

Telling the Story Together Conference a Success!

Downtown Waterloo was filled May 3rd and 4th with tourism professionals, community volunteers and leaders, local and state government leaders, preservationists, community developers and regional organizations for the Silos & Smokestacks National Heritage Area (SSNHA) Annual Conference, *Telling the Story Together*. More than 100 regional partners attended the two-day event at the Five Sullivan Brothers Convention Center.

The conference, sponsored in part by a Waterloo Hotel/Motel tax grant, included numerous educational breakout sessions, energetic keynote speakers, off-site activities, a celebration of "The Year of the Barn and the Family Farm" and the 1st Annual Golden Silo Awards.

Conference attendees were welcomed by Mayor Tim Hurley,



Don Short, SSNHA Executive Director welcoming Ernie Quintana, Midwest Regional Director of National Park Service.

City of Waterloo, Ernie Quintana, Midwest Regional Director of the National Park Service and Bob Casterton, SSNHA Board of Trustees Chair.

Former Saturday Night Live entertainer and Cedar Falls resident, Gary Kroeger kicked off the conference with a powerful message to

residents of Northeast Iowa. Kroeger encourages the audience saying, "...let's be proud of who we are, let's let our children know it, our out-of-state friends and our business associates. Let's bang the drum."

After a motivational kick-off to the conference, educational

breakout sessions began.

Sessions included, Who's Coming? Northeast Iowa Travel Markets; Case Study: Seed Savers Exchange Farm; and More Hands, More Minds, More Resources.

During the 1st Annual Golden Silo Awards Luncheon, Marty Sterkel, Midwest Assistant Regional Director of the National Park Service, spoke about the future of National Heritage Areas



Marty Sterkel, Midwest Assistant Regional Director of National Park Service.

and the importance of all emerging and designated Heritage Areas to the Park Service. Sterkel comments, "National Heritage Areas add a new dimension to the

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Grant Application Available

Silos & Smokestacks National Heritage Area (SSNHA) Grant Applications will be available online at www.silosandsmokestacks.org/4partner/grants.html or by calling the Silos office at (319)234-4567 to request a hard copy after July 1. These matching grants support projects that preserve and interpret America's agricultural stories.

A SSNHA Grant Workshop will be held July 26 at Fossil & Prairie Park and Center in Rockford at 2:30 p.m. to review the grant application and process and to answer questions about the grant program.

There is \$75,000 available for projects including exhibit development, 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 located within the Heritage Area.

Grant applications are due postmarked October 1, 2005.

Heritage Area Seeking New Partner Sites

The Silos & Smokestacks National Heritage Area is looking for new agriculturally-related tourism sites. There are currently 85 active partner sites telling their unique agricultural stories, including Grout Museum District, National Mississippi River Museum & Aquarium, Living History Farms, Fossil & Prairie Park and

Center, Hurstville Lime Kilns, Seed Savers Exchange and Eagle City Winery.

Benefits of becoming a partner site are networking within a regional and national program, access to financial and technical resources, opportunities for interpretive and educational projects and participation in

marketing programs.

To join this regional tourism effort and become a Silos & Smokestacks partner site, a site must meet certain criteria and make application. Applications can be found online after July 1 at



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L.I.F.E. Continues to Grow

The Living an Iowa Farm Experience (L.I.F.E.), Silos & Smokestacks' group travel program,

continues to grow with the addition of Joe Knobbe as Group Tour Assistant.



Joe Knobbe joins the Group Tour Assistant Silos team as part of a grant received earlier this year from Tourism Cares for Tomorrow. Joe assists with the identification and management of heritage tourism resources which the group travel program is based; specifically the working farms and agribusiness that are open to motorcoach visits.

CampSilos Awards Presented

National History Day in Iowa promotes the study of history in schools. 6th through 12th grade students made history come alive in original exhibits, documentaries, papers or performances centered on this year's theme, "Communication in History."

Silos & Smokestacks honored three students with the CampSilos Award, which is given to individuals or groups that use local cultural resources and/or www.campsilos.org for research on the state of Iowa and American agriculture.

This year's Junior Division CampSilos Award went to Andrew Edson from Nashua-Plainfield Middle School for his paper, "Beef'n Up



Andrew Edson

Communication: The National Cattlemen's Beef Association." Andrew's paper took an interesting look at how the Association supports cattlemen by using the media to promote beef products.

Austin Mills and Brianna Nielsen, both from North Scott High School, were



Brianna Nielsen and Austin Mills

awarded the Senior Division CampSilos Award for their documentary, "From Green to Rainbow: Communicating a Revolution." The documentary focused on the importance of communication between scientists and farmers in order to incorporate changes into the agricultural development of starving nations.

New Trustees & Panel Members

Silos & Smokestacks welcomes several new members to the Board of Trustees and Partnership Panel. Thank you for your commitment!

Board of Trustees:

Dan Brown, *USDA Rural Development*

Kristopher Einsweiler, *John Deere Drivetrain Operations*;

Soo Greiman, *Greiman Farms, Inc.*;

Tom Husnik, *Pioneer & Crop Protection*; and,

Michael Morrison, *North Iowa Area Community College*.

Partnership Panel:

Kathy Bowermaster, *Iowa Tourism Office*;

Sandy Scholl, *ISU Extension*;

Doug Schroeder, *Fossil & Prairie Park and Center*; and,

Paul Tabor, *Tabor Home Winery*.

Conference, Con't from pg. 1

National Park Service, providing an opportunity to conserve nationally important living landscapes and cultures."

Following an exciting and emotional awards luncheon, (See page 3 for more information on the 1st Annual Golden Silo Awards.) the second round of educational breakout sessions were held, including Barns Count Too!; Sign, Signs, Everywhere a Sign; and Welcome to My Home: Creating a Seamless Experience.

After sitting inside on a beautiful May day, it was time to relax and enjoy a trolley ride of historic downtown Waterloo. With hosts in period dress and fascinating oral histories, it was a ride to remember. Participants were also able to sample and purchase wines from the new Upper Mississippi Valley Wine Trail.

Wednesday morning began with a hearty breakfast celebrating, "2005, The Year of the Barn and the Family Farm." After a brief State of the Heritage Area by Don Short, SSNHA Executive Director, John Cosgrove, Executive Director of the Alliance of National Heritage Areas, spoke not only about the future of



Trolley ride of historic downtown Waterloo.

SSNHA, other Heritage Areas and the advancement of heritage development as an industry, but of the progress Silos & Smokestacks has made over the past nine years. Cosgrove wanted the participants to go away knowing the importance of

partnerships, strategic engagements to the public, having a united voice and the creativity of 'telling the story.' As he concluded, Cosgrove presented the Heritage Area with a challenge, "I challenge Silos & Smokestacks National

Heritage Area to recognize your leadership position in the heritage development industry and to increase your efforts to share your creative and innovative programs with others in the movement."

Round table discussions followed the breakfast. Here, individuals were able to frame and participate in what happens in the Heritage area over the next year and beyond. For a complete list of ideas gathered, visit www.silosandsmokestacks.org/conference.

The conference concluded with an exclusive tour of the John Deere

"I challenge Silos & Smokestacks National Heritage Area to recognize your leadership position in the heritage development industry and to increase your efforts to share your creative and innovative programs with others in the movement."

John Cosgrove, Executive Director, Alliance of National Heritage Areas

Tractor Assembly Plant for conference attendees.

Watch the next newsletter for information on the 2006 Annual Conference!



Great ideas came from the round table discussions held Wednesday morning.

1st Annual Golden Silo Awards

On May 3rd at the *Telling the Story Together* Conference, Silos & Smokestacks presented the first ever Golden Silo Awards to individuals and organizations whose contributions demonstrate outstanding excellence in preserving and telling the stories of American agriculture. Congratulations to the following recipients:

Golden Silo Award: Outstanding Volunteer

Jim Erb and Rod Scott

The *Outstanding Volunteer* is an award given to an individual who has given tirelessly to the Heritage Area. This year, Silos & Smokestacks was fortunate enough to recognize two outstanding individuals who dedicated so much of their time and effort to the Heritage Area.

Golden Silo Award: Outstanding Preservation in Agriculture

Wapsipinicon Mill Museum/Buchanan County Historical Society

The *Golden Silo Award for Outstanding Preservation in Agriculture* honors an individual, organization, project, business, agency or local government who has made an extraordinary effort in preserving the icons to the story of American agriculture. The Buchanan County Historical Society was awarded for their outstanding efforts in preserving the Wapsipinicon Mill in Independence, one of the largest remaining mills in Iowa and the only flour mill remaining in Buchanan County.

Golden Silo Award: Outstanding Visionary

Al Hutchings

The *Golden Silo Award for Outstanding Visionary* honors an individual, organization, business, agency or local government who has shown sustained support for the Heritage Area for more than five years, created a legacy in heritage development that has made all the difference and provided leadership in heritage development. Al Hutchings, Associate Regional Director for the Midwest Regional Office of the National Park Service (NPS), was the recipient of this award because of his dedication to the creation of the National Heritage Areas program. While developing the concept of the Silos & Smokestacks National Heritage Area, Al commented, "You have an important story to tell and nobody in the nation is telling it. Let's go for it!" *This award will now be named in his honor for future recipients, The Al Hutchings Visionary Award.*

Partnership Panel Service Award Board

Billie Bailey, Grout Museum District

Kathy Gourley, State Historical Society of Iowa

Lanny Haldy, Amana Heritage Society

Steve Kolbach, formerly of Isle of Capri

With the creation of the Partnership Panel in 2000, the 15-member advisory board has provided a regional perspective in building Iowa's only National Heritage Area. The Panel created and administers the Partnership Designation and Grants Program. These individuals were awarded for their dedication, expertise and knowledge they have given to the Heritage Area throughout the past four years.



Jim Erb accepting his award for *Outstanding Volunteer*.



Rod Scott accepting his award for his dedication and energy he has given to SSNHA.



(LtoR) Don Short, Ron Zimmerly, Leann Harrison, Norma Gates, Lynn Beier and Ernie Quintana.



A surprised Al Hutchings receives the *Outstanding Visionary Award*.



Billie Bailey receives the *Partnership Panel Service Award* for her time spent serving as Vice-Chair on the Partnership Panel.

Iowa Farm Survey Project

Why Should You Care?

If barns could talk, the stories they could share. Stories would range from the immigrants who built the barn to how technology has changed the way farming is done today.

Silos & Smokestacks is partnering with the Iowa Historic Preservation Alliance (IHPA) to celebrate “The Year of The Barn and the Family Farm” with an Iowa Farm Survey project. Iowa will be one of the first to use this National Barn Survey produced by the National Trust for Historic Preservation BARN AGAIN! and the National Barn Alliance.

The survey is a simple photographic survey that identifies and records all barns and mirroring structures on the farm that are fifty years or older and all sites that are identifiable as farmsteads.

Silos & Smokestacks encourages all 37 counties in the Heritage Area to get involved with this important project so we can tell the stories that are within our barns before it is too late.

So, you want to get involved and preserve the story of American

agriculture that’s right in your backyard? Here are some easy steps to get you started!

PLANNING YOUR SURVEY

Contact Silos & Smokestacks at (319)234-4567 or Rod Scott with the IHPA at (641)373-1171 or rodscott@iowaconnect.com.

STEP ONE: Recruiting Surveyors

Get in contact with your local county Extension office, 4-H youth program, local schools, civic groups, local historical society and Future Farmers of America. Also, advertise in your local media to make sure everyone is informed. An ideal survey team consists of two or three youth and one or more adults.

STEP TWO: Budgeting

Because the survey involves taking two to five photographs of each survey site, photography could potentially be the largest expense. Other items include an archival safe and clear notebook sheets to store photos, negatives and survey forms. The IHPA website suggests that you contact local businesses, agencies and individuals who may be willing

to contribute funds or supplies.

STEP THREE: Deciding When and Where to Survey

Choose one township or other geographic area, define the boundaries on a map and find all the farmsteads within the boundaries. The survey teams should cover all roads within the defined survey area.

Plan to do your survey in early spring or fall if possible. If you do it in mid-summer, foliage may be visible and obstruct views of buildings and if you complete a survey in the winter, snow can cause a glare in photos and hide roofs. Mornings or late afternoons are the best time of day.

STEP FOUR: Safety Issues

Because you will be entering private property, make sure to let farmstead owners know you are surveying their properties. Youth/minor participants should have signed permission forms allowing them to participate in the project.

STEP FIVE: Researching Your Community’s Agricultural History

Make sure to check out your local library, historical society and State Historical Library/Archives to learn more about your community’s agricultural history before you begin your survey. You can learn what crops were grown in that area during different time periods, the livestock that was raised and the ethnic groups that settled the area.

STEP SIX: Training Your Group

Train the surveyors a few weeks prior to their survey; this will prepare them for what they will see in the field.

This information along with a downloadable survey form and additional information on beginning a barn survey project in your area can be found at www.silosandsmokestacks.org/farmsurvey or www.iowapreservation.org/product/index.html.

To request a hard copy, please call the Silos & Smokestacks main office at (319)234-4567.

It is time for everyone to hear the stories that have been held inside Iowa barns for so long!

Photo by Gene Duprey

Seeking Sites, Con’t from pg. 1

www.silosandsmokestacks.org/4partner/partnerup.html or call the Silos & Smokestacks office at (319) 234-4567 for a hard copy. **Applications are due postmarked September 1, 2005.**

Prior to making application, we encourage sites to attend the informational workshop and/or contact Candy Streed to discuss your attraction’s eligibility. The workshop will be held at Fossil & Prairie Park and Center in Rockford at 1:00 p.m. on July 26 to help sites through the partner application process.

What’s New in the Heritage Area?

Additions, renovations and new exhibits are popping up at various partner sites all over the Heritage Area. Check out the major changes taking place in the region:

♦The Amana Visitor Center

is now housed in a restored corn crib. Since many of the original corn crib components were left intact, this Visitor Center is an attraction all by itself.

♦Calkins Nature Area’s Ice

Age exhibit features authentic mammoth and mastodon bones, as well as discovery drawers filled with rocks, fossils, and bones to give visitors a hands-on learning

experience.

♦**Carrie Lane Chapman Catt Girlhood Home** is planning an August 27th ribbon-cutting to celebrate the opening of its first ever exhibit honoring Carrie Lane Chapman Catt and her role in the suffrage movement and how rural upbringing prepared her for her life’s work.

♦**Cedar Rapids Museum of Art** recently opened the Grant Wood Studio and Visitor Center at 5 Turner Alley. *American Gothic* was painted in this original studio and will be returning to its birthplace Sept. 10 - Dec. 4.

♦The Laura Ingalls Wilder

Park & Museum has added the Laura Ingalls Wilder Visitors Center to its site. The structure has a long history of service to the community of Burr Oak, Iowa, first as a bank, then a post office, barber shop and now as a visitors center.

If you have something new happening at your site, let us know by emailing Molly at mmccarthy@silosandsmokestacks.org.

Silos & Smokestacks Partner Profile

Ackley Heritage Center

The Ackley Heritage Center uses three sites, The Settlement of the Prairie, Heritage Center and The Heritage Center Museum & Soda Shop, to preserve and interpret what life was like for the first Ackley pioneers, primarily from Ostfriesland, Germany.

New to the Center are seven outdoor waysides funded in part by a grant from Silos & Smokestacks. The Ackley Heritage Center is the first of the Silos & Smokestacks partner sites to use the new Signage Guidelines developed for the Heritage Area.

The Settlement of the Prairie historical site uses the new outdoor panel signs to interpret a prairie-style barn, 1871 I-house, windmill, country school, restored prairie, and glacial landscape. The seven



Prairie-Style Barn

signs identify the four structures, and interpret the restored prairie site, vegetation and landscape in a way that enhances the visitor experience.

According to Tom Woods, designer of the Ackley signs, "the advantage of outdoor

signage was that we could place the interpretation within a restored prairie and adjacent to the structures themselves, making the interpretation more immediate and meaningful."

Along with the Settlement of the Prairie, two additional sites also make up the Ackley Heritage Center. The Heritage Center houses the site's office and is a great place to browse photos and research the lives of early settlers. The Heritage Center Museum & Soda Shop is an operating old fashioned ice cream parlor that

serves as a fundraiser for the organization, as well as a real-life exhibit of an early Ackley business.

Ackley Heritage Center received a second grant from Silos & Smokestacks to create an Agricultural History exhibit inside the Settlement of the Prairie

barn. This project will be completed later this year and will illustrate Ackley's agricultural history. Be sure to visit Ackley June 23rd - 26th for Sauerkraut Days, a community celebration, and explore the new interpretation.

For more information, visit www.ackleyheritagecenter.com or call Bev Ryken at (641) 847-2201 Jim Daggs at (641) 847-2405.



Sign outside Prairie-Style Barn



The Settlement of the Prairie's I-house

State Fair Volunteers Needed

The Iowa State Fair is just around the corner, and Silos & Smokestacks is looking for volunteers to help staff the Heritage Area www.iowastatefair.org



booth. This year's booth is bound to be bigger and better as Silos was granted twice the amount of space as last year! Take advantage of this opportunity to pass out your site's brochure and market to thousands of potential travelers. Volunteers are needed to fill shifts August 11-21, from 9 a.m. to 3 p.m. or 3 p.m. to 9 p.m.

Silos & Smokestacks will provide booth volunteers an admission ticket and parking pass. If you would like to sign up for a shift or have any questions, contact Molly McCarthy at (319) 234-4567 or mmccarthy@silosandsmokestacks.org.

UNI Intern Joins Silos Staff

Molly McCarthy joined the Silos team in May and is a junior at the University of Northern Iowa (UNI). Molly is majoring in Marketing and minoring in Public Relations.



Molly McCarthy Program Assistant Intern

As a Program Assistant Intern, Molly does website development, creates flyers and brochures, prepares events email, and assists in writing articles for the newsletter, in addition to providing assistance to the grant and partnership programs.

Turning Stats & Stuff into Stories & Signs

A workshop on interpretation 101 and developing outdoor exhibits using the Silos & Smokestacks Signage Guidelines.

Tuesday, July 19, 2005

Interpretation 101, 9 a.m. - 1 p.m.

Developing Outdoor Exhibits, Noon - 4 p.m.

Hurstville Interpretive Center

18670 63rd St., Maquoketa

Instructor:

Sue Pridemore

Interpretive Planner,

National Park Service,

Midwest Regional Office



Cost: \$25 per person affiliated with a SSNHA partner site

\$30 per person for all other participants

Registration due July 15, 2005

Fee includes lunch, refreshments and materials.

To register, mail this form with payment to:

Silos & Smokestacks National Heritage Area

P.O. Box 2845, Waterloo, IA 50704

Ph: 319-234-4567 Fax: 319-234-8228

Make checks payable to Silos & Smokestacks

Name(s): _____

Organization: _____

Mailing Address: _____

Email: _____

Phone: _____ Amount Enclosed: _____



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Dates to Remember...

July 19, 2005 - Turning Stats & Stuff into Stories & Signs Workshop. See pg. 5 for more information.

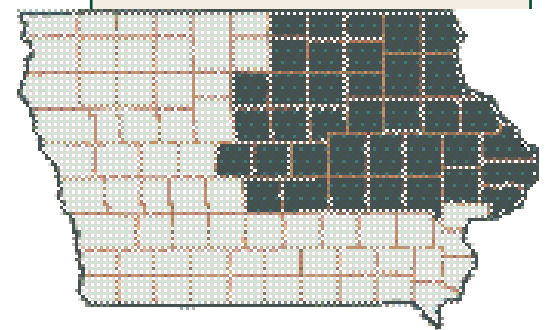
July 20, 2005 - SSNHA Board of Trustee Meeting

July 26, 2005 - SSNHA Partner Designation & Grant Workshop. See pg. 1 for more information.

August 11-21, 2005 - Iowa State Fair. See pg. 5 for more information.

September 1, 2005 - SSNHA Partner Designation Application due postmarked. See pg. 1 for more information.

October 1, 2005 - SSNHA Grant Application due postmarked. See pg. 1 for more information.



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 to submit story ideas.

IHDC, Scholarships Awarded

Individuals from various partner sites and communities in the Heritage Area participated in the International Heritage Development Conference (IHDC) on June 4-8 in Nashville, TN. Silos & Smokestacks had the most representation of any Heritage Area at the conference with 16 individuals from Iowa attending.



Back row, left to right: Darrin Crow*, *Ushers Ferry Historic Village*; Jennifer Fischer*, *Jones County Economic Development*; Sylvia Casterton; Bob Casterton*, *SSNHA Trustee*; Emily Nauman, *Staff*; Don Short, *Staff*; Kathy Bowermaster*, *Iowa Division of Tourism*; Richard & Ardith Barnes*, *City of Clermont/Clermont Historical Society*; Ron Taylor, *Postville Visitor Center*; Candy Streed, *Staff*. Front row, left to right: Barb McKinstry, *Fossil & Prairie Park & Center*; Doug Schroeder* *Fossil & Prairie Park & Center*; Ann Burns*, *Hurstville Interpretive Center*; Nina Taylor*, *Postville Visitor Center*. Not Pictured: Carolyn Eggers*, *Potter's Mill Bed & Breakfast*.

* Indicates recipient of a \$500 scholarship from Silos & Smokestacks to attend IHDC.

Check out Silos & Smokestacks on the web at:
www.silosandsmokestacks.org

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