

## Living Landscape—Iowa's Hidden Treasure 2nd Annual Conference

Thanks to the success and the overwhelming response from last year's Annual Conference, Silos & Smokestacks is announcing the 2nd Annual Conference will be held March 21-22, 2006, in Decorah at Hotel Winneshiek.

The conference, *Living Landscape—Iowa's Hidden Treasure*, will not only include the 2nd Annual Golden Silo Awards, but new educational sessions including *Voices of Our Landscape* where participants will learn

how to effectively collect local stories through oral histories, and *Bringing Your Hidden Treasures to the WWW* to see how two museums digitized a portion of their collection and linked their local stories to national standards and benchmarks with an educational website. Participants will also have the opportunity to learn about two activities that are connecting youth to northeast Iowa's living dairy stories at an off-site excursion to The Dairy Center.

The conference will include two phenomenal keynote speakers, Chuck Offenburger and Cary J. Hahn. Offenburger, who wrote for *See Conference, Page 3*



**Silos & Smokestacks 2nd Annual Conference will be held March 21-22, 2006, in Decorah**

## SSNHA Represented Nationally

Don Short, Silos & Smokestacks National Heritage Area's Executive Director, nationally represented the Heritage Area at the U.S. Cultural & Heritage Tourism Summit in Washington, DC, October 6-8, 2005. Short joined more than 350 of the nation's cultural, heritage and tourism leaders from all 50 states to discuss and develop a new national strategy to increase U.S. tourism. Of the four nominees from Iowa, Short was the only one to receive an invitation from the national level.

Delegates worked together to update the original Cultural & Heritage Tourism White Paper, first published in 1995, to reflect the changing tourism environment. Participants left the summit with new partnerships and strategies to be implemented within their respective organizations and advanced collectively at the state level.

## SSNHA Announces 7 New Partner Designations

SSNHA recently designated seven new sites. Now, the 37-county National Heritage Area consists of 91 partner sites.

**The Dairy Center**, Calmar, *Strategic Investment Partner*. Prior to becoming a Strategic Investment Partner, The Dairy Center was an Affiliate Site. The Dairy Center includes hands-on activities, demonstrations and displays that explore the changes in the dairy industry over the past 100 years. The Center also showcases modern-day production.

**Kinney Pioneer Museum**, Clear Lake, *Affiliate Site*. The museum preserves and displays the pioneer way of life in rural North Central Iowa. The museum includes exhibits and displays on early agricultural artifacts, amenities, and social practices, as well as their relationship to the growth of industry, education, and the cities and towns of the area.

**Mines of Spain Recreation Area**, Dubuque, *Affiliate Site*. The Mines of Spain Recreation Area consists of 1,387 acres of forest, prairie and geological formations along 3 1/2 miles of the Mississippi River. The Area hosts numerous archeological sites of farming, Native Americans and lead mining. The park's Interpretive Center has displays on the Otto Junkermann farmsite, prairies, lead mining, Native Americans and wildlife of the park.



Photo courtesy of the Mason City Convention & Visitors Bureau



**See New Partners, Page 2**

## SSNHA Awards \$75,000 in Grants

In two rounds of grants, Silos & Smokestacks National Heritage Area (SSNHA) awarded \$75,000 to help sites, communities and organizations preserve and tell the stories of American agriculture in northeastern Iowa. With \$87,238.66 in requests, SSNHA awarded \$63,117.66 to the following recipients through the first round of the 2005 SSNHA Grant Program:

- **African American Historical Museum and Cultural Center of Iowa**, Cedar Rapids, \$3,000. To create an exhibit that tells the story of African American involvement in Cedar Rapids' agribusiness industry.
- **Cedar Falls Historical Society**, Cedar Falls, \$4,250. To create an exhibit at the Ice House Museum depicting the unique story of ice harvesting that occurred on the Cedar River in the 19th century.
- **City of Fredericksburg**, Fredericksburg, \$1,670.66. To design and install two low profile interpretive signs to introduce visitors to the Plum Creek Bike and Nature Trail and all its assets.
- **Country Heritage Community**, Elgin, \$5,000. To fund the planning, development and management of the 2006 Maize Maze in Elgin, Iowa.
- **Dubuque County Conservation Board**, Peosta, \$1,875. To create an exhibit that tells the story of the Swiss farmers who established Iowa's first grist mill.

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## Grants, Continued, Page 1

- **Dubuque County Historical Society, Dubuque, \$10,000.** To complete restoration, furnishing and historic interpretation of an 1832 log cabin built by one of the first farmers to break sod in the Dubuque area.
- **Friends of the Mines of Spain, Dubuque, \$2,362.** To develop audio recorders that teach non-reading visitors about the area's landforms and the importance of the family farm.
- **Heartland Acres Agricultural Center, Inc., Independence, \$10,000.** To create a nine-minute video presentation and purchase all the necessary audio/visual equipment to welcome visitors to Heartland Acres.
- **Heartland Museum Foundation, Clarion, \$2,260.** To construct a theatre, to produce a video explaining early farming in the area, and to develop an education curriculum for student visitors.
- **Jones County Historic Preservation Commission, Anamosa, \$4,000.** To design and construct two interpretive kiosks telling the story of the Hale Bridge and its importance in the farm-to-market road system in Iowa.
- **Northeast Iowa Resource Conservation & Development, Inc. (NE IA RC&D), Postville, \$1,000.** To develop and print agtourism brochures highlighting local producers in a six-county area.
- **Quad Cities Convention and Visitors Bureau, LeClaire, \$5,000.** To design and install interpretive signage throughout an outdoor prairie grass exhibit explaining Iowa's agricultural heritage.
- **The Herbert Hoover Presidential Library Association, West Branch, \$10,000.** To further develop a costumed interpretation plan to engage visitors in what life was like in rural West Branch when

Herbert Hoover lived there as a boy.

- **The Northeast Iowa Community-Based Dairy Foundation, Calmar, \$2,700.** To create and install interpretative signage at the Dairy Center's two new facilities.

Silos & Smokestacks accepted applications in a second round of the 2005 Grant Program to award the remaining \$12,000. Second round grants were awarded to the following ag-related projects:

- **Amana Heritage Society, Amana, \$1,300.** To allow visitors to experience a working blacksmith in an original shop and learn about the craft's role in agriculture.
- **James & Meryl Hearst Center for the Arts, Cedar Falls, \$2,484.83.** To commission artists to create works of art for a traveling exhibit that illustrate poems written by James Hearst based on Iowa farm life.
- **State Historical Society of Iowa, Des Moines, \$6,500.** To create Hands-on History Discovery Trunks on Iowa barns filled with tools for students and teachers to assemble a recreated barn raising.
- **UNI Museums, Cedar Falls, \$1,885.** To design and construct an interpretative panel at the Marshall Center School.

Projects funded through the SSNHA grant program must provide a 1-1 non-federal match to the grant award. Since the program began in 2001, Silos & Smokestacks has funded over \$1 million to non-profit organizations, local governments and communities in northeast Iowa to preserve America's agricultural heritage.

## New Partners, Continued, Page 1

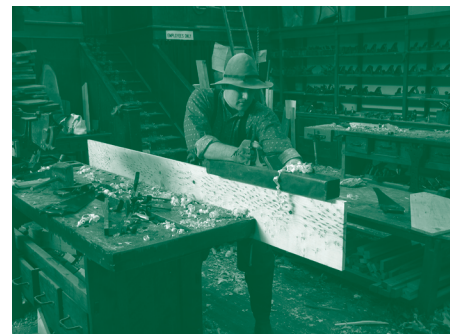
**Mississippi Valley Welcome Center/Quad Cities Convention and Visitors Bureau, LeClaire, Affiliate Site.** Serving as Iowa's welcome mat, the Mississippi Valley Welcome Center offers a variety of exhibits on Iowa, Native Iowans, Iowa's rich soil and a prairie grass garden.



**Park Farm Winery, Bankston, Point of Interest.** This family farm uses their Iowa-grown grapes to produce Iowa wines, both red and white. Park Farm Winery educates the public on varieties of wine and grapes, the establishment of a vineyard, harvesting grapes and much more.



**RVP-1875, Story City, Point of Interest.** RVP-1875 is a working museum where historical furniture is built using only tools and techniques of the 1870s. On display and in use is one of the Midwest's largest collections of original 19th century woodworking tools, as well as an extensive showroom featuring a line of wood-joined tables, beds, cupboards, trunks and coffins.



**Sugar Grove Vineyards and Gatheringplace, Newton, Point of Interest.** This winery grows eleven acres of French-American hybrid grapes. Wines are produced in the 1870 Sugar Grove Grange Hall. The original hall is where visitors can learn the history of the Grange Movement and social significance of the local club to agricultural families for over 90 years.



## L.I.F.E. Tours, Busy Year Ahead

**P**eter Jorgensen, Group Tour Manager, has been busy promoting the L.I.F.E. (Living an Iowa Farm Experience) Tours program at several conventions.

At the National Tour Association (NTA) convention in Detroit, Michigan, Jorgensen sought out the Agricultural Tour Operators International (ATOI), a membership organization representing 60 tour operators specializing in agricultural tours from 32 countries. This membership will allow SSNHA to build relationships with overseas tour operators mounting agricultural tours to the U. S.

L.I.F.E. Tours was also represented in a presentation,

*Ethnic Tourism, Authenticity and Intercultural Contact: Issues Affecting International Group Tours*, where it was outlined as a best practice in the Agri-tourism category at a NTA seminar.

Jorgensen was selected to be on the Advisory Board for Cultural & Life Enrichment Travel as part of NTA's new initiative, Areas of Interest and Marketing.

He has also traveled to the Ontario Motorcoach Association convention, meeting with numerous tour companies who will be collaborating with L.I.F.E. Tours in the upcoming year.

## Silos & Smokestacks Partnership Profile

### The Dairy Center

The Dairy Center is a learning center for people of all ages. This 18,000 square-foot education and lab facility is a teaching, research and demonstration center for children, NICC dairy students and area dairy farmers.

Over 4,500 northeast Iowa 3rd-5th grade students have visited the working dairy operation since it opened in 2000. Children's tours of the facility include hands-on activities, demonstrations and displays that explore the changes in the dairy industry over the past 100 years. Iowa's dairy industry is brought to life for students when they interact with animals, watch cows being milked and learn how dairy farming benefits the state.

The Dairy Center also offers two-year associates degrees and certificates to college students through a partnership with Northeast Iowa Community College (NICC). To date, 112 NICC students have

received degrees and hands-on training at the Dairy Center.

The Dairy Center was the first in a succession of projects and facilities created by the partnership of the Dairy Foundation, ISU Extension and NICC. The calf facility, added in 2004, features a state-of-the-art building focused on calf health and operator comfort. The Grazing Center, the newest facility, demonstrates a low



**Artifacts show changes in the dairy industry.**

cost, low capital style of milk production, making it easier for new dairy operations to start.

The Dairy Center received a SSNHA grant in 2002 to fund



**Outdoor signage funded through a SSNHA grant.**

phase two of "Iowa's Dairy Story." The completed project tells the story of Iowa's dairy production through historical dairy industry displays, brochures, tours, outdoor signage and dairy education curriculum. A second SSNHA grant was awarded in 2005 to fund interpretative signs for The Dairy Center's two new facilities.

In the 2005 SSNHA designation application process, The Dairy Center was upgraded from an Affiliate Site to a Strategic Investment Partner based on the level of interpretation, service and facilities available at the site.

### Place-Based Food Festival Research Findings

The University of Northern Iowa Sustainable Tourism and Environment Program (UNI-STEP) recently completed *A Study of Place Based Food Tourism in Northeast Iowa Communities*. The project focused on the travel motivations of visitors and their common interests at 11 place-based food community festivals in Northeast Iowa.

Besides finding most visitors to place-based food festivals are repeat visitors, the research also indicated that visitors at place based food festivals are willing to pay more for the locally produced food: thirty-six percent of visitors will pay 1-5 percent more for place-based food, and another 36 percent will pay 6-10 percent more.

The research was funded by the Leopold Center for Sustainable Agriculture. A copy of the research can be found at [www.silosandsmokestacks.org/6herresourc](http://www.silosandsmokestacks.org/6herresourc).

#### Conference, Continued, Page 1

forty years at *The Des Moines Register*, will talk with us about how we can attract more visitors to appreciate what Iowans are all about. Hahn, CBS 2's Iowa Traveler, will share video highlights of his two decades of traveling around eastern Iowa.

In addition to the insert within this Newsletter, a complete conference program and registration form can be found at [www.silosandsmokestacks.org/conference](http://www.silosandsmokestacks.org/conference).

If you have any questions about the 2nd Annual SSNHA Conference, contact Jodi Verbraken, Special Events & Communication Coordinator, at 319-234-4567 or [jverbraken@silosandsmokestacks.org](mailto:jverbraken@silosandsmokestacks.org).

### Pre-Conference Grant Workshop

A pre-conference workshop, *Navigating the Landscapes of Grant Funding*, will be held March 20 at the Hotel Winneshiek in Decorah. During the workshop, participants will learn the fundamentals of identifying grant opportunities and writing successful proposals to secure grant funding for their organizations.

For additional information on the pre-conference workshop, see the enclosed conference program. Make sure to register early—this workshop is open to the first 25 registrants only!

### Conference Scholarships Available

Silos & Smokestacks has two scholarships available for individuals who plan to participate in the 2006 Silos & Smokestacks Conference. The scholarships will cover registration fees to the conference. Visit [www.silosandsmokestacks.org/conference](http://www.silosandsmokestacks.org/conference) for a scholarship application and more information. Eligible applications must be received by February 20. Contact Candy Streed, 319-234-4567 or [cstreed@silosandsmokestacks.org](mailto:cstreed@silosandsmokestacks.org) if you have questions or if you do not have internet access.

### Streed Represents SSNHA in WV

Candy Streed, Program & Partnership Director, presented *Engaging the Visitor: Interpretive Training* workshops September 19-21, 2005, during the Preservation Alliance of West Virginia, WV Cultural Tourism Program.



**Candy Streed**

Streed was also the keynote presenter, describing interpretation examples, including examples from SSNHA.



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## Dates to Remember

### March 21-22, 2006 - SSNHA

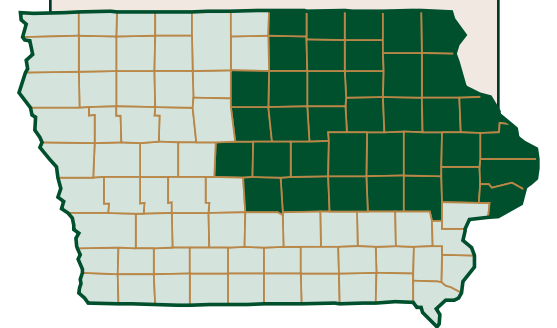
2nd Annual Conference,  
Decorah, Iowa. See pg. 1  
and insert for additional  
information.

### May 17, 2006 - SSNHA Annual Trustee Meeting.

### June 1, 2006 - SSNHA Partner Site Applications due postmarked.



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 network 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 Jennifer Peterson, Editor, at (319) 234-4567 or email at [jpeterson@silosandsmokestacks.org](mailto:jpeterson@silosandsmokestacks.org) to submit story ideas.

## Congratulations to SSNHA Sites

Congratulations to the following SSNHA Partner Sites for their huge accomplishments:

**Hurstville Interpretive Center** had the grand opening of their Kiln Exhibit, Sunday, November 13, 2005.

**Maize Maze & Country Heritage Community** were recently featured on CMT (Country Music Television), on an episode of *Small Town Secrets: Gators, Guts & Glory*. The episode premiered on October 29. Rod Marlatt and LaVerne Swanson were featured in the episode.

**National Czech & Slovak Museum & Library** recently received a \$1 million donation to establish the Ray L. Jiruska Family Endowment for Exhibits. The annual earnings from this gift will help fund the permanent exhibition in the Ray L. Jiruska Gallery and the management and development of exhibits each year.

**Waterloo Center for the Arts** has broken ground for its long anticipated Youth Pavilion. The Pavilion will include the Junior Art Gallery, the Experiential Gallery, a Digital Arts Learning Center and a new Ceramics Studio.

## Receiving Two?

If you or your organization are receiving multiple Newsletters, or if an address or contact information needs to be updated, please let

us know! Please contact Jennifer Peterson, Marketing & Public Relations Manager, at [jpeterson@silosandsmokestacks.org](mailto:jpeterson@silosandsmokestacks.org).

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

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## Partnership Panel

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Iowa Division of Tourism, Des Moines

**Robert Cole**  
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ISU Extension, Waterloo

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Tabor Home Winery, Baldwin

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