

## Important Dates This Month

### October 20-22: Iowa Tourism Conference, Sioux City

General sessions, break-out sessions, receptions, silent auction, exhibits, dine around, networking with 300+ industry members and off-site evening entertainment are all a part of the three-day event. Online registration is available in the Travel Industry Information section of [www.traveliowa.com](http://www.traveliowa.com).

### October 31: Vision Iowa Marketing Grant Deadline

A total of \$100,000 of Community Attraction and Tourism (CAT) funds is available for marketing grants. The only eligible applicants are previous CAT or Vision Iowa award recipients. The grant application and more information are available on [www.visioniowa.org](http://www.visioniowa.org).



**Tulip Time**



**North Iowa Band Festival**



**Iowa State Fair**

## Three Events Named to ABA's Top 100

Congratulations to the North Iowa Band Festival in Mason City, the Iowa State Fair in Des Moines and Tulip Time in Pella for being named to the American Bus Association's (ABA) list of the Top 100 Events in North America for 2009.

The North Iowa Band Festival is known as the largest free marching band event in the Midwest. Approximately 25 bands will perform and compete for the Meredith Willson Award May 22-23, 2009. The Iowa State Fair is Iowa's largest tourism event, attracting more than a million

people each year. The 2009 Fair will be August 13-23. Tulip Time, set for May 7-9, 2009, is Pella's annual event celebrating their Dutch heritage.

Events will be listed in an internationally recognized event directory for bus and tour operators, the travel industry and the general public. All of the Top 100 Events were published as a special section to the September/October issue of Destinations magazine. The list is also available online at [www.buses.org](http://www.buses.org).



## Five projects receive grants at September Vision Iowa Board

The Vision Iowa Board awarded \$2,936,446 in grants to a 25-mile bike trail spanning Mitchell and Howard counties, a historic railroad district in Sioux City, a streetscape project for the Village of East Davenport, improvements to the art center in Des Moines and a library in Salem at their September meeting in Des Moines. Project descriptions can be found on [www.visioniowa.org](http://www.visioniowa.org).

The following projects were approved for grants awarded from the Community Attraction and Tourism (CAT) Fund:

### **Wapsi-Great Western Line Project – Mitchell County**

Total Project Cost: \$6,580,045  
Amount Requested: \$1,848,792  
Amount Awarded: \$1,300,000

*This award is contingent upon Howard and Mitchell Counties completing the funding*

### **Milwaukee Railroad Shops Historic District – Sioux City**

Total Project Cost: \$1,192,302  
Amount Requested: \$ 266,446  
Amount Awarded: \$ 266,446

### **Village Streetscape Enhancement – Village of East Davenport**

Total Project Cost: \$589,000  
Amount Requested: \$279,000  
Amount Awarded: \$120,000

*This award is contingent upon the completion of fundraising in 120 days.*

### **Hands On, Des Moines Capital Project – Des Moines**

Total Project Cost: \$7,090,000  
Amount Requested: \$2,000,000  
Amount Awarded: \$1,000,000

*This award is contingent upon the completion of fundraising in 180 days.*

### **Salem Crew Public Library Building Project - Salem**

Total Project Cost: \$834,000  
Amount Requested: \$250,000  
Amount Awarded: \$250,000

Currently, 306 CAT awards have been granted by the board, totaling \$106,454,226. The next Vision Iowa Board meeting is scheduled for Wednesday, October 8, in Decorah. ■

## Sneak Peek at Tourism Conference Breakout Session Speakers

Find out more about the speakers below:



### **Peter Pantuso, Group Travel**

Pantuso has served as president and chief executive officer of the American Bus Association (ABA) since 1996. Among his duties, he oversees the ABA's award-winning magazine Destinations.



### **Marge Anderson, Green Meetings**

Anderson serves on the International Board of Directors for Meeting Professionals International (MPI), the largest trade association for the global meetings industry, with 22,000 hospitality, corporate and association members and 68 chapters worldwide. Marge is MPI's Corporate Social Responsibility Task Force Chair and speaks throughout the meetings industry on environmental topics, return on investment, program design and volunteer leadership.



### **Dave Serino, Tourism Technology**

Serino is the founder and e-Strategist of Gammet Interactive – a provider of e-marketing insight to the travel, tourism and hospitality industries. In August 2004, he held the inaugural e-Mail Marketing Insight Conference, the first e-mail marketing educational conference specifically designed for the travel, tourism and hospitality industry.



### **Stephanie Maxwell, Maximizing Media**

Maxwell plans and buys all types of media for her clients including TV, radio, cable, newspaper, magazines, outdoor and Internet. For the past nine years, she has been the lead planner for Iowa Tourism and has most recently served on the Out-of-State Cooperative Grant Committees.



### **Phil Bruno, Building Killer Committees**

Bruno's trademark strength during his nearly 20 years working for Anheuser-Busch was increasing employee satisfaction with large staffs that in turn led to excellence in guest satisfaction. Since 1999, he has worked independently throughout the country as a speaker, trainer and consultant teaching organizations how to exceed internal and external customer expectations.

# Congratulations to the 2008 Iowa Tourism Award Nominees

The following individuals, attractions, events, organizations and communities have been nominated for at least one 2008 Iowa Tourism Award. Winners will be announced on Tuesday, October 21, in a special awards ceremony during the 2008 Iowa Tourism Conference.

1st Fridays Art Walk of Fairfield  
2008 Farm Progress Show  
Adel  
Ames  
The Ames Tribune  
Betty Strong Encounter Center  
The Big Treehouse  
Boone County  
Carroll Chamber of Commerce  
Casey's General Stores  
Centerville-Rathbun Lake Area  
Chamber of Commerce  
Central Iowa Arts Association  
Cerro Gordo County  
Charles City Chamber of Commerce  
City of LeClaire – RAGBRAI  
Clay County Conservation Board  
Clayton County Tourism Action Team  
College Hill Arts Festival  
Council Bluffs and Pottawattamie County  
Country Inn & Suites  
Danish Immigrant Museum  
Des Moines Arts Fest  
Designer Inn & Suites  
Senator Bill Dotzler  
Dubuque Convention and Visitors Bureau  
Dyersville Area Chamber of Commerce  
Fairfield  
Fairfield Convention and Visitors Bureau  
Farm Crawl  
Greater Burlington Area/  
Des Moines County  
Hitchcock Nature Center  
Iowa Speedway  
Iowa State Fair  
Iowa State University Extension

King's Pointe Waterpark Resort  
Lake Red Rock  
LeClaire  
Marshall County Conservation Board  
Marshalltown  
Marshalltown Convention & Visitors Bureau  
National Mississippi River Museum & Aquarium Ice Fest  
Newton Convention and Visitors Bureau  
Optimist Holiday Lights  
Pella Historical Village/Vermeer Mill  
Tom Perry, The Des Moines Register  
Pottawattamie County  
Pottawattamie County Conservation Board  
Quad Cities Great Places Initiative  
Red Rock Area  
Reiman Gardens  
Roy Reiman, Our Iowa magazine  
Terry Rich  
Rosie the Elephant and Baby JP  
Saturday in the Park Weekend  
Scharnberg Park  
Scott County  
Silos & Smokestacks National Heritage Area  
The Suites of 800 Locust  
Tama-Toledo RAGBRAI  
Tulip Time in Pella  
University of Okoboji Athletic Events  
University of Okoboji Winter Games  
Vermeer Mill  
Randy Winegard  
Diane Van Wyngarden  
Villages of Van Buren  
Winterfest  
Ellen Young



CHOICE HOTELS INTERNATIONAL

## Choice Hotel Gift Card Winners

Visitors to the Iowa Tourism Office's exhibit at the 2008 Iowa State Fair could enter to win a \$150 gift card from Choice Hotels. This year's winners were:

- Leanne Findlay, Grimes
- Teresa Rains, Des Moines
- Rosemary Rood, Fairfield
- Mary Kennedy, Ankeny
- Marian Banasiak, Chicago, IL
- Autumn Jones, Des Moines
- Janet Reeter, Janesport, MO
- Terri Blomgren, Stanhope
- Ken Herman, Cambridge
- Sandy Bohan, Grimes
- Jason Noble, Ames

# Tourism

## By the Numbers

### Geocaching

30

Number of Geocaching Iowa Events in 2008

300

Number of caches in 10 mile  
radius of Council Bluffs

866

Members in the Iowa Geocachers Organization

5,668

Geocachers in Iowa

N41° 13.711 W 095° 54.043

A cache at the Western Historic Trails Center  
called Westward Ho

Sources: [www.geocaching.com](http://www.geocaching.com), [www.iowageocachers.org](http://www.iowageocachers.org) and  
KC Hummel at Western Historic Trails Center

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## Tourism Conference Partners

The Tourism Conference would not be possible without the continued backing of our partners. When you see representatives from the following companies at the conference, thank them for their support of tourism in Iowa.



# SPONSOR SPOTLIGHT

The Iowa Tourism Office would like to thank all of our sponsors for their support of the 2008 Iowa Tourism Conference. The event truly would not be what it is without them. This month, we salute the following Diamond and Platinum sponsors.

The Sioux City Convention & Visitor's Bureau is an integral part of the community, responsible for the health and vitality of the area's tourism efforts. The Sioux City CVB plays a key role providing entertainment opportunities and economic impact for the region by maintaining and booking events for the 10,000-seat Tyson Events Center / Gateway Arena, the 2,500-seat historic Orpheum Theatre, the Sioux City Convention Center, and the IBP Ice Center. The organization is also home to the Sioux City Sports Authority, successfully executing the NAIA Women's Division II Basketball Championships each year, and in 2008, welcoming the NAIA Women's Volleyball Championships to Iowa.

This past year, names like Neil Diamond, Taylor Swift, Three Days Grace, Larry the Cable Guy, and Carrie Underwood have performed at the Tyson Events Center, while the Orpheum Theatre has welcomed sold-out performances of comedian Jeff Dunham, country music legend Loretta Lynn, and a live theatre series that

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grows more popular each year. In December 2008, Tony-award winning musical Spamalatot will be the highlight of the 2008/2009 Broadway at the Orpheum theatre series.

The Tyson Events Center is also home to the United Indoor Football team the Sioux City Bandits, and USHL hockey team the Sioux City Musketeers.

Visitors to Sioux City can enjoy a wide variety of activities, including the climbing wall at the LongLines Family Recreation Center, outdoor beauty at the Dorothy Pecaut Nature Center, rotating featured displays at the Sioux City Art Center, and a newly-expanded Lewis & Clark Interpretive Center conveniently located along the banks of the Missouri River.

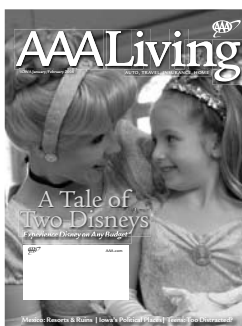
We hope your stay in Sioux City is a pleasant one, and please let our staff know if we can help you navigate your way around our community. We are very proud of our city's progress!

## AAALiving

YOUR AAA IOWA RESOURCE FOR THE BEST TRAVEL AND LIFESTYLE COVERAGE.

AAA Living entertains and informs its readers with engaging, well-written, useful articles and beautiful photography and design. From stories about vacation destinations and weekend excursions to helpful information on travel planning, auto safety issues and lifestyle topics, AAA Living is a travelers' best resource.

Reaching 2.4 million households across the Midwest, including more than 172,000 AAA Iowa homes.



For advertising information, contact Sarah Kahler at 800.390.7466 ext. 2 or [skahler@hamediaigroup.com](mailto:skahler@hamediaigroup.com)

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## The Des Moines Register DesMoinesRegister.com

The Des Moines Register was founded as the Iowa Star in 1849 by Barlow Granger in a log cabin near the junction of the Des Moines and Raccoon Rivers. It became The Des Moines Register in 1915 and today it is one of the few statewide newspapers in the nation reaching 581,188\* Iowa adults on Sundays and 420,825\* on weekdays.

For more than 150 years, the award-winning newspaper has connected the lives of Iowans with timely, truthful and clear news coverage that informs, educates and entertains.

The Des Moines Register is also committed to enriching our community and the state of Iowa not only through news coverage but also through unique events such as The Register's signature event, RAGBRAI" (Register's Annual Great Bicycle Ride Across Iowa). It

is the longest, largest and oldest touring bicycle ride in the world and celebrates the sights, sounds, friends, food and hospitality of the people of Iowa. RAGBRAI XXXVII will be held July 19-25, 2009.

In addition, The Des Moines Register is a multimedia company that not only publishes The Des Moines Register, but also Juice (a weekly free-standing publication for young professionals), nine community newspapers, over 15 custom publications and many web sites including DesMoinesRegister.com, dmJuice.com and Metromix.com. The Des Moines Register is owned by the Gannett Co., an international news and information company.

\* Source: 2007 ABC Audit Report



### A national leader in integrated direct marketing solutions.

In the top 250 US Printers, J&A has experienced continual growth since its origination in 1983, and has emerged as a leader in quality print and mailing services, with a sophisticated customer base in every corner of the country. With a reputation for being easy to work with and providing flexible and fast production turnaround times, J&A's focus remains on customer service, dependability, responsiveness and meeting the growing needs of their customers to keep costs under control.

J&A's integrated direct marketing solutions include offset printing, print on demand, 1:1 digital printing, mailing services, fulfillment and kitting, web-to-print, digital storefronts, personalized URLs, promotions and specializations and campaign consultation.

One of J&A's longstanding conference development customers mentioned in a recent survey:

"We have a long relationship, and there is a very strong level of comfort and trust with J&A. The level of communication is outstanding; they seldom have errors, and recognize mistakes before they happen. We appreciate that everything is under one roof, and their streamlined manufacturing means less managing on our part. Our customer service is fantastic – they go above and beyond and rarely, if ever, drop the ball. They are a partner that would be nearly impossible to replace."

You can visit J&A's website at [www.japrinting.com](http://www.japrinting.com), or e-mail or call Theresa Hahn at [thahn@japrinting.com](mailto:thahn@japrinting.com) or 800.793.1781.