



# PROFILE

NEWSLETTER OF THE EASTERN IOWA TOURISM ASSOCIATION

## FY'12 Executive Committee

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### **IDED Liaisons**

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

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## 2012 EITA Visitor's Guide

Plans are underway for the 2012 EITA Visitor's Guide! The goal is to have the publication completed in January and ready to put into the hands of prospective Iowa travelers in 2012.

★ Time still remains for those of you that would like to place an ad, please contact the EITA office by November 15. The visitor guides are printed with a reply postcard listing all advertisers and leads resulting from the cards are shared directly with the advertisers. Also, the ads will appear online in the *Download a Visitor's Guide* section of the EITA website. A special thank you to the 59 members that have already submitted advertising placements!

★ EITA is in need of high quality photography for the 2012 guide! If you have any new photos you would like considered for the guide, please email them soon to Carrie@EasternIowaTourism.org.

★ Please remember that all 2012 Visitor Guide submission forms were due to the EITA office by September 30, 2011. If your submission form was not received your 2011 submission will be utilized.



## 2011 Eastern Iowa Tourism Award Winners!

The Iowa Tourism Office presented 12 awards to industry members during the 2011 Iowa Tourism Conference in Okoboji. Congratulations to the following Eastern Iowa Tourism members who were recognized!

★ **Very well deserved:** ★

Dubuque Art Market

*Outstanding Niche Marketing Campaign*

Joyce Connors, Dubuque City Council

*Outstanding Elected Official*

Susan Yarolem, Celebration Belle

*Individual Friend of Tourism*

Cedar Falls TVB & Waterloo CVB

*Outstanding Cooperative Partnership*

National Mississippi River Museum & Aquarium & Blank Park Zoo

*People's Choice Award*

## Mark Your Calendars-



The next EITA General Membership Meeting will be held on Wednesday, January 4, 2012 at the National Motorcycle Museum in Anamosa. Meeting information and registration materials will be mailed out in early December.



## 2012 EITA VISITOR GUIDE ADVERTISERS

We would like to give a round of applause to the following 59 members for supporting the 2012 EITA Visitor's Guide. Without your support, the printing and distribution of the visitor guide would not be possible.

*Allamakee County Economic Development - Amana Colonies CVB - Anamosa State Penitentiary Museum - Bellevue Area Chamber of Commerce - Bonaparte Inn - Buchanan County Tourism - Calkins Square - Carl & Mary Koehler History Center - Cedar Falls TVB/Waterloo CVB - Cedar Rapids CVB - Celebration River Cruises - Chickasaw County Tourism - Clayton County Development - Clinton CVB - Comfort Inn Dyersville - Dubuque CVB - Dubuque River Rides - Fairfield Iowa CVB - Fayette County Tourism - Fireside Winery - Fort Madison Partners - Greater Burlington CVB - Guttenberg Development & Tourism - Henry County Tourism - Herbert Hoover Presidential Museum - Hotel Blackhawk - Iowa Children's Museum - Isle Casino Hotel Bettendorf - Jackson County Area Tourism - Jones County Tourism - Kalona Chamber of Commerce/Kalona Historical Village - Keokuk CTB - Lady Luck Casino Marquette - Linn County Conservation - Mississippi Explorer Cruises - Muscatine CVB - Mount Vernon Lisbon Community Development Group - Mystique Casino - National Czech & Slovak Museum & Library - National Farm Toy Museum - National Mississippi River Museum & Aquarium - Ohnward Fine Arts Center - Old Creamery Theatre - Ottumwa CVB - Ox Yoke Inn Restaurant - Pull'r Inn Motel - PZAZZ! Entertainment Complex - Quad City International Airport - River Cruises - Silos & Smokestacks National Heritage Area - Tipton Community Development - Vesterheim Norwegian-American Museum - Villages of Van Buren - Waterloo Center for the Arts - Waverly Area Chamber of Commerce - Winneshiek County CVB*

## IGTA/CITR BANK CLUB MARKETPLACE

EITA Executive Director, Carrie Koelker, attended the Travel Iowa Bank Club Marketplace in Marshalltown and promoted Eastern Iowa to group tour prospects. The Iowa Group Travel Association and Central Iowa Tourism Region joined forces to host the Marketplace on September 29.

## Membership Milestones...

### 10 Year EITA Members

*Carolee O'Brien • Elkader Chamber • St. Francis Xavier Basilica*

### 15 Year EITA Members

*Best Western PLUS Longbranch • City of Coralville • Clayton County Development Group • DeWitt Chamber of Commerce • Isle Casino Hotel Bettendorf • Swedish American Museum*

### 20 Year EITA Members

*Breitbach Country Dining • Frontier Motel • Herbert Hoover Presidential Library & Museum • Old City Hall Art Gallery • Pull'r Inn • Squiers Manor Bed & Breakfast*

**Thank you for your continued support and years of partnership!**

Mark your calendar for the **FREE** EITA webinar!

Mark True will present **How to Build A Bold Place Brand** on Thursday, April 19.  
Look for more details soon!