community leaders, economic development, Main Street and chamber staff, public officials, Great Places' leaders, and others seeking community assistance information. Over 40 service providers are

Thursday, October 5	-	Waverly
Friday, October 6	-	Lake View
Thursday, October 12	-	Red Oak
Friday, October 13	-	Oskaloosa

anticipated to deliver timely, relevant information to rural communities.

The four trade shows will also feature community Listening Sessions facilitated by Don Macke, Co-Director of the Center for Rural Entrepreneurship from Lincoln, Nebraska.

"It is critical that future rural programs, services and initiatives be developed from direct feedback about the interests and needs of rural

communities throughout the state," says Christine Pardee, Executive Director of the Iowa Rural Development Council.

"This is a rare opportunity for rural Iowans to have their concerns heard by key decision makers," Pardee says. "We are extremely enthused to convene citizens, policymakers and government service providers for this regional, traveling road show of rural service providers."

For further information please visit: [www.iowarural.org](http://www.iowarural.org) or contact Christine Pardee at <mailto:info@iowarural.org> or 515.471.1967.

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## The Featured Team, City Development

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**Dennis Plautz**, Chairman of the City Development Board, is Director of the City of Fort Dodge's Department of Business Affairs and Community Growth.



**Barbara Brown** is an experienced volunteer with thirteen years as a member of the Cedar Falls Planning and Zoning Commission and former City Council official.



**Sue Cosner**, former City Administrator for Panora, is a Senior Technical Advisor with the International City/County Management Association (ICMA) and a principal partner with Public Management Resource Group (PMRG), a firm she founded specializing in community development.



**Jim Halverson** is the Community Re-development Team Leader and Senior Project Manager for the Environmental Business Unit at Howard R. Green Company. Jim served as the Director of the Department of Development for the City of Cedar Rapids, Iowa,

and the Linn County Iowa Regional Planning Commission prior to joining Howard R. Green Company. Jim has over 18 years of experience in urban planning, economic development, growth management and brownfield redevelopment. Jim is in his second term with the City Development Board and has served as Vice Chair and Chairperson during his previous term.



**Jay Howe** is an attorney in Greenfield. Jay enjoys providing volunteer service relating to his special interest of growth management and community development.

# Three Communities Selected for Main Street Iowa

The Iowa Department of Economic Development (IDED) has named three communities—Ottumwa, West Branch and West Union—to the Main Street program. The announcements were made by IDED Director Mary Lawyer at local ceremonies in Ottumwa and West Union on May 31 and in West Branch on June 1, 2006.

The communities were selected through a process that includes attending an application workshop, submitting a written application and making a community presentation to the Main Street Advisory Council. The Council's recommendations were then approved by the IDED director.

The new communities are:



## ***Ottumwa – population 24,998***

One of the top “micropolitan” communities in the nation, Ottumwa’s good downtown building stock and broad based support for the Main Street program provide a strong framework for the future.

Recruiting new businesses, unifying marketing efforts and enhancing the image of downtown are among the short term goals identified by the community.

Long-term goals include: Restoration of architecturally sound historic buildings; Development of upper story residential spaces; and Creating incentives for entrepreneurial investment in the community.

## ***West Branch – population 2,188***

Home to one of two National Historic Sites in Iowa, downtown West Branch wants to capitalize on the 200,000+ tourists that visit the Herbert Hoover birthplace and Presidential Library each year.

A National Register District with 16 historic buildings, they hope to: Improve the business climate; Increase commercial activity downtown; Limit sprawl; Build on the partnership with the National Park Service to maximize tourism impact; and Develop a marketing plan that promotes both the rich historical context and the uniqueness of the community.

## ***West Union – population 2,549***

With excellent recreational amenities in place, the best dirt track racing in Northeast Iowa and one of two Bill Gates computer labs in the state, West Union is poised to focus on downtown.

As a new Main Street Iowa community, they are focused on implementing an organized plan to achieve common goals; and creating events that complement their marketing efforts and enhance the image of downtown.

Long-term goals include: restoration of architecturally sound historic buildings; development of upper story residential spaces; and creating incentives for entrepreneurial investment in the community.

## **2006 Iowa Downtown Summit a Life Changing Success**

Approximately 185 people from 65 Iowa communities, plus representatives from Omaha, NE; Wichita, KS; Columbia, MO; and Brookings, Mitchell and Yankton, SD, attended the 20th Annual Iowa Downtown Summit held August 22-23 in Sioux City, Iowa.

The Summit, coordinated by the Iowa Downtown Resource Center, featured presentations by nationally-known downtown development experts Kennedy Lawson Smith, The Community Land Use and Eco-

nomics Group, Arlington, VA; Margie Johnson, Shop Talk, Virginia Beach, VA; and Cheryl Hargrove, The HTC Group, St. Simons Island, GA; as well as Midwest professionals and local practitioners.

The conference included sessions on heritage tourism, building codes, white elephant building success stories, non-profit operations, conducting business on-line, board member responsibilities, working with the media and adaptive reuse.

# The Iowa Conference on Volunteer Service

October 31 and November 1, 2006

Polk County Convention Complex, Des Moines

This year's conference theme, "Iowa's Driving Force: Leading Volunteers—Mapping it Out," will highlight the fact that volunteerism rates in Iowa are among the highest in the nation, but in order to capitalize on these resources, it is essential to provide adequate management and support to volunteers.

The ICVS is pleased to announce that the Iowa Nonprofit Resource Center will provide "Principles and Practices for Charitable Nonprofit Excellence" training throughout the conference. In addition, the conference will feature more than 30 workshops, which have been organized into the following topic areas:

**ROADBLOCKS** – Volunteer Retention, Volunteer Recruitment, Engaging Youth, Training Busy Staff to Succeed with Volunteers, Community Foundations, Marketing, Activity Toolbox, Conflict Management, Working with the Media

**DETOURS** – Changing Volunteer Demographics, Engaging Skilled Volunteers, Presentation Skills, Preparing School Volunteers, Working with a Volunteer Board of Directors, Iowa's Promise Best Practices, Disaster College

**DIRECTIONS** – Positioning Volunteer Management in Your Organization, Service-Learning, Creating a Team Environment, Becoming a Community of Promise, Citizenship, Legal Issues and Risk Management, Program Evaluation, Grantwriting

**FENDER BENDER** – How to Terminate a Volunteer, Volunteer Risk Manage-

ment and Screening

**MAPPING IT OUT** – Strategic Planning, Asset Based Community Development, The Power of Youth Philanthropy, Generating Revenue for your Volunteer Program, Performance Measures, Life After AmeriCorps, Building Community Collaborations, Using the AmeriCorps Education Award

**UNDER CONSTRUCTION** – several required training sessions for Senior Corps directors



## FEATURED SPEAKERS

Three nationally known experts in the field of volunteer management will be featured keynote speakers:

**Betty Stallings** – an international trainer, consultant and keynote speaker specializing in volunteerism, nonprofit fundraising, board development and leadership, was a featured speaker at the 2006 Points of Light National Conference on Volunteering and Service. She has authored many volunteer management books and tools such as *Getting to Yes in Fundraising*, *How to Produce Fabulous Fundraising Events*, *Training Busy Staff to Succeed with Volunteers*, *Resource Kit for Managers of Volunteers* and many more.

**Cathryn Berger Kaye** – has developed and implemented programs and materials designed to assist schools improve the quality of education through service learning for more than 20 years. In addition to her keynote, she will be conducting a special meeting for the Association of Curriculum and Development directors and a two-part workshop on Service Learning.

**Robert K. Goodwin** – President & CEO of the Points of Light Foundation since July 1995, Goodwin was instrumental in the development of the 1997 Presidents' Summit for America's Future, which celebrated a commitment to improve the quality of life for this nation's youth. He also created Connect America, a collaborative effort led by the Points of Light Foundation and a diverse group of national and local organizations – nonprofits, civic associations, local governments, businesses, labor unions, fraternal organizations, news media, etc. – to engage every American in helping to solve serious social and community problems through volunteering.

A special Iowa Volunteer Hall of Fame induction ceremony will be held during the conference – nomination forms are due Sept. 20. Forms can be downloaded at [www.volunteeriowa.org/downloads/halloffame.pdf](http://www.volunteeriowa.org/downloads/halloffame.pdf).

For more information, or to register, visit [www.volunteeriowa.org/conf.html](http://www.volunteeriowa.org/conf.html) or call 1.800.308.5987. Join the conference listserv by e-mailing a request to [icvs@iowalifechanging.com](mailto:icvs@iowalifechanging.com).

# *Rural Economy Conference Scheduled*

October 24 & 25, 2006 • Gateway Center • Ames, Iowa

The Federal Reserve Bank of Chicago, Consumer and Community Affairs Division, in co-sponsorship with the Iowa Department of Economic Development and the Iowa Bankers Association, will host a conference titled, "Expanding the Rural Economy through Alternative Energy, Sustainable Agriculture and Entrepreneurship."

Participants will gain valuable insights from experts who will address the issues and opportunities involved with expanding the rural economy by capitalizing on Iowa's alternative energy potential, sustainable agricultural practices and entrepreneurial talent. The conference audience will be comprised of community development professionals, financial industry practitioners, small business owners,

researchers, policymakers, bankers, representatives of government agencies, foundations and academics.

Events on Tuesday, October 24, 2006, include on-site tours of the Iowa Energy Center and the Lincolnway Energy ethanol plant, followed by a networking reception. A lunch and transportation between the Gateway Center and the two facilities, which are located in Nevada, Iowa, will be provided.

Topics on Wednesday, October 25, 2006, include: "Making Sense of Alternative Energy," by Dr. Robert Brown, Director of the Center for Sustainable Environmental Technologies at Iowa State University; "Natural Systems Agriculture," by Dr. Wes Jackson, President of The Land Institute; and panel discussions on alternative energy and community revitalization.

Jack Schultz, CEO of Agracel and author of the book, "Boomtown USA - The 7½ Keys to Big Success in Small Towns," will give the keynote address, revealing the most important actions leaders in smaller towns can take to keep their communities growing. An Ice Cream Social with Iowa Senators Charles Grassley (invited) and Tom Harkin (invited) will conclude the conference.

The fee for this event is \$60.00 (\$40.00 for nonprofit organizations), and includes meals and conference materials. Payment deadline is Friday, October 13. Refunds are not available for this event.

For more information, contact Barbara Shoulders at 312.322.8232.

## ***College-Educated, Young Adults Consider "Place" First When Choosing Locations***

*Job opportunities are secondary! Cities must get the "basics" right to attract young adults.*

Two-thirds of highly mobile 25- to 34-year-olds with college degrees say that they will decide where they live first, then look for a job, according to a new survey commissioned by CEOs for Cities and conducted by The Segmentation Company, a division of marketing consultancy, Yankelovich Inc. The survey marks the first time that the preferences of this highly coveted group have been quantified.

Key findings included:

- Two-thirds of college-educated 25- to 34 year-olds choose place before job, and this preference was true across all life stages and genders (male, female, single, married, with children, without children).

- A place that feels welcoming, offers professional opportunities, has reasonable commute times, access to excellent schools, is a great place to raise children, is a place people are proud to say they live in were among attributes young people looked for in a city.
- Lifestyle attributes are also important to this demographic. They prefer places where they can connect with others and have meaningful social interactions; that are interesting and diverse; and are environmentally responsible.
- Young adults have a strong inclination to live downtown or close to downtown.
- Young adults rely most heavily on personal stories from friends and family to form their perceptions about a place. They also use the Internet and personal visits to shape their opinions.

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# IOWA CAREERS CONSORTIUM

The Iowa Careers Consortium (ICC) is a public-private partnership created to meet Iowa's need for highly skilled employees. The Consortium includes Iowa businesses, communities, educational institutions, professional associations, the Iowa Department of Economic Development and Iowa Workforce Development.

The mission is to pool knowledge and resources to develop unique marketing initiatives that will attract qualified, skilled workers to Iowa. The goal is to raise the awareness of Iowa's progressive, innovative businesses that are creating quality career opportunities as well as the excellent quality of living that allows Iowans to achieve a balanced lifestyle.

The Consortium's efforts are designed to reach as many qualified individuals as possible in information technology, engineering, advanced manufacturing, research/scientific, financial/insurance, health care and professional/managerial career fields. The cornerstone of this marketing program is [www.smartcareermove.com](http://www.smartcareermove.com), which also provides links to corporate, community and state Web sites that post Iowa jobs in all

career fields, as well as information on working and living in Iowa.

The ICC incorporates several marketing strategies to help achieve our mission. Some of these include "the Cube" student connection, recruitment trips to areas with a high concentration of Iowa alumni or targeted skilled workers, national and in-state public relations, participation in special events, student and national diversity career fairs, and the development of collateral materials.

A few recent activities include an Iowa Reception in Atlanta, sponsoring the Business Horizons opening picnic, RAGBRAI event in Newton, National Association of Black Accountants career fair in Florida and the kick-off of The Cube (e-newsletter and Web page targeted toward students.)

Everyone is encouraged to be involved in this statewide initiative. Employers have options of posting qualified jobs on [www.smartcareermove.com](http://www.smartcareermove.com) at no charge through the participation of Iowa Workforce Development. Direct involvement via membership in the ICC is also available for both businesses and communities. For more information contact Chris Cataldo at [chris.cataldo@iowalifechanging.com](mailto:chris.cataldo@iowalifechanging.com) or 515-242-4740 or visit [www.smartcareermove.com](http://www.smartcareermove.com).

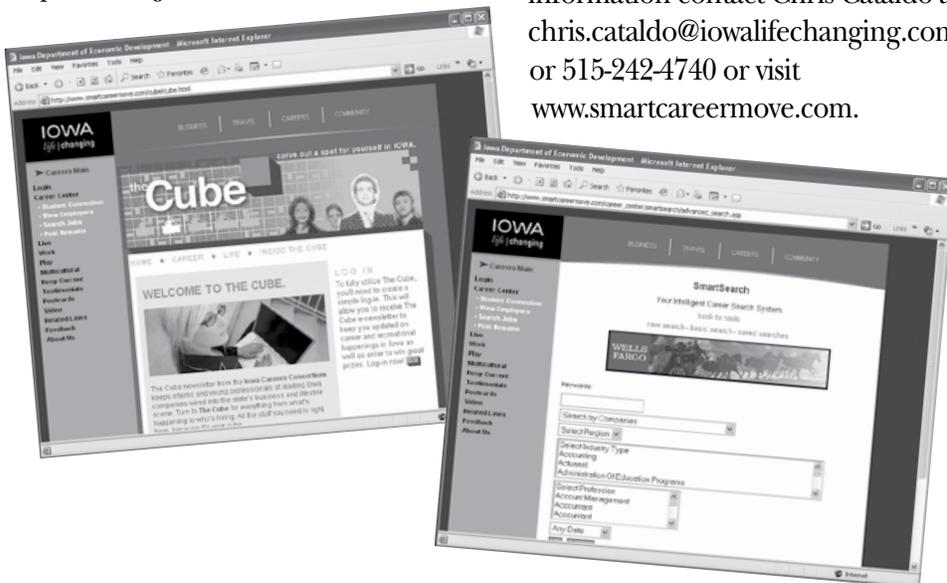
## AmeriCorps Funding

ICVS anticipates that the RFP for AmeriCorps funding will be released in September. AmeriCorps grants provide funding for nonprofit organizations, government agencies and schools to meet community needs through the service of AmeriCorps members. In the past five years, more than \$8.5 million in federal funds have been distributed for AmeriCorps programs in Iowa. For more information on AmeriCorps programming, visit [www.volunteeriowa.org/ameriCorps](http://www.volunteeriowa.org/ameriCorps).



## New Report on State and National Volunteer Rates

The Corporation for National and Community Service recently released "Volunteering in America: State Trends and Rankings" – the first report ever of its kind to take an in-depth look at volunteering in every state. This report is based upon the most statistically significant study of volunteering in America – an annual survey of 60,000 households conducted by the U.S. Census Bureau. Over the past few years, Iowa has consistently ranked in the top five states for adult volunteering rates. The entire report is available at [www.nationalservice.gov](http://www.nationalservice.gov).



# 2006 Planning Calendar

## OCTOBER

- 5 "Harvesting Resources for Great Places"  
Waverly
- 6 "Harvesting Resources for Great Places"  
Lakeview
- 12 "Harvesting Resources for Great Places"  
Red Oak
- 13 "Harvesting Resources for Great Places"  
Oskaloosa
- 19-22 National American Trails Symposium  
Quad Cities
- 23-25 Tourism Conference  
Ames
- 24-25 Rural Economy Conference  
Ames
- 31 Iowa Conference on Volunteer Service  
Des Moines

## NOVEMBER

- 1 Iowa Conference on Volunteer Service  
Des Moines
- 11 Home Tax Credit Applications Due to IFA
- 15 CDBG Water/Sewer Applications Due
- 29 Iowa Housing Fund Applications Due

## DECEMBER

- 12 CDBG Community Facilities and Services  
Applications Due

*Happy Holidays!*

IOWA  
*life* | changing

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

PRSR STD  
POSTAGE  
**PAID**  
Des Moines, IA

## College-Educated, Young Adults Consider "Place" First When Choosing Locations

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Opportunities for urban leaders to attract and retain this desirable demographic include:

- Take care of the basics – Make sure your city is clean, green, safe and inviting. The basic functions of government such as trash collection and keeping parks maintained and litter off the streets will go a long way to bringing and keeping people. While it is not the only factor, a city that doesn't take care of the basics will likely be dismissed or overlooked by this demographic.
- Make it easy for young people to reach their aspirations and goals – Young people are the most

entrepreneurial in America, so foster their want for personal and professional success. One example is naming a talent czar who guides entrepreneurs through the process of starting a new business in the city. The aura of opportunity is very powerful.

- Highlight your downtown and close-in neighborhoods – Young people are 30 percent more likely than other Americans to live within three miles of a city's center. This percentage has been increasing since 1980 (and dramatically since 1990) in each of the top 50 metro areas in the U.S.

- Develop a compelling narrative about your city. Because young people have only vague notions of what a city is like, an opportunity is posed for a city to define and brand itself and market that image to young people. But don't promise something that can't be delivered. And don't settle for a tagline, logo or slogan to do the job.
- Work with local stakeholders to build a dynamic web presence that is appealing to tech and design-savvy young people and that accurately portrays your city's narrative.

For more information, contact Sheila E. Redick, 901.412.4351.