

## Travis Bockenstedt

### Video Marketing for Destinations



Travis Bockenstedt is the president and executive producer of Fourth Wall Productions, a Colorado- and Iowa-based video production company. He has nearly 10 years of production, media and digital experience, with extensive work in both traditional broadcast and non-traditional media.

Bockenstedt grew up in Iowa and taught in Wartburg College's department of journalism and communications for several years. He currently lives in Denver, but frequently travels back to Iowa to work on Iowa-based Fourth Wall Productions projects.

## Aaron Buzza

### Video Marketing for Destinations

Aaron Buzza, CDME, has been with the Waterloo Convention & Visitors Bureau since 2002 and the Executive Director since 2008. Buzza has been active in the tourism and hospitality industry even longer, having grown up in the bicycle capital of Minnesota.

Since 2015, Buzza has hosted the award-winning series *Travel Waterloo*.



## Addy Coleman

### Search Engine Marketing



Addy Coleman is Madden Media's Senior Director of Digital Performance. Coleman has been with the Madden Media since 1998 and has maintained a focus on online strategy and digital marketing throughout his career. For the past nine years, he has dedicated his attention solely to the travel and tourism industry. Coleman leads Madden Media's online marketing division overseeing the execution and production of all search efforts (both paid and organic), display advertising, content distribution, social advertising and traffic analysis.

## Debi Durham

### Iowa Welcome and Economic Development 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.



## Dawn Fotopulos

### How Disneyland Trains Street Sweepers: Creating an Unbeatable Customer Experience



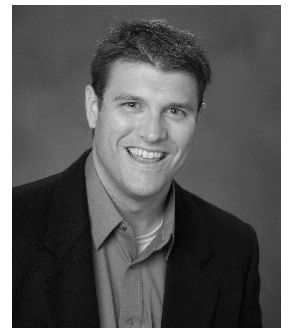
Professor Dawn Fotopulos is the “hidden profit prophet” and the award-winning author of *Accounting for the Numberphobic: A Survival Guide for Small Business Owners*. Fotopulos has successfully launched more than 80 different businesses and product lines in the financial services, consumer products, real estate development, high technology and nonprofit sectors. As the founder of [hiddenprofitprophet.com](http://hiddenprofitprophet.com), she has also saved more than 300 small businesses from closing their doors.

Fotopulos's background as a successful turnaround expert, entrepreneur, management consultant and college professor has allowed her to work in the trenches with a wide range of businesses at various stages of growth. She understands why so many of America's businesses are NOT profitable. She also knows how to help them see the future and the action steps needed in order to get there.

## Neil Ihde

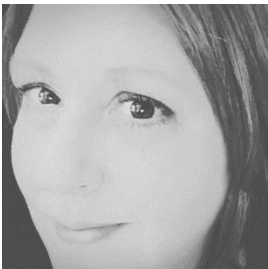
### Volunteer Management

**Neil Ihde** is a speaker, lecturer, consultant and founder of Life IQ, LLC, where he motivates groups and individuals to work, play, relate and live intelligently. In his 10 years of speaking and training, he has worked with numerous managers, directors, corporate leaders and teams to improve their personal and professional effectiveness. He has consulted with numerous **Fortune 500** companies including Wal-Mart, Merrill Lynch, Sun Microsystems, Pearson, Gannett, Occidental Petroleum and Clorox. He has also consulted internationally with clients from Hungary, Switzerland, Germany, England, France, Spain, Ireland, Australia, Canada, and Mexico



## Julie Kraling

### Events, Permits and Regulations



Julie Kraling is the Retail Food Program Lead for the Iowa Department of Inspections and Appeals. The department’s goal is to safeguard public health and provide education and regulatory guidance to consumers to ensure that food is safe, unadulterated and honestly prepared. Kraling has direct oversight of 18 food safety inspectors and coordinates with 12 contract agencies throughout the state.

## Shawna Lode

### Iowa Tourism Office Update

Shawna Lode is Manager of the Iowa Tourism Office at the Iowa Economic Development Authority. 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.



## Melissa Luebbe

### Redefining the Female Traveler



Melissa Luebbe is the National Director for Meredith Travel Marketing. As an industry leader in tourism content marketing, Luebbe and her team consistently deliver public sector tourism partners best-in-class marketing programs that encompass every media platform — print, web, mobile and social media.

Luebbe started with *Midwest Living* magazine and the Meredith Travel Marketing team nearly 15 years ago and has loved every minute of it. She takes pride and pleasure in serving hundreds of clients who quickly became friends. She has played a key role in some of the country's most respected tourism campaigns for local convention and visitors bureaus and attractions, as well as state and international tourism destination marketing organizations.

## Michele Reeves

### Building Strong Brands by Expressing Distinct Stories

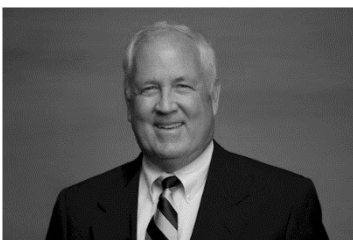
Michele E. Reeves is an urban strategist with significant private sector experience revitalizing districts. Her career in real estate spans more than 15 years and includes working on public/private partnerships, marketing unknown or undesirable districts, pre-development consulting, siting manufacturing facilities, strategizing acquisitions and development with private sector investors, and creating retail leasing plans.

Reeves founded Civilis Consultants to assist commercial districts, businesses and large public sector organizations to recognize and leverage their strengths, accomplish economic development goals and craft their unique stories to create compelling, multi-faceted brands.



## Terry Rich

### Creating an Innovative Environment

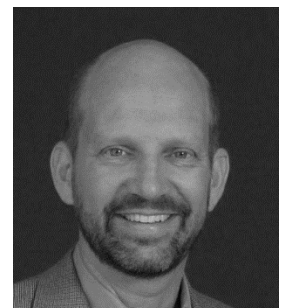


Terry Rich is a successful CEO, international speaker and author. Currently, he serves as the CEO of the Iowa Lottery, a \$300 million enterprise. Prior to that, he was CEO of the Blank Park Zoo; president and CEO of Rich Heritage Inc., a national marketing and television production company which produced shows for HBO, ESPN and Comcast, among others; and Vice President of Marketing for Heritage Communications Inc.

## Billy Riggs

### Positively Magical Service!

Voted one of America's top five most entertaining speakers in 2014, Billy Riggs has been called "The Dr. Phil of Magic" and "a psychologist masquerading as a comedian and magician." He uses illusions and comedy to grip audiences, move them to action, improve attitudes, turbocharge service and sales, and change lives. Riggs has been impacting audiences – with or without his magic – through his speeches since the age of 18. He has used an unusual blend of comedy, music, magic, training and motivation to spread his positive attitude to more than a million people on five continents through television, radio, books, videos and live keynote speeches.



## Paul Ten Haken

### 10 Trends that Will Shape the 2017 Digital Landscape



Paul Ten Haken represents the personification of web and digital technology and its limitless potential. His company, Click Rain, has made its way onto to the Inc. 5000 list as one of America's fastest growing companies for the past three years and has won numerous awards for its unique workplace culture. Ten Haken has been named one of *Entrepreneur* magazine's Top Ten Emerging Entrepreneurs as well as South Dakota Young Entrepreneur of the Year. He is also the founder of the Dispatch Project, a nonprofit organization that creates international mission trip opportunities for business leaders.

## Troy Thompson

### Useful > Perfect

Troy Thompson is a speaker, artist and consultant who talks about, and works to understand, how places make us feel. His work on empathy and placemaking combines his experience in tourism, entertainment and government with a desire to get people to understand and care about places, the environment and other people. Working mostly as a trainer and speaker, his workshops use art, psychogeography and service design ideas to teach clients about needs, behaviors and feelings.

