

SPEAKER BIOGRAPHIES

GOVERNOR TERRY BRANDSTAD

Keynote

Governor Terry Branstad was born, raised and educated in Iowa. A native of Leland, Branstad was elected to the Iowa House in 1972, '74 and '76, and elected as Iowa's lieutenant governor in 1978. Branstad was Iowa's longest-serving governor, from 1983 to 1999. As the state's chief executive, he weathered some of Iowa's worst economic turmoil, during the farm crisis of the '80s, while helping lead the state's resurgence to a booming economy in the '90s.

At the end of his tenure, Iowa enjoyed record employment, an unprecedented \$900 million budget surplus, and the enactment of historic government overhauls that led to greater efficiencies in state government. As a result of Governor Branstad's hands-on, round-the-clock approach to economic development, Iowa's unemployment rate went from 8.5 percent when he took office to a record low 2.5 percent by the time he left in 1999.



Following his four terms as governor, Branstad went on to serve as president of Des Moines University (DMU). During his 6-year tenure, he was able to grow the university into a world-class educational facility. Its graduates offer health care in all 50 states and in nearly every Iowa county. While there, he grew enrollment, increased the endowment and integrated new buildings, programs and initiatives.

In October of 2009, sensing a need for change in the way state government operates and wanting to "lead Iowa's comeback," Branstad retired from DMU to explore running for governor in 2010. He launched his campaign in January of 2010, and in June he won the Republican primary and named energetic state Senator Kim Reynolds as his running mate.

This team traveled to each of Iowa's 99 counties, sharing their commitment to the creation of 200,000 new jobs for Iowans, a 15 percent reduction in the cost of government, a 25 percent increase in family incomes, and a renewal of national excellence of Iowa's schools. As a result, they were elected as Iowa's governor and lieutenant governor on November 2, 2010 and were sworn into office on January 14, 2011.

True to his word, Gov. Branstad, along with Lt. Gov. Reynolds, committed to a balanced budget in their first year in office. For the first time in decades, the Legislature passed, and Gov. Branstad signed, a two-year budget with a 5-year projection. This budget provided Iowa businesses the predictability and stability they needed to grow. They have continued and remain committed to their commitment to this balanced budgeting approach.

The governor and lieutenant governor have made job creation a top priority as governor, and they spearheaded the largest tax cut in Iowa's history during the 2013 legislative session. When fully implemented, all classes of Iowa property will see a \$4.6 billion tax cut.

Also in 2013, the governor's goal to make Iowa's schools number one in the nation again took a significant step forward through our education reform package, which boosts teaching as a profession and will offer the rigorous classes needed to ensure our students are ready for a 21st Century economy. In 2014, Gov. Branstad's plan to move the state forward gave Iowa:

- a veterans jobs initiative, Home Base Iowa;
- The Iowa Apprenticeship and Job Training Act to give working Iowans the skills they need to fill the careers of tomorrow;
- A plan to re-purpose abandoned public buildings into centers of commerce;
- A strong commitment to a robust Renewable Fuels Standard (RFS);
- and the first tuition freeze at Regent universities in consecutive years in 25 years;

Gov. Branstad continues to advance government efficiencies, and is committed to spending the hardworking taxpayers' dollars in the most effective manner possible. When running for governor, Branstad and Reynolds set a goal of reducing the size and cost of government by 15%, which was the structural deficit between spending and what the state actually took in.

As a result of their work with the Legislature, the state of Iowa has erased the \$900 million spending deficit that existed when the governor and lieutenant governor took office in 2011, and turned it around into a \$900 million surplus today.

He and his wife Chris have three grown children: Eric (Adrienne), Allison (Jerry Costa) and Marcus (Nicole), and six grandchildren, Mackenzie, Bridget, Sofia, Alexis, Estelle and Everett.

LT. GOVERNOR KIMBERLY K. REYNOLDS

Keynote



Kim Reynolds, a former state senator and county treasurer, serves as Iowa's 45th Lieutenant Governor. She was elected Iowa's Lieutenant Governor on November 2, 2010. Kim truly understands the importance of fiscal responsibility, job creation, education, and technology.

As Lieutenant Governor, Kim uses her in-depth understanding of Iowa's small towns and urban communities to continually move Iowa forward with bold economic development initiatives. Since 2011, she has helped attract more than \$9 billion in private investment to the state. Companies like Facebook, Google, Microsoft, CJ Bio America, Cargill, Mid-American, CF Industries, and Valent Biosciences, have chosen to locate or expand in our state.

Each year, Kim travels to all 99 counties and enthusiastically listens to Iowans of all ages. She actively seeks to learn how Iowa can become an even stronger state. Whether it's meeting with women business

owners or rural farmers, Kim embraces the opportunity to gain insights into their concerns or encourage collaboration.

On the global front, Kim knows that one in five Iowa jobs is attributed to international trade. Her travels have taken Kim from China to Germany to South Korea to Vietnam to the Philippines and Thailand. In leading these trade missions, she has established long-term relationships that already are resulting in increased exports, more foreign direct investment and new jobs for Iowans.

Kim tirelessly works to provide access to STEM (Science, Technology, Engineering, and Math) programs for students, especially the underrepresented and underserved. She co-chairs the Governor's STEM Advisory Council in Iowa. Kim also is known throughout the country, as one of the strongest advocates for STEM. Her passion for STEM education was recognized by STEMconnector™ when she was named to their "100 Women Leaders in STEM." Kim currently chairs their STEM Food & Ag Council.

On the national front, she served as president of the Iowa State Treasurers Association in 2000 and later received the "Outstanding County Treasurer in the United States" award. She serves on the Education Committee of the Aerospace States Association and was named to the *Washington Post's* 2013 list of the "Top 10 Rising Stars."

A native of St. Charles, Iowa, Kim enjoys her small town roots. Kim and Kevin reside in Osceola. They are proud parents to three daughters and six grandchildren.

DAVE CARROLL

United Breaks Guitars

Dave Carroll is an award winning singer-songwriter, professional speaker, author and social media innovator from Halifax, Canada. When faced with a difficult customer service issue with United Airlines in 2009, Carroll used his ability as a master storyteller and more than 20 years experience in the music business to share his issue with the world. The resulting YouTube music video called "United Breaks Guitars" became an instant viral hit and today more than 150 million people have been introduced to his story.



With significant impacts in the areas of customer service, social media, branding and self-empowerment, Carroll's career as an entertainer and songwriter has expanded. He is now a highly sought after professional speaker, a published author and is increasingly being commissioned for songs for other people and organizations. He is also co-founder of Gripevine.com, an on-line customer complaints resolution platform that brings consumers and businesses together in a mutually beneficial way, resulting in improved service for consumers and improved results for companies.

His ability to extract the essence of a message and craft it into song is a rare gift that is attracting fans of all ages. His warm and often humorous delivery of his story and its implications is both entertaining and educational. Songwriter, performer, author, speaker and consumer advocate, Carroll is said to be "one of the nicest guys in the business."

LAURA CRAWFORD AND RUSS ROCA

Bicycle Tourism Boom



Since 2009, Russ Roca and Laura Crawford have championed the ways that cycling can positively impact rural areas. Their unique mix of storytelling, videography and personal bike travel experience is helping bridge the gap between traveling cyclists and tourism organizations.

Currently based in Portland, Oregon, Roca and Crawford are working with the Oregon Tourism Commission to market and promote the state's bike tourism assets, including the landmark Oregon Scenic Bikeway program.

TODD DAVIDSON

Travel Oregon

Author Michael Checchio wrote, "Never do I fish as attentively as when I'm on the North Umpqua. I feel I owe the river the very best I have to offer, after all, the river has given its best to me." Throughout his career, Todd's attentiveness to Oregon's travel and tourism industry has been fueled by his belief in the power of this industry to boost economies and generate jobs that can't be outsourced. After all, he would say, Oregon deserves my best; she gives her best to our visitors and to me.

Davidson was appointed Executive Director of the Oregon Tourism Commission (dba Travel Oregon) in June 1996 and was named Chief Executive Officer in September 2004.



In December 2010, the Secretary of Commerce appointed Davidson to the U.S. Travel and Tourism Advisory Board, and in January 2012 he was appointed to serve a two-year term as Chair of the board. Davidson also serves on the Board of the U.S. Travel Association, the National Council of State Tourism Directors (NCSTD) and the Western States Tourism Policy Council (WSTPC).

Under Davidson's leadership, the tourism industry in Oregon has flourished into a \$9.2 billion industry that employs more than 91,100 Oregonians. In 2003 he helped lead an effort to establish dedicated and stable funding for the Commission. This funding has been crucial in Travel Oregon's ability to grow the state's tourism industry through strengthening its base of international markets; leadership in sustainable tourism initiatives; and award-winning publications, niche-oriented websites and advertising campaigns.

During his tenure, Travel Oregon has garnered thirteen Mercury Awards, including the top award for Best Website and Best Overall State Marketing Program in 2013. Other Mercury Awards received in the last four years include: Best Interactive Marketing Program, Best State Travel Guide, Best State

International Marketing (2009 and 2011) and Best State Tourism Print Advertising. Davidson was also honored by the NCSTD as the State Tourism Director of the Year in 2006.

LUC DURAND

Research Studies



In 2011, Luc Durand was appointed President of Ipsos in Quebec, the largest research company in Canada and now the third largest in the world. Mr. Durand has extensive experience in the marketing and research community.

Durand completed a Baccalaureate Degree in Mathematics at the University of Montreal, specializing in Actuarial Sciences and Statistics. He also received a Graduate Degree in Marketing at the Ecole des hautes etudes commerciales de Montreal (HEC).

Durand has spent many years working at leading Canadian research and marketing companies in strategic and tactical marketing, communications and advertising. He's conducted market studies, contributed to various benchmarking and client profiling surveys, as well as worked on research projects on client satisfaction and expectations, product launching and repositioning.

Previously, Durand worked as general manager of Marketing with Intrawest at the Tremblant Resort. During his time there, Durand was in charge of all marketing activities related to this international destination, ranging from research to strategy, planning, advertising, product development and sponsoring to website management.

Durand is regularly invited to lecture at conferences held by tourism marketing and research organizations such as the Canadian Ski Council, Tourism and Travel Research Association (International, Europe, Canada), the Marketing Outlook Forum, the American Marketing Association, l'Association des communes touristiques de France and many others.

DEBI DURHAM

Iowa Economic Development Authority Update

Debi Durham was named director of the Iowa Economic Development Authority by Governor Terry Branstad and assumed her duties in January 2011. Prior to her appointment, she served as the president of the Siouxland Chamber of Commerce, the Siouxland Initiative and the Siouxland Chamber Foundation. In 2007 and 2008, Durham's leadership contributed to the Siouxland metro's recognition as the top economic development community in the United States by *Site Selection Magazine*. Durham is a 2003 Junior Achievement Hall of Fame honoree and



holds a bachelor's degree in business administration, marketing and business management from Missouri Southern State University.

KIM FLAHERTY

The User Experience



Kim Flaherty has been in the technology industry for more than nine years. She discovered her interest in user interface design while studying Human-Computer Interaction at Iowa State University. She has worked as a User Experience Designer in digital advertising where she has designed web and mobile experiences for many large and small brands.

In a world where everything is online and on every device, it's more important than ever for companies to take a user-centered approach to their online presence. Flaherty helps companies do this by providing insight into user's online behavior and translating this into web experiences that best meet customer's needs while also fulfilling business objectives. Her passion is for mobile design and she is co-founder of the LittleHoots app for iPhone, a tool for parents to capture their children's lives on-the-go. She lives and works full time in Des Moines, Iowa.

RYAN HORN

Media Training

Ryan Horn, a native of Omaha, is an experienced political and media strategist with Redstone Public Affairs.

Prior to joining the agency, Horn served as Senior Manager of Public Affairs for Wal-Mart Stores, Inc. There he directed the retailer's lobbying and ballot initiative campaigns as well as secured community acceptance of more than 200 controversial real estate developments. He designed company-wide corporate reputation campaigns and served as Wal-Mart's lead lobbyist in Nebraska, Iowa, Missouri and the Dakotas.

Before Wal-Mart, Horn spent a decade in campaign politics in positions including Field Finance Manager for the National Republican Senatorial Committee and CFO and Staff Advisor to the Republican National Committee's victory effort in South Dakota. He has worked for congressional campaigns in Kansas, New Mexico, Oregon and Washington state.

He lives in Omaha with his two children, Truman, 10, and Eleanor, 8. A music enthusiast, Horn plays drums and the piano. He is a fan of classic westerns, and prefers Clint Eastwood to John Wayne. Horn graduated Cum Laude from George Washington University. He holds a bachelor's degree with a double major in Economics and Political Science.



MARGIE JOHNSON

Retail Realities and Trends



Margie Johnson, highly acclaimed speaker, trainer, author and consultant, equips entrepreneurs with the knowledge and skills that lead them to higher profitability and performance. Johnson's 30-year career as an entrepreneur and business expert has given her the experience to develop customer-centered strategies and solutions that work. These strategies have given thousands of businesses the competitive edge needed to survive and thrive.

Since 1985, Shop Talk, located in Virginia Beach, Virginia, has served as a specialized consultation and research firm concentrated in retail, hospitality, health care and financial industries. With 24 years of experience as a partner and general manager of the Galleon Esplanade and as Secretary/Treasurer of Cabana East, a corporation owning various businesses including Cabana East Motel and A Restaurant By George in Nags Head, North Carolina, Johnson brings a wealth of experience to her clients. From starting a profitable business to profitably closing one down, Johnson has helped companies achieve their best performance.

Johnson's local and national accolades include the Fred Lazarus National Retail Federation Award, North Carolina Employer of the Year Award, Inside Business 2006 Women in Business Achievement Award, 1998 Outstanding Woman of Hampton Roads, Chairman of the Board of Retail Alliance 2009-2010 and East Carolina University Legacy Leadership Award 2010. She has received coverage in The Virginian-Pilot, The Washington Post, Women's Wear Daily Specialty Stores Newsletter, at the National Retail Federation, on WHRO Public Television and NBC's Today Show. She received her B.S. from East Carolina University and has completed postgraduate work at the Management Development Institute at the University of North Carolina.

Johnson currently resides in Virginia Beach with her husband Dan and her 22-year-old daughter, Whitney.

DIANA LAMBDIN MEYER

Media Training

A native of southern Illinois, Diana Lambdin Meyer worked in Davenport, Iowa, for several years, covering the news and events of the eastern side of the state. Then she married an Iowa boy and they are now based in the Kansas City area. She is a member of the Midwest Travel Writers Association and is president-elect of the Society of American Travel Writers. The Midwest, small towns and the quirkiness of it all are some of her favorite places to write about. Follow her on Twitter @mojotraveler or her blog at www.mojotraveler.com.



SHAWNA LODE

Iowa Tourism Office Update



Shawna Lode is Manager of the Iowa Tourism Office at the Iowa Economic Development Authority, where she is responsible for developing and implementing programs that support and promote Iowa's tourism opportunities for economic growth.

A lifelong Iowan, Lode grew up in Aurelia and earned her bachelor's degree from Buena Vista University in Storm Lake. She received a Master's Degree in Communication Leadership from Drake University in Des Moines.

Lode began her career in tourism in 1996 when she became Director of the Burlington Area Convention and Tourism Bureau in Burlington, Iowa. In 1998 she joined the staff of the Iowa Tourism Office where she worked as Public Relations Manager. After seven years, she left the Tourism Office to serve as

Communications Director for the Iowa Finance Authority, a position she held for five years. In September 2010 Shawna returned to the Iowa Tourism Office to assume the role of Manager.

BROOKE MILLER

Get Online with the Iowa Tourism Office

Brooke Miller is the Social Media Manager for the Iowa Economic Development Authority, which includes social profiles for the Iowa Tourism Office (Travel Iowa) and Iowa Wine and Beer. Miller grew up in Minnesota, but fell in love with Iowa while attending Drake University and has been an Iowan ever since. Upon graduating from Drake, she took a position with Wellmark Blue Cross and Blue Shield and helped them launch a social media presence as well as create and implement a social media policy before joining IEDA in February of 2012. Miller lives in the Des Moines area and won't apologize for her reality TV addiction.



LISA STEEN RIGGS

Travel Federation of Iowa Update



Lisa Steen Riggs was born, raised and educated in Iowa. A native of Elk Horn, the largest rural Danish settlement, she knew she wanted to be a Viking or Don Quixote at the age of 10. However, when the 1848 Danish Windmill was brought to Elk Horn from Denmark and restored here on Iowa soil, she became the manager and first full

time employee hired at the Danish Windmill in 1977. Under her leadership the Mill has become a successful Iowa tourist attraction, Museum and an Iowa Welcome Center. Steen Riggs promotes Iowa tourism day in and day out.

Through the years, Steen Riggs has been President of the Golden Southwest Tourism Region, Western Iowa Tourism Region and currently Iowa Travel Federation. She has served on many committees at state, regional and local levels representing tourism, festivals and economic development. She also represents the USA on The International Molinological Society (study of Mills worldwide). When she isn't eating and breathing tourism, you'll find her spending time gardening, relaxing with her family or traveling across the globe chasing windmills. She and her husband Mike have two grown children: Megan and Katrina.

HOWARD TIETJEN

Content Marketing

With 30 years of real-world experience and a passion for new challenges, Howard Tietjen has helped Madden Media become true innovators in the travel and tourism industry. Since he joined the Madden team in 2000, Tietjen has utilized his wide range of interests to excel in many roles.

He led the team that developed *VacationFun.com*, was the original architect of Madden's *Audience Development Systems* that target potential travelers using geographic, demographic, and psycho-graphic segmentation and has been integral in the development of many of Madden's most innovative marketing products.



Today, Tietjen and the Madden Media team focus their efforts on working together with industry leaders to bring new ideas, new technology, and new partnerships together, allowing Madden's clients to rise to the challenges they meet.

JEFF TOBE

Coloring Outside the Lines and Let's Get Engaged!



Certified Speaking Professional Jeff Tobe's credentials are impressive. Insider Magazine dubbed him "The Guru of Creativity" and readers of Convention & Meetings Magazine chose him as "one of the top 15 speakers in North America." Tobe has earned this reputation through his trademark presentations, "Coloring Outside the Lines".

Tobe is one of the most dynamic speakers in the industry as attested to by clients including the IRS, the Human Resource Professionals of Ontario, Prudential of England and Pepsi Cola International. He prides himself on presenting up-to-the-minute, cutting edge material as it relates to creating and implementing the ideal customer EXPERIENCE.

Jeff is the author of the hugely popular book, "ANTICIPATE: Knowing What Customers Need Before They Do" which was just released by John Wiley Publishing. His other wildly popular book, "Coloring Outside The Lines" has received worldwide acclaim. He also co-authored the bestselling books "The Sales Coach" and "The Communication Coach."

Jeff believes in the power of creativity to look at your business from a new perspective and accept that customer service is no longer the bar that distinguishes us from our competitors. We now have to consider our internal and external customers' EXPERIENCES from the minute they make contact with us to the minute they are done! He teaches organizations that to grow and increase their bottom line, they must first implement strategies that have a fresh approach.

KELI O'NEILL WENZEL

Special Events

Keli Wenzel, President/Managing Partner of O'Neill Marketing & Event Management, is the creator and orchestrator of many of Kansas City's most successful civic, corporate and entertainment events. She serves as the founding Executive Director of the highly successful Kansas City Irish Fest. She is co-founder and Producer of the Jiggle Jam Family Music Fest, as well as executive producer of Boulevardia Craft Beer and Music festival and Kansas City RiverFest (KC's largest Independence Day Celebration). Other recent projects include VIP coordination for Amway Global Presents the Tina Turner Tour, planning and management for the opening of the National WWI Museum at Kansas City's landmark Liberty Memorial, opening events for the Kauffman Center for the Performing Arts, director of Kansas City's City-Wide Events committee for the 2012 MLB All Star Game, plus marketing and communication liaison for the Big 12 Championships.



AMY ZEIGLER

Get Online with the Iowa Tourism Office



Amy Zeigler is the Digital Marketing Manager at the Iowa Tourism Office, where she is primarily responsible for managing the listings and content on traveliowa.com, which receives one million unique visitors each year. She also assists with email marketing, digital marketing strategies and content creation. Prior to the Iowa Tourism Office, Zeigler was a marketing director for an insurance agency.

Zeigler loves everything Iowa and grew up on a farm near Decorah. She earned her bachelor's degree in corporate communications and media studies from Buena Vista University in Storm Lake and now resides in Clive. She enjoys reading, baking and decorating cakes and, of course, traveling Iowa.