



## Courtyard by Marriott Ankeny

2405 SE Creekview Dr.  
Ankeny, Iowa 50021

### Thursday, December 7, 2023

### Schedule

10:00 to 10:30 AM - Registration & Refreshments  
10:30 AM - Panel Session, followed by lunch, CITR meeting and optional bonus session. The day will conclude by 2:00 PM.



Discover how Marshalltown and Ottumwa are telling the stories of their cultural diversity to captivate travelers, build bridges, and boost tourism. Hear how the relationships they have formed within these ethnic communities have transformed into vibrant and authentic tourism experiences. Gain insight into the power of inclusion, the celebration of traditions, and creating experiences that leave a lasting impact. Learn the power of community-driven initiatives from our panel members who will share their insights, experiences, and success stories.

**Panelists:** Laura Carrell - Executive Director, Meet Ottumwa; Olson Miller - Graphic Designer, Meet Ottumwa; Dylan Does - Director of Tourism, Marshalltown Area Chamber of Commerce and America Zaragoza - Advisory Board Member.

**Optional Bonus Session:** Come prepared to share your ideas for promotion, cost savings, working with volunteers, etc. Prizes awarded for the best ideas shared!

## REGISTRATION FORM Pre-registration is required and due December 1

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Organization: \_\_\_\_\_

\$25 per person - CITR Members & County Representatives

\$35 per person - non-members

Check Enclosed  I'll pay at the meeting

This is my first CITR meeting

Special dietary needs (specify below): \_\_\_\_\_

Mail to: Central Iowa Tourism Region, PO Box 454, Webster City, IA 50595

email to: ann@iowatourism.com phone: 800-285-5842

Or register & pay by credit card at

<https://form.jotform.com/233134473684156>

additional \$1 credit card processing fee