

## Register for Iowa Tourism Conference

Online registration for the 2009 Iowa Tourism Conference, set October 21-23 at the Meskwaki Bingo Casino Hotel in Tama, will be available through October 12. To register, visit the Partner Information section of [www.traveliowa.com](http://www.traveliowa.com). Cost of the three-day

event is \$240 (\$100 for students).

The 2009 event marks the first year for a Wednesday through Friday format. See separate article in this newsletter for details on pre- and post-conference tour options.

## AND THE NOMINEES ARE...

The following individuals, attractions, events, organizations and communities have been nominated for at least one 2009 Iowa Tourism Award. Winners will be announced on Thursday, October 22, in a special awards ceremony during the 2009 Iowa Tourism Conference.

America's River Festival, Dubuque  
Black Hawk County  
Blank Park Zoo, Des Moines  
Carroll Chamber of Commerce  
Cedar Falls  
Cedar Falls/Waterloo Visitors Guide  
Charles City "America's Hometown" magazine  
Charles City "Kids Day"  
College Hills Art Festival, Cedar Falls  
Council Bluffs  
Council Bluffs Daily Nonpareil  
Des Moines  
Des Moines County Conservation  
Designer Inn & Suites, Toledo  
Dubuque  
Dubuque Convention and Visitors Bureau  
Dubuque Visitors Guide  
Freda Dammann  
Greater Burlington Partnership Community Guide  
Green Cedar Valley Initiative, Waterloo  
Halloween Hike, Spencer  
Indianola Chamber of Commerce  
Iowa Lottery  
Iowa State Fair, Des Moines

Iowa State University  
The Iowan  
Landscape Before Time at Reiman Gardens, Ames  
Living History Farms, Urbandale  
Missouri Valley Chamber of Commerce  
MyCountyParks.com  
National Mississippi River Museum & Aquarium, Dubuque  
Night Eyes at the Blank Park Zoo, Des Moines  
Pella  
Pella Historical Village/Vermeer Mill, Pella  
Pella Tulip Festival, Pella  
Pella Visitors Guide 2009  
Phelps Youth Pavilion at the Waterloo Center for the Arts, Waterloo  
PlayDubuque (Diamond Jo and Mystique Casino), Dubuque

Quad Cities Convention and Visitors Bureau  
Reiman Gardens, Ames  
Representative Polly Butka  
Scharnberg Park, Spencer  
Senator Jeff Danielson  
Surf Ballroom, Clear Lake  
Sullivan Brothers Iowa Veterans Museum, Waterloo  
Thursdays on Main, Clear Lake  
USA Wrestling World Team Trials, Council Bluffs  
USS LST Ship Memorial, Clinton  
Vacation Okoboji  
Villages of Van Buren  
Waterloo  
Waterloo Convention and Visitors Bureau  
Western Iowa Getaway Guide  
Winter Dance Party – 50 Winters Later, Clear Lake

## IMPORTANT UPCOMING DATES

**October 2:** Silent Auction Donation forms due in the Iowa Tourism Office.

**October 12:** Last day to register online for the Iowa Tourism Conference. Silent Auction packages due in the Iowa Tourism Office.

**October 21-23:** Iowa Tourism Conference, Tama.



# Conference Speakers

General and breakout session speakers will cover a range of topics including social media, agritourism, travel trends and advocacy training. Find out more about some of the speakers below:

**Jane Eckert, agritourism:** Jane's experiences as a farmer's daughter and former corporate marketing executive have helped her become a recognized expert in agritourism. Her full-service marketing and consulting firm offers a variety of services to the tourism industry and agricultural operations to help them harvest the rewards of agritourism.



**Sandra Dirks, stress relief:** Sandra is a certified master instructor of myotherapy, a method of relaxing muscle spasms, improving circulation and alleviating pain. As a national speaker and seminar leader, Sandra speaks on taking control of muscle pain and tension through trigger point work and corrective exercise.



**Berkeley Young, travel trends:** Berkeley's travel industry experience covers a range of management positions at a destination marketing organization, a chamber of commerce, a golf resort and a research and planning firm. In 2004, he formed his own company to focus on research and strategic planning for all aspects of the tourism industry.



**Drew McClellan, social media:** Drew "gets" branding and marketing and he desperately wants others to get it too. So he tells stories, asks questions, and milks sacred cows. All to help clients discover their brand so they can create authentic love affairs with their customers. Considered a national branding and social media expert, Drew is a highly sought after speaker.



**Gerry Schnepf, Keep Iowa Beautiful:** Prior to joining Keep Iowa Beautiful as its executive director in early 2000, Gerry served as Chief of Planning with the Provincial Parks system in Manitoba, Canada; planning director for the Iowa Conservation Commission (now the Department of Natural Resources); and the founding president of the Iowa Natural Heritage Foundation.



**Dave Horsager, motivation:** Through books and programs, Dave shares the secrets of using trust to impact the bottom line. Combining humor, illusions and memorable stories with research and insight, Dave sheds light on the confusion and misconceptions surrounding the cornerstone of personal and professional success.



**Stephanie Vance, advocacy:** Dubbed the "Advocacy Guru," Stephanie is the author of "Government by the People: How to Communicate with Congress." She has more than 15 years of experience in Congressional affairs, having worked in a prominent DC law firm, lobbied for National Public Radio and worked in various Congressional offices, holding positions as legislative director and staff director.



**Scott Ginsberg, approachability:** Scott is the only person in the world who (actually) wears a nametag 24/7. He is a syndicated columnist, author of eight books and the creator of NametagTV.com, an online video training network that teaches companies how to turn approachability into profitability.



**Andy Dumaine, green initiatives:** Andy is an award-winning creative director and sustainable tourism strategist with more than 20 years in the advertising business. He has worked with airlines, airports, attractions, B&Bs, CVBs, DMOs, cruises, hotels, meetings, restaurants, tour operators, travel magazines and the occasional organic dog biscuit bakery.



# Silent Auction Packages Wanted

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 Partner Information section of [www.traveliowa.com](http://www.traveliowa.com). Please return the donation form to the Iowa Tourism Office by Friday, October 2. All items must be received at the office by Monday, October 12, unless you make special arrangements to bring them to the conference.

Contact Kathy Bowermaster at [kathy.bowermaster@iowalifechanging.com](mailto:kathy.bowermaster@iowalifechanging.com) or 515.725.3086 with questions.



"Mother & Child Wading in Water" – Third in a series of stainless steel sculptures commissioned by the Dubuque CVB for the Iowa Tourism Conference.

## 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!*



### Benefitting Iowa's economy in seven ways

- 1 Over 80 million dollars of charitable contributions in 2008 funded thousands of requests including: laptops and educational materials for schools, lifesaving equipment for fire and ambulance services, numerous civic organizations, daycare and community centers and much, much more.
- 2 Purchased more than \$293 million of products and services in 2008 from Iowa-based businesses through the Buy Iowa First Program.
- 3 Paid nearly \$379 million in local, county, state and payroll taxes in 2008. State tax revenue funds a variety of significant projects, including the renovation and building of Iowa's Capitol Complex, Vision Iowa, state and county fairs, historic preservation, school infrastructure, school and university improvements and numerous environmental initiatives.
- 4 Employ nearly 10,000 people with an annual payroll of over \$280 million.
- 5 Add value to our state's growing tourism and entertainment industries with exceptional convention and hotel facilities, hosting 23 million visitors each year.
- 6 In 2008 purchased nearly 2.25 million pounds of beef, nearly 1.25 million pounds of pork, over 1.85 million pounds of poultry, 203,500 gallons of milk and nearly 6.4 million eggs, showing strong support for Iowa's commodity ag producers.
- 7 Gaming tax revenue provides an annual allocation (\$131,000 in 2008) 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.

### Buy Iowa First The Right Choice.

#### Iowa Gaming Backs Iowa Business

Iowa's commercial casinos are committed to buying from Iowa businesses. In 2008, over \$293 million was spent on products, services, supplies and new construction by members of the Iowa Gaming Association. This equates to nearly 91% of total expenditures by the 17 casinos across the state. Whenever possible, we 'Buy Iowa First'.



#### Iowa Gaming Association

4401 Westtown Parkway, Suite 209  
Three Fountains Complex • West Des Moines, IA 50266  
515-267-9200 • 888-327-0384 • FAX 515-267-9300  
Wes Ehrecke, President ([wese@IowaGaming.org](mailto:wese@IowaGaming.org))  
[www.IowaGaming.org](http://www.IowaGaming.org)

### Interested in Doing Business?

Visit our website at [www.IowaGaming.org](http://www.IowaGaming.org) or [www.BuyIowaFirst.org](http://www.BuyIowaFirst.org).  
You will find a link for the Buy Iowa First program that lists the contact responsible for purchasing at each member casino.

## Tama County Offers Pre/Post Conference Options

Conference attendees arriving early may want to attend the pre-conference Welcome Event on Tuesday, October 20, at Pilgrim Heights Campground and Retreat Center (two miles northwest of Meskwaki). The event, which runs from 7-9 p.m., will include sampling of award-winning wines from John Ernest Vineyard & Winery as well as tastes and sights from Tama County. Weather permitting,

the evening will conclude around a roaring fire complete with s'mores and campfire stories. There is no charge for this event.

Coupons for free admission to selected attractions will be available for use post-conference. Stop by the Tama County Tourism booth during the conference for more information.

# Experience

the best of Iowa.



A proud sponsor of the Iowa Tourism Conference.

**The Des Moines Register**



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 Coop brochure and contact Tom Smull for co-op or any advertising placement.

**[tsmull@associationsinc.us](mailto:tsmull@associationsinc.us)**

**800-577-4638.**



## Best Western Rewards®



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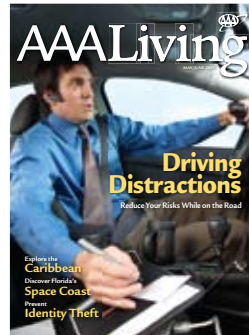
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# AAALiving

YOUR AAA IOWA RESOURCE FOR THE BEST TRAVEL AND LIFESTYLE COVERAGE.

AAA Living entertains and informs its readers with engaging, well-written, useful articles and beautiful photography and design. From stories about vacation destinations and weekend excursions to helpful information on travel planning, auto safety issues and lifestyle topics, AAA Living is a travelers's best resource. It is published in print and produced digitally.

Reaching 2.4 million households across the Midwest, including more than 168,407 AAA Iowa homes.



For advertising information, contact Sarah Kahler at 800.390.7466 ext. 2 or [skahler@hamediaigroup.com](mailto:skahler@hamediaigroup.com)

## The Iowa Lottery salutes Iowa Tourism and thanks everyone for their contributions to the Keep Your Ticket Handy campaign!



Since 1985, the Iowa Lottery has raised more than \$1.2 billion for state programs while awarding more than \$2.4 billion in prizes to players.



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 14 leading magazine brands, 175+ special interest publications, 77 premium branded websites delivering 15 million unique monthly users, and 12 network affiliated TV 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 American Baby, Better Homes and Gardens, Family Circle, Fitness, Ladies' Home Journal, Midwest Living, MORE, Parents, Ser Padres, Siempre Mujer, Traditional Home, and the Meredith Women's Network. And Meredith's U.S. database is the largest of any media company. It contains more than 85 million unduplicated consumer names, reaching 8 out of 10 home-owning households, and can help create direct-mail and online programs for travel marketers.



## Conference Special Guest: Lt. Governor Patty Judge



The Iowa Tourism Office is delighted to have Lt. Governor Patty Judge as a special guest at this year's Iowa Tourism Conference. Judge wrapped up her Travel Iowa '09 road trip in early September. During her summer travels, she visited more than 70 communities to spotlight the variety of tourism offerings, to encourage Iowans to travel in the state and to stress the importance of tourism to the state's economy. She is scheduled to speak during the opening day luncheon and will cover highlights from her tour.



**CHOICE HOTELS INTERNATIONAL** <sup>TM</sup>

***Choice Hotels of Iowa is looking forward to a very successful Iowa Tourism Conference!***

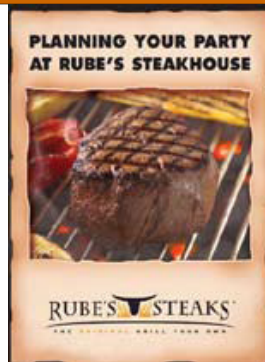
# Enjoy the Rural Hospitality

## 1. Rube's Steakhouse

"One of the 8 favorite places in the world" says *Boston Globe*. "*Local Secrets, Big Finds*" ranks as a 9.5 out of 10 by *My Travel Guide*. The list goes on. Critics love this Iowa small town grill your own steak experience. Rubes prides itself on its premium quality meat complemented by an authentic and welcoming Midwestern atmosphere.

*Pricing:* \$12-\$35 *Capacity:* 300.

**Address:** 118 Elm Street, Montour, Iowa  
**Phone:** 641.492.6222  
**Website:** [www.rubessteaks.com](http://www.rubessteaks.com)



## 2. Prime Cut Steakhouse

Indulge yourself with the best cuts of beef, chicken, pork and seafood available. Watch the finest culinary team in the state cook your food to order in our visual kitchen. Compliment your meal with a glass of wine and one of our decadent desserts. With our knowledgeable staff and great attention to detail, you are sure to have an enjoyable experience. Karaoke night entertainment in the Meskwaki Lounge.  
*Price:* \$15-\$40. *Capacity:* 100.

**Address:** 1504 305th Street, Tama, Iowa  
**Phone:** 1.800.728 GAME  
**Website:** [www.meskwaki.com](http://www.meskwaki.com)

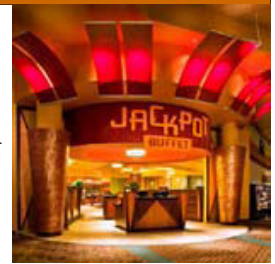


## 3. Jackpot Buffet

The Jackpot Buffet located at Meskwaki Bingo Casino Hotel has something for everyone. With a large variety of entrees, our many culinary stations, a salad bar, and a dessert bar you will not leave hungry. Thursdays special BBQ entrees are served. It is also Karaoke night with entertainment in the Meskwaki Lounge.

*Pricing:* \$12. *Capacity:* 400.

**Address:** 1504 305th Street, Tama, Iowa  
**Phone:** 1.800.728.GAME  
**Website:** [www.meskwaki.com](http://www.meskwaki.com)



## 4. Tremont Grille/Tremont on Main/Tremont Sports Bar

The Tremont building offers three connecting restaurants all owned and managed by the Howards. Tourism Conference attendees can choose any of the three locations to eat. They will offer Jazz in the Tremont on Main.

**Address:** 22 West Main Street,  
Marshalltown, IA 50158  
**Phone:** 641.752.1234  
**Web:** [www.tremontonmain.com](http://www.tremontonmain.com)  
**Distance:** 25 minutes



## 5. Mexico Antiquo

They serve authentic Mexican cuisine. Their furnishings are all brought to America from Mexico and they have great murals painted on the walls. They will offer a mariachi band.  
*Capacity:* 252.

**Address:** 25 West Main Street,  
Marshalltown, IA 50158  
**Phone:** 641.752.6666



# Midwest Living

Midwest Living is the respected and trusted travel resource of the Midwest. For over 23 years Midwest Living editors have featured the best destinations and hidden gems of Iowa, to inspire our readership of over 4 million Midwesterners! Midwest Living supplies award-winning photography to grab reader interest, credible editorial to keep attention, and the call-to-action information to assist readers in building their own travel itineraries. The Iowa Tourism co-op in the March/April and May/June issues feature the best destinations in the state, and allows the advertisers to connect directly to readers through the "Reader Service Listing" leads and online links.

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## *Welcome to Tama County!*

We hope you'll experience the riches of the Tama County area at this year's Iowa Tourism Conference.

**Tues. Oct. 20,** Pre-Conference Welcome Event  
**Wed. Oct. 21,** Taste of Tama County Opening Night  
**Thurs. Oct. 22,** Dine Around in Tama County  
**Fri. Oct. 23,** Post Conference Gifts



[www.traveltamacounty.com/conference2009](http://www.traveltamacounty.com/conference2009) • To learn more contact Lindi at 641.484.3108 or [info@traveltamacounty.com](mailto:info@traveltamacounty.com)