



# Newsletter

*Where the Story of American Agriculture Comes to Life.*

Volume 4 Issue 3 2004

## First Gateway Signs Installed

The cooperative effort between the John Deere Foundation, John Deere Waterloo Works, Iowa Department of Transportation and the National Park Service came to fruition the week of October 4, 2004, as five gateway signs were installed to enhance the visitor experience of Silos & Smokestacks National Heritage Area in northeast Iowa.

"This is the infrastructure for the heritage area," said Don Short, execu-

tive director of Silos & Smokestacks National Heritage Area. "These gateway signs will help give the heritage area its



identity for residents and visitors."

The five signs are located at the following locations:

Location 1: **Top of Iowa Site**, southbound on I-35 just before exit 214.

Location 2: **Des Moines**, northbound on I-35 between Mills Civic Parkway and the mixmaster.

Location 3: **Des Moines**, eastbound on I-80 between 74th St. and the mixmaster.

Location 4: **Dubuque**, westbound on Hwy 20, west of Hwy 20/Locust St.

Location 5: **Davenport**, westbound on I-80, just after the bridge.

There will be a ceremony celebrating the installation of the gateway signs held at Living History Farms in Urbandale on October 22 at 10:00 a.m. Please contact the Silos & Smokestacks main office at 319-234-4567 or e-mail Jodi at [jverbraken@silosandsmokestacks.org](mailto:jverbraken@silosandsmokestacks.org) if you plan to attend.

Thank you to the John Deere Foundation and the Iowa Department of Transportation for making these signs possible!

## NPS Regional Director Visits Heritage Area

How would you like to visit Hansen's Farm Fresh Dairy, Wapsipinicon Mill Museum, National Mississippi River Museum & Aquariums, Hurstville Lime Kilns, Tabor Home Winery, Grout Museum District and Fossil & Prairie Park and Center? How about meeting dozens of people?

How about doing this all in two days? Well, that is exactly what

Ernie Quintana,

Regional Director of the National Park Service Midwest Region, did when he visited the



**Ernie at the Wapsipinicon Mill Museum in Independence tying flour bags.**

Heritage Area this past summer.

Silos & Smokestacks National Heritage Area (SSNHA) had the distinct

honor of being the first National Heritage Area to host the new National Park Service (NPS) Midwest Regional Director. His primary purpose of the trip was to learn first hand what a heritage area is, what they do, and how they

do it. Throughout the two-day adventure, SSNHA partner sites, communities, trustees

and staff tried to capture what the Heritage Area is through a variety of cultural, historical, and farm experiences.

Ernie first arrived in Waterloo and was greeted with open arms by the Jay and Jeanne Hansen family of Hansen's Farm Fresh Dairy in Hudson, where Ernie learned how the Hansen's and their four adult children and their families are bottling milk straight from the farm to the store delivering it the old-fashioned way, by delivery truck.

During each site visit, Ernie was able to gain an understanding of what has been accomplished in this region,



**Silos' staff, along with Ernie, Bob Casterton, Phyllis Ewing, and Jay and Jeanne Hansen at Hansen's Farm Fresh Dairy in Hudson.**

how the Heritage Area role differs from sites and communities, and what sites desire to become.

Because we could not possibly tour the entire Heritage Area, Silos & Smokestacks hosted an evening reception at the Grout Museum in Waterloo. Nearly fifty Heritage Area stakeholders



**Visiting the National Mississippi River Museum & Aquarium.**

attended a dinner where they had the opportunity to speak with Ernie one-on-one about their particular role in the Heritage Area and their goals. Ernie also recognized Effigy Mounds National **See Visit, Page 2**

## SSNHA Grant Application Due Nov. 1

Silos & Smokestacks National Heritage Area (SSNHA) grant applications are now available for projects that preserve and interpret America's agricultural stories. Eligible grant projects must be located in one of the 37 counties within the Heritage Area and provide a 1-1 non-federal match to the grant request.

There is \$50,000 available for projects including technical assistance, educational programs, interpretation, marketing, signs, and event programming. Grant awards may range from \$1,000 to \$10,000. Eligible applicants are non-profit organizations, local or regional governments, or federally recognized Indian Tribes.

*Grant applications are due postmarked November 1, 2004, and they are available online at <http://www.silosandsmokestacks.org/4partner/grants.html>. You can also call the Silos & Smokestacks office at 319-234-4567 to request a hard copy.*

## Silos & Smokestacks National Heritage Area

### Your Support is Needed

America's agricultural heritage is shared daily through Silos & Smokestacks National Heritage Area partnerships and activities that celebrate Iowa's land, people and communities. It is a story of the unique timing, resources, culture, and cooperative efforts that combined to shape Iowa's agricultural experience. It relates Iowa's agricultural role in America's rise to global significance. The story is of opportunity, challenges, and the belief that each individual can make a meaningful difference that provides new opportunities!

Your financial support is needed to preserve and celebrate Iowa's compelling agricultural story. Each dollar you gift to Silos provides needed leverage for additional federal funding to preserve and share Iowa's rich agricultural heritage. Share the legacy that lives on in N.E. Iowa's land, farm, and communities!

#### Annual Giving Levels (check which apply)

- Platinum Leaders (\$10,000 & above)
- Gold Cultivators (\$5,000-\$9,999)
- Silver Sustainers (\$1,000- 4,999)
- Bronze Supporters (\$51-\$999)
- Friends of Silos & Smokestacks (\$50 & under)

I am interested in learning how I can support Silos & Smokestacks

- in my will (estate gift)\*
- with a planned gift (annuity, trust, IRA, Insurance)\*

Amount Enclosed: \_\_\_\_\_

Names: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Signatures(s): \_\_\_\_\_

Date: \_\_\_\_\_

Make checks payable to:

Silos & Smokestacks Nat'l Heritage Area  
PO Box 2845  
Waterloo, IA 50704-2845



\*Silos & Smokestacks is a member of Leave a Legacy

### World Food Prize Harvest Festival includes Heritage Area Events

The statewide World Food Prize celebration will be held throughout the month of October, called Harvest Festival. The festival honors the work of Dr. Norman Borlaug and his efforts to end hunger. The following events sponsored by Heritage Area sites will celebrate agriculture, food production, the environment, hunger and the humanitarian legacy of individuals like Dr. Norman Borlaug, former President Hoover, and former Vice President Wallace:

**Ackley, Iowa.** Farmers Market, Oct. 4 at 5 p.m.; Harvest of Artists, 10 a.m. - 4 p.m. Oct. 5-10; and Motor Iowa 1000,

11 a.m. - 1 p.m. Oct. 5. 641-847-2191.

**Froelich Foundation for the Preservation of Farm Tractor History.** Tours

11 a.m. - 5 p.m. every weekend in October. 24397 Froelich Road, McGregor, 563-536-2841.

**Gilbertson Conservation Education Area.**

Country Heritage Community Maize Maze, noon - 8 p.m. Wed-Sun through October 31. 22580 A Ave., Elgin, 563-426-5740.

**National Czech & Slovak Museum & Library.**

Roma Rising Photography Exhibit, open daily in October in Laska Gallery. 30 16th Ave. SW, Cedar Rapids, 319-362-8500.

**Plum Grove Historic Home.** Exhibit: Plum Grove Farm 1844-1943: 100 Years of Life in a Changing Society. Wed-Sunday 1 p.m.-5 p.m. through Oct. 31. 1030 Carroll St., Iowa City, 319-351-5738.

**State Historical Society of Iowa.**

Recognizing Laureate Scholars, Oct. 15. 600 E. Locust, Des Moines, 515-281-6412.

**Wallace House Exhibit** Corn Belt

Leaders-Iowa's Four Secretaries of Agriculture, 1897-1940" exhibit opening Oct. 19. 756 16th St., Des Moines, 515-243-7063.

#### Visit, continued from pg 1

Monument and Herbert Hoover National Historic Site each with the National ADA Accessibility Award. Out of a nationwide competition only two awards were given, and they were to sites in the Midwest Region, who happen to both be in Iowa! Congratulations to our Iowa National Park Service partners!

Upon his leave, Ernie commented, "I am convinced that telling national stories on regional living landscapes is the wave of the future and this region is an excellent example of how to succeed."

When we asked Ernie about his visit to the Heritage Area he said, "I am

impressed with the warmth, dedication and enthusiasm displayed by everyone I met. The regional stories are rich with spirit, determination and a willingness to work hard, traits that I saw in every handshake, exhibit and demonstration. The National Park Service, especially the Midwest regional office, is honored to



Visiting Hurstville Lime Kilns in Maquoketa.

work side-by-side with residents who are preserving, conserving and uncovering hidden stories along the landscapes known as Silos & Smokestacks. Please pass on my sincere thanks to everyone who opened their homes, sites, stories and time to assure that I gained a strong understanding of the challenges, successes and future plans for Silos & Smokestacks National Heritage Area. I am only sorry I did not have time to meet more of the partners and friends of the region."

*A special thanks to Sue Pridemore for her assistance in making Ernie's visit possible. Also thank you to the many folks and sites that helped make Ernie's visit special.*

### Heritage Area Represented at State Fair



Silos & Smokestacks had another successful booth at the 2004 Iowa State Fair in the Iowa Tourism Building. A big thanks goes to the 42 volunteers who helped staff the booth and to the sites who provided trivia and donated prizes.

### LIFE Tours Finalist for TIA Award

The Travel Industry Association of America (TIA) has selected a Silos & Smokestacks National Heritage Area (SSNHA) program for recognition in the Cultural Heritage category for its annual Odyssey Awards. Each year at TIA's Marketing Outlook Forum, The Odyssey Awards are presented to organizations representing the best of emerging trends in the industry.

Living an Iowa Farm Experience Tours (LIFE Tours) was recently chosen as a finalist in the competition for this prestigious award. LIFE Tours

offers the opportunity for their groups to experience modern agriculture in all its diversity and complexity.

Travelers on the coaches may visit a 1000-head dairy operation, tour an implement dealership, hand feed live buffalo from a wagon, enjoy a meal in a farmhouse, tour a restored 19th century round barn, buy a painting at a farm-based art gallery, or walk through heirloom vegetable gardens.

The LIFE Tours program will be featured in a display of finalists at this year's Marketing Outlook Forum in Phoenix this October.

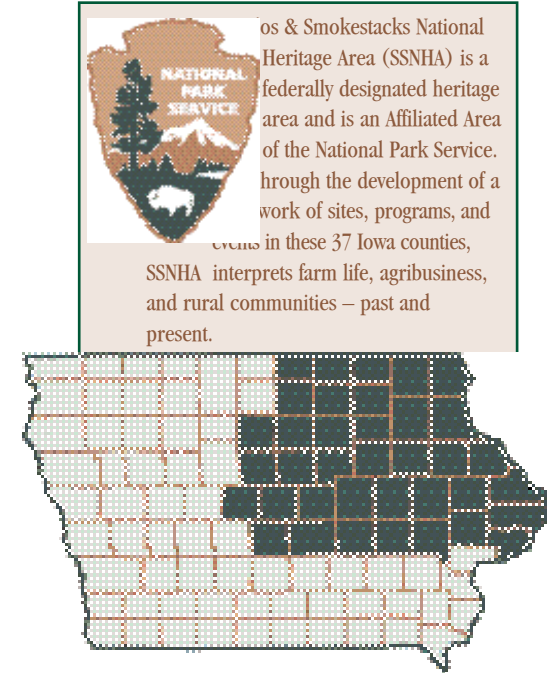


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## Dates to Remember...

- October 15, 2004** - Postmarked  
2004 SSNHA Partner Site  
Applications Due
- October 17-20, 2004** - Iowa  
Tourism Conference, Cedar Rapids
- October 20, 2004** - Trustee Meeting
- November 1, 2004** - Postmarked  
2004 SSNHA Grant Applications Due
- November 30, 2004** - How to Create  
a Seamless Guided Tour Workshop  
(see pg. 2)
- Watch the next Newsletter for information on the Silos & Smokestacks Conference planned for Spring 2005!



The Silos & Smokestacks National Heritage Area (SSNHA) is a federally designated heritage area and is an Affiliated Area of the National Park Service. Through the development of a work of sites, programs, and events in these 37 Iowa counties, SSNHA interprets farm life, agribusiness, and rural communities – past and present.

The Newsletter is published by Silos & Smokestacks National Heritage Area. Please contact Candy Streed, Editor, at (319) 234-4567 or email at [cstreed@silosandsmokestacks.org](mailto:cstreed@silosandsmokestacks.org) to submit story ideas.

## Partnership Management Plan Available For Comment

The Silos & Smokestacks National Heritage Area has revised its Partnership Management and Action Plan and is available for final comment.

The Management Plan is a document to guide the Heritage Area in achieving its mission to preserve and tell the story of American Agriculture and its global significance through partnerships and activities that celebrate the land, people and communities of the area.

The final draft is available at the Silos & Smokestacks office, 209 W. 5th St., Mezzanine Level, downtown Waterloo. All comments must be made in writing and received by November 1, 2004.

### Leadership Advisors

**Terry Branstad**  
Former Iowa Governor, President & CEO, Des Moines University

**Ross Christensen**  
Christensen, Christensen, Bigelow, Day

**Willard Jenkins**  
Iowa House of Representatives

**Patty Judge**  
Iowa Secretary of Agriculture IDALS

**Susan Judkins**  
Director of Government Affairs, Iowa League of Cities

**Ambassador Ken Quinn**  
President, World Food Prize Foundation

**Robert Ray**  
Former Iowa Governor, Ray Enterprises

**Neal Smith**  
Former US Congressman, Attorney at Law

**Wythe Willey**  
Attorney, Wythe Willey Law Office

### Partnership Panel

**Billie Bailey, Vice Chair**  
Grout Museum District, Waterloo

**Robert Cole**  
ISU Extension, Mason City

**Phyllis Ewing, Chair**  
Effigy Mounds National Monument, Waukon

**Kathy Gourley**  
State Historical Society of Iowa, Des Moines

**Geoffrey Grimes**  
StruXture Architects, Waterloo

**Lanny Haldy**  
Amana Heritage Society, Amana

**Phil Hemesath**  
Farm Bureau District 1, Calmar

**Warren Johnson**  
Limestone Bluffs Resource Conservation & Development, Maquoketa

**Steven Kolbach**  
Dillman Equipment Inc., Harpers Ferry

**Samuel Lankford**  
University of Northern Iowa, Cedar Falls

**Rod Marlatt**  
Fayette Co. Conservation/Country Heritage Community, Elgin

**Bob Neymeyer**  
Public Historian, Parkersburg

**Mary Ellen Warren**  
Community Leader, Waterloo

**Sandi Yoder**  
Living History Farms, Urbandale

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**Steve Sukup**  
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**Wade Wagner**  
Parks Commissioner, Cedar Rapids

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**Candy Streed**  
Program and Marketing Director

**Mary F. Wallace Brown**  
Resource Development Director

**Carol Klein**  
Finance and Office Manager

**Peter Jorgensen**  
Group Tour Manager

**Jodi Verbraken**  
Administrative Assistant

**Emily Nauman**  
Program Assistant Intern

## New Trustees Named



**Jim Hosch**  
Clayton County  
Extension Service



**Jen Holtkamp**  
Iowa Pork Producers



**Fred Kirschenmann**  
Leopold Center

*Check out Silos & Smokestacks on the web at:*  
**[www.silosandsmokestacks.org](http://www.silosandsmokestacks.org)**

## Silos & Smokestacks National Heritage Area

### Silos & Smokestacks Partner Profile

#### Ushers Ferry Historic Village

Ever wonder what it was like to live in a small Iowa town at the turn of the 20th century? You don't have to wonder, you can visit Ushers Ferry Historic Village, located northeast of Cedar Rapids on a ten acre site in Seminole Valley. Ushers Ferry steps back into time and shows how Iowans use to live before conveniences, such as electricity or indoor plumbing.

The Village is named for an early ferryboat operation that was established by the Usher Family in the late 1830's. The property was then purchased by the city of Cedar Rapids in 1966, and the idea for the creation of a Pioneer Village was developed in 1973. In 1986, Pioneer



Scenic view of Ushers Ferry.

Village was renamed to Ushers Ferry Historic Village to reflect its ties to the history of the Valley and the Usher family.

The site is filled with thirty plus homes and businesses, which include a general store, saloon, hotel, blacksmith, doctor, and school. Visitors can participate in the self-guided, hands-on tours which include different activities such as scrubbing clothes on a washboard, being a student in a one-room



schoolhouse, feeding chickens, and mowing grass with a push mower.

Along with its numerous buildings and hands-on tours Ushers Ferry has to offer, the calendar at the Village is full of annual events. From the Grand Celebration of Brass Bands and Wild West Weekend in June to the Civil War Reenactment in September and All Things Scottish in October (and many more in between!), you're sure to gain a perception of what it may have been like to live in Iowa all those years ago!

In addition to its regular events, Ushers Ferry also hosts a wide array of educational programs for Girl Scouts and school children.

With the completion of a brand new visitors center in the spring of 2004, the Village looks forward to expanding its programming into the winter months.

If you would like more information on Ushers Ferry visit their website at [www.cedar-rapids.org/ushers](http://www.cedar-rapids.org/ushers) or call 319-286-5763.



Wild West Day at Ushers Ferry.

### Prairie Pathway Signs Unveiled



This Prairie Pathway Sign, located in Gateway Park in Cedar Falls, was unveiled in early August. It is the first interpretive sign of several planned along the Cedar Valley Trail in the Waterloo and Cedar Falls area. Signs like this will be placed throughout the trails giving joggers, walkers and runners a history lesson and a map of the area. Silos & Smokestacks was an early contributor and partner in this project. Congratulations!

### By The Wayside Workshop a Success!



Participants showing off interpretive signs they developed for their site.



20 sites participated in the workshop held earlier this summer.

### How to Create a Seamless Guided Tour

A workshop on how to prepare guided tours for your audience, from the casual traveler to group tours.

#### Training Instructor:

Sue Pridemore,  
Heritage Area Partnership Coordinator  
NPS Midwest Region

Tuesday, November 30  
9:30 a.m. - 3:30 p.m.

National Mississippi River  
Museum & Aquarium, Dubuque

**Cost:** \$25 SSNHA partner sites  
\$30 other participants  
After November 23 or at the door, \$35.  
Fee includes lunch, refreshments, materials.  
Workshop participants will receive \$1.00 off admission for the Museum.

To register, mail this form with your payment to:

Silos & Smokestacks Nat'l Heritage Area (SSNHA)  
P.O. Box 2845, Waterloo, IA 50704  
319.234.4567 / 319.234.8228 (fax)  
Make checks payable to Silos & Smokestacks.



Name(s): \_\_\_\_\_  
Organization: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
E-Mail: \_\_\_\_\_  
Phone: \_\_\_\_\_ Amt. Enclosed: \_\_\_\_\_