

### ASSOCIATIONS, INC. HELPS WITH CO-OP AD SALES

The Iowa Tourism Office recently entered into a contract with Tom Smull of Associations, Inc. to assist in selling the state's cooperative advertising program. A familiar face in the tourism industry, Tom is active in the Eastern Iowa Tourism Association and the Travel Federation of Iowa, recently serving as president of both.

Associations, Inc. is a media representative firm, contracting with various newspapers and magazines to sell advertising. Tom's associates, who will assist him with his work for the Tourism Office are, Carol Henderson, who has extensive advertising, research and editorial experience, and Kit Curran, who recently worked in technology sales and as an advertising representative with the Ames Daily Tribune. Look for Tom, Carol and Kit at regional tourism meetings and events such as the Iowa Tourism Conference. ■



Associations, Inc. staff (left to right): Tom Smull, Tonya Vitzthum, Carol Henderson and Kit Curran

### SIX COMMUNITIES GET VISION IOWA ASSISTANCE IN JULY

Governor Tom Vilsack and Lt. Governor Sally Pederson recently announced

that the state is investing in six more projects through its Vision Iowa program. The awards — to Bancroft, Cass County, Fort Dodge, Milo, Monona and Traer — were approved at the Vision Iowa board's meeting on July 10. Each award comes from the Community Attraction and Tourism (CAT) program. A component of Vision Iowa, CAT provides assistance to smaller projects.

# VISION IOWA

Governor Vilsack said that the CAT program has aided 59 projects, spurring more than \$1.2 billion in development around Iowa. "Without the Vision Iowa and CAT programs, many worthwhile projects could never become a reality," Vilsack said. "Thanks to local fundraising efforts and the state's investments, many projects are and will be open to the public, making Iowa a more attractive place to live, work and visit."

#### CAT award recipients:

#### **Bancroft Community Historical Museum, Bancroft (City population: 808) — \$14,500 grant.**

■ The Bancroft Community Historical Society plans to renovate the community's Cooperative Creamery, which was built after a fire destroyed the original creamery in 1941. Once refurbished, the building will house local historical artifacts.

#### **Cass County Community Center, Phase II, Cass County (County population: 14,684) — \$90,000 grant. The award is contingent upon the applicant raising another \$60,000 locally within the next six months.**

■ The second phase of this project includes completing the construction of the 15,400-square-foot Cass County Community Center. State funds will be used to finish two restrooms, furnish the kitchen, purchase meeting facility equipment, purchase cleaning equipment, purchase and install communications and technology equipment, surface the parking lot, and install signage and landscaping. The completed facility will host a number of public and private events.

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## IOWA TOURISM CONFERENCE GOES TO SIOUX CITY IN OCTOBER

With little more than three months before the event begins, many people have committed to attending the 2002 Iowa Tourism Conference in Sioux City. The annual gathering takes place October 21-23 at the Sioux City Convention Center. Registration information is available in the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com). Visit the Web site for other conference-related documents including the Silent Auction donation form and the Iowa Tourism Award nomination form.

Also, nominations from students who would like to receive the Flora Schmidt Scholarship are due September 20. Given by former Manchester Chamber of Commerce director Flora Schmidt, the scholarship covers the fee for one student's registration to the conference. Contact Iowa Tourism Office Programs Manager Lonie Mezera at 888-472-6035 or [lonie.mezera@ided.state.ia.us](mailto:lonie.mezera@ided.state.ia.us) to learn more about this or other conference issues. ■

## IOWA WELCOMES REGIONAL TOURISM CONVENTION

On September 12 and 13 Iowa hosts the Central States Chapter of the Travel and Tourism Research Association. Travel professionals in Iowa are invited to take advantage of this unique opportunity to learn about new, innovative and proven methods of attracting visitors, gaining a competitive advantage and evaluating the results. Held at the Hotel Savery in Des Moines, the conference is made up of several education sessions and networking opportunities. Highlights of the conference include a focus on tapping into the RV market, the changing motorcoach market, and branding and communications. Learn more about the conference by visiting the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com) or by contacting Iowa Tourism Office Marketing Manager LuAnn Reinders at [luann.reinders@ided.state.ia.us](mailto:luann.reinders@ided.state.ia.us) or 888-472-6035. ■

Vision Iowa — continued from page 1

**Harlan & Hazel Rogers Sports Complex, Fort Dodge (City population: 25,136) — \$1.1 million grant. The award is contingent upon the applicant raising approximately \$1.7 million locally within the next six months.**

■ This project includes the expansion of the Harlan and Hazel Rogers Sports Complex, which is made up of seven softball diamonds, one baseball field and nine soccer fields. Eighteen additional acres will be acquired, and four mini-major league fields for little league baseball will be constructed. The project also calls for enhanced tile and drainage lines, enhanced concession and restroom facilities, and improved parking lot entrances and exits. Aesthetic improvements are also included in the project.

**McCormick-Ohnemus Community Center, Milo (City population: 839) — \$20,000 grant.**

■ Upon completion of this project, the facility will serve as a multi-purpose community center that will include a gymnasium. The community center will be available for a variety of community events and gatherings.

**Monona Family Aquatic Center, Monona (City population: 1,550) — \$95,000 grant. The award is contingent upon the applicant completing local fundraising within a year.**

■ The community of Monona plans to construct a new aquatic center. CAT funds will be used to purchase a flume for the aquatic center.

**Traer Public Library and Cultural Center, Traer (City population: 1,594) — \$150,000 grant. The award is contingent upon a \$100,000 investment from the city and county utility.**

■ Constructed between 1915 and 1916, Traer's public library is not handicap accessible, is overcrowded, and needs updated heating, cooling and technology systems. The Traer Public Library Foundation plans to renovate the building by adding a street level entrance, an elevator and expanding the building to double its present space. The lower level will offer a cultural center, meeting and performance space.

Also at July's meeting, the board voted to issue notices of intent to consider and establish negotiating teams to determine awards for the following projects: Carroll Depot and Courtyard, Carroll; Donna Reed Theatre, Denison; Ida Grove Community Recreation Center, Ida Grove; and Pearl of the Mississippi, Muscatine. ■

# IOWA STATE FAIR TAKES PLACE THIS MONTH

When the Iowa State Fair rolls into Des Moines August 8 – 18, the Iowa Tourism Building will again attract thousands of people looking for travel information. More than 30 exhibitors will fill the building, representing the diversity of Iowa's tourism industry.

The Iowa Tourism Office is pleased to partner with Amana Appliances for the fifth consecutive year to give away a refrigerator to one lucky fairgoer. People can sign up for the fridge by visiting the Tourism Office's exhibit in the building or by logging onto [www.traveliowa.com](http://www.traveliowa.com).

## 2002 Iowa Tourism Building Exhibitors:

- |   |                                  |
|---|----------------------------------|
| ■ Adair County                          | ■ Marshalltown                   |
| ■ Albia/Centerville/<br>Lake Rathbun    | ■ Meskwaki Bingo/Casino/Hotel    |
| ■ Amana Colonies                        | ■ Newton                         |
| ■ A Taste of Iowa™                      | ■ Oakview Hunt Club              |
| ■ Boone                                 | ■ Poweshiek County               |
| ■ Central Iowa Tourism Region           | ■ Saylorville Lake               |
| ■ Civic Center of Greater<br>Des Moines | ■ Southern Exposures             |
| ■ Clear Lake                            | ■ Storm Lake                     |
| ■ Eastern Iowa Tourism Association      | ■ Story City/Ames                |
| ■ Funindesmoines.com                    | ■ Terrace Hill                   |
| ■ Indianola                             | ■ Villages of Van Buren          |
| ■ Iowa Tourism Office                   | ■ Vision Iowa/IDED               |
| ■ Madison County                        | ■ Walnut                         |
| ■ Main Street Iowa                      | ■ Webster County                 |
| ■ Marion County                         | ■ Western Iowa Tourism<br>Region |
|   | ■ Winneshiek County              |



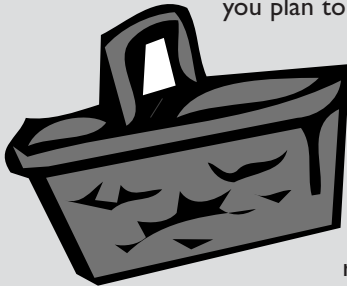
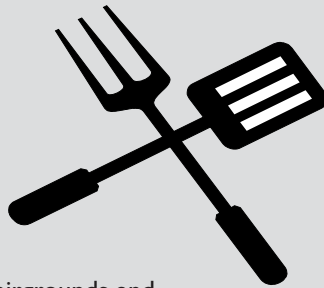
## 2003 CALENDAR OF EVENTS IS IN THE WORKS

Iowa Tourism Office Publications Manager Kathy Bowermaster is currently accepting information about events that take place anytime next year for inclusion in the 2003 Iowa Calendar of Events. Event planners and/or promoters are encouraged to submit event information on-line at [www.traveliowa.com](http://www.traveliowa.com). Events submitted to the Web site are also considered for the printed publication and vice versa. Later this month, Kathy will distribute paper submission forms. However, if you submit electronically there is no need to fill out the paper forms. Kathy must receive your event information by September 15 in order to include it in the printed calendar of events. ■

## INDUSTRY WELCOME AT MIKE MURWIN'S RETIREMENT PARTY

**H**elp the Iowa  
Tourism Office  
wish Mike

Murwin a happy retirement  
at a picnic dinner on  
August 7. The fun begins  
at 6:00 p.m. at Yellow Banks  
Park, just southeast of the fairgrounds and  
Pleasant Hill. The Tourism Office staff will supply place  
settings, side dishes and dessert. All you have to bring is  
your choice of meat for the grill and a beverage. Spouses,  
friends and children are welcome as well. If  
you plan to attend, please contact Shawna



Lode at  
shawna.lode@ided.state.ia.us  
or 888-472-6035. After  
16 years at the Iowa  
Department of Economic  
Development, Mike is  
retiring on August 15. ■

## DCA HOSTS CULTURAL WORKSHOPS

**T**he Iowa Department of Cultural Affairs is  
sponsoring workshops that will provide  
innovative ways to support cultural  
organizations and projects through planned giving.

Nancy Perazelli, a nationally renowned expert in  
gift planning, will provide these free, day-long  
seminars on pre-established plans that benefit  
the donor, the donor's family and charitable  
organizations. Don't miss this opportunity to learn  
the basics of planned giving in a relaxed, easy-to-  
comprehend format.

- August 21 Cedar Rapids, The History Center
- August 28 Council Bluffs, Iowa Western  
Community College
- September 5 Sioux City, Morningside College
- September 25 Des Moines, Iowa Historical  
Building

Pre-registration is required. Please contact  
Cynthia Nieb at 515-281-8754 or  
cynthia.nieb@dca.state.ia.us. Seating is limited. ■

**IOWA**  
DEPARTMENT OF  
ECONOMIC DEVELOPMENT

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