

Bryan Arzani

Creating Engagment on the Trade Show Floor



Mr. Arzani is a nationally recognized key note speaker, facilitator and trainer specializing in talent alignment. Mr. Arzani's straight forward, no nonsense approach to empowering individuals to get out of their own way and objectively interrogate the gaps between their current situations has enabled him to achieve greater results with clients in a shorter time frame. He is energetic and has the capacity to entertain audiences of all sizes and genres. Mr. Arzani has the unique ability to make the programs relate to each individual in a way only few can.

Mark Catton

The Collections Plan

Mark Catton is the Principal of M. Catton & Co, LLC, a full-service agency that specializes in Project Integration Management of design build processes which includes synergistic collaboration of project stakeholders and their vendor partners. The design build process is comprised of the design, engineering, fabrication, and installation of environmental graphics and custom exhibits for museums, heritage facilities, tradeshow, and corporate venues. Mark graduated from the University of Northern Kentucky with a BFA in Theater Arts Technology. It is this formal training, along with his entrepreneurial spirit and dedication to telling a story right (*seriously, have you ever heard one of his stories??*) that has made him a reputed expert in this industry. Relocating to Iowa in 2013, Mark brings with him his creative processes influenced by his background in theater and his thirty years of successful experience in growing his former company, MurphyCatton, Inc. Mark is currently active in the American Association of Museums, the Association of Children's Museums, the Society for Environmental Graphics, the Iowa Tourism Association, and the Exhibit Design and Producers Association. Recently, Mark completed the design/build of the John Wayne Museum in Winterset, the Jolly Time Pop Corn Center in Sioux City and the Stadscentrum in Orange City.



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.



David Guttenfelder

Cell Phone Photography



David Guttenfelder is a National Geographic Society Fellow concentrating on global geopolitical and conservation issues.

He has spent his entire career as a photojournalist working, and living outside of his native USA. He began as a freelancer in East Africa. Guttenfelder spent 20 years as a photojournalist for the Associated Press covering news in more than 75 countries around the world. In 2011, he helped the AP open a bureau in North Korea, the first western news agency to have an office in the otherwise-isolated country.

Guttenfelder has made more than 40 trips to North Korea.

Guttenfelder is a seven-time World Press Photo Award winner, the 2013 ICP Infinity Prize winner for photojournalism and a winner of three Overseas Press Club of America awards. Pictures of the Year International and the NPPA have named him Photojournalist of the Year. He is a seven-time finalist for the Pulitzer Prize.

Guttenfelder had been an industry leader in smartphone photography and social media. He was named 2014 Instagram photographer of the year by TIME magazine, received the Shorty Award for online photography, and the 2013 the Online Journalism Award. His North Korea mobile phone photography was featured at the 2014 Cortona Photo Festival in Tuscany. He is the founder of the Instagram collectives @everydayUSA and @everydayDPRK.

Born in Iowa, he graduated from the University of Iowa with a B.A. in Cultural Anthropology, African Studies and Journalism.

Santiago Jaramillo

Technology Tips and Tools for Destinations

Santiago Jaramillo is the CEO and Founder of Bluebridge, where he oversees the vision, strategy, and progress of the company's product and brand. Santiago has grown Bluebridge from humble beginnings in a college dorm room to the leading tourism mobile app platform in the world. In just three years, Bluebridge has grown to 30 employees with hundreds of customers worldwide, including South Africa tourism and Gatlinburg, TN. Through Jarmillo's leadership, the company has also secured more than \$1.5M in venture capital funding from world-renowned investors.



Jaramillo is a nationally-recognized expert on mobile and innovation and was named to Inc. Magazine's 30 Under 30 "World's Coolest Entrepreneurs" in 2013. He has also been invited to the White House for his entrepreneurial contributions and was named TechPoint's "Young Professional of the Year" in 2014. Most recently, he was named to Indianapolis Business Journal's "Forty Under 40" list.

Jaramillo lives in Indianapolis, IN and enjoys traveling to outdoor adventure destinations, reading classic literature, and playing drums and guitar.

Dan Kaercher

Iowa Tourism Conference Awards Presentation



Dan Kaercher is the retired founding editor-in-chief of Midwest Living Magazine and the host of "Iowa's Simple Pleasures" and other travel-related programs aired on Iowa Public Television and other public television stations nationally. A native of Council Bluffs, he graduated from the University of Nebraska at Omaha, majoring in journalism. During his extensive, award-winning media career at Meredith Corporation in Des Moines, Dan served as a writer and editor for such publications as Better Homes and Gardens, WOOD magazine and BH&G Special Interest Publications. He spent 21 years as founding editor-in-chief of Midwest Living magazine, published by Meredith. Dan also hosted Midwest Living Radio Magazine, which aired on more than 100 stations in the region. He is the author of three books about the Midwest and Iowa: Best of the Midwest, Taste of the Midwest, and Parklands of the Midwest. Dan now spends his time primarily in Urbandale and Spirit Lake with his wife, Julie, their two children and two grandchildren.

Stephen King

Turning Events into Festivals



Stephen M. King, CFEE, is the executive director of the Des Moines Arts Festival® in Des Moines, Iowa. Projects throughout his career in events have garnered more than 180 industry awards from the likes of the International Festivals and Events Association and the International Downtown Association. Before turning his full attention in July of 2011 to the Des Moines Arts Festival®, Stephen led Des Moines' Downtown Events Group from 2006-2011 producing the U.S. Cellular® World Food Festival, Holiday Lights Des Moines, Skywalk Golf, and GuideOne ImagineEve! He arrived in Des Moines after serving as president/CEO of Celebrate Fairfax, Inc. in northern Virginia. Prior to this he was the director of the festivals and events division of Downtown Fort Worth, Inc. in Fort Worth, Texas, where he produced the MAIN ST. Fort Worth Arts Festival and Parade of Lights. Stephen is an active member within the festivals and events industry. He is currently serving on the world board of directors for the International Festivals and Events Association (IFEA), board of directors for the IFEA Foundation, and is a past board member of the National Association of Independent Artists. He will serve as Chair of the IFEA World Board in 2017. He serves locally on the board of directors for Bravo Greater Des Moines. Stephen is a regular instructor at Oglebay's IFEA/NRPA Event Management School and is a founding member of ZAPPLication™, the country's most utilized online application system for fairs and festivals.

Shawna Lode

The Brand is Iowa

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.



John Moore

The Passion Conversation



John Moore is a true marketing expert. Intimately involved with Starbucks' epic growth to a global iconic brand, Moore has helped transform the way businesses look at marketing and branding. His first book, *Tribal Knowledge*, shares actionable insights into how a business can follow the Starbucks blueprint to building an endearing and enduring business. Moore continued his out-of-the-box marketing mastery as the director of national marketing for Whole Foods Market.

For years, Moore led Brand Autopsy, a marketing firm that consulted with businesses aspiring to become a beloved brand. USA Today, Best Buy, Kraft, Little Caesars, Procter & Gamble, Oakley and the Word of Mouth Marketing Association all benefitted from Moore's marketing expertise. Today, Moore is the Strategy Conductor at Brains on Fire, a boutique marketing agency known for creating word of mouth marketing movements. His newest book, *The Passion Conversation: Understanding, Sparking, Sustaining Word of Mouth Marketing*, teaches you how to get people to fall in love with your organization or cause.

David Sax

Nothing Beats Bacon: The Economic Impact of Food Trends

David Sax is a freelance writer specializing in business and food. His writing appears regularly in the New York Times, Bloomberg Businessweek, Saveur, The Grid Toronto, and other publications. He is the author of *The Tastemakers* and *Save the Deli: In Search of Perfect Pastrami, Crusty Rye, and the Heart of Jewish Delicatessen*. Sax has won a James Beard Award for writing and literature. He lives in Toronto, Canada.



John Taylor

How Hotels Can Stand Out Online



John Taylor is Expedia's Market Manager for the state of Iowa. A Virginia native, John has worked in the service industry most of his life. He spent a few years with Caesars Entertainment in Las Vegas before settling down in Des Moines with his fiancée who is currently attending Des Moines University. For the past year, he has been focused on building relationships with existing Expedia Hotel Partners while adding new partnerships along the way. His true passion is educating hoteliers on all of the tools Expedia provides their partners in an effort to make their property as successful as possible!

Jason Trout

The Blogging Advantage

Residing in Decorah, Iowa, Jason started his first internet business while attending the University of Iowa. He sold that company a year after graduation to a firm based in Silicon Valley and then started several others. He's currently the co-founder GoodBlogs, a disruptive digital marketing platform. He lives in an off-the-grid timber frame home with his wife, two young children, and four chickens.



Kit Welchlin

Making Great Customer Service Contagious



A born public speaker and trainer, Kit Welchlin began public speaking at the age of 9 in 4-H. By 16, he was organizing and facilitating presentations on leadership, citizenship, community service, and motivation, as a state officer for the 4-H and Future Farmers of America.

Welchlin purchased his first manufacturing company at age 21, and by 26 was CEO and Chairman of the Board of three manufacturing companies in three states. He's been an instructor with the Minnesota State Colleges and Universities, where he has been repeatedly nominated Outstanding Faculty. He is a Professional Member of the National Speakers Association.

Welchlin has a B.S. Degree in Speech Communication, Business Administration and Political Science. He earned an M.A. Degree in Speech Communication and Business Administration.