

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.

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.



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.



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.

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, 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 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, or e-mail or call Theresa Hahn at thahn@japrinting.com or 800.793.1781.