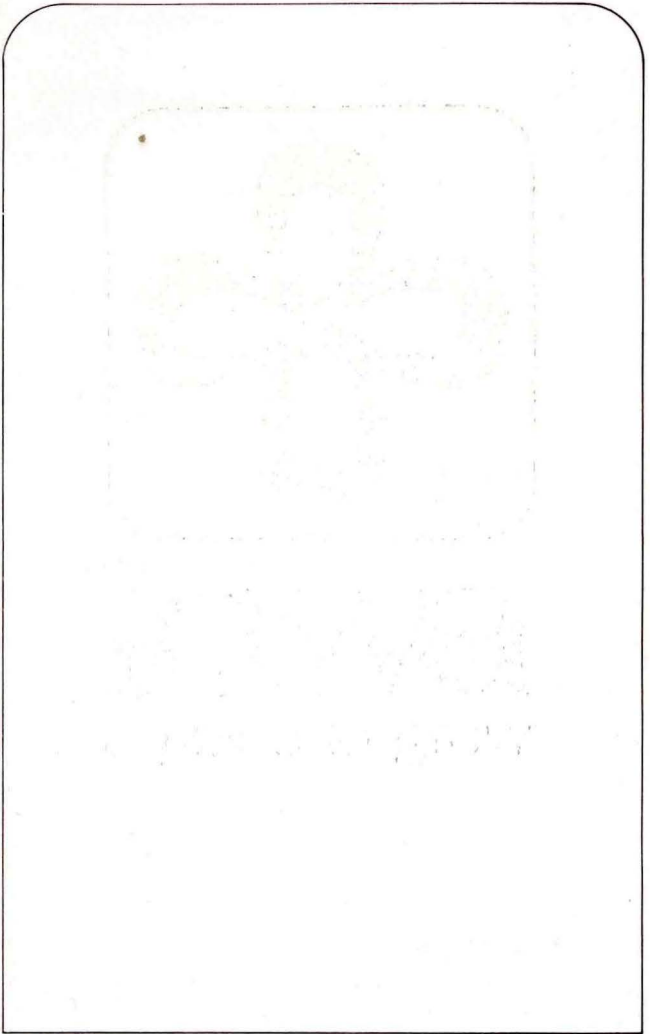
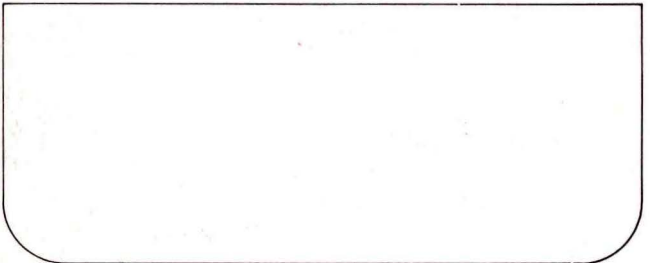


DC



IOWA
DEVELOPMENT
COMMISSION



IOWA DEVELOPMENT COMMISSIONERS

The Iowa Development Commissioners act as the 'board of directors' to the staff of the IDC, giving guidance and direction to the programs and activities of the Commission.

ERNEST A. HAYES, Chairman
Mount Pleasant

JAMES W. CALLISON, Vice Chairman
Des Moines

JOHN P. TINLEY, Secretary
Shenandoah

ROBERT K. BECK
Centerville

JOHN P. BICKEL
McGregor

E. THURMAN GASKILL
Corwith

FRANK W. GRIFFITH
Sioux City

DONNA KEPPY
Wilton

RONALD L. KIGER
Council Bluffs

FORREST J. MITCHELL
Grinnell

MARDELLE R. NOBLE
Oelwein

INTRODUCTION

The Iowa Development Commission was created in 1945 by the Iowa legislature. Our duty is to work to improve the Iowa economy by promoting the state, her people and her products. In promoting the economic development of Iowa, our purpose is to aid in securing a high standard of living for every person in the state.

Of course, there is no single way to do this, so the Commission has taken several different approaches that all lead to the same goal of a healthy and prosperous economy.

The many projects and programs of the IDC are carried out by the following divisions, each responsible for a particular area of the Commission's overall development program:

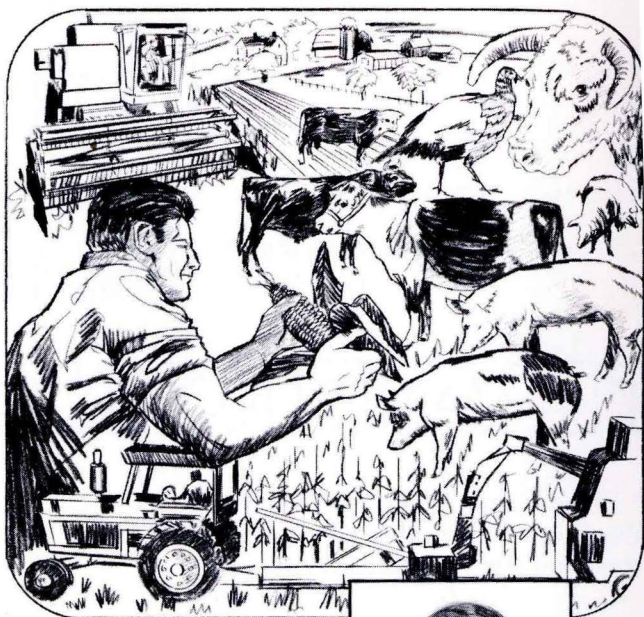
- Agricultural Development & Promotion
- Community Betterment
- Industrial Development
- International
- Public Information
- Resource & Support
- Travel Development

Outlined on the following pages are short descriptions of the services each division offers to the people of Iowa. We hope you will take time to read about the Iowa Development Commission and its effort to maintain a healthy economy and to continue to make Iowa . . . a place to grow.

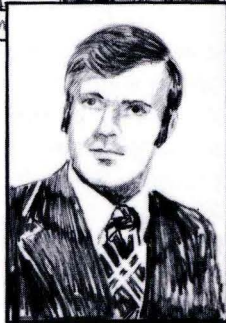
This booklet has been compiled in order to acquaint you with the services the IDC offers. The staff and commissioners hope that you will feel free to contact us at:

Iowa Development Commission
250 Jewett Building
Des Moines, Iowa 50309

(515) 281-3251



Keith Heffernan
Director



AGRI

AGRICULTURAL DEVELOPMENT AND PROMOTION DIVISION

The Agricultural Development and Promotion Division is involved in a variety of activities aimed at increasing the profitability of Iowa's agricultural industry. The Division has developed a variety of programs designed to increase the demand for Iowa agricultural products while constantly looking for cost-saving techniques of production and new uses for the raw products produced.

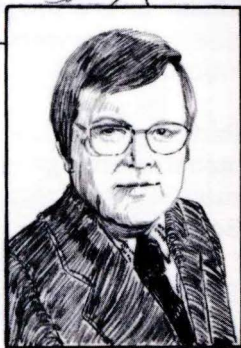
- ⊕ Coordinates promotional programs with leading retail food chains around the nation to develop markets and increase sales of Iowa meats.
- ⊕ Implements a program designed to market quality Iowa meats through the restaurant industry.
- ⊕ Participates in special activities such as the modernization of grain grading standards and the establishment of a delivery point of the Chicago Board of Trade in Iowa closer to production.
- ⊕ Sponsors research to yield production and marketing advances.

CULTURE

- ⊕ Assists the state commodity organizations through co-sponsorship of research and promotional programs and by providing counsel on communications and public relations.
- ⊕ Develops and distributes information dealing with the importance and image of agriculture.
- ⊕ Represents Iowa products and food suppliers at major food shows, agriculture exhibits and fairs.
- ⊕ Hosts foreign feed and livestock teams, buyers and government officials.



Paul Comer
Director



COMMUN BETT

IOWA COMMUNITY BETTERMENT DIVISION

The Iowa Community Betterment Program is designed to provide an incentive for Iowa's communities to begin improvement projects. The program encourages local people to form

a citizens' council for the purpose of evaluating the community's needs and taking positive action to meet these needs. The focus of the program is on communities using collective people-power and available resources to enhance the economic, educational, social and cultural opportunities in the community.

- ⊕ Conducts regional workshops to help communities organize their betterment activities.
- ⊕ Visits the communities upon their request to aid them in planning and implementing their local betterment programs.
- ⊕ Administers the Iowa Community Betterment Program through sponsoring utilities in cooperation with ISU Extension and the League of Iowa Municipalities.

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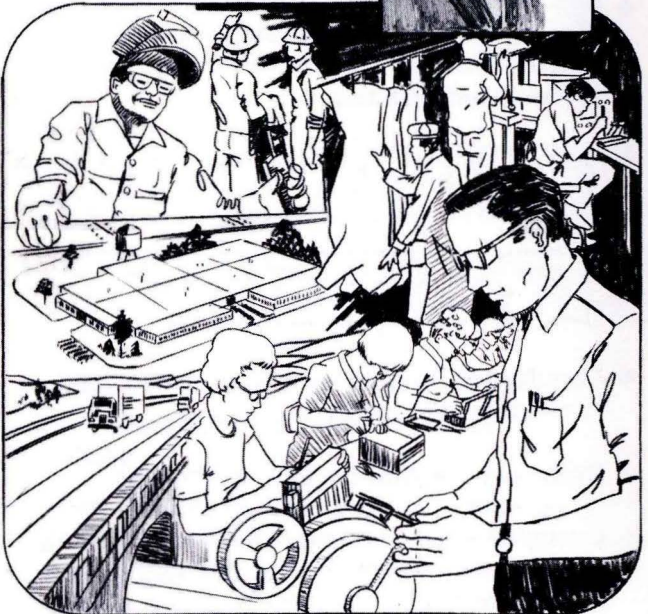
- ⊕ Coordinates judging visits to communities involved in the program.
- ⊕ Organizes the Awards Day ceremonies.
- ⊕ Compiles a community project fact file to aid participating communities in carrying out their local programs.

INDUSTRIAL DEVELOPMENT DIVISION

The task of the Industrial Development Division is to attract quality industry to the state and to encourage and assist existing Iowa industry to expand. The purpose of this activity is to create jobs for Iowans and to enlarge the tax bases of Iowa's communities.

INDU

Richard Powell
Director

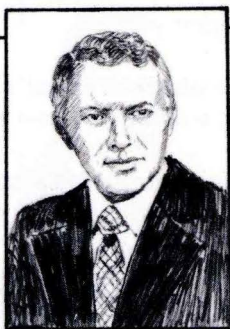


STRIAL

- ⊕ Actively promotes Iowa as an industrial location by personal contact with industry leaders nationwide.
- ⊕ Establishes initial contact with industries searching for new plant sites.
- ⊕ Represents Iowa communities that can fulfill the needs of new and expanding industry.
- ⊕ Maintains up-to-date factual information and statistics on Iowa and its communities for representation to industrial prospects.
- ⊕ Conducts regional industrial development workshops to aid Iowa communities which desire to attract industry.
- ⊕ Maintains an active program to attract foreign investment in Iowa in the form of direct investment, joint ventures and licensing agreements.
- ⊕ Conducts site evaluations to determine potential of sites for industrial parks or other industrial locations.
- ⊕ Maintains close contact with communities regarding representation of available buildings, prospect representation, financing, governmental affairs and other areas of assistance.



Dean Arbuckle
Director



INTERN

INTERNATIONAL DIVISION

The International Division's program is designed to encourage Iowa manufacturers to sell their goods overseas and to assist Iowa exporters in expanding their international sales. The Division works primarily with small and medium-sized industries to locate and penetrate new markets.

- ⊕ Establishes, organizes and conducts trade missions to various international market areas.
- ⊕ Establishes communications and working relationships with various federal, state and local agencies involved in international export development.
- ⊕ Coordinates the Governor's Export Expansion Conference which highlights export potentials.
- ⊕ Participates in area export expansion workshops aiding new-to-market manufacturers and helping them establish an export trade.
- ⊕ Develops the International Directory and World Trade Guide.
- ⊕ Answers numerous requests on export potential, financing, export packaging and freight forwarding.

ATIONAL

- ⊕ Provides trade leads for Iowa manufacturers.
- ⊕ Coordinates the Foreign Student Contact Committee designed to promote business involvements between business personnel and foreign students in Iowa.
- ⊕ Hosts numerous foreign delegations interested in importing Iowa products to their countries.

PUBLIC INFORMATION DIVISION

The Public Information Division works to keep Iowans abreast of Iowa's changing economic conditions as well as keeping the public informed of the programs and policies of each IDC division. The Division also provides materials to the public for promotion of Iowa.

PUBL INFO

Phil Morgan
Director



IC RMATION

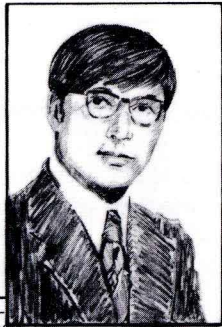
- ✦ Publishes the monthly Digest.
- ✦ Aids local communities by providing information connected with IDC programs and activities.
- ✦ Maintains communication with news media on matters of economic importance to Iowa.
- ✦ Cooperates with news media that desire information or aid in developing news on Iowa.
- ✦ Provides assistance in media program development on subjects of concern to IDC.
- ✦ Provides audio and visual materials on a loan basis for use in programs and publications.
- ✦ Provides assistance to other divisions in developing their communication programs.
- ✦ Supervises design and publication of brochures and other printed materials produced by the IDC.
- ✦ Provides or arranges for public speakers on IDC and its areas of involvement.

**RESOURCE
AND
SUPPORT DIVISION**

The Resource and Support Division provides factual data and resource material to all IDC divisions and to the general public. This factual analysis of the past and present is essential for informed decision making and future planning within the IDC and for all Iowans.

RESOU & S

Paul Mueller
Director

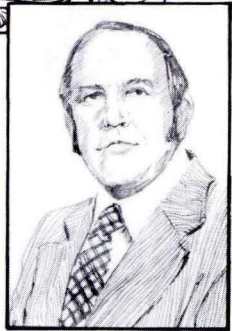


RCE UPPORT

- ⊕ Prepares and compiles information for the Directory of Iowa Manufacturers.
- ⊕ Publishes the Statistical Profile of Iowa providing economic, demographic and other statistical information.
- ⊕ Generates monthly the Iowa Economic Index which provides an analysis of eight sectors of Iowa's economy.
- ⊕ Answers many requests regarding statistical information about Iowa, its communities and people.
- ⊕ Coordinates research projects that provide the basis for promotional literature and information used by all other divisions.
- ⊕ Aids all other divisions by providing data, information and projections as requested.



Richard Ranney
Director



TRAVEL- REC

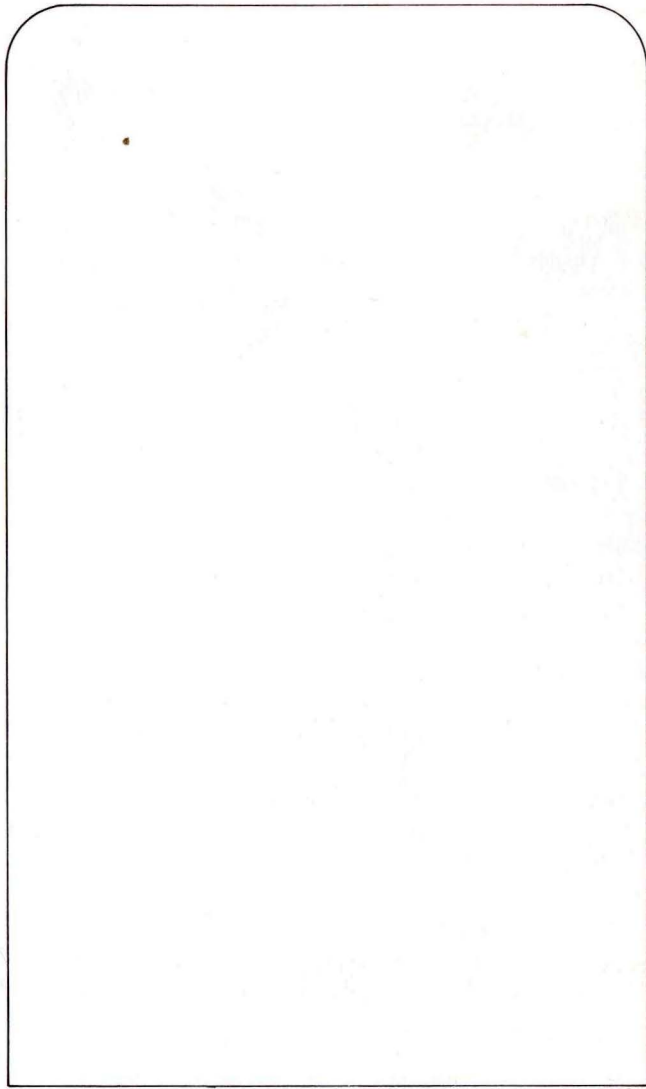
TRAVEL DEVELOPMENT DIVISION

The Travel Development Division works to increase the number of dollars spent in the Hawkeye State by leisure-time travelers. To accomplish this the staff provides an information flow to both in-state and out-of-state travelers and also works with Iowa communities and organizations in efforts to expand Iowa's leisure and recreational opportunities.

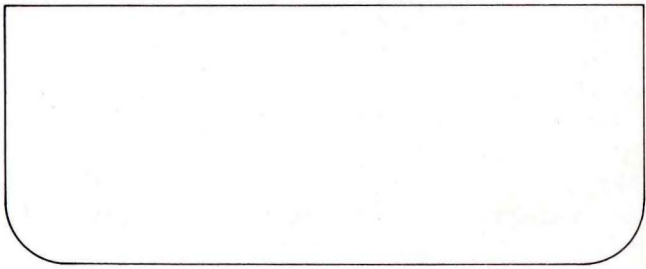
- ⊕ Provides guidance and expertise to the seven regional tourism councils and administers the matching funds program.
- ⊕ Maintains a State Travel Advisory Council comprised of regional chairpeople and representatives from Iowa's travel-related industry.
- ⊕ Develops and implements travel campaigns ranging from advertising to special purpose promotions.
- ⊕ Staffs, administers and provides material for information centers located along Iowa's Interstate highway systems.
- ⊕ Plans and produces literature used to promote leisure and recreational opportunities available in Iowa.
- ⊕ Is responsible for furnishing material in answer to the thousands of requests received by the Iowa Development Commission for Iowa travel information.

REACTION

- ⊕ Promotes Iowa travel through regional travel shows and expositions.
- ⊕ Aids private enterprise and public groups in development and promotion of travel-related entities through consultation.
- ⊕ Represents Iowa travel interests in national travel organizations.



... & THIS
IS **NOT** THE END



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