

## **Welcome Center staff earns honors**

**C**ongratulations to the following tourism professionals for receiving the designation of Certified Travel Counselor. This recognition is given by the Iowa Tourism Office and is earned when a travel professional working at one of Iowa's welcome centers has successfully completed a 100-question test about Iowa.

- Jack Woolard – Davis County Welcome Center – Bloomfield
- Stephen Tews – Davis County Welcome Center – Bloomfield
- Harry Luster – Clayton County Welcome Center – Elkader

“Welcome Center Travel Counselors are often the first people travelers meet when they enter Iowa. It's important that the staff and volunteers at each of our 20 centers are knowledgeable about the state and able to easily help curious visitors,” said Nancy Landess, Manager, Iowa Tourism Office.

As one of only nine states with a certification process endorsed by the National Council of State Tourism Directors, Iowa has 90 certified Welcome Center Travel Counselors. For more information on this program, contact LuAnn Reinders at [luann.reinders@lowalifechanging.com](mailto:luann.reinders@lowalifechanging.com) or call 515.242.4732. ■

## **2006 Unity Day** *Iowa Tourism professionals prepare for busy season of summer travel*

**M**ore than 200 people attended the 2006 Iowa Tourism Unity Day on April 28, an annual event that celebrates the impact of travel in Iowa and rallies Iowa's tourism community for the travel season ahead. Hosted by the Iowa Tourism Office and the Travel Federation of Iowa, this event offered something for everyone.

From learning about the new 2007 cooperative advertising options, to a laugh-out-loud keynote address by Tennessee native Dale Henry, to an overview of Iowa's participation in the 50th Anniversary of the Interstate Highway System and the announcement of the 2006 Leadership Award, a great time was had by all attendees.

“Unity Day is the official kickoff to Iowa Tourism Month each May, and gives our industry a chance to celebrate its success,” said Nancy Landess, Manager, Iowa Tourism Office. “The travel industry in Iowa continues to grow at a pace that exceeds the national average, and we look forward to each year welcoming visitors to our hundreds of attractions and destinations during the summer travel season.”

Special thanks go out to Meredith Travel Marketing and *Midwest Living Magazine* for sponsoring this great event! ■



**Unity Day Gas Card Winners**  
– Tina Sander, Isle of Capri - Marquette & Tom Hazelton, Linn County Conservation – receive \$50 gas cards valid at any Iowa Kum & Go station at the 2006 Unity Day Conference.

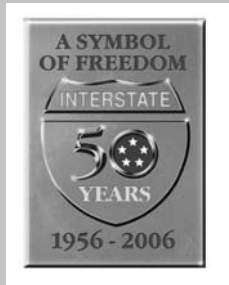


**Kim Berger receives the 2006 Tourism Leadership Award from Nancy Landess and Sandy Ehrig.**



**The 2006 Iowa District Leaders**





## **50th Anniversary of America's Interstate Highway System**

It doesn't seem that the way we travel across the continental United States has only been a reality for 50 years!

Fifty years ago, President Dwight D. Eisenhower signed legislation that created what is now a 46,508-mile web of superhighways, transforming our nation and our economy and providing a faster and safer system for travelers than the two-lane roads that preceded them.

In June 2006, a national convoy will travel a route patterned after, in reverse, the 1919 First Transcontinental Train, a journey of 3,250 miles from Washington, D.C. to San Francisco which included then Lieutenant Colonel Dwight David Eisenhower.

The original trip took 62 days – that's 58 miles a day at 6 miles per hour due to dirt roads, bridges breaking under the weight of the trucks, plus navigating quicksand, ravines and creeks. As President, Eisenhower would sign the legislation making the Interstates a reality on June 29, 1956. Fifty years to the day later, the convoy will arrive in Washington, D.C., where a media event will take place near the very same Zero Milestone from which the 1919 convoy departed. ■

## **Wheeler Recognized at IMPA Annual Meeting**

The Iowa Motion Picture Association honored Iowa Film Office Manager Tom Wheeler with the Doug Hawley Memorial President's Award for his efforts assisting Iowa's film industry. The Iowa Motion Picture Association awards this commemorative award only periodically to members of the organization who exhibit service to the members and industry at large above and beyond the call of duty. Congrats! ■



## **2006 Transcontinental Caravan Stops in Iowa**

*The Iowa Department of Transportation (IDOT) will join the American Association of State Highway and Transportation officials and several member states in co-sponsoring the celebratory transcontinental motor caravan. During the month of June, the 14-day trek across America will make stops in 18 cities all over the nation. On June 23, 2006, the cross-country caravan will be in Iowa and will make two stops:*

### **Living History Farms - Urbandale**

The first Iowa stop will be at Living History Farms in Urbandale. The theme of this event is "Rock and Roads" – this free public 1950s/60s-themed event will begin at 11 a.m. and include activities, entertainment, displays and free food. In addition to live music, there will also be exhibits and displays promoting Iowa and the impact from the development of the Interstate highway system on the state. Lt. Governor Sally Pederson will be a part of the festivities by joining the caravan in a vintage 1950's automobile. At 2 p.m. a news conference and brief formal program will begin, featuring representatives of the official caravan and local dignitaries.

### **Iowa 80 Truck Stop and Museum - Walcott**

The second caravan stop in Iowa will be from 5:30 p.m. - 7:30 p.m. at the Iowa 80's Trucking Hall of Fame – known as the world's largest truck stop - in Walcott. A reception and a tour of the Iowa 80's Trucking Hall of Fame museum are scheduled. The museum features antique trucks, old signs, gas pumps, engines and other trucking memorabilia.

The Iowa Tourism Office is also helping to promote this landmark event during the months of May and June. Travelers can enter to win \$50 Kum and Go gas cards at any of the 20 Iowa Welcome Centers, and online at [www.traveliowa.com](http://www.traveliowa.com). Air fresheners in the shape of the state of Iowa will also be handed out to travelers who stop by the Welcome Centers, while supplies last.

Interested in knowing more about this celebration and how you can join in on the fun? Go to [www.interstate50th.org](http://www.interstate50th.org). ■

# Vision Iowa Board Awards Funds from Community Attraction and Tourism Fund

*\$284,000 awarded and five projects moved to negotiations*

The Vision Iowa Board granted awards totaling \$284,000 from the Community Attraction and Tourism Fund (CAT) at the May Vision Iowa Board Meeting. The awards were given to projects in Waverly and Diagonal.

Vision Iowa Board Chair Andy Anderson said, "These particular awards have everything we see in successful community projects: a solution to fill a public need; great community support, both financially and enthusiastically; public and private partnerships, and solid leadership. We are happy to be a partner with each of these communities!"

The projects receiving CAT awards were:

## **Tendrils Rooftop Garden and Community Arts Pavilion - Waverly**

Total Project Cost:	\$997,163
Amount Requested:	\$280,000
Amount Awarded:	\$250,000

Tendrils Rooftop Garden and Community Arts Pavilion is a proposed garden conservatory located on the fourth floor of the Waverly Health Center. The conservatory will be a new facility for the performing arts, serve as a respite care space for hospital patients and their families and serve as a venue for community and visitor-based functions.

## **Bridge on the Move – Diagonal**

Total Project Cost:	\$68,333
Amount Requested:	\$34,141
Amount Awarded:	\$34,000

This award was granted to Diagonal for the relocation of the 96-year-old Ringgold County Bridge. The overhead steel truss, steel pin-connected bridge will be moved to Marlin E. Fogle Recreation Area and placed across a lake inlet to provide greater access to a 347-acre community park.

Also during the Vision Iowa Board meeting, the following five proposals

were moved to the negotiations phase between the Vision Iowa Board and the communities. The projects are:

**Decorah Northeast Iowa Recreational Destination - Decorah** - This project is part of a regionally coordinated trail system in Northeast Iowa. Components of this project include land acquisition and easements, trail development, bridge construction, development of handicapped accessible fishing access points and road and parking improvements.

**The Eastern Iowa Observatory and Learning Center Project /Cedar Amateur Astronomers, Inc. – Cedar Rapids** - The Eastern Iowa Observatory and Learning Center project is an expansion of a current facility to better accommodate visitors.

**Belva Deer Recreation Area – Keokuk County** – This project involves the construction of five modern rental cabins within the Belva Deer Recreation Area.

**Richland Community Center - Richland** - The Richland Community Center project involves the construction of a new 5,596 square-foot, multi-purpose recreation building in Richland.

**DeWitt Opera House Expansion and Renovation – DeWitt** - The DeWitt Opera House Expansion and Renovation project would update the current facility which currently serves as a community center and movie theater.

The Vision Iowa Program and the Community Attraction and Tourism (CAT) program provide financial incentives to communities for the construction of recreational, cultural, educational or entertainment facilities that enhance the quality of life in Iowa. Including these awards, 229 CAT awards have been granted by the board, totaling \$73 million. For more information or to obtain a Vision Iowa Grant application go to [www.visioniowa.org](http://www.visioniowa.org). ■

## 2007 Cooperative Advertising Options

### **Great Ideas — Great Prices**

*Working on your 2007 marketing budget? Be sure to look at these great tourism co-op options to help stretch your advertising dollar!*

#### ■ **2006 Price Levels for 2007**

**Options:** Reserve your space in the 2007 *Iowa Travel Guide*, our premier travel publication. We've added even more value to the Travel Guide advertising for 2007 with the online virtual Travel Guide and a special e-mail marketing blast just for Travel Guide advertisers. But prices stay at 2006 levels! To find out more, contact Kathy Bowermaster at [kathy.bowermaster@iowalifechanging.com](mailto:kathy.bowermaster@iowalifechanging.com) or 888-472-6035.

#### ■ **Stick with Original Ad Mix or**

**Try New Options:** Be sure to take a look at the 2007 Iowa Tourism Cooperative Advertising program, which was unveiled at Tourism Unity Day. Details are available at [www.traveliowa.com](http://www.traveliowa.com) in the Industry Information section. Many tried-and-true publications are returning to the mix, including *Midwest Living*, *AAA Living*, *The Iowan* and the *Des Moines Register*. New options for 2007 include an advertorial option for *Midwest Living* March/April and a new Travel Iowa E-perks program of newspaper advertising and Web site listings. The deadline for space reservations is November 1, 2006.

For more information, or to reserve space, contact Tom Smull at Associations Inc., [tsmull@associationsinc.us](mailto:tsmull@associationsinc.us) or phone 515-280-7234. ■

## Lt. Governor Rediscover Iowa Tour is June 22 - 25

Lt. Governor Sally Pederson will visit areas across the state in June. During her four-day tour, stops are planned for Perry, Council Bluffs, Le Mars, Storm Lake, Sac City, Des Moines, Iowa City, Davenport, De Witt, Dubuque, Gladbrook, Marshalltown, Newton, Bonaparte, Burlington and Ottumwa.

For more information, contact Nancy Landess at [nancy.landess@iowalifechanging.com](mailto:nancy.landess@iowalifechanging.com) or 515.242.4702.

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## *Main Street Iowa Honors Downtown Projects and Volunteers*

**The Iowa Department of Economic Development (IDED) announced 35 exceptional downtown revitalization projects and recognized 30 outstanding volunteers at the Annual Main Street Awards ceremony on April 28, at the Marriott Hotel in downtown Des Moines. IDED Director Mary Lawyer commended the achievements and presented the awards during the gala celebration of Main Street Iowa's 20th anniversary.**

Six communities were recognized for reaching significant benchmarks based on private dollar investments made in the purchase and revitalization of downtown properties. Marshalltown and Spencer achieved \$10 million in local investment; Le Mars reached the \$5 million benchmark; New Hampton, \$3 million; and Marcus and State Center, \$2 million.

Senator Tom Harkin was the recipient of the Spirit of Main Street Award, Main Street Iowa's highest honor. The award recognizes an individual, community or organization that exemplifies the essence and purpose of Main Street.

"Senator Harkin has demonstrated a passion and dedication to a prosperous Iowa with thriving downtown centers across the state," says IDED Director Mary Lawyer. "His work to help secure nearly \$2.5 million in federal appropriations for use in Main Street Iowa communities has leveraged nearly

\$9 million, and provided business development training and technical assistance benefiting all Iowa communities."

Main Street Iowa is a program of the Downtown Resource Center and currently serves 34 communities. Since July 1, 1986, approximately \$558 million has been invested by private entities to rehabilitate and purchase downtown property in Main Street communities. In addition, a net gain of 2,776 business starts, relocations and expansions and 7,586 new jobs have been realized and more than 1,245,000 volunteer hours donated for the betterment of Iowa's downtowns.

To view a list of award winners and download the photographs, go to [www.iowalifechanging.com/community/mainstreetiowa](http://www.iowalifechanging.com/community/mainstreetiowa). For more information, contact Main Street Iowa at 515.242.4756 or [mainstreet@iowalifechanging.com](mailto:mainstreet@iowalifechanging.com). ■