



PROFILE

NEWSLETTER OF THE EASTERN IOWA TOURISM ASSOCIATION

FY'11 Executive Committee

President

Fran Jensen
Iowa Children's Museum

Past President

Tom Hazelton
Linn County Conservation

President-Elect

Beth Nickel
Greater Burlington CVB

Treasurer

Aaron Steinmann
*Silos & Smokestacks
National Heritage Area*

V.P. of Education

JoElla O'Connell
DeWitt Chamber of Commerce

V.P. of Grants

Carol Weidemann
Fayette County Tourism Council

V.P. of Legislative

Kirk Brandenberger
Keokuk CTB

V.P. of Marketing

John Sutter
*National Mississippi River
Museum & Aquarium*

V.P. of Membership

Rustin Lippincott
Fairfield Iowa CVB

IDED Liaisons

Kathy Bowermaster
Lonie Mezera
Jessica O'Riley
Iowa Office of Tourism

EITA Staff

Carrie Koelker
Executive Director
Carrie@EasternIowaTourism.org

Abby Kising
Administrative Assistant
Abby@EasternIowaTourism.org

PROFILE PUBLISHED BY:

**The Eastern Iowa
Tourism Association**
P.O. Box 189
Dyersville, IA 52040

(563) 875-7269 PHONE
(563) 875-2358 FAX

www.EasternIowaTourism.org

EDUCATIONAL SCHOLARSHIPS AVAILABLE

The following two scholarship programs have been established to assist members of the Iowa tourism industry in attending education sessions.

1. Scholarships to attend the **Iowa Tourism Conference** and/or **SMART Conference**. This is a continuation of the program EITA has offered in previous years. Applications for this scholarship are due in the region office by noon on March 15. Applicants can apply to attend the Iowa Tourism Conference (\$200 scholarship) and/or the SMART Conference (\$50 scholarship), and can apply to attend one or both of these on the same application form. Refer to the application form for more details.



2. Scholarships to attend both the **National Main Street Conference** in May and the **Iowa Tourism Conference** in October and offers a total reimbursement of \$355. This scholarship is set up on a first-come, first serve basis and will fund the first 10 eligible applicants per tourism region. Applications for this scholarship will be accepted until noon on March 15 or until the first ten eligible applicants are awarded. Reimbursement is provided after attendance at both conferences. Refer to the application form for more information.

★ Please note that you cannot apply for funding to attend the Iowa Tourism Conference from both scholarship programs listed above. Applications are available under the Membership Information section at www.easterniowatourism.org and the deadline for both grant applications is noon on March 15. Please contact the EITA office with any questions.

MARCH GENERAL MEMBERSHIP MEETING

WITH THE IOWA OFFICE OF TOURISM STAFF

Plan to join us on March 2 for the **EITA General Membership Meeting** being held at Breitbach's Country Dining in Balltown. This is your opportunity to hear the latest information and updates from the Iowa Office of Tourism.

travel IOWA.com

Registration materials were mailed out the first week in February or you may register by contacting the EITA office at 800-891-3482.

New Year's Tourism Resolution

Have you decided to get more involved with your region? We have opportunities for you to consider: involvement with committees, hosting a General Membership Meeting, or serving as a TFI District Leader. Please take a moment to submit your ideas to Carrie Koelker at carrie@easterniowatourism.org as we begin working on our FY'12 Action Plan.

TFI District Leaders Still Needed...Districts 42 & 19

The purpose of the TFI District Leader Program is to identify individual volunteers willing to serve as the voice for the Iowa Tourism Industry in their area and to enhance existing communications on tourism legislative issues.

TFI is seeking volunteers willing to serve as District Leaders in a few remaining districts in Eastern Iowa that have vacancies, Scott/Clinton counties (42) and Cedar Rapids (19). If you are interested in serving in one of these districts please contact Carrie Koelker at 800-891-3482.



The 84th Assembly of the Iowa State Legislature is assembled. When you have an opportunity, please take time to remind your elected officials how tourism impacts your community!

★ **Legislative Showcase is scheduled for Tuesday, February 22** ★
at the Iowa State Fairgrounds!

.....

PROSPECTIVE MEMBERS

Do you know an organization that would benefit from grant opportunities, a listing in the EITA Visitor's Guide, a link on the EITA website, legislative representation, and advertising opportunities? Invite them or send them our way.

We would welcome new members to join our membership base of nearly 270 tourism related businesses. The more active members we have, the stronger our region becomes and that will benefit you as a current member.



The Membership Application is available on the EITA website (www.easterniowatourism.org) under the *Membership Information* section. Our Membership Committee will be updating the membership brochure soon. If you would like to provide EITA with a testimonial, please send one to Carrie Koelker at carrie@easterniowatourism.org.

~~~~~

## Congratulations...

Coralville and Davenport on being selected as 2011 RAGBRAI communities!

~~~~~

January Web Site Visitors

	<u>FY'11</u>	<u>FY'10</u>
Page Views	2,607	3,015
Total Visitors	860	871

January Visitor Guide Distribution

	<u>FY'11</u>	<u>FY'10</u>
Guides Distributed	240	11
Year-to-Date	6,782	4,043

DATES & DEADLINES

- February 22 Legislative Showcase, Des Moines
- February 23 CITR/IGTA Joint Meeting, Des Moines
- March 2 EITA General Membership Meeting
Breitbach's Country Dining, Balltown
- March 15 Deadline-Education Scholarships
- March 31 Deadline-FY'12 EITA Meeting Bids
- April 6 EITA Executive Committee Meeting,
Burlington
- May 4 EITA/IGTA General Membership Meeting
Isle Casino Hotel Bettendorf
- May 31 EITA Grant Reimbursement Forms due

EITA Welcomes
Fort Madison Partners
as our newest member!

