



604 Lafayette Street | Suite 202  
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## Dates to Remember

**September 14 - November 13**  
"Heritage Area Harvest" Giveaway

**October 31 - November 6**  
Capture the Heart of America  
Photo Contest Online Voting

**November 2**  
Build a Better Brand Workshop  
Registration Deadline

**November 9**  
Build a Better Brand Workshop



Request to receive this newsletter electronically at:  
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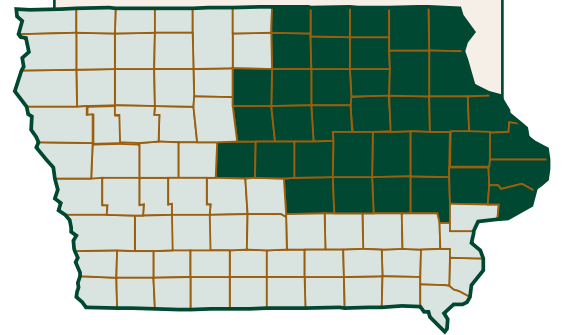


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Silos & Smokestacks National Heritage Area (SSNHA) is a federally designated heritage area and is an Affiliated Area of the National Park Service.

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 Aaron Steinmann, Editor, at (319) 234-4567 or email at [asteinmann@silosandsmokestacks.org](mailto:asteinmann@silosandsmokestacks.org) to submit story ideas.*



## Workshop

Wednesday, Nov. 9 | 10:00 am - 3:00 pm | Registration at 9:30 am

Waterloo Center for the Arts | 225 Commercial Street | Waterloo, IA

### Build a Better Brand Workshop



**Presented by** *cohesive*

*Mike Tyer, Partner-Creative*  
*Chris Corkery, Senior Art Director*

Cohesive Creative & Code is an award-winning creative and web design studio based in Iowa.

**Affiliated with SSNHA Partner or Emerging Site:**

- \$35/person or
- \$90/group of 3 individuals

**All other Participants:**

- \$45/person

*Fee includes lunch and materials*

Looking to help make your brand stand out? This workshop is designed to give you the tools and understanding you need to help upgrade the look of your organization.

**Expected take-aways**

- Better understanding of what branding is
- Identify initial steps to make your brand more successful
- Learn how to develop your brand with your internal team and external consultant

**319.234.4567 silosandsmokestacks.org**



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

Or use your smart phone to scan this QR code

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### Partnership Panel

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- Tim Engelhardt**  
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- Roger Halvorson**  
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Family Museum, Bettendorf
- Dan McFarland**  
Hawkeye Buffalo Ranch, Fredericksburg
- Marcia McKelvey**  
Vesterheim Norwegian-American Museum, Decorah
- Teresa McLaughlin**  
Reiman Gardens, Ames
- Barbara Mitchell**  
State Historical Society of Iowa, Des Moines
- Alex Oberle**  
University of Northern Iowa, Cedar Falls
- Rose Rohr**  
Jones County Historic Preservation Commission, Anamosa
- Amanda Schwartz**  
National Farm Toy Museum, Dyersville
- Jean Stowell**  
Top of Iowa Welcome Center, Northwood

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Program Assistant Intern

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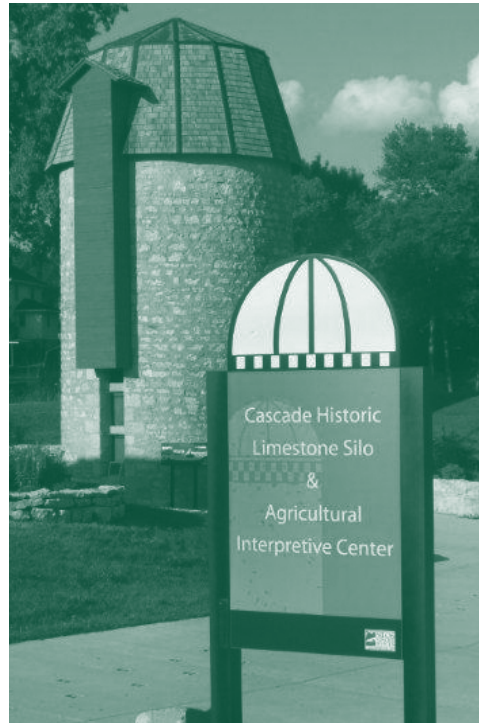
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## Signs Serve as Connecting Thread for Heritage Area



**New Partner Site Sign at Cascade Historic Limestone Silo.**

We've all heard many times, "I saw the sign on the highway, but I don't know who or what you are." Now, we are one step closer to helping visitors and residents alike make the connection between all of the Partner Sites that make up Silos & Smokestacks National Heritage Area (SSNHA). To show



**SSNHA Interpretive Signs tell the story of former Mitchell County town of David. 100-year-old Vivian DuShane (3rd from left) led efforts to make sure her hometown wasn't forgotten.**

visitors their affiliation with the Heritage Area, each Partner Site recently received either a Partner Site sign or a medallion retrofitted to their existing entrance sign. This is a huge milestone that would not have been possible without the support of the Iowa Department of Transportation and John Deere Foundation.

You may have also seen additional SSNHA outdoor interpretive signage going in the ground throughout the Heritage Area. Utilizing the SSNHA

Sign Guidelines and Templates, available to Partner and Emerging Sites, 20 sites have been able to tell their unique agricultural stories to visitors. In many cases, grants from Silos & Smokestacks are available to support the manufacturing of these signs.

If you'd like to learn more about how to use the Silos & Smokestacks' Interpretive Sign Guidelines, please contact Candy Streed, Program & Partnership Director, at 319-234-4567 or [cstreed@silosandsmokestacks.org](mailto:cstreed@silosandsmokestacks.org).

## Summer Camp Adventures

Over the course of the summer, SSNHA hosted a summer camp each Tuesday for students in grades 3-6. During the camps, kids spent the day exploring the Heritage Area, where they learned about farming practices and pioneer pastimes of long ago.

Camp days began at Hartman Reserve Nature Center (Cedar Falls), where campers loaded into



**Campers view milk processing at Hansen's Farm Fresh Dairy.**

vans for their day-long journeys. Throughout the summer kids visited 11 Partner Sites, along with Effigy Mounds National Monument (Harpers Ferry). Some of the more memorable moments included exploring the Iowa State



**Campers discover the inner workings of Wagaman Mill.**

Fair (Des Moines), picking fresh strawberries at Heartland Farms (Waterloo) and touring Wagaman Mill (Lynnville), where wheels still turn in time with the Skunk River.

**"...this is one of the best run youth programs in the Cedar Valley. Thanks to all of the great staff and any donors or grants that they get to keep this affordable!" - Kelly Knott**

Thank you to each of the Partner Sites who welcomed these enthusiastic kids and showed them the importance of agriculture in their lives.

## College Interns Make a Difference at SSNHA Partner Sites



**Samantha Connor, intern at Froelich General Store & Tractor Museum.**

For the fifth consecutive year, SSNHA has provided Internship Grants to designated Partner Sites. This competitive grant program pays for 70% of a college intern's wage. The following five Partner Sites received funding and have successfully helped to preserve the story of American agriculture through exhibit development, frontline interpretation and historical research.

### **Indian Creek Nature Center, Cedar Rapids**

*Sara Raue*

*Cornell College, Mt. Vernon*

*Major - Environmental Science*

Sara got her hands dirty while planting a traditional Native American Three Sisters Garden. Summer camp kids maintained the garden throughout the summer and visited other farms in the surrounding area.

### **Grout Museum District, Waterloo**

*Sarah Blevins*

*Wartburg College, Waverly*

*Major - History*

Sarah compiled information on current farming practices in the region. This information, along with interviews she conducted, will be used in future exhibits at the museum.

**See Intern Grant, Page 2**

## SSNHA Welcomes New Trustees



**Bruce Gaarder** works with the Iowa Corn Growers and Iowa Corn Promotion Board where he services 33

counties in Northeast Iowa. Bruce graduated from Brown College with a degree in broadcasting and worked as the agricultural director for a number of radio stations in the Midwest, including work at WHO and KWMT. He also worked as Sales Manager for Asgrow Seeds for a number of years.



**Maureen Hanson** is a freelance writer and public relations consultant, with 20 years' experience

specializing in dairy/veterinary

topics. Maureen graduated from Iowa State University with a degree in public service and administration with an emphasis on agriculture/animal science. She has also received her accreditation by the Public Relations Society of America.



**Tom Witt** has worked with Pioneer Hi-Bred International for 31 years. Tom received his MBA from

the University of St. Thomas. He is currently instrumental in developing the Next Generation Project at Pioneer, which focuses on equipping 25 to 35 year olds with the management, marketing and financial skills they will need to assume leadership roles in their family farm enterprises.

*Heritage Area*  
**HARVEST** giveaway  
**Win a Getaway!**  
**Sept. 14-Nov. 13**  
[silosandsmokestacks.org](http://silosandsmokestacks.org)

*Capture the Heart of America*  
**PHOTO CONTEST**  
**BEST of Show**  
**VOTE**  
**Oct. 31- Nov. 6**  
[silosandsmokestacks.org](http://silosandsmokestacks.org)

## Intern Grant (cont.)

### **Living History Farms, Urbandale**

*William Levasseur*  
*Central College, Pella*  
*Major - History*

As a frontline interpreter, William spent the summer dressed in period clothing teaching visitors about farming practices during the early 1900s. Other duties included constructing exhibits and cleaning stalls.

### **Froelich General Store & Tractor Museum, Froelich**

*Samantha Connor*  
*Southwest Tech, Fennimore*  
*Major - General Studies*

At the home of the first gasoline powered tractor, Samantha spent the summer interacting with guests and developing a walking tour of the museum grounds.

### **Hurstville Interpretive Center, Maquoketa**

*Elizabeth Manning*  
*Oberlin College, Ohio*  
*Major - Biology*

Elizabeth created a pollinator garden with campers. She also worked to collect historical information on the 1800s town of Hurstville where a historic Hurstville Lime Kilns are located.

## Students Learn America's Role in Feeding the World

For the 2011-2012 school year, \$9,700 is being distributed to Heritage Area schools through the Silos & Smokestacks Bus Grant Program. The program is designed to assist in covering the costs of field study trips to designated SSNHA Partner Sites and will allow over 1,700 students from 35 Heritage Area schools the opportunity to learn firsthand about America's role in feeding the world.

Since the inception of the program, it has helped more than 10,000 students connect with the past, present and future of America's agricultural story. For more information or to find out how you can help support the Bus Grant Program, visit [www.silosandsmokestacks.org](http://www.silosandsmokestacks.org) or call 319-234-4567.

### Students from 35 Area Schools will Visit 27 Heritage Area Partners

#### **Amana Heritage Society Museums**

MFL MarMac, Monona  
**Fort Atkinson State Preserve**  
Poyner Elementary, Evansdale  
Kingsley Elementary, Waterloo  
Kittrell Elementary, Waterloo  
Orange Elementary, Waterloo  
**Fontana Interpretive Nature Center**  
Benton Community Schools, Norway  
**Fossil & Prairie Park Preserve and Center**  
Washington Elementary, Charles City  
Robert Blue Middle School, Eagle Grove  
Nashua-Plainfield Elementary, Nashua  
**George Maier Rural Heritage Center of Clayton County**  
Postville Community School District, Postville  
**Grout Museum District**  
AGWSR Community Schools, Ackley  
Northeast Hamilton, Blairsburg  
**Hansen's Farm Fresh Dairy**  
Highland Elementary, Waterloo  
**Hawkeye Buffalo Ranch**  
Nashua-Plainfield Middle School, Plainfield

#### **Hawkeye Community College Farm Laboratory**

Highland Elementary, Waterloo  
**Heartland Acres Agribition Center**  
Benton Community Schools, Norway  
Lambert Elementary, Ryan  
**Herbert Hoover Presidential Library & Museum**  
Bryant School, Dubuque  
Preston Community Schools, Preston  
**Hurstville Interpretive Center**  
Bellevue Elementary, Bellevue  
**Indian Creek Nature Center**  
Cleveland School, Cedar Rapids  
**Iowa State Fair**  
Rolling Green Elementary, Urbandale  
**Laura Ingalls Wilder Park & Museum**  
Waterville Elementary, Waterville  
**Living History Farms**  
Lincoln Elementary, Charles City  
St. Benedict School, Decorah  
Green Mountain Elementary, Green Mountain  
St. Joseph Community School, New Hampton  
Osage Middle School, Osage

#### **Motor Mill Historic Site**

Postville Community School District, Postville  
**Museums of Story City**  
Roland-Story Middle School, Roland  
**National Mississippi River Museum & Aquarium**  
Immanuel Lutheran School, Waterloo  
**Neal Smith National Wildlife Refuge**  
New Providence Elementary, Eldora  
**Reiman Gardens- Iowa State University**  
Decorah Middle School, Decorah.  
**State Historical Building**  
Blessed Sacrament, Waterloo  
Sacred Heart School, Waterloo  
St. Edward, Waterloo  
**The Dairy Center**  
Wapsie Valley Elementary, Fairbank  
**University of Iowa Museum of Natural History**  
Preston Community Schools, Preston  
**Vesterheim Norwegian-America Museum**  
Nashua-Plainfield Middle School, Plainfield  
**Wagaman Mill and Museum**  
New Providence Elementary, Eldora  
**Wapsipinicon Mill Museum**  
Lambert Elementary, Ryan

## Silos & Smokestacks Partnership Profile

### Froelich General Store & Tractor Muesum

In the small Northeast Iowa town of Froelich, you'll find a very important piece of America's agricultural story being preserved. Frustrated with the heavy and bulky steam powered tractors that often threatened to set fire to fields, in 1892, village native John Froelich invented the first ever gasoline powered engine that could be propelled both backward and forward. John's revolutionary invention would soon change the future of agriculture, with the launch of the Waterloo Gasoline Traction Engine Company, later purchased by John Deere.

Designated as a SSNHA Partner Site in 2002, Froelich General Store and Tractor Museum lets visitors discover the story behind the tractor's invention and 1800s rural culture. In the museum's restored 1890 blacksmith shop, find a working replica of the



**Tractor enthusiasts view vintage tractors during the annual tractor ride (Above). Students visit Froelich and participate in ropemaking demonstration (Left).**

"Froelich Tractor" constructed from the original blueprints which are on display in the 1891 general store. The general store was the hub for the village, serving as the freight depot, post office and "cracker barrel" gathering place. Also on the museum grounds is an 1866 one-room schoolhouse, where visitors can learn what it was like for students in the 1800s. Each year during the annual Fall-der-All Celebration, the village comes to life with vintage engine and tractor displays, museum tours, barn dance, mini-tractor pull and much more.

Froelich's history couldn't be



preserved without dedicated volunteers. We'd like to honor one of Froelich's most devoted supporters, Denny Eilers, who passed away this past June. Denny was a past president for the Froelich Foundation, with his vision for the site instrumental in making it what it is today. Denny was also involved with SSNHA, serving on the past judging committee for the annual photo contest. Denny's contributions to the Heritage Area will truly be missed.

For more information on Froelich, call 563-536-2841 or visit [www.froelichtractor.com](http://www.froelichtractor.com).

## SSNHA 101 Training

We are extremely excited at all of the work that has been done in creating awareness for the Heritage Area, but we have more work to do to help prepare sites and communities



for visitors to the region. "Silos & Smokestacks 101" is a free training session available to Heritage Area sites and communities to help demystify explaining what Silos & Smokestacks is and how their site is a part of the National Heritage Area. We also familiarize them with the tools available to better serve those guests and tell their agricultural story. Equally important, SSNHA staff listens to Partner Sites needs and suggestions to make a stronger Heritage Area.

To schedule your training session, please contact Kaylena Jensen at 319-234-4567 or [kaylena@silosandsmokestacks.org](mailto:kaylena@silosandsmokestacks.org).

## Teachers Bring Agricultural Heritage Back to the Classroom

Partnering with Effigy Mounds National Monument for their Summer Teachers' Workshop Series, Silos & Smokestacks hosted nearly 50 teachers on a tour of the Heritage Area. Through visits to three SSNHA Partner Sites, teachers learned valuable knowledge about past and present day agriculture to bring back to the classroom.

The first stop on the excursion took teachers to Motor Mill Historic Site, Elkader, where they discovered the story behind the grist mill and the role it once played in grain production. Next, participants visited George Maier Rural Heritage Center of Clayton County, Elkader, where an educational journey demonstrated how rural life evolved in the Midwest, including pioneer games and take-home activities

to use in the classroom. The day concluded at Eagles Landing Vineyard & Winery, Marquette, where participants observed the production of wine and learned about Iowa's growing wine industry.

Silos & Smokestacks would like to thank Effigy Mounds, Merle Frommelt and all of the Partner Sites for their dedication to this workshop series. To learn more visit [www.nps.gov/efmo](http://www.nps.gov/efmo) or call 563-873-3491.



**Wagon rides at Motor Mill Historic Site, Elkader.**

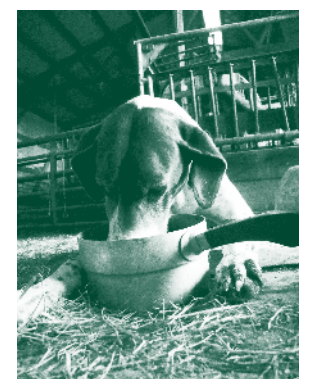
## Family Farm at the State Fair



**1st Place, "Harvest Sunset" Benjamin Sanders - Newton**



**2nd Place, "Welcome" Mandy Teig - Jewell**



**3rd Place, "One Hungry Pup" Kristin Acheson - Urbandale**

During the 2011 Iowa State Fair, Silos & Smokestacks continued to support preservation of the American family farmer's unique story through sponsorship of the "Family Farm" class at the fair's annual photography salon. Following a year as the special theme class, the "Family Farm" class ranked third for number of photos submitted during its first year as a permanent special division class. Of the 119 "Family Farm" photos submitted, the top three photos this year all came from the youth division.

Congratulations to this talented group of young people for their outstanding photography.