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## 2010 Board of Directors

### Shannon Espenscheid - President & Education Chair

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sespenscheid@marshalltown.org

### Dan Gleason - Vice President

Quad Cities CVB / 309-277-0937  
dgleason@visitquadcities.com

### Nate Breitsprecker - Past President

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563-557-9545  
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### Julie Kronlage - Treasurer & Marketing Chair

Dubuque Area CVB / 563-690-9207  
jkronlage@dubuquechamber.com

### Vicki Mallory - Secretary & Co Membership Chair

Algona Chamber of Commerce  
515-295-7201/ vmallory@algona.org

### Richard Baker

Boone Area Chamber of Commerce & CVB  
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### Ginger Williams -Co Membership Chair

Charles City Chamber of Commerce  
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### Colleen Murphy - State Liaison

Iowa Tourism Office  
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### Sue Armour - Administrative Staff

Iowa Group Travel Association  
641-420-9003  
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## President's Message

I love this time of year. The weather is warm, alright sometimes pretty hot, outdoor events are everywhere and group travel is in full swing. I hope you are all enjoying an increase in group travel to your town, area or attraction.

At the Mayflower Tours annual value tour launch, Mary Stachnik, co-owner of Mayflower Tours announced that consumer interest in their travel programs is on the rise. Stachnik also reported trends in "life-seeing", with group travelers wanting to get out and experience a destination, and an uptick in quality seekers.



**Shannon Espenscheid  
IGTA President**

Iowa is full of places to experience. I hope that you are using some of the tools learned at recent IGTA joint meetings to lure these groups to experience your destination. If you have not been to an IGTA joint meeting you have been missing out on valuable educational opportunities focused on the group travel industry. Our next joint meeting held in conjunction with the Western Iowa Tourism Region will be September 15. This is a change from our original date of July 28, 2010. The location is yet to be determined. IGTA will send out registration information via e-mail in the next few weeks.

With the resignation of Lori Colt, the IGTA Board of Directors has made some changes to its slate of officers. I will fill the remainder of Lori's term as president, Dan Gleason is the Vice President and Ginger Williams is Vice President elect. In addition we have an opening on the board for someone from the western region. We are currently working to fill that position and will name that person soon.

The IGTA Board hopes to see all of you soon at our next joint meeting with WITR on September 15th.

### Shannon Espenscheid

Marshalltown CVB  
2010 IGTA Vice President

## New Slate of Officers:

2010 President:	Shannon Espenscheid, Marshalltown CVB
2010 Vice President:	Dan Gleason, Quad Cities CVB
Vice President Elect for 2011:	Ginger Williams, Charles City Chamber of Commerce

## Awaken Your Senses - Tour IOWA!

Mark your calendars for the 15th annual IGTA/CITR Travel Iowa Marketplace Wednesday, September 29, 2010 at the Iowa Events Center in downtown Des Moines.

'Awaken Your Senses - Tour Iowa!' is the theme for this year's show. The planning committee felt that there were a variety of ways in which exhibitors can incorporate the theme into their booths including the senses, such as sight, sound, smell, and touch. This theme will also fit into 'hands on' and 'experiential' tourism.

Exhibitor registration materials were sent in April. We should be able to accommodate everyone who wants to exhibit, but booths are sold on a first reservation basis and you are encouraged to return your registration soon. Payment can be sent with your registration or can follow at a later date but is due by the end of July.

Booth registration fees are \$295 per booth and this includes registration for one (1) person. You may have a second person in your booth but the cost for the second person is an additional \$50. A maximum of two (2) people are allowed per booth. For those that need electricity for their booth, this fee will be \$45.

All Iowa Group Travel Association (IGTA) members, Central Iowa Tourism Region (CITR) members and county representatives are eligible to purchase booth space.

NEW THIS YEAR - exhibit time will be during the morning from 10 AM to Noon, same 2-hour time frame as with previous shows, just switching to a different time of the day. Tour planners and exhibitors will be finished after lunch and can tear down their booths, and tour planners will go into their peer group and sharing sessions during the afternoon!

For additional information on the Travel Iowa Marketplace or to register contact Ann at the CITR office at 800-285-5842 or [ann@iowatourism.com](mailto:ann@iowatourism.com).

**Date:** Wednesday Sept. 29, 2010

**Time:** 10 am to Noon Exhibit  
Noon to 1:30 Lunch

**Location:** Iowa Events Center  
Downtown Des Moines

**Theme:** Awaken Your Senses

**Register:** 800-285-5842 or  
[ann@iowatourism.com](mailto:ann@iowatourism.com)

## Website Banner Ads

The Iowa Group Travel Association website saw an increase of 43% in unique visits and 12% in web hits in 2009.

This means more research is being done online by group tour operators who are looking at visiting Iowa, more ideas are being sought after, and more information on our membership's offerings are being viewed. To capture these trends, IGTA offered the opportunity to enhance your presence on our website through placing an ad on our website.

Thank you to the following organizations for participating in our web banner ad program at [www.iowagrouptourism.org](http://www.iowagrouptourism.org).

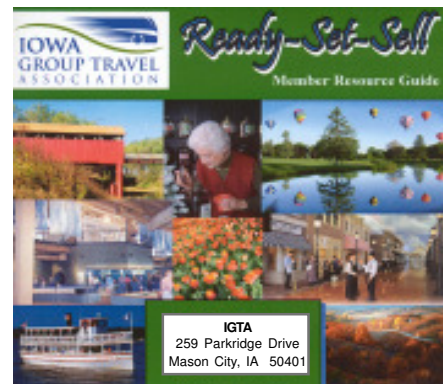
Arrowwood Resort & Conference Center  
Boone Area Chamber & CVB  
Cedar Rapids Area CVB  
Des Moines Area CVB  
Dubuque Area CVB  
Herbert Hoover Museum  
Honey Creek Resort State Park  
Marshalltown CVB  
Visit Mason City  
National Czech & Slovak Museum  
Okoboji Tourism  
Pella CVB  
Tassel Ridge Winery  
Waterloo CVB

## Ready... Set... SELL!

Looking for a tool to help you increase the group tour business coming into your front door? Look no further than the Iowa Group Travel Association Ready ... Set... SELL resource guide.

This tool can be utilized to help you learn about group travel shows to attend, economic benefits from a motorcoach visit, a list of publications that are group friendly and more.

We have recently revised this publication and will be making it available on our website. Each of our members received a complimentary copy of the CD. If you haven't gone through it, take a minute today to do so!



## Group Leader of America (GLAMER) Chicago Showcase

The Group Leaders of America (GLAMER) Chicago Area Showcase was held on April 28th at the Balmoral Park Race Track in Crete, Illinois. Attending the show on behalf of IGTA were Shannon Espenscheid of the Marshalltown CVB and Ginger Williams of the Charles City Area Chamber of Commerce.

GLAMER Group Leaders, most from the Chicago area, had a chance to visit with Espenscheid and Williams to discuss travel options for their groups during two 60-minute Marketplace sessions.

IGTA response cards were distributed to all of the planners who visited the IGTA table. Additional information was collected and 71 leads were sent out last month to all full IGTA members. This is the first year in many years that IGTA representatives have attended this particular GLAMER show.

The leads from this show were distributed to all full IGTA members. In addition, all group tour planners received an IGTA direct sales lure piece.

## IGTA Tradeshows Update

**IGTA will attend two more tradeshows yet this year. The shows include the GLAMER Minneapolis show on Aug. 19th and the Travel Iowa Marketplace on Sept. 29th.**

## Upcoming Ad Placements

From the suggestions of our membership last fall, we increased our ad placements this year. Look for an Iowa Group Travel Association ad in these publications:

- June | Leisure Group Travel & ByWays Magazine
- July | Bank Travel Management
- September | ByWays Magazine
- October | Group Travel Leader
- December | ByWays Magazine

ByWays Magazine is a new publication to IGTA. Through doing research on this publication, we learned that this magazine is based in Virginia. Their reach is nearly 30,000 travel planners throughout the East Coast. We also learned that a large group of planners they reach travel from the East Coast to Nebraska using Interstate 80, which was one of the reasons we chose to advertise in this publication for 2010. You can learn more about this publication by visiting [www.motorcoach.com](http://www.motorcoach.com).

Remember, if you have seen some publications you think would be beneficial for IGTA to be in or if you would like us to try some new publications, please contact Marketing Chair Julie Kronlage at [jkronlage@dubuquechamber.com](mailto:jkronlage@dubuquechamber.com) or call 563.690.9207.



## Your Input + Board Planning = IGTA Growth

Maybe you want to see IGTA attend more appointment based shows. Maybe you would like to see IGTA put together co-op advertising in publications. Maybe you would like IGTA to do more mailings to planners. Whatever direction you would like to see this organization take, you can make your voice heard.

The annual Iowa Group Travel Board Planning session will take place on August 26. This is when your appointed Board of Directors will take a look at the upcoming year, the programs we offer, shows we attend, advertising we place and our budget.

From our membership's input last year, we implemented our first ever appointment based tradeshow in February of 2010. We also stretched our advertising dollar in two new publications, Bank Travel Management and ByWays Magazine.

Your input is very valuable and needed to grown IGTA. Please contact any one of your board members or IGTA staff at [igta@mchsi.com](mailto:igta@mchsi.com) to give us your thoughts and ideas.

## Welcome New & Renewing Members

Thank you to the following second quarter new and renewing members for their investment in promoting their business / area and the state of Iowa as a group travel destination.

- \* Bellevue Area Chamber of Commerce
- \* Hole N The Wall Lodge
- National Sprint Car Hall of Fame & Museum
- Roseman Covered Bridge Shop

\* New Members  
*Italicized = Grassroots Members*

**Iowa Group Travel Association  
General Membership  
Meeting Dates for 2010**



Sept. 15, 2010- in partnership with Western Iowa Tourism Region NOTE: the original meeting was scheduled for July 28th so this is a date change

October 20, 2010 - Burlington Iowa Group Travel Association's Annual Meeting (in partnership with Iowa Tourism Conference)

**IGTA General Membership Meeting Agenda  
Wednesday Sept. 15, 2010**

Held in conjunction with the Western 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 Western Iowa Tourism Region at [witr@traveliowa.org](mailto:witr@traveliowa.org).*