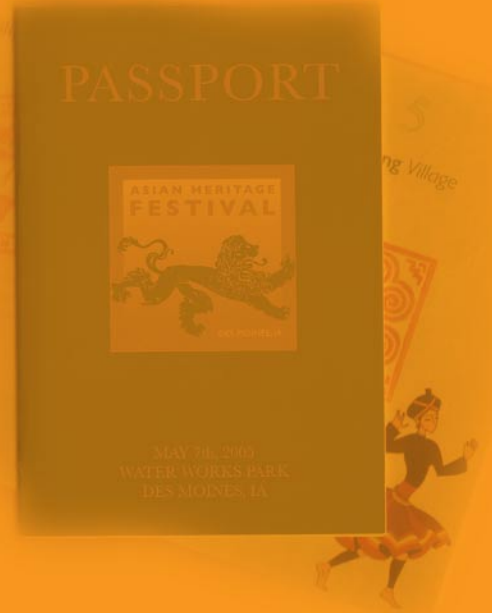


I. EXECUTIVE SUMMARY

The annual Asian Heritage Festival is the spring signature event of the Iowa Asian Alliance (IAA). In its three years of existence, the Festival is fast becoming Iowa's newest tradition and the largest Asian American event in the state.

Each May, IAA's Asian American communities look forward to celebrating together as one united community. And on this particular day, the business community can reach the Asian American consumers and workforce in one spot. This special day in May also makes Des Moines a premiere cultural destination. This year 25,800 visitors flocked to Water Works Park on Saturday, May 7th to "Experience Asia in Iowa."



“What an incredible day!

I was overwhelmed by the number of people that were there and they kept coming all day.”

—Angie Vos, Iowa National Guard



II. A TRUE COMMUNITY EVENT:

“The festival was wonderful! Fabulous crowd! So many people who worked so hard to make the day a great success,” said Polly Fortune, President of the Japan-American Society of Iowa. Among all those who made the festival a record breaking success are leaders and volunteers from each of the 12 Asian showcase communities; the corporate sponsors whose financial support makes an event of this size and magnitude possible; and the hundreds of volunteers from both the community at large and from the corporate community.



“I was extremely impressed by the event, and the work of your staff and volunteers leading up to it,”

—Dan Clute, Vice President of Public Affairs for Citigroup



III. FESTIVAL SHOWCASE COMMUNITIES

- Angkor Wat Friendship Association (Cambodian)
- Chinese Cultural Center of America
- Filipino-American Association of Iowa
- Indo-American Association of Iowa
- Iowa Hmong Coalition
- Iowa Thai Community
- Japan-America Society of Iowa
- Korean Cultural Center
- Lao-American Association of Iowa
- Mixed Village
- Tai United Foundation (Taidam)
- Vietnamese-American Youth Cultural Association

The 2005 Outstanding Villages:

Indian Village — Most Educational

Korean Village — Most Traditional

Chinese Village — Most Entertaining



IV. FESTIVAL SPONSORS

Co-hosts



Sponsors



Village Sponsors



Festival Friends

American Republic Insurance

Army Post Accounting, Inc.

Blank Park Zoo

Clear Channel Outdoor

Commercial Federal Bank

Faegre & Benson, LLP

Federal Home Loan Bank

GrandView College

Iowa National Guard

Jordan Motors

Office Depot (Merle Hay Road)

Townsend Engineering

Structural Consultants, P.C.



V. FESTIVAL HIGHLIGHTS:

- **CULTURE, CUISINE, AND CURIOS**

Festival attendees visited 12 Asian Villages where they were able to savor regional cuisine, purchase handicrafts and gifts, and learn about the history, art, and traditions of each culture. Their ability to “Experience Asia in Iowa” was also enhanced by the opportunity to have special festival passports stamped as they passed through each Village.

- **ACTIVITIES**

Our youngest visitors were able to participate in over twenty different hands-on activities in the Children’s Center. Many also took a special trolley to the dragon boat rides offered at the front of Water Works Park, or hopped aboard the Wells Fargo Stagecoach as it made its way around the festival site.

This year’s Learning Center was also unique in providing visitors with cooking lessons in making everything from egg rolls to Burmese-style catfish curry. For those who preferred hands-off, eyes-on, a special theater tent featured a variety of Asian cinematography, including documentaries, action movies, and avant-garde films. The Art Pavilion showcased pictures taken by local Asian photographers, as well as works by Asian artists from all across the state.

- **SPORTS ACTION**

The Youth Village took festivalgoers from the artistic to the active with back-to-back martial arts demonstrations from eleven different schools, and an-all day volleyball tournament in which teams from across the Midwest competed for the \$1,000 cash prize. Fun-loving visitors had the opportunity to strap on giant inflatable sumo wrestling outfits, while braver sorts scaled a giant rock wall.

- **ENTERTAINMENT**

“The stage performances were absolutely incredible!” said Public Relations Director Kathy Murphy of Wells Fargo, whose corporate booth was directly across from the stage. In addition to the fashion show featuring children model, and over a dozen performances by local community members, two Kendo Masters traveled all the way from Japan to treat this year’s audience to a special demonstration. The final performance was a double headliner featuring the Chinese Dance Theater and exhilarating Japanese drumming by MU Daiko.

“I really value the experience and wish it would happen more often.” —Jack Fuller

“PFG is very proud to support such a fun, educational, and important event in DSM. We are already looking forward to it in 2006!” —Jennifer Gribble, *Principal Financial Group*

The success of the 2005 Asian Heritage Festival could not have been achieved without the generosity of our valued sponsors, the time and energy of our talented volunteers, and of course, the 25,800 visitors who showed up to “Experience Asia in Iowa” without packing a suitcase or boarding a plane!

