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## Newsletter Archive

### First Quarter 2001 Newsletter

#### Iowa da Vinci Conference to Celebrate Invention and Innovation

The first annual Iowa daVinci Celebration and Conference will celebrate the "spirit of invention" with Iowa's brightest scientists, engineers and technology professionals when they convene to discuss the driving forces of the new economy: technology and innovation. Featured will be interactive presentations that highlight the best practices that are spurring growth in advanced manufacturing, information solutions and life sciences—all promising opportunities for Dubuque's future. Greater Dubuque Development is proud to be a Silver Sponsor of this event on Thursday, February 22, 2001.

Dubuque area companies entered for recognition at the celebration include Durrant Architects, Inc. for the November, 2000 Architectural Portfolio Outstanding Buildings award, Durrant Architects, Inc. for the August, 2000 Impact on Learning Award, Alliant Energy for the May, 2000 Top Industry Practice Award, Morrison Brothers Company for the October, 2000 Circle of Excellence Award, and Tri-States Human Resource Association for the 1999 Pinnacle Award.



For more information about the conference visit the website at [www.iowadavinci.com](http://www.iowadavinci.com).

#### Bio2001 International Meeting

The Greater Dubuque Development Corporation is pleased to partner with the Clinton Area Development Corporation as a silver sponsor with the Iowa Department of Economic Development at of the Biotechnology Industry Organization (BIO) International Meeting and Exhibition to be held in San Diego, June 24-28, 2001. This will be the third consecutive year that the State of Iowa has been a major conference sponsor.

BIO is the world's largest organization to serve and represent the biotechnology industry and BIO's International Meeting and Exhibition is the largest international gathering of the biotechnology industry. Through focused sponsorship plans at BIO 99 and BIO 2000, the State of Iowa, communities throughout the state, the Regent Universities and colleges, and biotechnology businesses have been successfully positioned at the forefront of the emerging life sciences industry.

The sponsorship includes prime exhibit space, sponsorship of the closing reception, and other promotional opportunities for Iowa throughout the conference.



## infoaction

### Working for Existing Businesses

In Greater Dubuque Development's Fall 2000 Newsletter, we introduced infoaction— An innovative program to identify trends and meet the needs of existing businesses.

Over the past few months, Greater Dubuque has held more than 100 "one-on-one" interviews with CEO's and business owners. As a result, several individual companies have received personal assistance or critical information to resolve issues and embrace opportunity.

On the "big picture" side, many of Greater Dubuque's opportunities and challenges have been crystallized through infoaction . What is clear from the program is that a few key issues must be addressed in the immediate future:

### info

#### Technology and Telecommunications

According to infoaction, 85% of the businesses in Greater Dubuque are currently impacted by new technology including the Internet, software development, and the overall telecommunications infrastructure.

In short, as more existing businesses depend on technology to remain productive and efficient, Greater Dubuque's telecommunications infrastructure becomes 'the' critical piece for competitiveness and success.

### **Push for New Infrastructure**

Greater Dubuque Development is conducting a feasibility study to determine the demand and potential revenue for a new, state-of-the-art backbone for Greater Dubuque. Working with strategic partners (private and public), Greater Dubuque will continue to push for highly advanced and competitively priced telecommunication services for existing businesses.

### *info*

#### **Smiles Directly Tied to Workforce**

Greater Dubuque has some of the nicest, hard-working people on the planet. In fact, because our citizens are so busy and already enjoy a strong network of friends and family, we may be forgetting the needs of new residents.

According to infoaction, one out of every five CEO's/business owners indicated that the biggest challenge for Greater Dubuque is to better connect our great assets and friendly people to our new residents. Many companies that have recruited new, highly skilled talent have reported severe problems in keeping them in Dubuque.

Although things like improved retail selection, more cultural variety, and "big city" amenities play a role, words like "closed," "introverted," and "clique" have been used by former workers/residents when describing Greater Dubuque.

### **action**

#### **Welcome New Residents**

Greater Dubuque Development is in the process of creating a bold and innovative program to highlight the places and people of our great community.

Working with a non-profit corporation and private sector companies, Greater Dubuque Development will help existing businesses retain new recruits by helping them feel more at home.

Although some details remain, Greater Dubuque Development promises nothing less than the most aggressive welcome program in Iowa history.

### *info*

#### **Reliable Air Service**

Despite recent improvements and lower fares, air service reliability is a still major concern of business owners and executives. Although price will always be an issue, 60% of the concerns pertain to delays and cancellations, according to infoaction.

There is no doubt that American's Regional Jets have been a huge plus for the business traveler. However, regardless of the type of aircraft, businesses cannot afford to miss connections and meetings with customers.

### **action**

#### **Dependable Alternatives**

GDDC is working with the Air Service Task force and the airlines to improve reliability. However, knowing that weather, mechanical, and other factors will occur, GDDC is pushing for a "one-stop" solution to provide a fast, reliable alternative for area businesses. Once completed, the new program will improve the ability of existing businesses to connect with customers and clients.

#### **LocationOne® Outreach to Site Selection Consultants Nationwide**

Utilicorp's LocationOne economic development program is partnering with Greater Dubuque Development in an effort to introduce site selection consultants around the United States to Greater Dubuque. Postcards were sent the first week of January featuring the DAIDC Spec Building and Dubuque Industrial Park West. This is the first of several direct mail campaigns planned for 2001. Special thanks to Utilicorp's LocationOne economic development team for their continued support!



**ALLIANT ENERGY.**

#### **Awards \$9,335 in Grants for Marketing**

Alliant Energy provides support to Greater Dubuque in many ways. Alliant Energy's Community Partners program is designed to help communities and businesses throughout their service territory and ensure continued growth and vitality. We want to thank them for their financial support under this program. Grant funds will be used to upgrade our website design and collateral marketing materials. In addition, Alliant Energy is providing support to implement direct mail campaigns.

#### **Dubuque Night In Des Moines**

Mark your calendars for Wednesday, March 28, 2001. Dubuque Area Labor Management Council and Greater Dubuque Development are co-sponsoring the annual event at Diamond Jack's, Iowa State Fairgrounds, Des Moines, Iowa from 5:30-10:00 p.m. Join members of the Iowa Legislature, other elected officials, legislative and administrative staff to socialize and discuss issues facing our community. Food, beverages and entertainment will be provided courtesy of Dubuque businesses and suppliers. Price of admission is only \$5.00. If you would like to



be a Dubuque Night Co-Host contact Karen at Greater Dubuque at 319-557-9049 or e-mail:  
[karenk@greaterdubuque.org](mailto:karenk@greaterdubuque.org)



**93%** of businesses provide employee training.

**80%** of businesses are increasing their training budgets.

**23%** of companies are undergoing key management changes.

**13%** of companies have had a recent ownership change.

**65%** of executives think Dubuque's traffic flow is below average/poor.

**83%** of executives think police/fire protection is "excellent/above average."

**JUNE - DECEMBER 2000**