

Important Dates This Month

September 2-5:

Travel Media Showcase, Kansas City

Jessica O'Riley, from the Iowa Tourism Office, will promote Iowa and network with travel writers from across the country at this appointment-based tradeshow.

September 19:

Flora A. Schmidt Scholarship Deadline

The scholarship covers the registration cost for a student to attend the Iowa Tourism Conference. The application can be found in the Travel Industry Information section of www.traveliowa.com. Contact Lonie Mezera at lonie.mezera@iowalifechanging.com or 515.242.4727.

September 19:

RECAT Applications Accepted

The new River Enhancement Community Attraction and Tourism (RECAT) program supports projects that promote and enhance recreational opportunities on and near rivers or lakes within cities. More information and the grant application are available at www.visioniowa.org.

September 25-28:

Mississippi River Parkway Commission Annual Meeting, Bettendorf

Representatives from the 10 Mississippi River states will meet at the Isle of Capri Hotel and Convention Center in Bettendorf. Patsy Ramacitti of Bettendorf is currently serving as the first female Pilot/CEO of the Commission. ■



Tourism Exhibit at State Fair a Success

The Iowa Tourism Office exhibit at the 2008 Iowa State Fair was a success. Over the 11-day event, staff handed out 49,000 magnet clips, 13,500 travel guides, 18,500 shopping bags and 15,700 maps. At press time, official attendance figures were not available, but fair officials indicate a record attendance number was very likely. Winners from the \$150 Choice Hotels gift card promotion will be announced in next month's Traveler.

Colleen Murphy Joins Tourism Office Staff



Colleen Murphy has joined the Iowa Tourism Office as the new Groups, Meetings and Partnerships Manager. Colleen was previously the director of special events for the Blank Park Zoo in Des Moines. She will be promoting Iowa to group tour and meeting planners as well as coordinating partnerships for tourism educational events. Contact her at colleen.murphy@iowalifechanging.com or 515.242.4770.



Sneak Peek at Tourism Conference Speakers

General session speakers at the 2008 Iowa Tourism Conference, set for October 20-22, will discuss tourism trends, healthy communities, multi-generational workplaces and customer service. Find out more about the speakers below:



Dr. David Edgell, "Tourism: Yesterday! Today! And Tomorrow!"

Edgell's more than 30 years in the tourism industry gives him considerable knowledge and experience in management, economic development, research, policy, planning, marketing, sustainable and rural tourism development, and tourism education and training activities.



Lanie McMullin, "The Seven Components of a Healthy Community"

McMullin believes that the best economic development strategy is to make a memorable city where today's workforce is clamoring to live. She is a sought after keynote speaker throughout the U.S. and Canada on the role of arts in economic revitalization, components of a memorable community, and the do's and don'ts of community change.



Meagan Johnson, "Zap the Gap"

Johnson has researched everything from small to large corporations in order to find successful ways to work with the younger generation. She received her Certified Speaking Professional designation in 2003, a designation only 10 percent of speakers hold.



Rob Bell, "Customer Service Excellence – Make 'Em Say WOW!"

Drawing on more than 25 years of experience in leadership roles, customer service and training, Bell makes it simple, clear and fun to improve customer service and gain leadership skills.



Matt Thornhill, "The Boomer Consumer"

Thornhill leads workshops and seminars on marketing to today's Boomers and has presented at national conferences and company events across the U.S. and internationally. He is also the co-author of the acclaimed new book *Boomer Consumer: Ten New Rules for Marketing to America's Largest, Wealthiest and Most Important Demographic Group*.

Tourism Conference Tidbits

Online registration is available through the Travel Industry Information section of www.traveliowa.com. Cost for the three-day conference (which will run October 20-22) is \$240 after September 1. Student registration is \$115.

Promote your attraction or destination and help keep conference costs low by donating to the Silent Auction. Proceeds from the auction go directly toward future educational events. The Silent Auction donation form is available in the Travel Industry Information section of www.traveliowa.com. Contact Kathy Bowermaster at kathy.bowermaster@iowalifechanging.com or 515.242.4708. ■

Wilton Receives CAT Grant

The Vision Iowa Board awarded a \$450,000 Community Attraction and Tourism grant to Wilton for a library and community center during their August meeting.

Wilton Library and Community Center - Wilton

Total Project Cost: \$3,009,940
Amount Requested: \$ 775,000
Amount Awarded: \$ 450,000

This new 20,000-square-foot facility will be built on land donated by the City of Wilton at the intersection of Cypress and Division Streets. It will host civic gatherings, commercial meetings, receptions, reunions, fine arts performances, displays, banquets and more. It will also accommodate the expansion of the Public Library, which has outgrown its 70-year-old building. This award is contingent upon the completion of fundraising in 120 days and the project obtaining at least a basic LEED (Leadership in Energy and Environmental Design) certification. ■



DOT Releases New Bike Trail Map

The Iowa Department of Transportation (DOT) recently released a new bicycling map showing hundreds of miles of multi-use trails across the state. The map also indicates traffic levels for all paved roadways so bicyclists can choose the road routes that match their level of riding experience to enhance safety. The back of the map includes trail maps of the state's largest cities, a summary of Iowa's biking laws and contacts for additional information. The DOT suggests bicyclists verify the status of trails before riding as some were significantly impacted by flooding. Maps may be ordered online through the DOT's Web site (www.iowadot.gov) or by calling 515.233.7733. ■

Spotlight On Green

Several states are making strides in their efforts to "go green." The following sites may provide useful information as your organization pursues similar efforts.

Travel Green Wisconsin

This Wisconsin Environmental Initiative's program is a voluntary certification process that recognizes tourism businesses using environmentally friendly, sustainable practices. In order to qualify for certification, an applicant must earn at least 30 points from a checklist that includes items such as communication and education, waste reduction, reuse and recycling; energy efficiency, conservation and management; water conservation and wastewater management and air quality.

www.travelgreenwisconsin.com

Boston Green Tourism

Boston Green Tourism (BGT), an offshoot of the Coalition for Environmentally Responsible Conventions, is a three-year program aimed at making Boston a green tourism destination where travelers can find environmentally sustainable hotels, restaurants and attractions. BGT has almost 60 green-certified member hotels, including 25 that have earned the EPA's Energy Star label.

www.bostongreentourism.org/Home_Page.html

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Tourism

By the Numbers

Barn Quilts

8 x 8

Typical size (in feet) of a barn quilt

13

Iowa counties with barn quilt programs

55

Barn quilts in Sac County (the most of any county)

\$250

Typical cost for a barn quilt

289+

Barn quilts in the state

IOWA
life | changing®

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

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Permit No. 1195

Regional Sports Authority District Applications Due October 1

Up to 10 districts can be certified for the promotion of youth sports, high school athletic activities, the Special Olympics and other nonprofessional sports. Applications will be received on an ongoing basis and reviewed quarterly by the Iowa Department of Economic Development. Convention and Visitors Bureaus are the only eligible applicants. The application can be found in the Travel Industry Information section of www.traveliowa.com.

Spotlight On Green

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Maine Green Lodging Program

The Maine Office of Tourism promotes businesses that have earned the Maine Department of Environmental Protection's Environmental Leader certification. In order to earn certification, businesses must implement programs that reduce energy, conserve water, minimize waste, use environmentally friendly cleaners and educate customers and staff about reducing their environmental impact.

www.visitmaine.com/plan/environment/

Virginia Green

A partnership between the Virginia Tourism Corporation and the Department of Environmental Quality, this statewide program seeks to reduce the environmental impact of tourism in the state. The program offers Virginia Green Certification to tourism businesses that use practices like optional linen service, recycling, reducing or eliminating Styrofoam disposables and water and energy conservation.

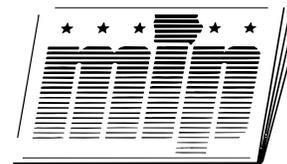
www.virginia.org/green/

SPONSOR SPOTLIGHT

The Iowa Tourism Office would like to thank all of our sponsors for their support of the 2008 Iowa Tourism Conference. The event truly would not be what it is without them. This month, we salute the following Diamond and Platinum sponsors.



We specialize in effective, affordable advertising that connects Iowa travel marketers to their best prospects at key moments in the travel decision-making process. More than 75 million American women make Meredith a part of their everyday lives through 11 leading brands, 200+ special interest publications, an extensive online network, and 14 broadcast stations. Built on 100+ years of trusted content, advertisers can reach women who have an unparalleled influence regarding travel decisions. Brand names with mass reach AND targeting capabilities include Better Homes and Gardens, Ladies' Home Journal, Family Circle, Fitness, MORE, Midwest Living, Country Home, Siempre Mujer, Ser Padres, Parents, and American Baby. www.travelmeredith.com



MetroIowaPlus
NEWSPAPER NETWORK

Metro Iowa Plus is a network of the largest newspapers covering Iowa and Nebraska, including the Cedar Rapids Gazette, Davenport Quad City Times, Des Moines Register, Dubuque Telegraph Herald, Iowa City Press Citizen, Omaha World Herald, Sioux City Journal and Waterloo/Cedar Falls Courier. The Metro Iowa Plus Newspapers are part of the Tourism Office coop advertising program and offer an affordable way to reach 50 percent of Iowa and Nebraska households. Please see the opportunity to participate in the Newspaper Group and Des Moines Register's opportunities in the Tourism Co-op brochure and contact Tom Smull for co-op or any advertising placement. tsmull@associationsinc.us 800-577-4638.

The Gaming Industry Enriches Life in Iowa

Since 1991, Iowa's commercial casinos have generated over \$2 billion in gaming tax revenue for Iowa and its economy!

Seven Ways It Benefits Iowa's Economy

- 1 Over 74 million dollars of charitable contributions in 2007 funded thousands of requests including: lifesaving equipment for fire and ambulance services, laptops and educational materials for schools, numerous civic organizations, daycare and community centers and much, much more.
- 2 Purchased more than \$294 million of products and services in 2007 from Iowa-based businesses through the Buy Iowa First Program.
- 3 Paid over \$351.5 million in local, county, state and payroll taxes in 2007. State tax revenue funds a variety of significant projects, including the renovation and building of Iowa's Capitol Complex, school infrastructure and teacher salaries, Vision Iowa, historic preservation, state and county fairs, school and University improvements and numerous environmental initiatives.
- 4 Employs over 10,100 people of which 7,812 reside in Iowa, with an annual payroll of nearly \$280 million.
- 5 Adds value to our state's growing tourism and entertainment industries with exceptional convention and hotel facilities, hosting over 23.3 million visitors each year.
- 6 In 2007 purchased nearly 2 million pounds of beef, nearly 1.4 million pounds of pork, over 1.7 million pounds of poultry, 191,552 gallons of milk and nearly 4.8 million eggs, showing strong support for Iowa's commodity ag producers.
- 7 Gaming tax revenue provides an annual allocation (\$77,000 in 2007) to fund the Endow Iowa's qualified community county foundations program in the 85 counties that do not have a casino. This significant catalyst for philanthropic partnership requires 75% of these annual funds be provided in grants each year; the other 25% placed in a permanent endowment.

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Wes Ehrecke, President (wese@IowaGaming.org)
www.IowaGaming.org



Iowa Gaming Association

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Midwest Living[®] — magazine —

Midwest Living is the respected and trusted travel resource of the Midwest. For over 22 years Midwest Living editors have featured the best destinations and hidden gems of Iowa, to inspire our readership of over 4 million Midwesterners to explore the state! Midwest Living supplies award-winning photography to grab readers' interest, credible editorial to keep attention and the call-to-action information to assist readers in building their own travel itineraries. Our special travel advertising section allows readers to find out about various attractions and destinations right here in Iowa. The Reader Service Information guide in the magazine and online connects readers directly to advertisers by allowing them to request additional information about Iowa's various co-op partners.



Midwest Meetings magazine is a quarterly resource for those who plan meetings in the Midwest. Circulating since 1996, Midwest Meetings contains informative articles, facility listings and a wide variety of information on changes in the meetings industry. The magazine includes information about meetings, hotels, resorts, speakers, exhibits, audiovisual services, corporate incentives, affordable meeting venues, expos, convention and visitors bureaus (CVB), convention centers and conference centers.



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Whatever the season, Iowa has the activities to fill your days. And at the end of the day Best Western[®] is the place to fill your dreams. With 21 hotels in Iowa, Best Western will make your stay a comfortable one. Visit bestwesterniowa.com to plan your trip today. Join Gold Crown Club[®] International, our frequent-guest program, to earn points toward free nights at Best Western hotels worldwide.

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