

## **2006 Tourism Conference Almost Here!**

Plan now to attend the 2006 Iowa Tourism Conference in Ames on October 23-25! This conference promises to be THE tourism event of the year! Aside from networking with other tourism and travel professionals and perusing exhibitor booths, we are encouraging Iowa's tourism professionals to be involved in this year's conference in other ways, too. Nominate an event, individual and/or Iowa travel destination for a 2006 Iowa Tourism Award.

Highlight your community by donating a silent auction item to be featured (and awarded) during the conference. And don't forget to schedule time to talk to Iowa Welcome Center representatives about your event or attraction! This event is not to be missed! ■

## **Silent Auction Screams Volumes For Your Destination!**

Create more visibility for your attraction or destination and support our tourism educational programs through a donation of a gift certificate or gift basket for the 2006 Tourism Conference, October 23-25. It's easy to participate – just contact Kathy Bowermaster at 888.472.6035 or [kathy.bowermaster@iowalifchanging.com](mailto:kathy.bowermaster@iowalifchanging.com). Send your gift item to the Tourism Office or bring it to the conference site the afternoon of Sunday, October 22. ■



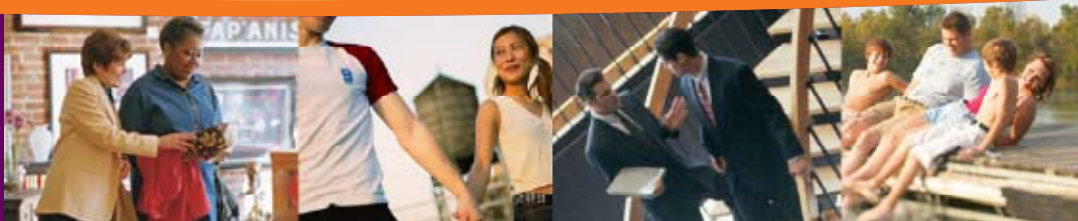
*The Iowa State Fair Mascots join Jessica O'Riley-Iowa State Fair; Indianola volunteers Linda Rundle and Jim Rundle and Mike Murwin, former Iowa Tourism Office staff member.*

## **Indianola Wins 2006 State Fair Blue Ribbon at Iowa Tourism Building**

The booth created by the community of Indianola was selected as the Blue Ribbon winner among all the exhibits represented in the Iowa Tourism Building during this year's Iowa State Fair. This particular booth was chosen because of its unique depiction of all there is to do and see in Indianola and the surrounding area. With the theme "Only in Indianola - Life is a Holiday," the exhibit featured individual holiday trees decorated with specific Indianola products and attractions. Congratulations to the Indianola Chamber of Commerce for all of their hard work in putting together and staffing a great exhibit in the Iowa Tourism Building during the 2006 Iowa State Fair! ■

## **Changes at the Iowa Department of Economic Development**

As many of you know, Mary Lawyer, director of the Iowa Department of Economic Development (IDED), will become President/CEO of the Des Moines Downtown Community Alliance on September 14. And Mike Blouin, whom Mary replaced in 2005, is returning to his old job as director of the Iowa Department of Economic Development. Please join us in wishing Mary Lawyer great success and welcoming Mike Blouin back as our new director! ■



## **Eleven Iowans Receive \$150 Choice Hotel Gift Cards AT 2006 IOWA STATE FAIR**

Thanks to this year's Iowa Tourism Building sponsor - Choice Hotels International - 11 lucky winners received a \$150 Gift Card to Choice Hotels. Congratulations to our winners and special thanks to the following for donating gift packages: Amana Colonies CVB, Dubuque CVB; Greater Des Moines CVB and Iowa Great Lakes Chamber of Commerce.

**GAME SHOW WINNERS –**  
Tourism Gift Packages & \$150 Choice Hotel Gift Card:

*Calvin Knowler, Sigourney –  
Dubuque Gift Package Winner*

*Rachael Bodkins, Cedar Rapids –  
Des Moines Gift Package Winner*

*Michelle Glandon, Sigourney –  
Okoboji Gift Package Winner*

**WINNER - Amana Gift Package & \$150  
Choice Hotel Gift Card:**

*Rita Schallau, Spencer*

**WINNERS -  
\$150 Choice Hotel Gift Cards:**

*Carl Van Tuyl - Des Moines*

*Lana Pals - Orient*

*Peggy Grim - Des Moines*

*Victoria Greening - Urbandale*

*Julie Letsche - Marcus*

*Dave Larson - Ft. Dodge*

*Nita Songer - Ottumwa* ■

## **Iowa Wine & Beer Promotion Board Awards Second Round of Grants**

**Six festivals and events were awarded grant dollars by the Iowa Wine and Beer Promotion Board. Created by the legislature to help promote Iowa's native wine and beer industry, the Wine and Beer Promotion Board is charged with finding new and creative ways to tell the story of this thriving industry.**

### **Winterfest Wine Walk – Amana Colonies Wineries**

**Event Date: January 27, 2007**

Participants will receive a punch card to be punched at each of the seven participating wineries to redeem for a free wine glass. Each winery will develop a special beverage for the event. Past unique beverages have included Cherry Gluehwein, Hot Black Raspberry Wine and others. Total amount awarded: \$1,000

### **Downtown Farmers Market Wine Tasting Event –**

**Cedar Rapids Downtown District  
Event Date: June 3, 2006**

The Downtown Farmers' Market featured a native Iowa Wine Tasting Event on their opening day, June 3, 2006. The four Iowa wineries that participated in the event were Cedar Ridge Winery, Daly Creek Winery, Tabor Home Vineyards & Winery and Wallace Winery. Total amount awarded: \$1,000

### **2006 Clear Lake Harvest Festival – Clear Lake Area Chamber of Commerce**

**Event Date: October 7, 2006**

The second Annual Clear Lake Harvest Festival is designed to showcase downtown Clear Lake with a celebration of wine, art and live jazz music. The entire downtown will be transformed into a fall atmosphere and will feature a variety of jazz groups, Iowa wines and the opportunity to browse the antique and specialty shops, restaurants and art galleries of this lake community. Total amount awarded: \$1,000

### **Norton's Fall 2006**

**"Day in the Country" – Edgewood**

**Event Dates: September 8 -10 and  
15-17, 2006**

Norton's "Day in the Country" is a wine, craft, art, food and antique event that is held on a rural acreage in northeast Iowa. The 2006 event will be the 14th annual fall festival that supports over 150 local artists and craftsmen. This will be the first time native Iowa wines will be included in this event. Total amount awarded: \$764.50

### **Corks, Cooks & Chords – Newton**

**Event Date: October 21, 2006**

The Corks, Cooks & Chords Festival will take place on October 21, 2006, at the Iowa Speedway in Newton from 2-6 p.m. The festival will feature central Iowa wineries, Iowa food vendors, cooking demonstrations and live bands. Total amount awarded: \$1,000

### **Octoberfest 2006 – Lost Duck Brewery, Fort Madison**

**Event Date: October 14, 2006**

The Octoberfest event will be located in a tent adjacent to the Lost Duck Brewery and includes beer tasting, music and food from 1:00 – 5:00 p.m. Attendees will purchase a five-ounce tasting glass for sampling beers from Iowa, Illinois and Missouri. Total amount awarded: \$1,000

**Want to know more about Iowa's wine and beer industry? Visit [www.iowawineandbeer.com](http://www.iowawineandbeer.com) to view the most current listing of wineries and breweries in Iowa.** ■



## *Cutting-edge Projects Receive Funding at August Vision Iowa Board Meeting*

The Vision Iowa Board approved five grants totaling \$484,042 at the August board meeting. The awards are for projects located in Polk County (Jester Park), Wayland, Cedar Falls, Cleghorn and Sibley. A total of 241 CAT awards have been granted by the board, totaling over \$76 million.

“From natural playscapes that use the natural embankments and elements of the park’s terrain, to wireless Internet access that will be offered at Big Woods Campground, these projects are the types of amenities that make Iowa so user-friendly,” said Vision Iowa Board Chair Andy Anderson. “The Vision Iowa Board is glad to be partners in these and other exciting additions to the state.”

The Vision Iowa board approved grants from the Community Attraction and Tourism (CAT) Fund for the following projects:

**Jester Park Natural Playscape – Polk County Conservation**  
**Amount Awarded: \$83,000**

The Natural Playscape is an innovative, creative and first-of-its-kind natural play area in Iowa, and is one of only a few playgrounds in the country using this site-specific design and “interaction with nature” construction concept. A natural playscape is a play area constructed using natural materials such as boulders and earth mounds.

**All Weather Outdoor Walking/Running Facility – Wayland and WACO Community Schools**  
**Amount Awarded: \$80,000**

The All Weather Outdoor Walking/Running Facility involves the re-landscaping and construction of an all-weather track that will provide health activities for the

community as well as a place for local community school athletic activities. This project is a partnership between the cities of Wayland, Crawfordsville, Olds and WACO Community School District.

**Big Woods Campground**  
**Black Hawk County – Cedar Falls**  
**Amount Awarded: \$69,042**

This project includes the construction of 55 gravel camping pads, picnic areas, fire rings and a restroom/shower house in the Big Woods Lake Recreation Area in Cedar Falls. This area is already used for hiking, boating, fishing and picnicking.

**Cleghorn Community Center – Cleghorn**  
**Amount Awarded: \$77,000**

The Cleghorn Community Center will be a 3,600 square foot facility that will have four distinct areas for community use, including a main conference room, a small conference room and a kitchen. There will also be an area called Byers Hall which will house trophies from the Cleghorn Community High School and the Wall of Pride highlighting project contributors locate.

**Sibley-Ocheyedan Community Fitness Center – Sibley**  
**Amount Awarded: \$175,000**

The Sibley-Ocheyedan Community Fitness Center project will include the construction of an approximately 8,000 square foot addition to the side of the existing Sibley Ocheyedan High School gymnasium with a separate public access point.

For more information, or to obtain a Vision Iowa grant application, go to [www.visioniowa.org](http://www.visioniowa.org). ■

## **Iowa Tourism Conference Overview**

### **Monday, October 23**

Nancy Landess will open the conference with news from the Iowa Tourism Office and attendees can browse silent auction items donated from across the state. Motivational speaker Simon Bailey will present “Release Your Brilliance,” followed by sessions highlighting volunteer recruitment techniques, pitching story ideas to the media, and great-looking museum exhibits on a tight budget. After dinner, former NBA player Tim McCormick will draw on his 10 years in professional sports and offer insights into how to excel in any endeavor.

### **Tuesday, October 24**

Morning workshops feature sessions on the effects of female decision makers on consumer travel trends and key branding/marketing techniques to make your community a successful destination. AAA will present the 2006 Four Diamond Awards, followed by break-out sessions on rules of successful tourism by Roger Brooks; the latest in sports marketing from Don Schumacher, executive director of the National Association of Sports Commissions; working with student and youth travel groups; and making your community camera-ready and welcoming major film and TV crews.

### **Wednesday, October 25**

Be sure to pack your destination/attraction apparel to sport on this final day. Conference highlights include a presentation by the Dubuque Convention and Visitors Bureau, the 2007 Tourism Conference hosts; the announcement of the 2006 Iowa Tourism Award winners; and a session on creating a compelling connection to draw tourists to your attraction. The day will adjourn with a presentation by humorist Tim Gard, who will present “The Humorous Side of Stress Reduction.”

Conference registration fee is \$225; student rate is \$100. For a complete agenda, go to [www.traveliowa.com](http://www.traveliowa.com) or contact Lonie Mezera at [lonie.mezera@iowalifechanging.com](mailto:lonie.mezera@iowalifechanging.com) or 515.242.4727. ■



## Welcome Center Appointments Available

Do you have exciting news, important updates or general information you would like to share with Iowa's welcome centers and travel information centers? Sign up now for a five-minute "appointment" to visit with a room filled with travel counselors eager to hear your stories during the Iowa October Tourism Conference! These are front-line folks that direct travelers to YOUR destination. Pre-scheduled Welcome Center Appointments will be held Monday, October 23, from 9:00 a.m. – 10:45 a.m. and will be filled on first-come, first-serve basis. Contact LuAnn Reinders at [luann.reinders@iowalifechanging.com](mailto:luann.reinders@iowalifechanging.com) or 515.242.4732 to reserve a time. ■

## "The Changing Face of Marketing" Conference

The CenStates Travel & Tourism Research Conference will be held September 27-29, 2006, at Pheasant Run Resort & Spa, St. Charles, IL (Chicago). With the theme "The Changing Face of Marketing," seminars will include research and marketing topics such as Sports Marketing, Travel Trends, Sponsorship Sales, Paid Media Research, Performance Measurement by CVB's, Hotel Research and Research at a Minimal Cost. Sue Czeshinski of the Dubuque CVB will be a featured speaker, talking about the Vision Iowa Project in Dubuque. Learn more about this conference at [www.censtatestra.com](http://www.censtatestra.com). ■

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