

October 26, 2010

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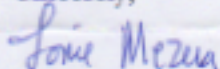
Dear Dayna:

Thank you for your GREAT presentation last week to our group of Iowa tourism professionals and volunteers. You were our highest rated speaker of the conference! We were so pleased with the way you prepared for our group and delivered your message "Find your Inner Rock Star" in a way we could all relate to. Our Iowa Tourism Conference is our annual state-wide 3-day educational event that our industry relies on for educational opportunities, networking and motivation. Your upbeat message was right on target for our audience and just what we needed to hear. Thank you also for tweeting about our event and for donating one of your signed books to benefit our Silent Auction fundraiser. Talk about value-added!

Our tourism organizations, attractions, CVB's, hotels, museums and festival planners enjoyed your session. We appreciated your relevant stories and enjoyed your fun, energetic and engaging presentation style.

Thanks so much for helping us make our event so successful. Keep up the great work and we look forward to having you back in Iowa again!

Sincerely,



Lonie Mezera
Program Manager
Iowa Tourism Office