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2012 Board of Directors

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President's Message

Wow...2012 already! I hope you all had a wonderful holiday and that your new year is off to a great start!

I am very excited to serve as President of the IGTA Board of Directors this year. I have been employed by the Charles City Community Development Office since 2007, serving as Tourism Coordinator for the Chamber of Commerce and Community Revitalization – our Main Street organization. I have learned so much during my time on the board and look forward to meeting and getting to know even more of our members in 2012.

With a wide variety of attractions, properties, services and destinations represented, there is always someone who is willing to share their experiences and expertise. How fortunate we are to belong to this group of tourism professionals!

A big thank you to our Board of Directors for their hard work in 2011 and to our Past President Dan Gleason for his leadership. Special thanks to outgoing board members Julie Kronlage and Megan Grandgeorge for their knowledge and dedication to the organization. These are some big shoes to fill, but our 2012 board with its two newest members – Christy Decker and Katie Stein – is ready for the opportunity to continue working to advance group travel in Iowa.

I wish you all success in the coming year and hope you take full advantage of your membership by networking with other members, attending meetings, following up on leads and becoming involved at the committee level. Remember that those of us serving on the board welcome and encourage new ideas. We love to hear from you! Your participation is important to building Iowa's future in the group travel industry. Contact any board member to share your ideas or find out how you can become more involved.

I look forward to seeing you in Des Moines at our next general meeting which will be held in conjunction with the CITR meeting on February 1, 2012 following the Legislative Showcase. Hope to see you there!

Yours in Travel,

Ginger Willams

Charles City Area Chamber of Commerce
2012 IGTA President



Ginger Williams
IGTA President

Welcome New IGTA Board Members



Katie Stien, National Sales Manager, has been with the Greater Des Moines Convention and Visitors Bureau (GDMCVB) for two years. Her responsibilities include working the Group, International Travel, Natural Resources, Energy and Agriculture markets for the Greater Des Moines area. Besides the IGTA Board, Stien also currently serves on the Iowa FFA Foundation Executive Board, Iowa National Agri-Marketing Association Board and is the State Queen Coordinator for the Iowa High School Rodeo Association. In 2011, she was selected as one of Destination Marketing Association International's 30 Under 30 Recipients.



Christy Decker has been with the Grout Museum District since August 2007. Her previous position as Director of Adult Programming and Group Tours for the Grout Museum of History and Science and the Sullivan Brothers Iowa Veterans Museum was a great way to gain experience in event, reunion and group tour planning. After taking a few months off for maternity leave, Christy will be returning to the District as Director of Group Tours and Military Reunions. She will be able to focus all of her time on attending tradeshow, following up with tour operators and reunion planners, hosting/giving tours and any new IGTA related tasks.

TFI Legislative Showcase

Join the Travel Federation of Iowa (TFI) and the Iowa tourism industry on January 31, 2012 to show Iowa legislators that Tourism Works. The TFI Legislative Showcase will be held at the Paul R. Knapp Animal Learning Center at the Iowa State Fairgrounds in Des Moines, Iowa.

Exhibitors are encouraged to utilize the 2012 TFI Legislative Showcase theme Tourism Works within their exhibit space.



For registration information and for more information about TFI and the Legislative Showcase, please contact Kathy Dirks at 712.642.2114 or kdirks@harrisoncountyparks.org.

2011 Travel Iowa Marketplace Facts

2011 Travel Iowa Marketplace featured 66 exhibit booths from across Iowa with 89% of these exhibitors serving as IGTA members. 56 tour planners attended the event. Of the 56 tour planners who attended 20% had never attend Travel Iowa Marketplace before and of those that did attend a previous show 30% did not attend last year.

Iowa Group Travel Association

IGTA has changed the colors in their logo. If you have an older logo on your website please email our administrative staff at info@iowagrouptravel.org and a new logo will be emailed to you.



2012 Tradeshow Lottery Winners

Each year the Iowa Group Travel Association represents its members at group travel shows across the country in an effort to continue to promote and recruit group travel into the State of Iowa. Congratulations and thank you to the following volunteers for attending the following shows on IGTA's behalf in 2012:

American Bus Association | January Nancy Roth, Kalona Historical Tours
Bank Travel Marketplace | February Megan Grandgeorge, Iowa State Fair
Heartland Travel Showcase | March Bonnie Verburg, Pella Historical Society
Heritage Clubs Peer Group | March Kimberly Berger, Cedar Falls Tourism & Visitors Bureau
Travel Iowa Marketplace | September Nancy Roth, Kalona Historical Tours

These names were drawn at IGTA's General Membership Meeting held in conjunction with the Iowa Tourism Conference in October. Alternates were also drawn for each show. In the event that the person named cannot attend the show, the alternate will be contacted. For more information please contact the IGTA staff.



TURNING CONTACTS INTO CUSTOMERS

Perplexed about how to work the leads you already have, along with new contacts you receive from IGTA, CTR and other organizations? Hear from our panel of experts about proven methods to turn contacts into customers!

Panel Members:
Vicki Comegys, Greater Des Moines CVB
Cathy Greteman, Star Destinations
Lisa Riggs, Danish Windmill Elkhorn

Seminar and meeting sponsored by
Central Iowa Tourism Region and
Iowa Group Travel Association.

Wednesday
February 1,
2012

SCHEDULE

- 10:00 AM to 10:30 AM ~ Registration and refreshments
- 10:30 AM to 12:00 PM ~ Seminar – Turning Contacts Into Customers
- 12:00 PM to 1:00 PM ~ Lunch
- 1:00 PM to 1:30 PM ~ IGTA Business Meeting
- 1:30 PM to 1:45 PM ~ State Tourism Office Report
- 1:45 PM to 2:15 PM ~ CTR Business Meeting

LOCATION:
Holiday Inn & Suites at Jordan Creek
6075 Mills Civic Parkway, West Des Moines, IA 50266

Rate: \$99 plus tax for king or queen/queen room.
Discounted rate available through January 18th.
Rate will be honored based on availability after this date.
Call the hotel directly at 866-397-5044 to make reservations.
Group Name: CTR/Iowa Tourism Meeting

Registration Form

Registration is required for the meeting/seminar and due by January 23.
Please complete this form for each person registering.

Name: _____ Phone: _____

Organization: _____

- Please check appropriate boxes:**
- \$20 per person if registered by January 23
 - \$30 per person if registered after January 23
 - Check enclosed I'll pay at the seminar
 - This is my first CTR or IGTA meeting
 - Vegetarian lunch option

Send Registration to: Central Iowa Tourism Region • PO Box 454 • Webster City, IA 50595
FAX: 515-832-4809 • Email: ann@iowatourism.com • Phone: 800-285-5842

We understand schedules change and cancellations are accepted until January 23. Those unable to attend and do not cancel their registration by this date are expected to pay the registration fee and will be invoiced if necessary.

A Look Ahead at 2012

As 2011 comes to a close and we enter into 2012, IGTA is excited to announce our marketing plans for the year. At our Board Planning session in August, we took time to look at what was working for us, what shows needed to be added and where should we be placing advertisements that could be more beneficial to you, our members. Here is a sneak peak of what you will see in 2012 from your association.



Destinations prepare their booths for planners at the Travel Iowa Marketplace. Held in Marshalltown.

Tradeshows & Marketplace's. We are looking forward to returning to the American Bus Association, Heartland Travel Showcase, Heritage Clubs Peer Group and the Travel Iowa Marketplace. NEW in 2012 will be attendance at the Bank Travel Marketplace. Currently, there is no Iowa representation at this show and the board felt it was an excellent time for us to jump in and bring our membership to the forefront of its over 400 members.

Advertising. We are taking in some of our favorites that generate business for us including the Group Travel Leader in July and October and the Leisure Group Travel publication in July. We will also again

be partnering with the State to take place in their Iowa co-op in the Group Travel Leader / Going on Faith publications in April. New in 2012 will be online presence on GroupConnect.com. This is a website that is association with the American Bus Association and is another lead generation piece. We will also be advertising online with a package with the Group Travel Leader/Bank Travel Magazine and Going on Faith websites, another way for us to spread our message.



Watch for IGTA's new 2012 ads.

Sales Blitz. After a two year hiatus, we will return with our popular Sales Blitz in August. This direct mailing campaign involves direct mailing something memorable and unique to over 2,000 planners along with several follow up mailings to keep Iowa on their mind for planning in the future. If you are interested in the planning of this event, please contact IGTA staff.

As always, your IGTA board is happy to accept suggestions and ideas for future promotions of the association. Together we can keep awareness of group travel in Iowa growing.

2012-2014 Website Itineraries Announced

Thank you to everyone who submitted an itinerary for review for the IGTA website. The following itineraries were approved by the review committee to be placed on the website for two years starting in January 2012:

- A Patriotic Tour of Western Iowa | Submitted by Elaine Farwell, Clarinda Chamber of Commerce
- Ag-Venture Itinerary | Submitted by Megan Grandgeorge, Iowa State Fair
- An Ethnic Tour of Western Iowa | Submitted by Elaine Farwell, Clarinda Chamber of Commerce
- Big Time Attractions Small Town Feel | Submitted by Katie Stien, Des Moines Area Convention & Visitors Bureau
- Experience Historic Northeast Iowa | Submitted by Julie Kronlage, Dubuque Convention & Visitors Bureau
- Feeding the Spirit | Submitted by Melissa Lanzourakios, Sioux City Convention & Visitors Bureau
- History at its Finest... from Bluffs to Barns | Submitted by Beth Nickel, Burlington Convention & Visitors Bureau
- It Takes a Village | Submitted by Vicky Henry, Cedar Rapids Convention & Visitors Bureau
- Politics, Prohibition, Preservation and Poop | Submitted by Freda Dammann, Manning Hausbarn – Heritage Park
- Through the Footsteps of Time | Submitted by Megan Grandgeorge, Iowa State Fair
- Wine Dine and Have a Good Time | Submitted by Katie Stien, Des Moines Area Convention & Visitors Bureau

Each month one of the above itineraries will be featured on our homepage. All itineraries can be found on the website by clicking into the Itineraries link. Special thank you to this year's review committee: Linda Baynes, Tourism Lucas County; Jodie Smith, Red Oak Chamber & Industry; Bonnie Verberg, Pella Historical Society and Kerri Kuiper, Fort Dodge Convention & Visitors Bureau.

Iowa Group Travel Association General Membership Meeting Dates for 2012



February 1, 2012

Holiday Inn & Suites, Jordan Creek, West Des Moines
In partnership with Central Iowa Tourism Region and following the Travel Federation of Iowa's Legislative Day.

May 2, 2012

Grout Museum District, Waterloo
In partnership with Eastern Iowa Tourism Region

August 2012

Location & Date TBA
In partnership with Western Iowa Tourism Region

October 2012

Location & Date TBA
Iowa Group Travel Association's Annual Meeting in partnership with Iowa Tourism Conference.

IGTA General Membership Meeting Agenda Wednesday, February 1, 2012

Held in conjunction with the Central Iowa Tourism Region

1. Welcome & Introductions
2. Approval of Minutes
3. Financial Report
4. Committee Updates
 - a. Membership Report
 - b. Education Report
 - c. Marketing Report
6. President's Report
7. Other Business
8. Adjourn

Preregistration is required by contacting the Central Iowa Tourism Region at citr@traveliowa.org. More information and the registration form can be found inside this Winter Newsletter.