

Resource Listing (listed by category)

Category: All

Resource Type: Video **Subject:** **Copies:** 1

Title: Back Against the Wall

Author: **Date Published:**

Description: Includes 1 VHS tape. TRT - 18 min.

Resource Type: Video **Subject:** **Copies:** 3

Title: Becoming Good Neighbors: Bonaparte

Author: **Date Published:**

Description: Includes 1 VHS tape. TRT - 1 hour and 55 min.

Resource Type: Book **Subject:** Main Street Approach **Copies:** 1

Title: Bringing Back Urban Vitality

Author: National Main Street Center **Date Published:** 1984

Description: A instructional book overviewing the Main Street 4 Point Approach, focusing on each point separately giving examples and case studies of each area.

Resource Type: Video **Subject:** History **Copies:** 1

Title: Chief Citizens: Keokuk Sesquicentennial

Author: Douglas Atterberg **Date Published:** 1997

Description: This VHS tape takes you through a journey of Keokuk through its 150 years of existence, 1847-1997. TRT - 24:40

Resource Type: Video **Subject:** Customer Service **Copies:** 1

Title: Fish! Catch the Energy. Release the Potential

Author: Stephen C. Lundin Ph.D. & Ka **Date Published:** 0

Description: Set includes 1 video (17 minutes) and 2 booklets(facilitators guide and workbook). This is the latest in community development training. This training will have an impact on leadership, orientation, teamwork, retention, creativity, customer service, and preparation for change and quality improvement. Anyone who meets the public will benefit.

Resource Type: Video **Subject:** **Copies:** 1

Title: Friends to Iowa: Cornerstones, 1000

Author: **Date Published:** 1997

Description: Includes 1 VHS tape. TRT - 9:07

Resource Type: Video **Subject:** **Copies:** 2

Title: Iowa Business Report: Main Street Corning

Author: **Date Published:** 1992

Description: Includes 1 VHS tape.

Resource Type: Video **Subject:** **Copies:** 1

Title: Iowa Business Report: Show #7

Author: **Date Published:** 1990

Description: Includes 1 VHS tape.

Resource Type: Video **Subject:** **Copies:** 1

Title: Kansas Main Street

Author: **Date Published:**

Description: Includes 1 VHS tape. TRT - 25 min.

Resource Type: Video **Subject:** Success Stories **Copies:** 1

Title: Main Street 10th Anniversary

Author: **Date Published:** 1987

Description: Includes 1 VHS tape with a slide show celebrating the tenth anniversary of the Main Street program.

Resource Type: Video **Subject:** **Copies:** 2

Title: Main Street 1995

Author: **Date Published:** 1995

Description: Includes 1 VHS tape.

Resource Type: Slides **Subject:** Main Street Approach **Copies:** 5

Title: Main Street Approach

Author: Doug Loescher & Amanda We **Date Published:** 1990

Description: This 78-slide set with script, is designed to show community groups, possible volunteers or anyone who is interested in Main Street and downtown revitalization the exciting possibilities for downtown's rebirth and growth. Part of a series of training presentation slide shows entitled "The Main Street Approach to Commercial District Revitalization". Also available on a CD ROM PowerPoint presentation.

Resource Type: CD ROM **Subject:** Main Street Approach **Copies:** 2

Title: Main Street Approach

Author: Amanda West & David Tully **Date Published:** 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing the Main Street approach through a number of slides in a PowerPoint slide show. Presenting each of the four points in the Four Point Main Street Approach. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: CD ROM **Subject:** Main Street Approach (S) **Copies:** 3

Title: Main Street Approach

Author: Amanda West & David Tully **Date Published:** 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing the Main Street approach through a number of slides in a PowerPoint slide show. Presenting each of the four points in the Four Point Main Street Approach. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Video **Subject:** **Copies:** 2

Title: Main Street Iowa

Author: **Date Published:** 1997

Description: Includes 1 VHS tape. TRT - 1 hour ICN

Resource Type: Video **Subject:** **Copies:** 3

Title: Main Street Iowa: Corning

Author: **Date Published:** 1997

Description: Includes 1 VHS tape. TRT - 14 min. ICN

Resource Type: Video **Subject:** **Copies:** 1

Title: Main Street Iowa: Corning & Keokuk

Author: **Date Published:** 1997

Description: Includes 1 VHS tape. ICN

Resource Type: Newsletters **Subject:** Main Street News **Copies:**

Title: Main Street News

Author: National Main Street Center **Date Published:**

Description: We have pretty much every issue of Main Street News dating back to 1985. Issues 1 to present.

Resource Type: Video

Subject:

Copies: 1

Title: Tape of Downtown Show with Kennedy

Author:

Date Published:

Description: Includes 1 VHS tape.

Resource Type: Video

Subject:

Copies: 2

Title: Towns Demand Nikes

Author:

Date Published: 1994

Description: Includes 1 VHS tape of a segment from Good Evening, a nightly news show from Portland, Oregon.

Resource Type: Video

Subject:

Copies: 1

Title: Waverly Main Street: Image Campaign

Author:

Date Published:

Description: Includes 1 VHS tape. TRT - 4, :30 second clips

Category: Bus. Improvement

Resource Type: Book **Subject:** Improve Business Mana **Copies:** 2

Title: A Guide to Tax-Advantaged Rehabilitation

Author: Jayne Boyle

Date Published:

Description: Who can claim this credit and how.

Resource Type: Book **Subject:** Sprawl/ Community Dev **Copies:** 1

Title: Above and Beyond: Visualizing Change in Small Towns and Rural Areas

Author: Campoli, Julie, Elizabeth Hum

Date Published: 2002

Description: "Above and Beyond offers practical lessons for bucking the development trends that are consuming our most treasured natural resources and rural communities. It allows us to see what we have lost to sprawl and to visualize a better future. I just wish that someone had written this book 20 years ago." Luther Propst
"Above and Beyond analyzes the complex of factors causing the deterioration of rural landscape and recognizes communities that have grown carefully and well. By showing graphically the difference between good and bad growth, this book will help small communities retain both their character and economic vitality." Tom Slayton

Resource Type: Book **Subject:** Business Development **Copies:** 1

Title: Basics for Apparel Store Owners

Author: Center for Apparel Marketing

Date Published: 1986

Description: This is a packet of 5 smaller booklets covering the basics points, advice, and techniques for apparel store owners. The 5 books help to improve cash flow, improve merchandise management, and many other wide ranging topics. Some topics covered are the Basics for Apparel Store Owners, Basic Merchandise Management Techniques, Techniques for Children's Apparel Retailers, Sales Promotion Procedures, and many others.

Resource Type: Book **Subject:** Advertising **Copies:** 2

Title: Beyond Mind Games

Author: Rebecca Piirto

Date Published: 1991

Description: This book traces the history of psychographics and turns this confusing topic into a way for the layperson to look into new ways of advertising. Psychographics are used in every major company's advertising so why not use it in yours.

Resource Type: Book **Subject:** Success in Small Towns **Copies:** 3

Title: Boom Town USA

Author: Schultz, Jack

Date Published: 2004

Description: "Reads like a novel. An inspirational and practical guide for small communities competing for jobs. A must book for the leadership of communities facing plant downsizings and closings." Ed Gilliland
"The question for small town America is acute. What causes some communities to boom even as others slowly die? Jack Schultz knows the answers." Rich Karlgaard.

Resource Type: Book **Subject:** Business Development **Copies:** 3

Title: Building Customer Loyalty: How You Can Keep Customers Returning

Author: Barbara A. Glanz

Date Published: 1994

Description: This book offers tips and techniques for offering superior service to clients and customers and helps you learn to create positive customer relations, and attract new customers while retaining current customers. You'll learn to treat each customer an individual and personalize customer service to satisfy every customer.

Resource Type: Book **Subject:** Business Development **Copies:** 1

Title: Business Basics

Author: Small Business Administration **Date Published:** 1979

Description: This is a 12 booklet packet intended to help small businesspeople increase their knowledge of, and skills in, various aspects of business management. Covering a variety of topics such as; Understanding Money Sources, Marketing Strategy, Inventory Management, and Capital Planning.

Resource Type: Book **Subject:** Business **Copies:** 3

Title: Business Clustering: How to Leverage Sales

Author: Doyle G. Hyett & Dolores P. P **Date Published:** 1993

Description: This text is designed to present a realistic approach which may be considered for preparing a business clustering plan for a commercial center. The clustering plan should be used in conjunction with a business recruitment strategy, which the authors have written about in another booklet.

Resource Type: Book **Subject:** Business Development **Copies:** 6

Title: Business Development on Main Street

Author: Hilary Greenburg, Kennedy La **Date Published:** 1990

Description: This booklet put out by the National Main Street Center discusses the importance of attracting and keeping buildings downtown. Presenting techniques for strengthening the downtown shopping area and keeping it strong for the years to come.

Resource Type: **Subject:** Bus. Imp. Districts **Copies:** 2

Title: Business Improvement Districts

Author: Urban Land Institute **Date Published:** 2003

Description: Learn how BIDs work, how they have evolved, and why they have been successful at increasing property values and improving economic conditions, both downtown and in suburban business districts

Resource Type: Book **Subject:** Business Development **Copies:** 3

Title: Business Retention and Expansion

Author: Dolye G. Hyett & Dolores P. P **Date Published:** 1995

Description: The purpose of this 47 page document is to assist in local efforts to design a successful program to help local, existing businesses to become stronger and able to expand, and offer the districts in which they are located, long term profitability.

Resource Type: **Subject:** Independent Retail **Copies:** 1

Title: Challenges of the Future: The Rebirth of Small Independent Retail in America

Author: Jack Stnyon **Date Published:** 0

Description: This report explores the evolving nature of small independent retail in the United States and documents how many small retail entrepreneurs are creating successes that are richly creative and widely beneficial.

Resource Type: Book **Subject:** Business Recruitment **Copies:** 4

Title: Fill-in-the-Blank Business Recruitment Workbook

Author: Kate Joncas

Date Published: 1992

Description: This booklet offers a great deal of worksheets, surveys, and inventory sheets that can be filled in to aide in business recruitment for a community. It provides text to help walk you through the process of filling out these sheets and eventually working your way to a new business.

Resource Type: Book **Subject:** Business Development **Copies:** 1

Title: Financial Management: How to Make a Go of Your Business

Author: Linda Howarth Mackay

Date Published: 1986

Description: This book was published to help any skill level learn financial management. Learning chapter by chapter, anyone can read, understand, and become better by the end of the reading.

Resource Type: **Subject:** Events **Copies:** 1

Title: Guide to Holiday and Seasonal Events

Author: Alexander Communications Gr

Date Published: 2002

Description: Set of four Guides to Holiday and Seasonal Events; Spring, Summer, Fall, and Winter. 10 pages each

Resource Type: Book **Subject:** Business Development **Copies:** 1

Title: Guides for Profit Planning

Author: Dr. Charles Woelfel

Date Published: 1986

Description: This book presents four basic types of analysis towards profit planning, Profit Volume, Break Even, Gross Profit, and Return of Investment. With the knowledge of these, confidence the other helpful hint, facts, and case studies in this book, you are sure to be better and earn more.

Resource Type: Book **Subject:** Market Research **Copies:** 1

Title: How To Conduct Your Own Survey

Author: Salant, Priscilla and Don A. Di

Date Published: 1994

Description: How can you gauge public support for a cause or test the market for a product or service? What are the best methods for validating opinions for use in a paper or dissertation? A well-documented survey is the answer. But what if you don't have thousands of dollars to commission one? No problem. How to Conduct Your Own Survey gives you everything you need to do it yourself! Without any prior training, you can learn expert techniques for conducting accurate, low-cost surveys. In step-by-step, down-to-earth language, Priscilla Salant and Don A. Dillman give you the tools you need.

Resource Type: Video **Subject:** **Copies:** 3

Title: Hurry for Today: Main Street Bonaparte

Author:

Date Published:

Description: Includes 1 VHS tape.

Resource Type: Book/Video **Subject:** Advertising **Copies:** 2

Title: Maximizing Store Impact

Author: Donna Geary

Date Published: 1997

Description: A retailer's guide to profitable visual merchandising, this book helps store owners to organize, decorate, and arrange the store to promote sales. This 245 page book is full of great ideas, diagrams, charts, and examples, and the whole book is accompanied by a 29 minute video.

Resource Type: Cassette **Subject:** Advertising **Copies:** 3

Title: Million Dollar Advertising on a Shoestring Budget

Author: Rick Segel & Associates

Date Published:

Description: Ways to increase your advertising exposure while decreasing the amount of dollars you spend.

Resource Type: Book **Subject:** Marketing **Copies:** 4

Title: Niche Strategies for Downtown Revitalization

Author: N. David Milder

Date Published: 1997

Description: Niche strategies are conceptually simple and therefore clear and easy to communicate. When presented, they are often perceived by the audience to be full of common sense - a sure sign that the strategy will succeed. Niche strategies also provide an immediate focus to revitalization efforts. Another attractive characteristic of niche strategies is that their use has a kind of internal logic that stimulates downtown businesses to engage in organized, concerted activities. This book will give readers an introduction that is strong enough to enable them to immediately begin to use the niche concept in their daily business, government and professional activities.

Resource Type: Cassette **Subject:** Business Development **Copies:** 3

Title: No Cost High Profit In-Store Promotions

Author: Rick Segel & Associates

Date Published:

Description: Learn ways to draw throngs of people into your store who are happy to be there buying at full prices. Contains 1 cassette.

Resource Type: Book **Subject:** Business Development **Copies:** 1

Title: Real Estate & Retailing

Author: Donovan D. Rypkema

Date Published: 1989

Description: This publication is designed to combine the two components to the economic life of commercial centers, and that is real estate and retail. Unfortunately the two are always viewed in isolation but they are brought together so the reader can see the similarities between the two.

Resource Type: Book **Subject:** Downtown Development **Copies:** 3

Title: Recruiting Developers: Using RFP's to Package Projects

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1993

Description: This publication is designed to present a workable mechanism with which to assist property owners and organizations in their efforts to attract developers.

Resource Type: Video **Subject:** Business Development **Copies:** 1

Title: Retail Promotion Strategies

Author:

Date Published:

Description: Contains 1 Video

Resource Type: Book **Subject:** Business Recruitment **Copies:** 1

Title: Retail Recruitment Action Programs for Downtown Development

Author: Urban Marketing Collaborative

Date Published:

Description: This book discusses the importance to recruiting new business to keep the downtown full of life and vitality. Presenting different steps that can be done to aide in the development on an action plan to get business recruitment off the ground.

Resource Type: **Subject:** Retail Assessment **Copies:** 22

Title: Retail Store Assessment Survey

Author: Rick Segel & Associates

Date Published: 2004

Description: A tool to help you evaluate your retail business.

Resource Type: Book **Subject:** Business Development **Copies:** 1

Title: Retail Survival Training For the 90's: U of Arkansas

Author: John W. Cole

Date Published: 1991

Description: Compiled by John W. Cole and the University of Arkansas Institute of Retailing, this is a compilation of surveys, facts, graphs, advice, strategies, and techniques on how to compete with discounters, mass merchandisers, and malls.

Resource Type: Book **Subject:** Business Development **Copies:** 2

Title: Retailing 2000 . . . The Questions to Ask As You Position for the Future

Author: Margie Johnson

Date Published: 2000

Description: The is book poses questions to business owners about their business and what can be done to make it better, and last well into the future. Including work sheets, helpful hints, techniques, and more, this book gets you thinking about how to make your business better and gives you the knowledge to get it done.

Resource Type: Book **Subject:** Business Development **Copies:** 1

Title: Review: Winning Retailers and How They Do It

Author: Price Waterhouse

Date Published: 1986

Description: A Magazine including many great articles about retail success and how to achieve it. Presenting ideas on budgets, inventory, and other topics need to know information.

Resource Type: Book **Subject:** Downtown Development **Copies:** 1

Title: Revitalizing Downtown Retailing: Trends and Opportunities

Author: Urban Land Institute

Date Published: 1983

Description: This 34 page report attempts to summarize some of the basic factors that must be considered by any city attempting downtown retail development. Based on the interviews with 40 experts on development and retailing, it describes some of the approaches that are being taken in cities across the country to reverse the decline trends in downtown retail.

Resource Type: Book **Subject:** Business **Copies:** 3

Title: Secrets to Small Business Success

Author: Kent J. Burnes

Date Published: 1997

Description: Set of six (6) cassettes. Practical no-nonsense hands-on solutions. I.e., What your most successful competitors know that you don't. Keys to your business and how to fix them when they are broken. Step-by-step information on where to go for help when your business needs it. Business survival techniques used by the most successful companies in America. How to compete with National discounters. Bonus: Answers to common small Business questions.

Resource Type: Book **Subject:** Business Development **Copies:** 2

Title: Secrets to Small Business Success

Author: Kent J. Burnes

Date Published: 1996

Description: A book that reveals secrets, insight, and other need to know information about small business success that can be useful to any business whether it is just beginning or been going for years. Includes fill in the blank forms and sheets to help with budgeting, market analysis, and more.

Resource Type: Book **Subject:** Main Street Approach **Copies:** 2

Title: Small Business Retention, Expansion, and Recruitment Project

Author: Doyle G. Hyett

Date Published: 1987

Description: This is a National Main Street publication explaining the Main Street approach to downtown business recruitment and expansion. Including case studies from other Main Street communities from around the United States, you will read about success and find out what works and what doesn't.

Resource Type: Book **Subject:** Business Development **Copies:** 3

Title: Small Store Survival: Success Strategies for Illinois Retailers

Author: Arthur Andersen & Co.

Date Published: 1994

Description: This book gives the essentials and other techniques and strategies for small business to survive in the business world today. Giving charts, graphs, and helpful hints this book will tell you all you need to know for your business to stay strong and profitable.

Resource Type: Book **Subject:** Global Economy **Copies:** 1

Title: Smart Growth in a Changing World

Author: Barnett, Jonathon

Date Published: 2007

Description: The United States is in the midst of a crisis of energy consumption and environmental degradation. This crisis is masked by our vibrant economy, high standard of living, and abundant land, but as our population continues to grow and our cities continue to sprawl, the costs of the current development policies will become increasingly clear. Smart Growth in a Changing World documents the nation's hidden crisis and shows how balanced transportation and natural resources preservation can make urban development more efficient and more equitable.

Resource Type: Book

Subject: Parking/Traffic

Copies: 2

Title: What Do People Do Downtown?

Author: Stephen Davis & others

Date Published: 1981

Description: This handbook put out by the National Trust and the National Main Street Center is intended to help you understand what people think while they are walking, riding, parking, or driving through the downtown area. Includes different surveys, questionnaires, and other helpful hints strategies and info that is good to know.

Resource Type: Book

Subject: Business Development

Copies: 1

Title: What Mother Never Told Ya About Retail

Author: T.J. Reid

Date Published: 1991

Description: This is a very well written book that gives you inside information and those secrets to success that nobody else will give you. This book presents different ways to keep your customers happy and pretty much any other secret that you have every wanted to know but was afraid to ask.

Resource Type: Book

Subject: Business Development

Copies: 2

Title: Your Own Shop

Author: Ruth Jacobson

Date Published: 19910

Description: This book tells you all you need to know to establish and successfully operate the retail store of your choice. Presenting straight-forward, easy to understand strategies and seasoned advice that can almost guarantee you a healthy, long term profit in any area of retail sales.

Category: Design

Resource Type: Book **Subject:** Sprawl **Copies:** 1

Title: A Field Guide to Sprawl

Author: Dolores Hayden **Date Published:** 2004

Description: This concise book defines the vocabulary of sprawl from alligator to zoomurb, illustrating fifty-one colorful terms invented by real estate developers and designers to characterize contemporary building patterns. Sixty-nine stunning aerial photographs, each paired with a definition, convey the impact of development and provide verbal and visual vocabulary needed by professionals, public officials, and citizens to critique uncontrolled growth in the American landscape.

Resource Type: Book **Subject:** ADA Accessibility **Copies:** 12

Title: Access for Everyone

Author: Dr. Arvid Osterberg & Donna J **Date Published:** 2005

Description: Access for Everyone provides accessibility standards of the Americans with Disabilities Act Accessibility Guidelines and recommendations in straightforward language, with clear directives and realistic illustrations. Conceiving and creating accessible environments involves more than just meeting minimum accessibility requirements. This book includes additional recommendations based on universal design principles that go beyond ADAAG. Universal Design is the idea that designs should work well for all people, regardless of variations in ability. This book was created to help people better understand accessibility. Understanding people's needs is an important first step in meeting the complex challenges in designing, constructing and maintaining accessible buildings and sites.

Resource Type: Book **Subject:** Planning **Copies:** 1

Title: Aesthetics, Community Character, and the Law

Author: American Planning Associatio **Date Published:** 1999

Description: This report is an extensively updated and revised edition of Planning Advisory Service Report No. 399, Aesthetics and Land-Use Controls: Beyond Ecology and Economics, published in 1986. Like that report, this manual is intended to help land-use planners and citizens understand the law of aesthetics and the legal tools available to help their communities maintain their special features and sense of place. The principal topics covered in the 1986 report included design review, view protection, tree protection, and sign controls. Those same topics are covered in this new edition, with major updates based on recent developments in the law and in planning practice. There is an entirely new chapter on the regulation of cell towers, satellite dishes, and other telecommunications facilities.

Resource Type: Book **Subject:** Restoration/Conservatio **Copies:** 1

Title: After the Flood - Rebuilding Communities Through Historic Preservation

Author: Mark R. Edwards **Date Published:** 1997

Description: This report highlights one part of the many efforts of individuals and organization that assist people and communities devastated by natural disaster. Focuses on the flood of 1994 in Georgia. Lives were lost, and billions of dollars of private and public property were destroyed or damaged. Thousands of historic places, buildings, and sites were threatened with destruction. Even before the rains ended, Georgia citizens and government agencies responded fiercely to this threat. Rapid response saved lives and property, as communities banded together to help one another.

Resource Type: Book **Subject:** Restoration/Conservatio **Copies:** 1

Title: Appraisal Guide for Older & Historic School Facilities, An

Author: CEFPI **Date Published:** 2005

Description: In the past, assessments of older and historic buildings have been subject to criteria that may have been inadvertently skewed, which resulted in limited options to keep a building in service as a functioning school. This publication is designed to provide a more balanced and introspective evaluation of older schools and supplements the CEFPI Guide for School Facility appraisal developed by Edward Lilley and Harold Hawkins.

Resource Type: Book **Subject:** Preparedness **Copies:** 1

Title: Are You Ready? An in-depth Guide to Citizen Preparedness

Author: Dept. of Homeland Security **Date Published:** 2004

Description: Are You Ready? An In-depth Guide to Citizen Preparedness (IS-22) is FEMA's most comprehensive source on individual, family, and community preparedness. The guide has been revised, updated, and enhanced in August 2004 to provide the public with the most current and up-to-date disaster preparedness information available.

Are You Ready? provides a step-by-step approach to disaster preparedness by walking the reader through how to get informed about local emergency plans, how to identify hazards that affect their local area, and how to develop and maintain an emergency communications plan and disaster supplies kit. Other topics covered include evacuation, emergency public shelters, animals in disaster, and information specific to people with disabilities.

Are You Ready? also provides in-depth information on specific hazards including what to do before, during, and after each hazard type. The following hazards are covered: Floods, Tornadoes, Hurricanes, Thunderstorms and Lightning, Winter Storms and Extreme Cold, Extreme Heat, Earthquakes, Volcanoes, Landslide and Debris Flows (Mudslide), Tsunamis, Fires, Wildfires, Hazardous Materials Incidents, Household Chemical Emergencies, Nuclear Power Plant, and Terrorism (including Explosion, Biological, Chemical, Nuclear, and Radiological hazards).

Resource Type: Slides **Subject:** Façades **Copies:** 11

Title: Awnings & Canopies

Author: Kennedy Smith & Richard Wa **Date Published:** 1987

Description: Contains a 140-slide presentation with cassette narration and script. TRT - 20:33

Resource Type: Book **Subject:** Historic Preservation **Copies:** 1

Title: Basic Preservation

Author: National Trust for Historic Pres **Date Published:** 2006

Description: Provides general information related to historic preservation.

Resource Type: Book **Subject:** Sustainability **Copies:** 0

Title: Blessed Unrest - How the Largest Movement in the World Came into Being and Why No One Saw it Coming

Author: Paul Hawkin **Date Published:** 2007

Description: Blessed Unrest is the story of what is going on right in this world, an account of how people use imagination, conviction, and resilience to perform daily miracles of redefining our relationship to the environment and to one another. Paul Hawken, author of the classic "The Ecology of Commerce", draws upon his years of leadership in this movement of movements to chart and illuminate its intellectual origins, its diversity, its goals, and its extraordinary vitality.

Resource Type: Book **Subject:** Rehabilitation **Copies:** 1

Title: Bringing Buildings Back

Author: Alan Mallach **Date Published:** 2006

Description: Provides insights from law, economics, planning, and design to address all sides of the abandoned and vacant property problem, from how abandonment can be prevented to how best to bring these properties back into productive reuse.

Resource Type: Book **Subject:** Property Development **Copies:** 1

Title: Building Codes and Historic Buildings

Author: Green, Melvyn P.E. and Anne **Date Published:** 2005

Description: Prepared by the National Trust for Historic Preservation.

Resource Type: Packet **Subject:** Restoration/Conservatio **Copies:** 65

Title: Building Improvement File

Author: National Main Street & Nation **Date Published:** 1995

Description: A collection of 16 pages compiled by the National Main Street Center & the National Trust that discusses a wide range of building improvement topics such as Façade changes and design, window displays, awnings, signs, doors, infill projects, and many more. A page front and back is devoted to each topic and provides illustrations, tips, and advice on upkeep, maintenance, and cleaning of the different subjects. (Xeroxes available)

Resource Type: Book **Subject:** Downtown Development **Copies:** 1

Title: Building Livable Communities

Author: Nancy Bragado **Date Published:** 1995

Description: This booklet prepared by the Center for Livable Communities, is a policymaker's guide to infill development in the downtown setting. Providing planning strategies, zoning, and other strategies to creating a livable setting in the downtown area.

Resource Type: Slides **Subject:** Streetscape **Copies:** 6

Title: Building the Streetscape

Author: Doug Loescher & Amanda We **Date Published:** 2000

Description: This 40-slide presentation and script presents an overview of appropriate public improvement strategies for traditional commercial districts. This program will help you train your volunteers and build public support for your efforts. Also available in CD ROM PowerPoint presentation.

Resource Type: CD ROM **Subject:** Streetscape **Copies:** 1

Title: Building the Streetscape

Author: Amanda West & David Tully **Date Published:** 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing how to create an attractive streetscape for your downtown. Bringing up points about signage, plants and trees, paving consideration, and other topics. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Book **Subject:** Architecture **Copies:** 2

Title: Buildings of Main Street, Guide to American Commercial Architecture

Author: Richard Longstreth **Date Published:** 1991

Description: This guide presents a method of identifying buildings commonly found in central and neighborhood commercial districts.

Resource Type: Book **Subject:** Architecture **Copies:** 2

Title: Century of Iowa Architecture, A

Author: AIA, Iowa Chapter

Date Published: 2004

Description:

Resource Type: Video **Subject:** Parking/Traffic **Copies:** 1

Title: Cities Coming Clean

Author: Tennant

Date Published: 1998

Description: This is a 7 minute promotional video for Tenant street-sweepers and lawn sweepers.

Resource Type: Book **Subject:** Downtown Development **Copies:** 6

Title: City Comforts

Author: David Sucher

Date Published: 1995

Description: This book shows examples of small things that make urban life pleasant: places where people can meet, methods to tame cars, the make buildings good neighbors, art that infuses personality into locations, and makes them into places. Many of these details are so obvious that they are invisible without the idea.

Resource Type: Book **Subject:** Urban Development **Copies:** 1

Title: Complete Guide to City Living - Get Urban!

Author: Kyle Ezell, AICP

Date Published: 2004

Description: 248 pgs. Discover your urban lifestyle! Tired of living in the suburbs? Ready for the glittering lights and excitement of urban living? Start by taking this quiz to discover your true urban style and the kind of neighborhood that fits your tastes, attitudes, and preferred living environment.

Resource Type: Book **Subject:** Restoration/Conservatio **Copies:** 1

Title: Conserving Buildings

Author: Martin E. Weaver

Date Published: 1997

Description: The ideal resource for anyone involved in the maintenance, restoration, or rehabilitation of historic buildings. This combines practical information on the characteristics, composition, and deterioration of the building materials with detailed coverage of state-of-the-art conservation methods.

Resource Type: Book **Subject:** Rehabilitation **Copies:** 1

Title: Converting Storefronts that Sell

Author: City of Chicago & American Pl

Date Published: 1997

Description:

Resource Type: Book **Subject:** Reuse **Copies:** 1

Title: Converting Storefronts to Housing

Author: City of Chicago

Date Published: 1997

Description: Explains who lives in storefronts and why, and what are the special features and problems of this unique housing type.

Resource Type: Book **Subject:** Restoration/Conservatio **Copies:** 1

Title: Courthouse Conservation Handbook

Author: National Trust for Historic Pres **Date Published:** 1976

Description: This is a handbook prepared by the National Trust for Historic Preservation to explain the importance of the courthouse in relation to the town. Going through many case studies, discussing different projects done to different courthouses around the United States, the book explains how these projects were done to keep the integrity and historical context to the courthouse.

Resource Type: Book **Subject:** Urban Design **Copies:** 2

Title: Creating a Vibrant City Center

Author: Cy Paumier **Date Published:** 2004

Description: This book is about creating vibrant city centers. It is about the "what" and the "how". It is about places, but more important, about principles and processes drawn from more than 45 years of experience. Turn the heart of your city into a magnet for economic development that attracts people to live, work, and visit. Written by a leading expert in urban design who has helped provide successful development strategies for more than 50 cities in the U.S. This book provides a comprehensive action plan for creating a lively, appealing city center in any metropolitan area.

Resource Type: **Subject:** Preservation **Copies:** 1

Title: CRM: The Journal of Heritage Stewardship

Author: National Park Service for the h **Date Published:** 2004

Description: CRM += cultural resource management. The Journal of Heritage Stewardship is published twice each year by the National Park Service to address the history and development of and trends and emerging issues in cultural resource management in the United States and abroad. Its purpose is to broaden the intellectual foundation of the management of cultural resources.

Resource Type: Book **Subject:** Main Street Handbooks **Copies:** 39

Title: Design: Main Street Committee Members Handbook

Author: Doug Loescher & Teresa Lync **Date Published:** 1996

Description: This handbook published by the National Main Street Center offers tips, guidelines, and sample forms to help understand the Main Street Approach to downtown revitalization and good design, develop an exciting and effective design program and work plans, and build an effective and efficient committee.

Resource Type: Video **Subject:** Streetscape **Copies:** 1

Title: Designing Streets for Walkable Communities

Author: Walter M. Kulash **Date Published:** 2000

Description: This is a 2 hour video that presents ideas, techniques, and strategies for creating beautiful public sidewalks and walkways in the downtown setting. Includes 1 tape; running time 2 hours and 1 minute.

Resource Type: Book **Subject:** Downtown Development **Copies:** 4

Title: Developing Downtown Design

Author: Janice Pregliasco **Date Published:** 1988

Description: This handbook is an attempt to explain the process of developing clear and workable design guidelines for new and existing buildings in commercial downtown areas. The text discusses design ideas, checklists for completion of projects, and first hand expert opinion.

Resource Type: Book **Subject:** Restoration/Preservation **Copies:** 2

Title: Dictionary of Building Preservation

Author: Ward Bucher

Date Published: 1996

Description: A dictionary of preservation terms, building parts, construction methods, any word you might need to know while doing a restoration project, paper, or just might like to know.

Resource Type: Video **Subject:** Business Development **Copies:** 2

Title: Displays That Sizzle & Sell

Author: Oklahoma State University

Date Published:

Description:

Resource Type: Book **Subject:** Restoration/Conservatio **Copies:** 4

Title: Downtown Building, Rehab, Rescue, & Repair

Author: Lauren M. Malinoff

Date Published: 1998

Description: This is a very useful handbook that can be used by anyone to aid in the rehab, rescue, or repair of a building with historic context. The book goes through three main areas of discussion, Building Parts, Codes, and Incentives, to help with every aspect of the project.

Resource Type: Book **Subject:** Downtown Development **Copies:** 1

Title: Downtown Development Handbook (2nd Edition)

Author: Susanna McBee

Date Published: 1992

Description: This is a true community builder's handbook published by the Urban Land Use Institute covering most topics need for downtown development like: financing, housing, retailing, design issues, restoration projects, and many more.

Resource Type: Book **Subject:** Downtown Planning **Copies:** 3

Title: Downtown Safety: Addressing the Myths and the Realities

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1994

Description: This 41 page booklet discusses strategies, ideas, and ways that other towns deal with the issue of safety as a community.

Resource Type: Book **Subject:** Historic Preservation **Copies:** 1

Title: Economics and Historic Preservation: A Guide and Review of the Literature

Author: Randall Mason University of P

Date Published: 2005

Description: Historic preservation is typically judged to be a sound investment. By most accounts, it is more efficient and profitable to preserve a historic building than to construct a new one. Designation a landmark or district as historical typically maintains if not boosts the value of the property, and as an economic development tool, historic preservation has proved its worth. Nearly any way the effects are measured, be they direct or indirect, historic preservation tends to yield significant benefits to the economy.

Resource Type: Book **Subject:** Economics **Copies:** 3

Title: Economics of Historic Preservation

Author: Donovan D. Rypkema **Date Published:** 2005

Description: This book published by the National Trust for Historic Preservation goes through common situations, problems, and advantages in the economic area of preservation. The text discusses different ways to help you figure out the economics of a project and even after the project is over. Also available is an updated version printed in 2005.

Resource Type: Slides **Subject:** Streetscape **Copies:** 2

Title: Enhancing Urban Streetscapes

Author: Richard Wagner & Peter Hawl **Date Published:** 1987

Description: Contains a 137-slide presentation with cassette narration and script. TRT - 17:08

Resource Type: Book **Subject:** Smart Growth **Copies:** 1

Title: Essential Smart Growth Fixes for Urban and Suburban Zoning Codes

Author: EPA **Date Published:** 2009

Description: The purpose of this document is to identify the most common code and ordinance barriers communities face and to suggest actions communities could take to improve their land development regulations.

Resource Type: Book **Subject:** Façades **Copies:** 1

Title: Façade Stories

Author: Ronald Lee Fleming **Date Published:** 1982

Description: This book tells the stories of the every changing facades and storefronts of main streets around the world. It also goes into upkeep, maintenance, and restoration of them.

Resource Type: Book **Subject:** Success Stories **Copies:** 2

Title: Future From the Past, A

Author: Randolph Langenbach **Date Published:** 1977

Description: This is a compilation of case studies of conservation and reuse of old buildings in industrial communities. Centered in the Massachusetts area, this book is an interesting view into the world of the industrial past reused for modern uses.

Resource Type: Book **Subject:** Smart Growth **Copies:** 1

Title: Getting to Smart Growth II: 100 More Policies for Implementation

Author: Smart Growth Network **Date Published:** 2003

Description: This publication presents all new policies. While it contains many actions for the private sector, it expands on our previous effort by also highlighting steps that the private sector can take to promote more livable communities. It discusses individual programs and emphasizes case studies to show where the various policies, programs, and projects have been successfully implemented. In a few cases you will find policies that are totally new and await their first application. Finally, in addition to "Practice Tips", we have included "Finance Tips" that illustrate important financial aspects of getting smart growth projects on the ground. These tips address an important fact about development: what gets financed is what gets built.

Resource Type: Book **Subject:** Success Stories **Copies:** 1

Title: Grand Opera House

Author: Robert Stoddard

Date Published: 1978

Description: This is a case study of the Grand Opera House in Wilmington, Delaware. Telling the whole story of the restoration of the opera house, it goes through every step along the way, from the initial planning and raising of the funds, to the open house at the end of the project.

Resource Type: Book **Subject:** Main Street Approach **Copies:** 2

Title: Guiding Design on Main Street

Author: Richard Wagner

Date Published: 2000

Description: This is the professional's manual for managing design elements in the downtown setting. This is published by the National Main Street Center, and goes through the basic approach of the design ideas of the Main Street Organization.

Resource Type: Slides **Subject:** Downtown Development **Copies:** 3

Title: Guiding Design on Main Street: Buildings

Author: Richard Wagner

Date Published: 1994

Description: This 60-slide presentation with a 120 page workbook is designed to help community leaders better understand the roles that traditional commercial buildings play in a downtown or neighborhood business district revitalization program

Resource Type: Book **Subject:** Rehabilitation **Copies:** 3

Title: Historic Building Facades

Author: James Marston Fitch

Date Published: 1997

Description: Reference manual providing state-of-the-art information and methodologies for the inspection, maintenance, and restoration of historic building of virtually every period, style, and material.

Resource Type: Book **Subject:** Restoration/Conservatio **Copies:** 2

Title: Historic Building Facades

Author: New York Landmarks Conserv

Date Published: 1997

Description: This is a manual for maintenance and rehabilitation with each chapter opening up with general discussions of different façade materials and ways in which structural and decorative elements are vulnerable to an array of environmental forces.

Resource Type: Book **Subject:** Preparedness **Copies:** 1

Title: Homeowners' Guide to Retrofitting - Six Ways to Protect Your House from Flooding

Author: Dept. of Homeland Security

Date Published: 1998

Description: This guide is specifically for homeowners who want information on protecting their houses from flooding. Homeowners need clear information about the options available and straightforward guidance that will help make decisions. This guide gives both, in a form designed for readers who have little or no knowledge about flood protection methods or building construction techniques.

Resource Type: Book **Subject:** Building Improvements **Copies:** 1

Title: How to Organize a Preservation Development Charette

Author: Goodman, Jennifer **Date Published:** 2000

Description: Prepared by the National Trust for Historic Preservation.

Resource Type: Book **Subject:** Historic Preservation **Copies:** 3

Title: Information: Curtain Up: New Life for Historic Theaters

Author: National Trust for Historic Pres **Date Published:** 1993

Description: Provides information related to theater restoration.

Resource Type: Book **Subject:** Land Use **Copies:** 1

Title: Iowa Land Use Planning Notebook

Author: Stuart H. Huntington **Date Published:** 1995

Description: Collection of research done by the Iowa State University Extension to provide people with the materials and educational opportunities that are need to make land use decisions that could have far-reaching impacts on economic, social, and environmental conditions for years to come.

Resource Type: Book **Subject:** Restoration/Conservatio **Copies:** 4

Title: Keeping it Clean

Author: Anne E. Grimmer **Date Published:** 1988

Description: This 34 page booklet goes through many different techniques and rules that one must go through to clean different materials properly. Each chapter discusses different techniques for different materials and how to identify which technique to use for your specific job.

Resource Type: Slides **Subject:** Downtown Development **Copies:** 3

Title: Keeping Up Appearances

Author: Clark Schoettle **Date Published:** 1983

Description: Contains a 140-slide presentation with cassette narration and script.

Resource Type: Book **Subject:** Façades **Copies:** 12

Title: Keeping Up Appearances: Storefront Guidelines

Author: National Trust for Historic Pres **Date Published:** 1983

Description: This 16 page booklet published by the National Trust for Historic Preservation presents guidelines that should be followed when doing façade improvement projects. Discussing different techniques, strategies, and advice for façade improvement projects.

Resource Type: Book

Subject: Facades

Copies: 22

Title: Main Street Guidelines: Awnings and Canopies on Main Street

Author: Dick Ryan & others

Date Published: 1987

Description: This 24 page handbook published by the National Trust for Historic Preservation presents different diagrams, charts, drawings, and photos of different styles, materials, and shapes of awnings and canopies that would fit well in a historic downtown setting. Discussing do's and don'ts with awnings and canopies and presenting different ways for you to explore some ideas about what is best for your building.

Resource Type: Book

Subject: Main Street Guidelines

Copies: 21

Title: Main Street Guidelines: Public Improvements on Main Street

Author: Frazier & Okerlund Associates

Date Published: 1987

Description: This 24 page publication published by the National Trust for Historic Preservation discusses different public improvement projects that can be undertaken in a downtown district to beautify, make more accessible, or improve safety for the district.

Resource Type: Book

Subject: Signage

Copies: 16

Title: Main Street Guidelines: Signs for Main Street

Author: Norman Mintz

Date Published: 1987

Description: This 27 page handbook published by the National Trust for Historic Preservation discusses different designs, sizes, materials, and colors that would be appropriate for a historic downtown district, giving photo examples, drawings, and advice on what works best in certain situations.

Resource Type: Pamphlet

Subject: Design Assistance

Copies: 3

Title: Main Street Iowa Design Assistance

Author: Main Street Iowa

Date Published: 1996

Description: Main Street Iowa pamphlet discussing the process by which one goes through to get design assistance through the Main Street Program.

Resource Type: Slides

Subject: Downtown Development

Copies: 2

Title: Main Street Looking Up

Author: Clark Schoettle

Date Published: 1983

Description: Contains a 127-slide presentation with cassette narration and script.

Resource Type: Book

Subject: Restoration/Conservatio

Copies: 12

Title: Main Street Tips to Building Maintenance

Author: Richard Wagner & Linda Gliss

Date Published: 1992

Description: This is a compilation of the "Maintenance Tips" that have appeared in the Main Street News in-between the years of 1987 and 1992. They address such building improvement topics as paints, stone and masonry walls, exterior metals, windows, doors, floors, and roofs.

Resource Type: Book **Subject:** Parking/Traffic **Copies:** 1

Title: Main Street. . . When a Highway Runs Through It

Author: David Evans Associates **Date Published:** 1999

Description: This is a handbook that discusses different helpful techniques to beautify, calm, and make main drives and roads safe for pedestrians and automobiles. Including diagrams, pictures, drawings, and case examples, this is a great book for communities to utilize for traffic problems and streetscape beautification.

Resource Type: Book **Subject:** Historic Districts **Copies:** 1

Title: Maintaining Community Character: How to Establish a Local Historic District

Author: Pratt Cassity **Date Published:** 2005

Description: A National Trust Publication - This booklet was prepared by Pratt Cassity, former executive director for the National Alliance of Preservation Commissions. Originally printed in 1992, it was revised and reprinted in 1996, 2001, and 2005. This publication covers the evolution of historic districts. Explains the process for increasing community support of a historic district. Outlines the components of a landmark ordinance, explains how the design review process works and responds to questions as: Why a local district?

Resource Type: Book **Subject:** Streetscape **Copies:** 3

Title: Maintaining Downtown's Curb Appeal

Author: Doyle G. Hyett & Dolores P. P **Date Published:** 1995

Description: This text explores many different case studies on how local governments and downtown organizations are taking a new look at ways to maintain the downtown's curb appeal.

Resource Type: Slides **Subject:** Main Street Approach **Copies:** 3

Title: Making Good Design Happen

Author: Doug Loescher & Amanda We **Date Published:** 2000

Description: This 40-slides presentation with script is designed to give an overview of the Main Street approach to design. Use this presentation to train your volunteers, develop an effect strategy, work plans, and successful design board. Also available in CD ROM PowerPoint presentation.

Resource Type: CD ROM **Subject:** Main Street Approach **Copies:** 1

Title: Making Good Design Happen

Author: Amanda West & David Tully **Date Published:** 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. This presentation is designed to train the design committee to make good design decisions and to understand the importance of having a good design committee. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Book **Subject:** Planning **Copies:** 2

Title: Making Places Special - Stories of Real Places Made Better by Planning

Author: Gene Bunnell **Date Published:** 2002

Description: Go behind the scenes in 10 exceptional "best" places - from tiny Block Island, Rhode Island to booming San Diego, California - where good planning triumphed. Their stories prove that it is possible to make places better, and to preserve and strengthen the qualities that make places unique by adopting thoughtful public policy based on careful planning. Making Places special should be require reading for planners, public officials, and community leaders who must consider the future impact of today's land and development decisions.

Resource Type: Book **Subject:** Preparedness **Copies:** 1

Title: Mold & Mildew - Cleaning Up Your Flood Damaged Home

Author: Dept. of Homeland Security **Date Published:** 2007

Description: Water damage or flooding in your home can cause a number of problems, including mold and mildew growth. This pamphlet gives an overview on how to prevent mold and mildew growth, what mold is and some of the health risks it poses, and specific directions on how to clean up mold and mildew that can rapidly spread after a flood.

Resource Type: Book **Subject:** Success Stories **Copies:** 2

Title: National Register Bulletin

Author: Ron Thomson & Marilyn Harp **Date Published:** 2000

Description: This booklet is full of different case studies of places already on the National Register of Historic Places, and was published by the National Trust with the purpose of educating others on how to develop effect programs to portray their historic place in the best way they could.

Resource Type: Book **Subject:** Downtown Development **Copies:** 2

Title: O, Say, Can You See: A Visual Awareness Tool Kit for Communities

Author: Scenic America **Date Published:** 1994

Description: This text was compiled entice people to open their eyes, assess their community's visual assets and think about how to preserve or enhance them. Going through 3 main topics; exploring through maps and field observation, exploring through photography, and visualizing future change. Then ends with some helpful hints on where to go after that.

Resource Type: Book **Subject:** Paints **Copies:** 2

Title: Paint in America

Author: Roger W. Moss **Date Published:** 1994

Description: This book explores the use of color in America throughout the years. Analyzing its pigment, chemical structure, and use of different colors in certain situations. Also discussing historical context and use of different paints and techniques used to apply them.

Resource Type: Book **Subject:** Parking/Traffic **Copies:** 6

Title: Parking

Author: John D. Edwards **Date Published:** 1994

Description: This publication by the National Main Street Center, with the National Trust and Institute of Transportation Engineers is a 107 page booklet that discusses different parking issues and problems. Then goes through and gives some practical solutions for these problems as they relate to smaller communities.

Resource Type: Book **Subject:** Parking/Traffic **Copies:** 4

Title: Parking for Downtown's Spenders

Author: Doyle G. Hyett & Dolores P. P **Date Published:** 1995

Description: Through 17 case studies, this 32 page document presents an overview of approaches currently being used across America to address downtown parking management issues.

Resource Type: Book **Subject:** Directory **Copies:** 3

Title: Preservation Yellow Pages

Author: Julie Zagers

Date Published: 1997

Description: The Preservation Yellow Pages is the only national directory of contact data and information on preservation resources - detailed coverage of the procedures, programs, and organizations that can help you make preservation happen. Also include is a section on helpful need to know information that is very helpful.

Resource Type: Book **Subject:** Restoration/Conservatio **Copies:** 1

Title: Primer for the Renovation/Rehabilitation of Older and Historic Schools

Author: Mark Gilberg MS, PHD., Ron

Date Published: 0

Description: Renovation of older and historic schools presents both obstacles and opportunities. Not all older schools merit renovation, but they deserve the respect of a fair and balanced hearing. Rehabilitation requires thinking outside the boundaries of time, cost, and quality typically imposed on school construction.

Resource Type: Book **Subject:** Barns **Copies:** 1

Title: Protecting Older and Historic Barns through Barn Preservation Programs

Author: Jennifer Goodman & Bill Kim

Date Published: 0

Description: A National Trust Publication - This booklet outlines the threats to older and historic barns, the importance of barns and suggests some alternative uses. List several state and local barn preservation programs, tax incentives for barn owners, and the steps to establishing a barn preservation program.

Resource Type: Book **Subject:** Conservation Districts **Copies:** 1

Title: Protecting Older Neighborhoods Through Conservation District Programs

Author: Julia Miller

Date Published: 0

Description: A National Trust Publication - This booklet is based on an article published in Volume 21 of the Preservation Law Reporter. Explains what neighborhood districts are and compares them to local historic districts.

Resource Type: Slides **Subject:** Downtown Development **Copies:** 8

Title: Public Improvements on Main Street

Author: William T. Frazier & Garland

Date Published: 1987

Description: Contains a 140-slide presentation with cassette narration and script. TRT - 20:35

Resource Type: Book **Subject:** Downtown Planning **Copies:** 1

Title: Public Sector Designs

Author: Clint Page & Penelope Cuff

Date Published: 1984

Description: An excellent book describing the basics of making design decisions, budgeting the design process through the project, and discusses many case studies of different design projects through out America.

Resource Type: Book **Subject:** Facades **Copies:** 1

Title: Saving Face - How Corporate Franchise Design can Respect Community Character

Author: Ronald Lee Fleming **Date Published:** 2002

Description: This report is an updated, revised, expanded edition of the 1994 version entitled, Saving Face. This book covers design review issues and economic benefits, gasoline & fast food industries, a visual essay on design alternatives, and features five success stories of community enhancement through the design review process.

Resource Type: Book **Subject:** Design Education **Copies:** 1

Title: Saving Face: How Corporate Franchise Design Can Respect Community Character

Author: Fleming, Ronald Lee **Date Published:** 2002

Description: Discusses how corporate franchises such as fast food chains and gas stations can be designed around Downtown and/or community characteristics.

Resource Type: Book **Subject:** Smart Growth **Copies:** 1

Title: Schools for Successful Communities

Author: US EPI & CEFPI **Date Published:** 2004

Description: This publication explains why and how communities should employ smart growth planning principles to build schools that better serve and support students, staff, parents, and the entire community.

Resource Type: Book **Subject:** Planning/Smart Growth **Copies:** 5

Title: Schools for Successful Communities: An Element of Smart Growth

Author: Council of Educational Facility **Date Published:** 2004

Description: Council of Educational Facility Planners International (CEFPI) produces a wide array of resources used expressly for helping plan, design, and construct effective schools. This publication explains why and how communities should employ smart growth planning principles to build schools that better serve and support students, staff, parents, and the entire community. It present examples of supportive state and local policies, as well as case studies from around the country that show how community centered schools and the planning process used to design and build these schools have improved education and fostered more livable places.

Resource Type: Book **Subject:** Codes/Standards/Laws **Copies:** 4

Title: Secretary of the Interior's Standards for Rehabilitation & Illustrated Guidelines for Rehabilitating Historic Buildings

Author: W. Brown Morton III & others **Date Published:** 1991

Description: This is the Secretary of the Interior's guidebook including all of the standards and guidelines for rehabilitating historic buildings. Including Illustrations and examples, also including what is recommended treatments and not recommended treatments.

Resource Type: Book **Subject:** Signage **Copies:** 3

Title: Sign Regulation

Author: Eric Damian Kelly & Gary J. R **Date Published:** 1989

Description: This is a guidebook for small and mid-sized communities, that address the need for even smaller communities to have sign ordinances. The book discusses different styles of signs and then goes through an example of what a good sign ordinance or regulation would consist of.

Resource Type: Book **Subject:** Sustainability **Copies:** 1

Title: The Sustainability Handbook

Author: William R. Blackburn

Date Published: 0

Description: The Sustainability Handbook covers the complexities, challenges and benefits of sustainability when pursued by corporate, academic, government and non-profit organizations. It provides a blueprint on how organizations of all sizes can reach or exceed economic, social and environmental excellence. The handbook offers a wide variety of practical approaches and tools, including a model sustainability policy for organizations, summaries and tips on selecting sustainability codes, an extensive collection of sample metrics, and much more.

Resource Type: Book **Subject:** Development/Planning **Copies:** 6

Title: This is Smart Growth

Author:

Date Published: 0

Description: This is a Smart Growth Network publication. Smart Growth Network is a network of private, public, and non-governmental partner organizations seeking to improve development practices in neighborhoods, communities, and regions across the U. S. Consist of ten chapters: What is Smart Growth?, Opportunities for All, Safe, Convenient Neighborhoods with Homes People can Afford, Development Decisions that are fair to everyone, Investing Taxpayer Money Wisely, Protecting and Preserving our Natural Heritage and Working Lands, Freedom to Choose How We Get Around, Healthy Communities for All Ages, Places Designed for People, Creating a Lasting Legacy in our Communities, Growth and Development that Improves Our Communities.

Resource Type: Book **Subject:** Smart Growth **Copies:** 1

Title: This is Smart Growth

Author: Smart Growth Network

Date Published: 0

Description: If you've heard the term smart growth and want to know what it actually looks like, this publication is a good starting point. If you're already familiar with smart growth ideas, this publication can help you educate others. It contains many examples of how smart growth principles have been applied in cities, suburbs, small towns, and rural areas; some of these examples may look much like your own community.

Resource Type: Book **Subject:** Parking/Traffic **Copies:** 4

Title: Traffic Calming

Author: Anton C. Nelessen

Date Published: 1993

Description: Traffic Calming creates a solution to urban traffic and provides a new vision for neighborhood livability. The book discusses different ideas and techniques that other communities have used to calm the automobile and create a more livable neighborhoods and/or district.

Resource Type: Book **Subject:** Codes/Standards/Laws **Copies:** 2

Title: Uniform Code for Building Conservation

Author: International Conference of Bu

Date Published: 1997

Description: This is the codes for building conservation as prepared by the International Conference of Building Officials. Each code is discussed in great detail and includes a summary of each code to make sure major points were understood.

Resource Type: Book **Subject:** Community Revitalizatio **Copies:** 1

Title: Unlocking Brownfields Report

Author: NAGLP / NE Midwest Institut

Date Published:

Description: Brownfields renewal is a key strategy for growing greener, and the Unlocking Brownfields report highlights ways to succeed in that endeavor. This book provides background to help you understand what brownfields are (and are not), why they are important, and how new resources are emerging to unlock their potential. Across America, communities of all sizes and locations are cleaning up and redeveloping brownfield properties. This book features local brownfields programs that have employed particularly innovative approaches. This booklet provides useful models for other communities to learn from and adopt to their own circumstances.

Resource Type: Book

Subject: Streetscape

Copies: 1

Title: Valley Junction Streetscape

Author: DeBord-Dunbar Partnership

Date Published: 1988

Description: This is a report of the ongoing process of the revitalization of the downtown shopping district of Valley Junction. It gives detailed drawings, facts, and other great information about the project in the form of drawings, charts and graphs, and written recommendations by consultants and architects.

Resource Type: Book

Subject: Advertising

Copies: 22

Title: Visual Merchandising Ideas Less Than \$50, 50

Author: Brian Dyches

Date Published: 1997

Description: This book gives 50 illustrated ideas for merchandising, everything from signage to selves and racks to the wall coverings and paints that will promote good shopping experiences. This book will create the basics that will allow your creativity to generate many new ideas.

Resource Type: Book

Subject: Restoration/Conservatio

Copies: 2

Title: Walls & Moldings

Author: Natalie Shivers

Date Published: 1990

Description: A guidebook published by the National Trust for Historic Preservation to inform about how to care for old and historic wood and plaster walls and moldings. The book gives techniques, need to know information, materials and tools that will be needed, and a great deal of other details you will need to know for your project.

Category: Downtown Revitalization Theory

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 1

Title: Accepting the Challenge: The Rebirth of America's
Downtowns

Author: Dolores P. Palma **Date Published:** 1994

Description: This is the results of a pilot program completed in 1933 by the National League of Cities. Going through 11 case studies from around the U.S. each city chosen was picked for a different focus ranging from communications, vision, to parking and transportation.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 1

Title: Best Small Towns in America, 100

Author: Norman Crampton **Date Published:** 1993

Description: This book takes you on a journey through 100 of the best small towns in America, it is your nationwide guide to the best in small town living. The author tells about towns in all 50 states, telling good times to visit, how to get there, cost of living, just about anything you need to know about these towns, and if he doesn't mention it there will be sure to be a phone number to get in touch with some who will know.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 1

Title: Building Livable Communities

Author: Clinton-Gore Administration **Date Published:** 2000

Description: This report completed by the Clinton-Gore Administration tells about different state and national offices who aide in downtown revitalization in the U.S. It goes on to discuss and praise the many successful downtown revitalization projects in cities through out the U.S.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 2

Title: Building on the Past Traveling to the Future: First Edition

Author: I Mei Chan **Date Published:** 1997

Description: This book is not only a great book that tells about the process of the ISTEA Transportation Enhancement Provision, it also includes great stories from different cities across America, discussing what they did, how they got the money, and a bunch of really great photos of the projects.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 7

Title: Building on the Past Traveling to the Future: Second Edition

Author: Dan Costello & Lisa Schamess **Date Published:** 2001

Description: A continuation on the first edition, this edition offers more projects that have been completed in different towns. This edition also offers information about each project including cost, length to complete, community impacts, and photos.

Resource Type: Book **Subject:** Sprawl **Copies:** 6

Title: Challenging Sprawl

Author: Constance E. Beaumont **Date Published:** 1999

Description: This report completed by the National Trust for Historic Preservation researches the effects of urban sprawl in American historic communities since World War II. It also presents different ways of combating the problem and techniques and strategies are also presented.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 2

Title: Changing Places: Rebuilding Community in the Age of Sprawl

Author: Richard Moe & Carter Wilkie **Date Published:** 1997

Description: This book explores how America's historic communities are fighting the effects of urban sprawl. The authors discuss different case studies about cooperate giants like Wal-Mart and super malls coming into historic areas. This also gives techniques and strategies to fight the effect.

Resource Type: Book **Subject:** Sprawl **Copies:** 4

Title: Cities Back Form the Edge: New Life for Downtown

Author: Roberta Brandes Gratz & Nor **Date Published:** 1998

Description: This is a great book about the undoing of urban sprawl and the beginning of the city looking back towards the downtown to be the center of activity in the city again. Addressing everything from super shopping centers to how to manage parking in the downtown.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 1

Title: City-states: How Urban America Can Prosper in a Competitive World

Author: Neal R. Pierce **Date Published:** 1993

Description: The author explores the ins and outs of local governments and how urban America can prosper in such a competitive world.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 4

Title: Geography of Nowhere

Author: James H. Kunstler **Date Published:** 1993

Description: Kunstler traces America's evolution from a nation of Main Streets and coherent communities to our modern day urban sprawls, then going on to create a fictional, humorous picture of what is to come. All the way presenting valid truthful points that need to be brought up in the world today.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 1

Title: Handbook for Urban Revitalization

Author: Office for Planning & Program **Date Published:** 1979

Description: This handbook is intended to present a general overview of the Urban Revitalization Act of 1979.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 2

Title: Home From Nowhere

Author: James Howard Kunstler **Date Published:** 1996

Description: In this book, Kunstler explores the growing movement across America to restore the physical dwelling place of our civilization. He explains and explores the origins of the urban sprawl, then goes on to present some ideas to stop or slow it down.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 2

Title: Saving the Neighborhood: You Can Fight Developers and Win!

Author: Peggy Robin **Date Published:** 1990

Description: This book offers a proven, practical, step-by-step approach everything you need to know to stand up to developers. This will teach you everything from organizing your neighbors and community to handling the aftermath, whether it be a victory or defeat.

Resource Type: Book **Subject:** Downtown Revitalizatio **Copies:** 4

Title: Smart States, Better Communities

Author: Constance E. Beaumont **Date Published:** 1996

Description: This book introduces and presents different ways that local and state governments can get involved and make a huge difference in the preservations of their communities.

Resource Type: Book **Subject:** History **Copies:** 1

Title: Take A Walk On Main Street: Historic Walking Tours In Wisconsin's Main Street Communities

Author: Wisconsin Main Street **Date Published:**

Description: A pictorial history of historic Wisconsin Main Street communities from more than 150 years of statehood. Going through each of the Wisconsin Main Street communities with pictures of prominent buildings, a brief history of the building, and brief history of the towns.

Resource Type: Book **Subject:** Codes/Standards/Laws **Copies:** 1

Title: Takings Law in Plain English

Author: Christopher Duerksen & Richa **Date Published:** 1994

Description: This 45 page booklet gives you the straight forward truth in plain English on the takings laws and regulations.

Resource Type: Video **Subject:** Downtown Revitalizatio **Copies:** 3

Title: Tale of Three Cities, A

Author: **Date Published:**

Description:

Resource Type: Book **Subject:** Revitalization **Copies:** 1

Title: The Wealth of Cities - Revitalizing the Centers of American Life

Author: John Norquist **Date Published:** 1998

Description: For everyone who loves cities and wants to see them flourish, John Norquist presents a wealth of ideas and strategies designed to overcome the disastrous effects of ill-conceived federal policies and unleash the natural advantages of cities as centers of commerce, innovation, and culture. An outspoken critic of bloated bureaucracy and a controversial proponent of market-based approaches such as school choice, Norquist cites examples of pioneering programs and initiatives from communities around the country to improve quality of life stimulate business activity, and inspire civic pride. The Wealth of Cities is a celebration of the urban experience from the front lines and a call-to-arms to everyone invested in the vitality of the American city.

Resource Type: Book

Subject: Downtown Revitalizatio

Copies: 1

Title: Wealth of Cities: Revitalizing the Centers of American Life

Author: John O. Norquist

Date Published: 1998

Description: The author presents a wealth of ideas and strategies designed to overcome the disastrous effects of ill-conceived federal policies and unleash the natural advantages of cities as centers of commerce, innovation, and culture.

Resource Type: Book

Subject: Downtown Revitalizatio

Copies: 1

Title: Where's Main Street, U.S.A.?

Author: Gail Garfield Schwartz

Date Published: 1994

Description: This book explores the true meaning of a city, and why the modern city does not resemble the cities of early America. Presenting ideas of urban sprawl, economics, and zoning, the author explores ideas to moving in the right direction towards downtown revitalization.

Category: Economic Reconstruction

Resource Type: Book **Subject:** Main Street Handbooks **Copies:** 35

Title: Economic Reconstruction: Main Street Committee Members Handbook

Author: Doug Loescher & Teresa Lync **Date Published:** 1996

Description: This handbook published by the National Main Street Center offers tips, guidelines, and sample forms to help understand the Main Street Approach to downtown revitalization and economic reconstruction, develop an exciting and effective economic reconstruction strategy and work plans, and build an effective and efficient committee.

Resource Type: Book **Subject:** Economics **Copies:** 4

Title: Main Street Guidelines: Appraising

Author: Donovan D. Rypkema **Date Published:** 1987

Description: This 7 page handbook published by the National Trust for Historic Preservation gives hints, strategies, and different techniques to use before, during, and after the appraising process.

Resource Type: Book **Subject:** Economics **Copies:** 5

Title: Main Street Guidelines: Development Financing

Author: Donovan D. Rypkema **Date Published:** 1987

Description: This 5 page handbook published by the National Trust for Historic Preservation discusses strategies, techniques, and some great information about financing that you wouldn't normally know.

Resource Type: Book **Subject:** Main Street Guidelines **Copies:** 4

Title: Main Street Guidelines: Rehabilitation and Pro Forma Analysis

Author: Donovan D. Rypkema **Date Published:** 1987

Description: This 9 page handbook published by the National Trust for Historic Preservation provides a clear definition of pro forma analysis telling what it is and how to use it. Also providing helpful terms in the area and charts, graphs, and advice to aide in the process.

Resource Type: CD ROM **Subject:** Economics **Copies:** 1

Title: Main Street Means Business

Author: Amanda West & David Tully **Date Published:** 2002

Description: 40 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing the economic aspect of Main Street. Presenting such topics as market analysis, demographics, and do's and don'ts of the Main Street organization. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization". Also available in a slide show.

Resource Type: Slides **Subject:** Economics **Copies:** 3

Title: Main Street Means Business

Author: Doug Loescher & Amanda We **Date Published:** 1996

Description: This 40-slide slide show with script is designed to give an overview of the Main Street approach to economic reconstruction. The program will help you develop an effective strategy and workplan for economic reconstruction and to build an effective committee. Part of a series of training presentation slide shows entitled "The Main Street Approach to Commercial District Revitalization". Also available on a CD ROM PowerPoint presentation.

Resource Type: Video **Subject:** Economics **Copies:** 1

Title: Revitalizing Downtown: Economic Reconstruction (Part 2 of 4)

Author: **Date Published:**

Description: Includes 1 VHS tape. This is the 2nd part of a 4 part series of tapes on the Main Street program. This tape discusses the importance of economic reconstruction and business recruitment in a downtown for it to be successful. TRT - 43 min.

Resource Type: Video **Subject:** Economics **Copies:** 1

Title: Smart Moves: Economic Development in the 21st Century

Author: Iowa Department of Economic **Date Published:** 2002

Description:

Category: Economic Restructuring''

Resource Type: Book **Subject:** Downtown Planning **Copies:** 1

Title: Downtown Improvement Program

Author: Emanuel Berk **Date Published:** 1981

Description: Illinois Dept. of Commerce and Community Affairs - This manual is a well-organized, carefully prepared, well-written "how-to-do-it" manual on almost every facet of downtown planning and improvement. This information is applicable throughout the nation's small and medium sized cities.

Resource Type: Book **Subject:** Local Economic Develo **Copies:** 2

Title: Main Street Renewal: A Handbook for Citizens and Public Officials

Author: Kemp, Roger L. **Date Published:** 2000

Description: Towns and communities across America once revolved around their downtowns. Here people shopped, worked, relaxed, and worshipped. Thing changed, however. And now citizens have begun to seek ways to rejuvenate their main streets. This handbook presents many of the more successful such programs, providing practical and proven "how-to's." The articles collected here illustrate techniques of organization and management, describe the tools required for successful renewal, and provide many case studies.

Resource Type: Book **Subject:** Community Planning **Copies:** 1

Title: Tomorrow's Cities, Tomorrow's Suburbs

Author: Lucy, William H. and David L. **Date Published:** 2006

Description: Tomorrow's Cities, Tomorrow's Suburbs predicts a surprising outcome in the decades-long-tug-of-war between urban hubs and suburban posts.

Category: Is Null

Resource Type: CD ROM **Subject:** Economic Restructuring **Copies:** 5

Title: Capitalizing On Rural America - A Landmark Symposium to Explore the Economic Future of Rural American

Author: **Date Published:** 2004

Description: Contains three CD's. Symposium was held in Des Moines on April 15-16, 2004. Disc 1 contains the speaker's powerpoint presentations; disc 2 contains the Presidential Address; and disc 3 contains the Capital Community Awards Presentation. The Symposium's goals were to mobilized communities to determine their economic future; identify ways to increase the flow of capital into rural America; create national policies that encourage local decisions; and break down barriers for sharing successful plans, policies and ideas. Five themes for a thriving rural America emerged from the symposium. Each is addressed in an accompanying booklet. They were: Leadership-Passion-Attitude; Technology; Business - Entrepreneurship-Agriculture; Public Policy; and Financial Strategies.

Resource Type: Book **Subject:** History **Copies:** 1

Title: Des Moines and Polk County - Flag on the Prairie

Author: Barbara Beving Long **Date Published:** 1998

Description: This book is a tribute to Des Moines and Polk County's history. Fourteen pages of color bring to life the beauty of Polk County, in addition to historical picture research by the author. The chapter entitled "Partners in Progress," by Denny Rehder, chronicles the development of the organizations and businesses that continue to contribute to the history of Polk County.

Resource Type: **Subject:** Promotion **Copies:** 1

Title: Fresh Grown Promotions

Author: Jane Eckert & Diane Kline **Date Published:** 2003

Description: Is one of a series of books to help farming entrepreneurs who have decided to open their doors to the public. Designed to teach how you attract customers, create a wonderful country experience and grow yearly revenues.

Resource Type: Book **Subject:** Food Processing Manufa **Copies:** 1

Title: Iowa Food Product Directory

Author: Iowa Dept. of Economic Devel **Date Published:** 1998

Description: Iowa's worldwide reputation for high quality food products is exemplified by a diverse food processing industry. The largest segments of Iowa's food industry are meat and related products, grain products, and dairy items. However, as indicated by this directory, Iowans produce a variety of foods from pasta to popcorn, barbecue sauce to fine seasonings, and tantalizing ethnic specialties.

Resource Type: CD ROM **Subject:** Four Points **Copies:** 1

Title: Main Street Approach Training Presentation

Author: National Trust for Historic Pres **Date Published:** 2002

Description: 80 image PowerPoint presentation on a CD ROM with narration within the workbook. Discussing the Main Street approach through a number of slides in a PowerPoint slide show. Presenting each of the four points in the Four Point Main Street Approach. Part of a series of Training presentations on PowerPoint CD ROM's entitled "The Main Street Approach to Commercial District Revitalization".

Resource Type: Book **Subject:** Sprawl **Copies:** 1

Title: Save Our Land Save Our Towns

Author: Thomas Hylton **Date Published:** 2003

Description: This is a book about communities, and more specifically about what we can do to preserve and nature them. Whether or not you agree that a comprehensive state plan is the answer, after you read through this book, you will no doubt agree that we must save our land, save our towns.

Resource Type: Book

Subject: Rights of Way

Copies: 4

Title: Special Report: Accessible Public Rights-of-Way Planning and Designing for Alterations

Author: Public Rights-of-Way Access

Date Published: 2007

Description: Throughout this Accessible Public Rights of Way Special Report are case study examples that illustrate alteration challenges and solutions applied to these challenges. Comments are provided to clarify the particular application and to provide the reader with background conditions to better understand the solution. This study outlines Alterations, Design Process, Design Solutions, Model Sidewalks, Curb Ramp Examples. Has an extensive resource listing .

Resource Type:

Subject: Immigrants/Refugees

Copies: 1

Title: Welcoming New Iowans - A Guide for Citizens and Communities

Author: Mark A. Grey, Ph. D.

Date Published: 1

Description: The purpose of this guide is to help Iowans and Iowa's communities and employers take part in attracting and, most of all, accommodating immigrants and refugees. These new Iowans will not only do the jobs that are necessary for our economic future, but their presence will revitalize communities, schools, churches and other community institutions.

Resource Type:

Subject: Immigrants/Refugees

Copies: 1

Title: Welcoming New Iowans - A Guide for Manager and Supervisors

Author: Mark A. Grey, Ph. D., UNI

Date Published: 2002

Description: This guidebook has been published by the university of Northern Iowa New Iowans Program to assist employers, managers and supervisors with the unique challenges associated with hiring, training and integrating immigrant and refugee workers. Its purpose is to promote proactive engagement of newcomer workers to assure the vitality of Iowa businesses. Successful integration of immigrants and refugees in our workplaces and communities is essential to insure Iowa's long-term economic and social health. This book provides essential information for human resource directors, trainers, supervisors and others as they meet the challenges and rewards of hiring immigrants and refugees.

Resource Type: Book **Subject:** Downtown Development **Copies:** 1

Title: Community Initiated Development

Author: Donovan D. Rypkema **Date Published:** 1992

Description: A complete guide/workbook to community and downtown development. This book takes you through every step to community development that can be initiated by the people. Discussing different steps and connecting fill-in-the-blank sheets to aid in the process.

Resource Type: Book **Subject:** Communication **Copies:** 2

Title: Connection Moments "the couple"

Author: Fran & Bill Lytle **Date Published:** 2006

Description: This book was written primarily as a guide to understanding differences in gender behavior, and how to have better connections - and relationships - with people by understanding those differences.

Resource Type: Book **Subject:** Advertising **Copies:** 1

Title: Copy Work Shop

Author: Bruce Bendinger **Date Published:** 1993

Description: This is a workbook design to help create different ways to advertise on television, in print, on the radio, and even some new ideas for advertising. Shown through examples of modern advertising and through accounts of experienced professionals.

Resource Type: Book **Subject:** Networking **Copies:** 1

Title: Cracking the Networking Code - Four Steps to Priceless Business Relationships

Author: Dean Lindsay **Date Published:** 2005

Description: Terrific resource for anyone who is in the business of meeting people. This book clarifies how to maximize networking opportunities. You'll Discover:

- The Top Ten Benefits of Networking
- 37 Questions for Defining a Powerful Networking Plan
- The Way Around the "Do Not Call" List
- 16 Examples of Proven Places to Network
- 16 Tips for Running a Successful Trade Show Booth
- 9 Strategies for Opening Face-to-Face Relationships
- 6 Often Overlooked Networking Strategies
- 20 Quick Tips for Delivering Solid First Impressions
- 10 Ideas for Creating a Series of Positive Impressions
- Insight on Business Cards and Note-taking

And...Learn How to:

- Be a Success in Your Own Eyes
 - Conquer the FEAR of Networking
 - Harness the Power in Numbers
 - Gain Confidence Talking to Strangers
 - Ask Progress-Focused Questions
 - Listen As If Your Lifestyle Depended on It.
 - Design Your Rise & Shine (30-Second Commercial)
- And of Course How to ... Crack the Networking CODE.

Resource Type: Magazine **Subject:** Success Stories **Copies:** 4

Title: Digest: Iowa Department of Economic Development

Author: IDED

Date Published:

Description: 3 issues of Digest magazine that highlight success stories of different Main Street communities in Iowa. 1997 Annual Report - Spencer Main Street Company success story, August 1991- featuring an article about the Main Street Iowa Program, 1996 - issue celebrating 10 years of the Main Street Program in Iowa.

Resource Type: Book **Subject:** Volunteer Management **Copies:** 2

Title: Discipline Without Punishment

Author: Grote, Dick

Date Published: 2006

Description: "Unique strategies for handling employees who are not willing to shape up. Grote outlines a complete program for coaching, building superior performance, and disciplining employees that is useful in handling absenteeism, bad attitudes, and poor performance. He also provides tips on solving people problems before they require disciplinary action." HR Magazine

Resource Type: Book **Subject:** Fundraising **Copies:** 1

Title: Downtown Improvement Districts: Creating Money and Power for Downtown Action

Author: Laurence A. Alexander

Date Published: 1985

Description: This book gives many different cases studies of towns tackling the problem of the much need improvements of the downtown area. Each case studied discussed as a separate story, going into detail of budgetary, legal, and community issues.

Resource Type: Book **Subject:** Downtown Development **Copies:** 1

Title: Downtown Improvement Districts: Examples of the Best

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1991

Description: This 44 page document offers comprehensive case studies of four of America's best downtown improvement districts. Describing the plan in great detail, the authors tell every aspect of the before, during, and after parts of the projects.

Resource Type: Book **Subject:** Downtown Revitalization **Copies:** 2

Title: Downtown Improvement Manual for Iowa Cities

Author: State of Iowa Office for Planni

Date Published: 1978

Description: Discusses Downtown improvement process, and spotlights Iowa Downtowns including Corning, Ft. Dodge, Ames, Ottumwa, Belmond and Albia

Resource Type: Book **Subject:** Downtown Development **Copies:** 1

Title: Downtowns and Utilities In Partnership

Author: Doyle G. Hyett & Dolores P. P

Date Published: 1996

Description: This 28 page text looks at the many ways utilities are supporting downtown programs, and includes specific examples of utility involvement in downtown programs as well as case studies.

Resource Type: Book **Subject:** Writing Skills **Copies:** 2

Title: Editing Your Newsletter

Author: Mark Beach

Date Published: 1982

Description: A guide to writing, designing, and the production of newsletters. Illustrating many ideas from formatting the newsletter to the subject of the text, this book provides a guide to a successful issue.

Resource Type: Book **Subject:** Communication **Copies:** 2

Title: Effective Communications for Preservation Nonprofit Organizations

Author: National Trust Publication

Date Published: 0

Description: Communications - everything from media relations and event coverage to publications and web sites - shape how your organization is viewed by the public, decision-makers, and your support. As such, the planning and management of your communications program should be treated as a senior function. This booklet shares the three steps to effective communication, outlines communications mistakes, shows you how to increase awareness and interest by the media, anatomy of a press release, etc. Effective communication is important because it achieves three important goals: Changing public policy, shaping public debate on preservation issues, and generating public support for programs and fundraising. One copy in library and one on file.

Resource Type: Book **Subject:** Downtown Development **Copies:** 2

Title: EID/BID Handbook

Author: Kate Joncas & others

Date Published: 1999

Description: A technical guide to the legislation, process and strategies for the establishment and implementation of economic improvement and business improvement districts. This book was compiled by the Oregon Downtown Development Association.

Resource Type: Video **Subject:** Spanish Materials **Copies:** 3

Title: Enfoque del Proyecto - Approaching the Project

Author: National Main Street Center

Date Published: 2006

Description: DVD video in Spanish on the basics of the Main Street Approach.

Resource Type: Book **Subject:** Building Short Term Vo **Copies:** 2

Title: Episodic Volunteer

Author: Nancy Macduff

Date Published: 1991

Description: In order to develop effective strategies to both recruit and sustain the "short-term" volunteer it is essential to understand what "episodic volunteering" is and how it is different from the type of volunteering that is currently the standard in the field. The dictionary definition outlines the two most predominant types of kinds of "episodic" volunteer opportunities. The first type is service that is short in duration and the second is one that occurs at regular intervals for short periods of time.

Resource Type: Book **Subject:** Reports **Copies:** 5

Title: Experience the Magic 1986-2001, 15 Year Report

Author: Main Street Iowa

Date Published: 2001

Description: Main Street Iowa's 15 year report discussing the success of the Main Street Program in Iowa from 1986-2001.

Resource Type: Book **Subject:** Motivational **Copies:** 1

Title: Fall in Love with You - Fly!

Author: Amy Dee-Kristensen **Date Published:** 2008

Description: this book will lead you step-by-step through the process of emerging from your self-created cocoon so you can Fall in Love with You! Fear of failure, negative self-talk, guilt, and being unforgiving weigh you down and impede your ability to fly. Learning to like yourself, to cherish your friendships, to live a life of gratitude and adventure will send you airborne.

Resource Type: Magazine **Subject:** Festivals **Copies:** 1

Title: Festival of Iowa Folklife: A Sesquicentennial Celebration

Author: Iowa Sesquicentennial Commis **Date Published:** 1993

Description: Festival program for the Festival of Iowa Folklife held on the State Capitol grounds in August of 1996, preceding the schedule of events is brief descriptions of different festivals held around the state of Iowa.

Resource Type: Book **Subject:** Focus Groups **Copies:** 1

Title: Focus Group

Author: Jane Farley Templeton **Date Published:** 1994

Description: This book provides insights into the mechanics, structure, reporting, evaluation, and interpretation of focus groups as well as the whys and wherefores of interviewing.

Resource Type: Book **Subject:** Focus Groups **Copies:** 3

Title: Focus Groups for Downtown

Author: Doyle G. Hyett & Dolores P. P **Date Published:** 1992

Description: This text offers a checklist for holding focus groups that are specifically tailored to the needs of your downtown and downtown revitalization effort.

Resource Type: Book **Subject:** Focus Groups **Copies:** 2

Title: Focus Groups: Suggestion and Tip Packet

Author: Karen Quance Jeske **Date Published:** 1997

Description: This packet includes information, notes, and handouts from the Advanced Focus Group Interviewing Workshop held at the University of Minnesota in December of 1997. Discussing many different approaches and techniques to planning, designing, and creating a focus group.

Resource Type: Book **Subject:** Fundraising **Copies:** 2

Title: Fund Raising for Non-Profits

Author: P. Burke Keegan **Date Published:** 1990

Description: This book shows you not only why non-profits should become partners with the communities they serve but, even more important, how they can do it. This book explains why fundraising is about more than just the money, it will show you how to look through the money and to the people that are giving.

Resource Type: Book **Subject:** Fundraising **Copies:** 1

Title: Funding Your Downtown Organization

Author: Doyle G. Hyett & Dolores P. P **Date Published:** 1999

Description: This text includes the results of a national survey that was conducted by HyettPalma in association with Downtown Idea Exchange, to get the answer to the often asked question: How are communities funding the administrative costs of their downtown organization?

Resource Type: Book **Subject:** Downtown Development **Copies:** 1

Title: Getting to Smart Growth: 100 Policies for Implementation

Author: Smart Growth Network **Date Published:** 2002

Description: This great book includes 100 ideas or policies for downtown development and revitalization. Giving explanations and tips to implementing them in the downtown realm, it discusses a wide range of different topics from creating walkable communities to developing preservation and building design in the downtown.

Resource Type: Book **Subject:** Volunteers **Copies:** 2

Title: Giving and Volunteering in the United States

Author: Independent Sector **Date Published:** 1996

Description: This book is the compilations of the findings of a national survey to provide reliable trend information about giving and volunteering patterns, and the motivation that leads to such behavior.

Resource Type: Book **Subject:** Fundraising **Copies:** 2

Title: Grass Roots Fundraising Book

Author: Joan Flanagan **Date Published:** 1992

Description: Practical, comprehensive, and easy to read, this book offers an indispensable resource for novice community fundraisers. The author includes foolproof money-making strategies already tested by hundreds of successful fundraisers, advice, the basics of organizing special events, and much more.

Resource Type: Book **Subject:** Training **Copies:** 3

Title: Great Trainer's Guide

Author: Sue Vineyard **Date Published:** 1990

Description: This book is a guide to help trainers learn how to train almost anyone to do almost anything. Teaching trainers to do this through series of checklists and lessons, this book is easy to read and very helpful.

Resource Type: Book **Subject:** Volunteers **Copies:** 2

Title: Handling Problem Volunteers

Author: Steve McCurley & Sue Vineya **Date Published:** 1998

Description: A guide book for handling problem volunteers.

Resource Type: Book **Subject:** Training **Copies:** 1

Title: High-Impact Presentation and Training Skills

Author: Dr. William Hendricks and oth **Date Published:** 1994

Description: This is a manual packed full with valuable tips, from some of the nation's top presenters and trainers. Included in the book are tips on how to become a better speaker, learn to carry yourself well in front of a group of people, and make your presentations have a power punch that will get your point across.

Resource Type: Magazine **Subject:** Success Stories **Copies:** 1

Title: Home & Away; Great American Main Streets

Author: Kevin Warneke **Date Published:** 1999

Description: An article in Home & Away magazine entitle "Great American Main Streets" that talks about the success of three Iowa Main Street communities, Bonaparte, Corning, and Dubuque.

Resource Type: Video **Subject:** Training **Copies:** 1

Title: How to Be A Better Trainer

Author: Helen Sutton

Date Published: 1993

Description: Proven techniques for stimulating, motivating, and teaching your trainees the most in the shortest time. Package of 3 VHS tapes and 5 separate workbooks that correspond with the tapes.

Resource Type: Book **Subject:** Sponsorship **Copies:** 1

Title: How To Be Successful At Sponsorship Sales

Author: Allen, Sylvia

Date Published: 1998

Description: Designed for anyone who is trying to generate revenue for their Main Street, radio station, sporting event, special event, nonprofit organization or community activity. Proven sales and marketing techniques developed by an internationally recognized expert in sponsorship.

Resource Type: Book **Subject:** Downtown Development **Copies:** 2

Title: How to Turn A Place Around: A Handbook for Creating Successful Public Spaces

Author: Kathleen Madden

Date Published: 2000

Description: A friendly, common sense guide for everyone from community residents to mayors on how to understand and improve the public spaces in their communities.

Resource Type: Book **Subject:** Volunteer Management **Copies:** 1

Title: Information: Personnel Issues for Preservation NonProfit Organizations

Author: National Trust for Historic Pres

Date Published: 1994

Description: Prepared by the National Trust for Historic Preservation.

Resource Type: Book **Subject:** Finances and Operation **Copies:** 2

Title: Information: Quest for Funds Revisited: A Fundraising Starter Kit

Author:

Date Published: 1998

Description: Providing organized thinking for your next fundraising activity.

Resource Type: Book **Subject:** Fundraising **Copies:** 1

Title: Information: Quest for Funds Revisited: A Fundraising Starter Kit

Author:

Date Published: 1998

Description: Prepared by the National Trust for Historic Preservation

Resource Type: Book **Subject:** Volunteer Development **Copies:** 1

Title: Information: Steering Nonprofits: Advice for Boards and Staff

Author: Mathiasen, Karl, Susan Gross, **Date Published:** 0

Description: Prepared by the National Trust for Historic Preservation

Resource Type: Book **Subject:** Fundraising **Copies:** 1

Title: Information: Successful Fundraising Activities for Preservation Organizations

Author: Rubman, Kerri **Date Published:** 1998

Description: Prepared by the National Trust for Historic Preservation.

Resource Type: Book **Subject:** Volunteer Development **Copies:** 2

Title: Information: Welcoming Visitors to Your Community: Training Tour Guides and Other Hospitality Ambassadors

Author: Pond, Kathleen Lingle **Date Published:** 0

Description: Prepared by the National Trust for Historic Preservation.

Resource Type: Magazine **Subject:** Success Stories **Copies:** 4

Title: Iowa Commerce: The Magazine for Iowa Business and Industry News

Author: Jeanne Lightly **Date Published:** 1996

Description: An issue of Iowa Commerce magazine featuring an article about the success of the Main Street Iowa Program and highlighting different communities like Spencer, Bonaparte, and many others.

Resource Type: Book **Subject:** Motivational **Copies:** 1

Title: Is Your Life a puddle or an OCEAN?

Author: Richard Rowe **Date Published:** 2007

Description: On the first day of existence, we are perfect, and the book of our lives is new and unwritten. We start our journey; our young minds are like sponges absorbing every image and idea. For the first eight years, we are in the imprinting stage. We start to create/discriminate and prejudices about things we encounter. Absorbing positive and negative events that create the product, that is, the end result - ourselves. A life as a puddle would have minimum influence on those around them; this person is possibly concerned with their own profit or gain in life; while the life of an ocean would have limitless effects on those around them like waves on a vast sea.

Resource Type: Book **Subject:** Fundraising **Copies:** 2

Title: Keep the Money Coming

Author: Christine Graham **Date Published:** 2001

Description: A step-by-step strategic guide to annual fundraising that every non-profit organization would find useful to help find a reliable way to fund budgets. This book offers the basic skills for annual fundraising but with an underlying emphasis on strategy and capacity.

Resource Type: Book **Subject:** Volunteers **Copies:** 2

Title: Leadership Skills

Author: Emily Kittle Morrison **Date Published:** 1994

Description: A comprehensive guide, packed with invaluable information and easy-to-use worksheets and forms. Any non-profit organization, volunteer group, board, of club can uses and adapt these forms to help their group achieve goals successfully.

Resource Type: Book **Subject:** Nonprofits **Copies:** 1

Title: Legal Responsibilities of Nonprofit Boards (Second Edition)

Author: Bruce R. Hopkins, JD, LLM **Date Published:** 2009

Description: Board members have a fiduciary duty over the organization and its resources. This book, provides a preliminary understanding of the nonprofit legal landscape delivered in easy-to-understand terms. It discusses the concept of fiduciary responsibility, summarizes strategies for protecting board members from personal liability, and outlines the policies and procedures that, increasingly, are becoming best practices within the sector. It also includes an appendix with several samples of recommended board policies and a glossary of legal terms and concepts.

Resource Type: Book **Subject:** Nonprofit Organizations **Copies:** 2

Title: Life Stages of Nonprofit Organizations, 5

Author: Judith Sharken Simon **Date Published:** 2001

Description: Featuring the Wilder Nonprofit Life Stage Assessment, organizational life stages, nonprofit life stage assessment, examples, analysis and advice. 102pp

Resource Type: Book **Subject:** Communication **Copies:** 1

Title: Live First, Work Second - Getting Inside the Head of the Next Generation

Author: Rebecca Ryan (with foreword f **Date Published:** 2007

Description: Live First, Work Second helps you understand the next generation - your children, your employees, your volunteers, patrons and donors ... and your future leaders. The book summarizes the collective intelligence of over 20,000 interviews with members of the next generations, and presents the findings in an accessible, sometimes irreverent style, in which the reader becomes a co-conspirator in creating better places to live and work.

Foreword by Richard Florida.

Resource Type: Book **Subject:** Main Street Guidelines **Copies:** 12

Title: Local Government and Historic Preservation

Author: Richard Wagner **Date Published:** 1991

Description: This 32 page handbook published by the National Trust for Historic Preservation discusses and explains how local governments can and should take an active role with historic preservations. It then presents how historic preservation can be an advantage and gives case studies of communities across the nation have successfully did so.

Resource Type: Video **Subject:** Main Street Approach **Copies:** 1

Title: Main Street 101: Introduction and Organization

Author: Edward D. Jones & Co. **Date Published:** 1993

Description: This video is part 1 of a 2 part series. This volume focuses on the introduction and organization of the Main Street program, discussing the Four Point Approach, why the program is successful, and steps towards moving in the right direction. TRT - 49 min. The 2nd part is entitled "Promotion".

Resource Type: Video/Book **Subject:** Main Street Approach **Copies:** 4

Title: Main Street at Work: Getting Organized

Author: National Main Street Center **Date Published:** 1984

Description: Includes 1 VHS tape with a running time of 20:14 and a workbook that corresponds with the video and aides in the training/learning process. Part of a series entitled "Main Street at Work". (10 total copies of the User's Guide)

Resource Type: Video/Book **Subject:** Main Street Approach **Copies:** 2

Title: Main Street at Work: The Four Point Approach

Author: National Main Street Center **Date Published:** 1984

Description: Includes 1 VHS tape with a total running time of 21:01 with a workbook that corresponds with the video and aides in the training/learning process. Part of a series entitled "Main Street at Work". (6 total copies of the User's Guide)

Resource Type: Book **Subject:** Board Information **Copies:** 12

Title: Main Street Guidelines: Board Members' Handbook

Author: Kennedy Lawson Smith **Date Published:** 1988

Description: This handbook offers basic guidelines, bylaws, and tips on how to create a firm base for a Main Street Community. Including sample handouts, budgetary sheets, and checklists for program managers as well as volunteers. One copy is in English and the other is in Spanish.

Resource Type: Book **Subject:** Main Street Guidelines **Copies:** 4

Title: Main Street Guidelines: Evaluating the Downtown Real Estate Opportunity

Author: Donovan D. Rypkema **Date Published:** 1987

Description: This 7 page handbook published by the National Trust for Historic Preservation discusses different questions you need to ask yourself when looking for real estate in a downtown area. The book gives an outline to action to aide in the process also.

Resource Type: Book **Subject:** Main Street Guidelines **Copies:** 4

Title: Main Street Guidelines: Real Estate Glossary

Author: Donovan D. Rypkema **Date Published:** 1987

Description: This 7 page handbook published by the National Trust for Historic Preservation is a glossary of helpful real estate vocabulary, providing you with helpful, easy to understand definitions.

Resource Type: Book **Subject:** Main Street Guidelines **Copies:** 4

Title: Main Street Guidelines: Structuring Local Participation

Author: Donovan D. Rypkema **Date Published:** 1987

Description: This 7 page hand book published by the National Trust for Historic Preservation talks about the importance in community participation in local support and involvement in the development process.

Resource Type: Book **Subject:** Main Street Guidelines **Copies:** 4

Title: Main Street Guidelines: The Development Process

Author: Donovan D. Rypkema **Date Published:** 1987

Description: This 9 page handbook published by the National Trust for Historic Preservation explains what a developer is and what exactly they do. It also presents the idea of a building survey and the steps needed to complete this. And finishes up with the explaining the 5 stages of the Development Process.

Resource Type: Book **Subject:** Reports **Copies:** 5

Title: Main Street Iowa 1987 Annual Report

Author: Main Street Iowa **Date Published:** 1987

Description: Main Street Iowa's first annual report, reporting on the first year of the original 5 Main Street communities in Iowa.

Resource Type: Book **Subject:** Reports **Copies:** 5

Title: Main Street Iowa 1988 Annual Report

Author: Main Street Iowa **Date Published:** 1988

Description: Main Street's 1988 Annual Report

Resource Type: Pamphlet **Subject:** Main Street Approach **Copies:** 4

Title: Main Street Iowa Program Overview

Author: Main Street Iowa **Date Published:** 1996

Description: Main Street published pamphlet giving a brief overview of the Main Street approach and program.

Resource Type: Book **Subject:** Reports **Copies:** 5

Title: Main Street Iowa: 5 Year Report

Author: Stephanie Redman **Date Published:** 1991

Description: Main Street's 5 year report done in June of 1991. This discusses each of the 29 Main Street Commutes at the time. Reporting the status, successes, and problems that each Main Street program has or is going through.

Resource Type: Video/Book **Subject:** Main Street Approach **Copies:** 1

Title: Main Street Movie

Author: National Main Street Center **Date Published:** 1990

Description: Includes 1 VHS tape.

Resource Type: Book **Subject:** Success Stories **Copies:** 7

Title: Main Street Success Stories

Author: Suzanne Dane **Date Published:** 1997

Description: This book goes through many case studies of different Main Street communities around the United States and praises them for their success in downtown revitalization. Each town has a brief description of the town before and after the involvement with Main Street. Facts, pictures, and other great information about each town is also included with their success stories.

Resource Type: Book **Subject:** Downtown Development **Copies:** 13

Title: Making Downtown's Come Alive!: The Main Street Approach

Author: Doug Loescher & Elizabeth Ja **Date Published:** 1993

Description: This hand book presents the Main Street approach to revitalizing the downtown area. It builds understanding and motivation for revitalization, identifies keys to success, demystifies economic reconstruction, and develops creative promotion strategies to get you on your way.

Resource Type: Book **Subject:** Promotion **Copies:** 1

Title: Making Ethical Decisions

Author: Michael Josephson **Date Published:** 1996

Description: This text goes through some of the basic principals of ethics along with the 6 pillars of character. This book lays down the basis for making smart moral decisions.

Resource Type: Cassette **Subject:** Leadership **Copies:** 1

Title: Manager's Role As A Coach

Author: Bob Norton **Date Published:** 1993

Description: A set of 6 tapes with a workbook that lead through an inspirational speech that teach you how to become a good coach as a leader. Learn countless techniques, strategies, and facts to become a good leader.

Resource Type: Book/Cassette **Subject:** Leadership **Copies:** 2

Title: Manager's Role as Coach

Author: William Hendricks **Date Published:** 1994

Description: This self-study manual outlines a revolutionary new concept being used by highly effective managers nationwide - Staff Coaching. Learn the secrets of success that will take you and your team to new levels of achievement.

Resource Type: Book **Subject:** Nonprofits **Copies:** 1

Title: Meeting and Exceeding Expectations - A Guide to Successful Nonprofit Board Meetings

Author: Outi Flynn **Date Published:** 2009

Description: Are your board meetings inspiring, productive, and efficient? Or are your board meetings tedious, unproductive, and dominated by one or two people? Do they leave board members wondering why they volunteered in the first place? In Meeting, and Exceeding Expectations, you'll find ready-to-use information that will help your board members provide the valuable input that will propel your organization to greatness. This must-have resource poses critical questions, provides easy-to-implement answers, suggests tools, and clarifies legal and ethical expectations. It also shows you how to insert some fun into your meetings.

Resource Type: Video **Subject:** Business Development **Copies:** 3

Title: Model Business Grant: Main Street Arkansas

Author: **Date Published:**

Description: 1. Main Street Arkansas: Model Business Grant -- TRT:16:30
2 & 3. Main Street El Dorado: Model Business Grant

Resource Type: Book **Subject:** Economics **Copies:** 1

Title: Money and People: Managing Main Street's Resources

Author: Kennedy Smith & others **Date Published:** 1989

Description: A seminar book that outlines proper procedures, techniques, and strategies to managing resources in the Main Street Organization.

Resource Type: Book **Subject:** **Copies:** 1

Title: National Trust for Historic Preservation 2005 Annual Report

Author: NTHP Staff **Date Published:** 2006

Description: Throughout history, the national Trust has taken a leadership role in dealing with a wide variety of threats that put America's historic place at risk. In 2005, the biggest threat was posed by the series of storms, especially Hurricane Katrina - that swept across the Gulf Coast regional. The prompt response to the storms is only one example of the firm commitment to effective action that has characterized the work of the National Trust. This report highlights some of the ways they got the job done in 2005.

Resource Type: Book **Subject:** Nonprofits **Copies:** 1

Title: Nonprofit Board's Guide to Bylaws, The

Author: D. Benson Tesdahl, Esq. **Date Published:** 2003

Description: Bylaws - the set of rules governing a nonprofit's internal affairs - are often neglected as a tool for ensuring good governance. It is important that your board periodically review and adjust its bylaws in response to its own change and growth. The Nonprofit Board's Guide to Bylaws by D. Benson Tesdahl will help your board determine how it is best structured, how to fine-tune its processes, and how to define the authority levels for all participants within the governance framework. The text also references selected data from a BoardSource conducted survey, providing helpful facts related to how some nonprofit boards address bylaws issues. Don't miss the sample bylaws provisions and the conflicts-of-interest policy provided on a customizable CD-ROM.

Resource Type: Book **Subject:** Nonprofits **Copies:** 1

Title: Nonprofit Policy Sampler, The (Second Edition)

Author: Barbara Lawrence & Outi Flynn **Date Published:** 2009

Description: The Nonprofit Policy Sampler is designed to help board and staff leaders advance their organizations, make better collective decisions, and guide individual actions and behaviors. This tool provides key elements and practical tips for 48 topic areas, along with more than 240 sample policies, job descriptions, committee charters, codes of ethics, board member agreements, mission and vision statements, and more. Each topic includes anywhere from two to 10 sample documents so that nonprofit leaders can select an appropriate sample from which to start drafting or revising their own policy. All samples are professionally and legally reviewed.

Resource Type: Book **Subject:** People Management **Copies:** 1

Title: One Minute Manager

Author: Kenneth Blanchard, Ph.D. & S **Date Published:** 1985

Description: The One Minute Manager is an easily read story which quickly shows you three very practical management techniques. As the story unfolds, you will discover several studies in medicine and the behavioral sciences which help you to understand why these apparently simple methods work so well with so many people. By the book's end you will also know how to apply them to your own situation.

Resource Type: Book **Subject:** Main Street Handbooks **Copies:** 41

Title: Organization: Main Street Committee Members Handbook

Author: Doug Loescher & Teresa Lync **Date Published:** 1996

Description: This handbook published by the National Main Street Center offers tips, guidelines, and sample forms to help understand the Main Street Approach to downtown revitalization and organization, develop an exciting and effective organization with clear goals and work plans for all areas of the program, and build an effective and efficient committee.

Resource Type: Book **Subject:** Community Involvement **Copies:** 1

Title: Over My Dead Body!

Author: Lance Decker **Date Published:** 2001

Description: This book shows public officials, administrators, and citizens how community involvement processes can benefit their jurisdictions and how community members and public leaders can work together as allies and not enemies. Above all else, this book is a practical aid to understanding how community-based planning works. It provides useful tools and techniques to determine the appropriate levels of community involvement necessary for a project or controversy and illustrates the step-by-step methods for implementing community involvement. In the end, this book should be a starting point for building community capacity, solving community problems, and creating community partnerships.

Resource Type: Book **Subject:** Market Research **Copies:** 1

Title: Planning to Succeed: Preparing a Business Plan for Your Nonprofit Organization

Author: Gillette, Vicki and Susan Chris **Date Published:** 2000

Description: Prepared by the National Trust for Historic Preservation.

Resource Type: Book **Subject:** Public Speaking **Copies:** 1

Title: Powerful Presentation Skills

Author: Elmon E. Yoder **Date Published:** 1988

Description: This book offers different techniques to improve your presentation and public speaking abilities so you can overcome stage fright, and give the confident, dynamic presentation that you have always thought you could give.

Resource Type: Book **Subject:** Public Speaking **Copies:** 2

Title: Primer on Nonprofit PR, A

Author: Kathleen A. Neal **Date Published:** 2001

Description: Kathleen Neal shows how PR can be used creatively and effectively for nonprofit organizations. This book is chock-full of ideas and strategies for applying solid public relations techniques to the nonprofit, accompanied by personal accounts of successful public relations efforts described with insight and a wry sense of humor.

Resource Type: Book **Subject:** Writing Skills **Copies:** 1

Title: Program Development & Grant Writing

Author: Ron Mirr **Date Published:** 2002

Description: 504 pgs. Explains the grant process, 8-step process, grant reviewing, finding funding, choosing the appropriate grant, the planning process, writing the grant, publishing the grant, foundations, sample RFP, and grant checklist.

Resource Type: Book **Subject:** Problem Solving Skills **Copies:** 1

Title: Six Thinking Hats

Author: Edward De Bono

Date Published: 1999

Description: Six Thinking Hats can help you think better - with its practical and uniquely positive approach to making decisions and exploring new ideas. It is an approach that thousands of business managers, educators, and government leaders around the world have already adopted with great success. De Bono unscrambles the thinking process with his "six thinking hats". This book reveals

Resource Type: Book **Subject:** Business Plan **Copies:** 2

Title: Starting with Staff - A guide for the Nonprofit Board

Author: Christine Graham - National Tr

Date Published: 0

Description: This booklet offers suggestions for the organization that is small now, and is likely to stay small for some time. The secrets to highly positive transitions in hiring, and then working with a single staff person, are setting clear goals, planning effectively, setting reasonable standards and communicating well. (one in library, one in file)

Resource Type: Book **Subject:** Leadership **Copies:** 2

Title: Steps to an Effective Leadership Transition, 7

Author: Sheila Albert

Date Published: 1996

Description: A 32 page booklet that illustrates the proper way to find a new leader for your non-profit organization and how to make the transition between leadership. Starting with how to design the search for the new leader, the booklet goes through seven helpful steps that will aid in the search and transition.

Resource Type: Book **Subject:** Fundraising **Copies:** 4

Title: Successful Fundraising

Author: Joan Flanagan

Date Published: 1993

Description: A complete handbook for volunteers and professionals for a successful approach to fundraising. Giving proven techniques for gaining access to available funds, raising more money quickly, and building a stronger, more productive organization. Through real-life experiences the author gives planning guidelines, sample worksheets, timetables.

Resource Type: Book **Subject:** Public Speaking **Copies:** 1

Title: Successful Presenter

Author: William A. Draves

Date Published: 1994

Description: This handbook goes through the process of creating, writing, and presenting a presentation or speech. The discussion covers research skills, preparing yourself, and many other helpful hints in the public speaking realm.

Resource Type: Book **Subject:** Volunteers **Copies:** 3

Title: Supervising Volunteers

Author: Jarene Frances Lee & Julia M.

Date Published: 1999

Description: The authors have collected the advice, wisdom, and experience of over 85 real-life, on-the-job supervisors of volunteers. They tell what works and what doesn't, and why. They also share their challenges and tell you how they met them.

Resource Type: Book **Subject:** Fundraising **Copies:** 2

Title: Teach Yourself to Write Irresistible Fundraising Letters

Author: Conrad Squires

Date Published: 1993

Description: This book takes you through the process of writing an "irresistible" letter to get funds from different sources. Taking you through lessons, giving advice, and allowing learning through first-hand experience.

Resource Type: Book **Subject:** Nonprofits **Copies:** 1

Title: The Nonprofit Legal Landscape

Author: Ober/Kaler Attorneys at Law **Date Published:** 2005

Description: Designed for executives and board members, The Nonprofit Legal Landscape explains the laws and legal concepts that affect your organization. Written by lawyers at the law firm of OberKaler, it serves as a handy reference tool for laws specific to tax exemption and for those regulating general business practices. When confronted with a legal question, refer to this resource — written in plain English — to bring yourself rapidly to the next level of understanding.

Resource Type: Book **Subject:** Volunteers **Copies:** 6

Title: Tips for Volunteer Recruitment, 101

Author: Steve McCurley & Sue Vineya **Date Published:** 1988

Description: This 69 page booklet provides 101 tips to encouraging volunteers to volunteer.

Resource Type: Book **Subject:** Fundraising **Copies:** 198

Title: Tips on Successful Major Donor Solicitation

Author: Carol Weisman **Date Published:** 2001

Description: This pamphlet is an introduction, or refresher, for the subject of major donor solicitation. Discussing different tips, advice, and quizzes you on what you have learned at the end of the pamphlet.

Resource Type: Book **Subject:** Volunteers **Copies:** 7

Title: Unaccustomed As I Am

Author: Iowa Department of Economic **Date Published:** 1988

Description: This is a leadership brochure that educates leaders how to become a good leader of volunteers. This brochure goes through discussions of recruiting volunteers, leading them, and doing all of this well.

Resource Type: Packet **Subject:** Main Street Approach **Copies:** 1

Title: Warning Signs: Why Main Street Programs Go Inactive

Author: Karen Bode Baxter **Date Published:** 1996

Description: A packet prepared for Main Street Iowa that explains some of the reasons that a Main Street Program would go wrong, giving warning signs and examples of reasons what Main Street Programs go inactive.

Resource Type: Cards **Subject:** Volunteers **Copies:** 1

Title: Ways to Motivate and Reward your Volunteers and Board Members, 52

Author: Carol Wiseman **Date Published:** 0

Description: A deck of 52 cards each with a new idea on motivating and rewarding your volunteers and board members.

Category: Promotion

Resource Type: Book **Subject:** Advertising **Copies:** 1

Title: Advertising That Works

Author: Robert Fearon

Date Published: 1991

Description: This book helps you create a winning advertising program for you company that works. Through examples from photographs, in print, and on television, this book will teach you want works, while giving you examples to insure new ideas.

Resource Type: Book **Subject:** Business Development **Copies:** 1

Title: Central Business District Improvement Manual for Iowa Communities

Author: Powers-Willis & Associates

Date Published: 1971

Description: This handbook, created specifically for Iowa communities, discusses a general, step-by-step plan that communities can follow to improve the view and attractiveness of their community. Presenting everything from common problems, to how to solve them, and even presenting a plan, going through it step-by-step through out the book.

Resource Type: Book **Subject:** Main Street Approach **Copies:** 3

Title: Creative Promotion Ideas for Main Street: New Strategies from Communities

Author: David Schure & Doug Loesher

Date Published: 1995

Description: This publication is a new collection of promotion ideas from around the country that can stimulate your won brain storming and challenge you to create events that will target new audiences and spark and renew interest in down town.

Resource Type: Book **Subject:** Façades **Copies:** 1

Title: Framework to Conduct an Economic Impact Analysis of a Community Festival, A

Author: Institute for Decision Making

Date Published: 1995

Description: This booklet, prepared by the Institute for Decision Making at the University of Northern Iowa, presents a guide for putting on a successful festival. The text takes you through the whole process from doing surveys to see if the community will attend to how to set up the festival the best way.

Resource Type: Book **Subject:** Tourism **Copies:** 3

Title: Getting Started: How to Succeed in Heritage Tourism

Author: Joslyn Green

Date Published: 1993

Description: This workbook was published to help local communities preserve and promote their natural and cultural points of interest. The book is divided into steps to work up to a successful tourism area, through case studies you will read about how each of these steps were put to use by different communities.

Resource Type: Book **Subject:** Business Development **Copies:** 1

Title: How to Be Successful At Sponsorship Sales

Author: Sylvia Allen & C. Scott Aman

Date Published: 1998

Description: This book presents techniques, step-by-step instructions, and different ideas on how to be successful at sponsorship sales. Going through different steps like taking inventory of your property, getting sponsorship, and determining the various levels of participation.

Resource Type: Book **Subject:** Fundraising **Copies:** 1

Title: How to Get the Funds to Promote Downtown

Author: Laurence A. Alexander **Date Published:** 1989

Description: This 44 page booklet was published to advise downtown promoters and managers how to the resources to convert paper plans into dynamic action, campaigns, advertising, events, and bottom line results measured in terms of more people downtown, more businesses, and a better public image.

Resource Type: Book **Subject:** Business Development **Copies:** 4

Title: Ideas to Create Retail Excitement, 1001

Author: Edgar A. Falk **Date Published:** 1994

Description: This book is chalked full of practical suggestions that show small to mid-sized retails how to attract new customers and keep them coming back. From proven successful ideas for eye-catching window displays, in-store promotions and special events to tested strategies for market research and publicity this guide provides everything you need to become more aggressive and effective in pulling in customers and fending off competition.

Resource Type: Book **Subject:** Tourism **Copies:** 1

Title: Iowa Heritage Tourism Manual

Author: Heritage Tourism Program **Date Published:** 1995

Description: This manual is used as a contact manual for the state of Iowa, including different organizations, companies, and other need to know contact information, as well as a brief description of the group and what they do.

Resource Type: Book **Subject:** Downtown Development **Copies:** 3

Title: Living on Main Street

Author: Oregon Downtown Developme **Date Published:** 1994

Description: This book contains 18 housing case studies, each varying in different ways, from size and style to cost. Each project is discussed, budgeted, and the lessons and hardships of the project are discussed so that everyone can learn from the problems.

Resource Type: Video **Subject:** Main Street Approach **Copies:** 1

Title: Main Street 101: Promotion

Author: Edward D. Jones & Co. **Date Published:** 1993

Description: This video is part 2 of a 2 part series focusing on Main Street training. This volume focuses on the promotion of the Main Street program within the community. TRT - 55 min. The 1st part is entitled "Introduction & Organization".

Resource Type: Book **Subject:** Festivals **Copies:** 3

Title: Main Street Festivals

Author: Amanda West **Date Published:** 1998

Description: This is a one of a kind guide to over 700 local Main Street community festivals all over the United States. From weird and wacky to the wild and wonderful, each festival is described, a history is given, directions to the town, and when it is each year.

Resource Type: Book **Subject:** Success Stories **Copies:** 3

Title: Main Street: The Big Picture

Author: Ronald Frantz **Date Published:** 1996

Description: This book was published for the celebration of the state of Oklahoma's 10th year the Main Street Organization. The book discusses each of the 31 Main Street communities, talking about each of the towns festivals, major projects, major founders, and how long they have been with Main Street.

Resource Type: Book

Subject: Advertising

Copies: 1

Title: Visual Merchandising Planner & Workbook

Author: Brain Dyches & Don Osborne

Date Published: 1997

Description: This workbook goes through different effective strategies and techniques to successful visual merchandising. Helping you create a plan for success through easy to read steps that will get you thinking, planning, and working on your visual merchandising.