

# PURPOSE DRIVEN INNOVATION

HOTEL GRINNELL  
925 PARK ST. | GRINNELL, IA 50112  
HOTELGRINNELL.COM

What passes for innovation is little more than guessing, imitation or hoping that something new will “work.” But, it doesn’t “work” most of the time. What does work is learning how to lead “purpose driven innovation” so that you can make a difference in your community, business or organization.

Three elements are required: the right mindset, the right way of working as a team, and the right process. Get those three in place and you’ll move from hoping something new will work, to uniting around creative solutions.

Our speaker is Mike Wagner, President of White Rabbit Group and he’s a skilled communicator, facilitator and business consultant. Mike serves leadership teams in the creation of competitive advantage and growth strategies and engages audiences with fresh ideas and compelling stories that inspire them to keep creating.

CITR ANNUAL MEETING  
WEDNESDAY,  
MAY 23, 2018

## ACCOMMODATIONS

Rooms at the Hotel Grinnell start at \$115 plus tax. Book now to guarantee availability. Call the hotel for reservations at 641.236.9250 or at [www.hotelgrinnell.com](http://www.hotelgrinnell.com) with promo code: **CITR2018**

**EVENT PARKING:** There is a parking lot adjacent to the Hotel Grinnell and on-street parking available for overflow parking.

## SCHEDULE

- 10:00-10:30 – Registration/Networking
- 10:30-Noon – Keynote - *Purpose Driven Innovation*
- Noon-12:45 – Lunch
- 12:45-1:30 – Volunteer Recognition & Business Meeting
- 1:30-2:15 – Hotel Grinnell Transformation & Tours



Seminar hosted by the Central Iowa Tourism Region in partnership with the Iowa Tourism Office.

## BONUS SESSION

Learn about the amazing transformation of the Hotel Grinnell from a school to an upscale boutique hotel, meeting & performance venue, along with the opportunity to tour the hotel.

## Registration Form

Registration is required for the meeting/seminar and due by May 15, 2018. Please complete this form for each person registering.

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

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

- Please check appropriate boxes:
- \$20 per person if registered by May 15
  - \$30 per person if registered after May 15
  - Check enclosed       I'll pay at the meeting
  - This is my first CITR meeting

Special Dietary Needs: \_\_\_\_\_

Send Registration to:

Central Iowa Tourism Region • PO Box 454 • Webster City, IA 50595  
FAX: 515-832-4809 • Email: [ann@iowatourism.com](mailto:ann@iowatourism.com) • Phone: 800-285-5842

Cancellations after **May 15** and no-shows will be subject to pay registration fee.