

T O U R I S M Sesquicentennial Update

Volume Three

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Tourism Sesquicentennial Update is published monthly in partnership with the Iowa Sesquicentennial Commission, Inc.; Iowa Department of Economic Development, Division of Tourism; and Iowa Bankers Association. Copies are free. Copyright 1996, Iowa Sesquicentennial Commission, Inc. Excerpts are permitted when source is cited.

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Destination: Hospitality Iowa Welcome Centers

At Iowa Welcome Centers, “welcome” is our middle name. Iowa offers travelers answers with a smile. The state’s 20 Welcome Centers — ranging from picnic parks to historic landmarks — are as diverse as Iowa’s many attractions, but they all have one thing in common: helpful, friendly people who offer valuable travel tips and interesting visitor information.

While you refresh and relax at Iowa’s Welcome Centers, choose from hundreds of free brochures, pick up a complimentary copy of the new *Iowa Camping & Outdoor Guide* and get a free Iowa road map.

Interstate Welcome Centers

When you’re on the road, be sure to visit any of the seven easy-access Iowa Welcome Centers along Interstates 35, 80 and 29. Located near Clear Lake, Davis City, Des Moines, Sergeant Bluff, Underwood, Victor and Wilton, these centers open for the 1996 season April 19, 1996.

Locally Owned Welcome Centers

These centers are open year-round and are as diverse as their communities. Visit them to learn more about local attractions, as well as other state sites. Each center offers free travel information, clean public restrooms and gift shops filled with unique Iowa products.

Amana: Amana Colonies Visitors Center

Located near Amana, this Welcome Center offers the Old World charm of the Amanas. Look for free tourist information and folk art displays.

Amana: Amana I-80 Welcome Center

Authenticity sets the mood at this Welcome Center. Sit on an actual pine bench from the Amana Church Society while watching videos about Amana and other Iowa attractions. Visit the gift shop and take home authentic hand-crafted Amana gifts.

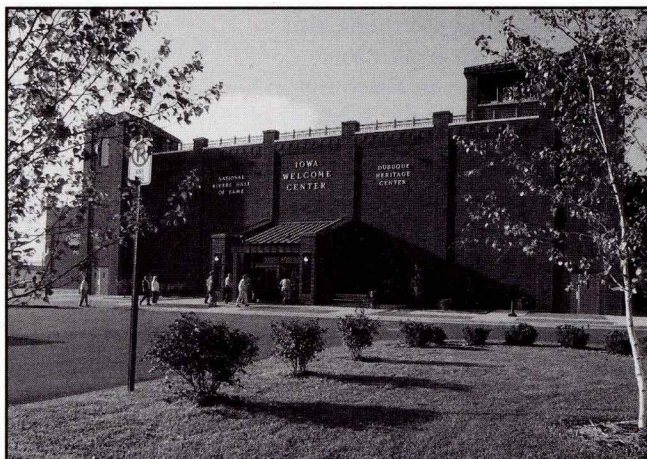
Bloomfield: Davis County Welcome Center

It’s “Open House” at the 1910 Sears and Roebuck home that serves as the Davis County Welcome Center. Shop for local crafts, including items made by the Amish community.

Burlington: Port of Burlington Welcome Center

The beautiful Mississippi River provides a scenic backdrop for this historic building that was once used for loading river barges with coal. Pick up souvenirs at the Iowa Gift Shop, or watch a video on local attractions.

(continued on inside)



The Port of Dubuque Welcome Center, Dubuque

Iowa Voyager Tour Schedule

APRIL

14	Iowa Historical Building, Des Moines
15 – 17	Iowa Bankers Association, Des Moines
18	Iowa Historical Building, Des Moines
19 – 20	VEISHEA, Ames
21	Iowa Historical Building, Des Moines
23 – 25	Iowa Historical Building, Des Moines
26	Drake Relays, Des Moines
27 – 28	Keokuk Civil War, Keokuk
29	South Ottumwa Bank Event, Ottumwa
30	Iowa Historical Building, Des Moines

MAY

1 – 2	Iowa Historical Building, Des Moines
3 – 5	National Junior Hockey Tournament, Sioux City
6	Northwood Kensett Schools, Northwood
7	Beckman Schools, Dyersville
9 – 11	Pella Tulip Festival, Pella
11 – 12	Tanger Mall Anniversary, Williamsburg
14 – 15	Ida Grove
16 – 18	Orange City Tulip Festival, Orange City
20	Sheldon Security State Bank, Sheldon
21	Storm Lake Schools, Buena Vista
22 – 24	Iowa Historical Building, Des Moines
25 – 26	Tivoli Fest, Elk Horn
27	Beaman Bank, Beaman
28 – 29	Odyssey of the Minds World Finals, Ames
30	Olympic Torch Run, Cedar Rapids
31	Olympic Torch Run, Waterloo My Waterloo Days Parade, Waterloo

JUNE

1 – 2	Frontier Days, Fort Dodge
4 – 5	Iowa Historical Building, Des Moines
6 – 8	World Pork Expo, Des Moines
9	Grant Wood Festival, Stone City
10 – 13	Burlington Steamboat Days, Burlington
14	Iowa Heritage Expo, Des Moines
15	Rose Festival, State Center
16	Brucemore Festival, Cedar Rapids
17 – 18	Donna Reed Festival, Denison
19	Spirit Lake Voyager Celebration, Spirit Lake
20	Iowa Assoc. of B&I, Okoboji
21 – 22	Ackley Sauerkraut Days, Ackley
23	Fly Iowa, Mason City
24	New Hampton
26 – 28	Howard County Fair, Cresco
29 – 30	Freedom Festival, Cedar Rapids

**Watch for the July – October
Tour Schedule in our next issue!**

Iowa Welcome Centers (continued)

Dows: Dows Depot Welcome Center, Mercantile Store and Blacksmith Shop

This 1896 restored Rock Island Depot and Welcome Center features free travel information, gift shop and museum. Stop off at the turn-of-the-century Mercantile Store for Iowa products and crafts of all kinds.

Dubuque: The Port of Dubuque Welcome Center

Located in Dubuque's historic Ice Harbor, this Welcome Center offers an Iowa-products shop, River Museum and travel information.

Elk Horn: Danish Windmill Welcome Center

Built in 1848 in Norre Snede, Denmark, this windmill was reassembled here, in the heart of the largest Danish settlement in the United States. The gift shop features both authentic Danish products and Iowa products.

Elkader: Osborne Welcome and Nature Center

The Nature Center includes hiking trails, an exercise trail and a wildlife exhibit. The Welcome Center features displays on art, history and culture. Visit the "Iowa Room," an Iowa-products store.

Emmetsburg: Emmetsburg Welcome Center

An Irish community, Emmetsburg hosts an annual St. Patrick's Day party. Stop at the Welcome Center for Iowa products and information.

Lamoni: Southern Iowa Gateway Welcome Center

This "gateway to the state" Welcome Center features a playground area for children and exercise equipment for adults. Historical displays offer information about the area, and the Iowa gift shop sells souvenirs.

Le Claire: Mississippi Valley Welcome Center

Designed in the style of an old riverboat captain's home, this Welcome Center sits high on a bluff overlooking the juncture of the Mississippi River and Interstate 80. Enjoy the historical display and new art gallery.

Missouri Valley: Harrison County Welcome Center

This historic complex features an 1853 log cabin, 1868 school, harness shop, broom factory and displays on agricultural, pioneer and American Indian history.

Sioux City: Sergeant Floyd Riverboat Museum and Welcome Center

Built in 1932, this National Historic Landmark was once a flagship of the U.S. Army Corps of Engineers construction fleet. Now permanently dry-docked, its second-deck museum chronicles the golden years of Missouri River navigation. You'll find tourist information on the main deck and former engine room.

HOTLINE

For up-to-the-minute

details on upcoming

Tourism and

Sesquicentennial

events, call the Iowa

Tourism and

Sesquicentennial

Hotline:

1-800-528-5265.

This special hotline

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in Iowa.



Tourism Hotline:
1-800-528-5265

Greetings from Former Governor Robert D. Ray

Robert D. Ray
Former Governor of Iowa/ISC Chairman

Last week a friend visited the office of one of our Sesquicentennial staff members. She picked up the 1996 *Sesquicentennial Calendar of Events*, which lists more than 1,100 activities taking place throughout Iowa during this Sesquicentennial year. Then, she looked around the office, staffed to its peak with 12 very hardworking people.

She shook her head. "How are you ever going to get all these things done?" she asked. The answer came at once from a chorus of grateful voices: "Volunteers! We couldn't do it without them."

When we call Iowa's Sesquicentennial a grassroots celebration, this is what we mean. From the beginning, the 25-member Iowa Sesquicentennial Commission understood that we could not possibly do it all alone — nor would we want to. We purposely designed our observance around the idea of partnerships, so that thousands of Iowans would have the opportunity for hands-on participation in planning local and statewide projects.

At the heart of our volunteer structure are the members of our 99 county commissions. Representing almost every municipality in the state, many county commissioners have been at work for more than two years. They plan and carry out hometown projects, promote local sales of license plates, and serve as liaisons between the state commission and the organizers of Sesquicentennial-endorsed events in their counties.

In addition, thousands more people are hard at work putting together projects, like our program in the Smithsonian Institution's Festival of American Folklife in Washington, D.C., and its restaging here as the Festival of Iowa Folklife on the State Capitol grounds in August; the Iowa 150 Mississippi River Adventure canoe caravan from Allamakee County to Lee County, also in August; and, of course, our Statehood Day celebration next December.

Some of our most active volunteers are your friends and neighbors who represent Iowa Bankers Association member banks. Throughout the year, they will be encouraging Iowans to "Celebrate Our State" by promoting Iowa Tourism and hosting the *Iowa Voyager* exhibit trailer in their communities.

Not surprisingly, our volunteers share a unique community spirit and excitement. After all, by coming together this way, they are not only observing an important historic event, they are placing their own stamp of experience on it. That's right. Our volunteers are literally making history.

During the summer months just ahead, there will be countless opportunities to participate in Sesquicentennial activities near you. If you would like to get involved, we will be happy to tell you when and where help is needed. Please call our toll-free number 1-800-IOWA-150, or write VOLUNTEER, 200 East Grand Avenue, Des Moines, Iowa 50309.

Speaking as a volunteer myself, I believe you will find your efforts both appreciated and enjoyable. We look forward to having you on the team!

The Iowa Voyager 1996 Tour Schedule

**Presented by the Iowa Bankers Association...
one more way Iowa Banks are investing in
Iowa**

Iowa Voyager, the 48-foot Iowa exhibit trailer that crossed the continent with the *Iowa 150 Bike Ride* in 1995, will be traveling throughout Iowa in 1996 as part of the Sesquicentennial celebration.

The Iowa Bankers Association (IBA) is the "presenting partner" of the *Iowa Voyager*. The IBA is teaming up with the Iowa Sesquicentennial Commission and the Iowa Division of Tourism/Department of Economic Development to make this statewide tour possible.

Check the schedule on the next page to see if the *Iowa Voyager* is coming your way.

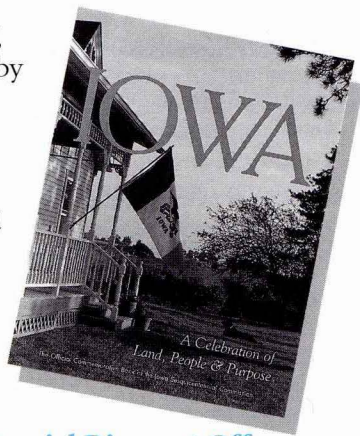
Order Your Keepsake Commemorative Edition Today!

SESQUICENTENNIAL CALENDAR OF EVENTS

Iowa: A Celebration of Land, People & Purpose

This colorful, 192-page, hardbound book with 430 photos reflects on Iowa's proud history and forecasts its bright future. *Iowa: A Celebration of Land, People & Purpose* is sure to become a keepsake for generations to come. Order yours today for those at home or away.

Iowa: A Celebration of Land, People & Purpose is funded by a partnership between the Iowa Sesquicentennial Commission and Blue Cross and Blue Shield of Iowa. It is designed and published by Meredith Publishing Services. All proceeds support official Iowa Sesquicentennial activities.



Special Discount Offer:

\$24.95

MAIL ORDERS TO:

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PLEASE NOTE THESE TERMS: Allow 3 – 6 weeks for delivery. Offer good only in the United States and APOs/FPOs. Check or money orders only. **Make checks payable to Iowa Sesquicentennial Commission. Do not send cash. The price includes shipping and handling.**

FOR MORE INFORMATION

on the commemorative book or Sesquicentennial merchandise, call:
1-800-IOWA150 or **1-800-469-2150**.

April

- April 1 – 29** CERAPEX '96 Stamp Collectors Show, Cedar Rapids
- April 4** Delaware County Courthouse Centennial, Manchester
- April 4** Quad Cities Genealogical Conference, Quad Cities
- April 11 – 14** Merle Hay Mall Spring Antique Show, Des Moines
- April 12** Preservation Hall Jazz Band of New Orleans, Ames
- April 12 – 13** A.C.H.S. Drama Sesquicentennial Play, Albia
- April 12 – 13** *Honey on the Border*, Farmington
- April 12 – 13** Iowa State Square Dance and Round Dance Convention, Sioux City
- April 13** Hayes Nun Run 5K, Muscatine
- April 13 – 14** Floyd Expo, Charles City
- April 13 – 14** YWCA Quilt Show and Sale, Ottumwa
- April 14** Cultural Ethnic Fair, Sioux City
- April 15** Night of 1,000 Stars, Vinton
- April 15 – 21** Abu Bekr Temple Shrine Circus, Sioux City
- April 19 – 21, 24 – 27** *The Odd Couple*, Dubuque
- April 19 – 21** VEISHEA at Iowa State University, Ames
- April 20 – 21** Iowa Memories, Kensett
- April 20 – Nov. 3** Beyond the Big River Exhibit: Life on the Frontier, West Branch
- April 21** African-American Cultural Forum, Sioux City
- April 24** Sesquicentennial Celebration, Garden Grove
- April 25 – 28** Conference of Swedish America, Davenport
- April 25 – May 4** *Lend Me a Tenor*, Waterloo
- April 25 – June 2** *Oklahoma*, Des Moines
- April 26** Arbor Day — A Sesquicentennial Celebration, Madrid
- April 26** John James Audubon Stamp Collection and Cachet, Audubon
- April 26 – 27** The Kalona Quilt Show, Kalona
- April 26 – 28** *Annie, Get Your Gun*, Carroll
- April 26 – 28** Kaleidoscope International Fair, Dubuque
- April 27** Monona County Conservation Board Annual Tree Giveaway, Moorhead, Mapleton and Onawa
- April 27** Red Bud Festival, Chariton
- April 27 – 28** Civil War Reenactment: Battle of Pea Ridge, Keokuk
- April 28** Jackson Concert Series Presents Muscatine Massed Sacred Anthem, Muscatine
- April 28** Organ Recital at Union Sunday School, Clermont
- April 28** Sac City Kiwanis 70th Annual Kite Tournament, Sac City

Commemorative Book Order Form

Cut along dotted line.

Name	
Address	
City	State
ZIP	Home Phone
Number of Books Ordered	Amount Enclosed \$