



604 Lafayette Street | Suite 202
Post Office Box 2845
Waterloo, Iowa 50704-2845

Dates to Remember

Nov 29
Sowing Stories, Reaping Meaning
Workshop Registration Due

Dec 6



Where the Story of American Agriculture Comes to Life.™

Dear Heritage Area Friend,

As a long-time supporter of Silos & Smokestacks National Heritage Area, it is my honor to serve as your Chair of the Board of Trustees. As you may know, Silos & Smokestacks National Heritage Area is a non-profit organization that relies on a variety of funding sources, including private support for its programs and operations.

Your support, along with that of other community-minded individuals just like you, allows the region to share our heritage and agricultural stories with millions of visitors each year, helping children and adults better understand the role Iowa and America plays in feeding the world.

Your donation is extremely important to Silos & Smokestacks, because it provides resources that make an immediate impact helping us through these interesting and tough times. Your gift is critical to preserving and telling our American agricultural stories, providing resources to help individuals make connections between farming and their food and our heritage.

Your gift of \$50, \$100, \$500, \$1,000 or \$5,000 can make all the difference...to our educators, to our students, to our farmers, to our Partner Sites, to our interns, to our communities...to everyone in the Heritage Area who works to serve you. Your generosity will make a positive impact on their lives by allowing Silos & Smokestacks to continue its important work

And if you'd like, you can specify your gift to a particular program - Ag-Related Field Trips, Internships, Community/Partner Site Training & Assistance, School Teacher Trainings, Iowa Farm Life Video Stories, Youth Day Camps, and Agricultural Heritage Preservation & Interpretation. I hope you will make a commitment to our annual appeal.

You can become an important part of the story and define preservation of this unique American heritage when donating a gift to the Silos & Smokestacks Annual Appeal. Your donation will make a world of difference. Every gift, of any size, adds up. Thank you for so much for your help.

Sincerely,

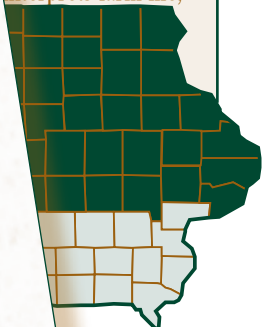


Troy Louwagie
Troy Louwagie, Chair

PS: Make a donation today using the enclosed envelope or online at silosandsmokestacks.org

PSS: Every donation makes a difference, regardless of size.

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,



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... on the web at:
silosandsmokestacks.org

Or use your smart phone to scan this QR code

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Decorah

- Angi Reid**
Education & Interpretation Manager
- Aaron Steinmann**
Marketing & Communications Manager
- Brooke Holst**
Program Assistant Intern
- Olivia Connolly**
Program Assistant Intern
- Jerry Bolton**
Retired Dean of Agricultural Studies, Kirkwood Community College, Jesup
- Dale Gruis**
Agricultural Education Consultant, Iowa Department of Education, Des Moines

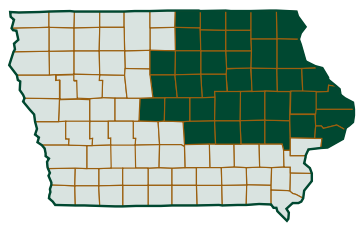
FINAL PRINT EDITION

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Federal Funding in Jeopardy for Silos & Smokestacks

Since federal designation in 1996, the coordinating entity for Silos & Smokestacks National Heritage Area (SSNHA) has educated millions on the importance of American agriculture, while serving as a catalyst for economic development and cultural preservation in the



37-county region. As a friend and supporter of Silos & Smokestacks, we wanted you to be aware of recent circumstances that could jeopardize federal funding for the Heritage Area coordinating entity. With a loss of funding, the negative impact will be felt by countless Northeast Iowa communities, while endangering

a number of SSNHA's national programs dedicated to preserving and sharing America's agricultural story.

Although the region's unique designation will always exist, a delay by the U.S. Congress to reauthorize SSNHA and 11 other National Heritage Areas (NHA) who share a "sunset" date of September 30, 2012, has put federal funding for the SSNHA coordinating entity in danger. Despite passing a continuing resolution to fund the federal government through March 27, 2013, with level funding for the NHA program, these 12 NHAs will be unable to access this funding without being reauthorized.

While reauthorization does not guarantee funding, it acts as permission to receive funds that are available for the program. Reauthorization was put in place to allow the federal government

to assess the success of this public-private partnership based on formal evaluations. Final evaluations haven't yet been released for all of the NHAs,

How Can You Help?

Share with your legislators the stories of how the Heritage Area has impacted you, your organization or community. Contact info for legislators may be found at www.usa.gov/Contact/Elected.shtml.

though preliminary findings have demonstrated the program to be extremely successful in preserving these important cultural landscapes, with strong grassroots support and relatively little federal investment. A study by the Alliance of National Heritage Areas revealed a 5:1 ratio of private to federal dollars, a return on investment rarely found in government programs.

See Federal Funding, Page 2

College Interns Learn While Preserving Important Stories



Christine Schick leading a tour at the Hansen's Farm.

For the sixth consecutive year, Silos & Smokestacks has funded college internships at designated Partner Sites. Supported through the Education Scholarship Fund, the Intern Grant Program pays 70% of a college intern's wages. Funding for this program comes from individual, corporate and federal funds. Funds for the 2013 Internship Grant Program have been secured thanks to a generous donation from the CHS

Foundation. Silos & Smokestacks is excited to partner with the CHS Foundation and continue this greatly needed program next year. Congratulations to the following Partner Sites and interns for another great summer of completed projects:

Johnson County Historical Society

*Karen Loupee
University of Iowa
Major: History*

As a collections inventory assistant, Karen helped inventory, re-house and store artifacts that were displaced during the flood of 2008.

Hansen's Farm Fresh Dairy

*Christine Schick
University of Northern Iowa
Major: Public Relations and Political Communication*

Christine led hands-on tours of the farm and helped to create both exhibits and curriculum about dairy farming in Iowa.

See Interns, Page 3

Summer Camp lets Youth Discover Iowa's Agricultural Heritage

During the fourth year of the Silos & Smokestacks Summer Camp Program, Iowa youth continued to uncover new agricultural adventures in the Heritage Area. Throughout the summer, students in 4th-7th grade visited 10 SSNHA Partner Sites and Iowa's two National Park Service sites, Effigy Mounds National Monument and Herbert Hoover National Historic Site. Some of the

highlights of camp included navigating through a Maize Maze (Elgin), traveling through time at Living History Farms (Urbandale) and watching cattle being judged at the Iowa State Fair (Des Moines). Thank you to Hartman Reserve Nature Center (Cedar Falls) for helping coordinate the camp and all of the Partner Sites who provided amazing tours for the youth. The 2012 Summer Camp was a huge success, with a wonderful participation by campers. We look forward to offering new and exciting camp locations during 2013.



Maize Maze in Elgin (Above). Hawkeye Buffalo Ranch in Fredericksburg (Right).



State Fair's Family Farm Winners



1st Place, "New And Old"
John P. Thurston
San Diego, CA



2nd Place, "Johnny Popper"
James Wheeler
Ogden, IA



3rd Place, "Snow Day"
Leslie Heemsbergen
Ottumwa, IA

During the 2012 Iowa State Fair, Silos & Smokestacks continued to support preservation of the American family farm's unique story through sponsorship of the "Family Farm" class at the fair's annual photography salon. This year the "Family Farm" class brought in 117 photos documenting the family farm. SSNHA would like to congratulate this talented group of people for their outstanding photography.

Federal Funding (cont.)

With countless success stories, the support for SSNHA, along with the broader NHA Program, is at its highest level ever. In the U.S. Congress, SSNHA has received bipartisan support from both Senators Tom Harkin (D) and Charles Grassley (R). The National Park Service (NPS) has also displayed support for the program, with Director John Jarvis speaking out in favor of the NHA approach and proposed NHA Program Legislation (HB 4099), which Congress has yet to act on. Under Program Legislation, NHAs would have a more formal structure under the NPS and each NHA would receive base funding to cover general administration. NHAs would be responsible for raising funds through other sources to cover projects and programs.

With the move towards a greater emphasis on private funding, the SSNHA coordinating entity has been diversifying program funds through a combination of individual, foundation and corporate support.

Additionally, the SSNHA Foundation was recently established to support the work of the Heritage Area. While SSNHA has been proactive in preparing for NHA Program Legislation and the move toward a more sustainable funding model, this immediate cut to federal funding may make bridging that gap much more difficult.

To date, SSNHA has utilized federal support to help fund more than 300 projects dedicated to preserving America's agricultural story, along with providing technical assistance to thousands of other community projects. Through these partnerships, over 2.5 million annual visitors discover America's agricultural story. Additionally, SSNHA youth education programs continue to connect hundreds of thousands with agriculture and where their food comes from. These programs have received extensive private monetary support. Without federal funds to cover the costs of administration during this transition period, the future of many of these programs remains uncertain.

Bus Grant Program Connects Students to America's Agricultural Story

For the 2012-2013 school year, more than \$10,000 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 nearly 2,000 students from 37 Heritage Area schools the opportunity to learn about America's agricultural heritage firsthand.

Since the inception of the program, it has helped more than 10,000 students connect with America's agricultural story and discover the importance of Iowa's role in feeding the world. Specifically, SSNHA would like to thank the Growmark Foundation for their 3-year financial contribution to the Bus Grant Program. For more information or to find out how you can help support the Bus Grant Program, visit www.silosandsmokestacks.org or call 319-234-4567.

Students from 37 Schools will Visit 21 Heritage Area Partners



Learning about baby chicks at the National Cattle Congress.

African American Museum of Iowa
Harding Middle School, Cedar Rapids
Effigy Mounds National Monument
Janesville Consolidated School District, Janesville
Fossil and Prairie Park Preserve and Center
Nashua-Plainfield Elementary, Nashua
New Hampton Middle School, New Hampton
West Cedar Elementary, Waverly
Grout Museum District
AGWSR Community Schools, Ackley
Hansen's Farm Fresh Dairy
Kittrell Early Childhood Center, Waterloo
Heartland Acres Agribition Center
Benton Community Schools, Norway

Herbert Hoover Presidential Library and Museum

Bryant Elementary, Dubuque
Immaculate Conception School, Gilbertville
Preston Community Schools, Preston
Union Middle School, Dysart
Historic Limestone Insane Asylum
Maquoketa Middle School, Maquoketa
Hurstmiller Interpretive Center
Bellevue Elementary, Bellevue
Maquoketa Middle School, Maquoketa
Indian Creek Nature Center
Cleveland Elementary, Cedar Rapids
Iowa State Fair
Rolling Green, Urbandale
Jackson County Historical Society Museum
Maquoketa Middle School, Maquoketa
Laura Ingalls Wilder Park & Museum
East Elementary, Waukon
Living History Farms
Jensen Elementary, Urbandale
Lincoln Elementary, Charles City
Northeast Hamilton, Blairsburg
Olmsted Elementary, Urbandale
Osage Middle School, Osage
Riceville Community School, Riceville

St. Ansgar Community School, St. Ansgar
St. Benedict, Decorah
Mines of Spain Recreation Area
Eleanor Roosevelt Middle School, Dubuque
National Cattle Congress
Learn & Play A to Z, Evansdale
National Mississippi River Museum and Aquarium
Carpenter Elementary, Monticello
Dike-New Hartford Junior High, New Hartford
North-Linn Elementary, Troy Mill
Shannon Elementary, Monticello
Reiman Gardens-Iowa State University
Decorah Middle School, Decorah
State Historical Building
Blessed Sacrament, Waterloo
Sacred Heart, Waterloo
St. Benedict, Decorah
St. Edward, Waterloo
University of Iowa Museum of Natural History
Coggon Elementary, Coggon
Preston Community Schools, Preston
Wagaman Mill and Museum
Aurora Heights Elementary, Newton

Silos & Smokestacks Partnership Profile

Hansen's Farm Fresh Dairy

Designated as a SSNHA Partner Site in 2006, this family-owned farm just outside of Hudson, Iowa, has been part of the Hansen family since Jay Hansen's ancestors emigrated from Germany in 1864. In 1953, the dairy herd originated, with Jay and Jeanne Hansen taking over operations in 1975. Over the years, the farm has expanded as the family's four sons began taking lead roles. Today, the 400-acre farm includes a closed herd of 175 cows and 190 heifers, all purebred Holsteins.

At the on-farm creamery, around 2,000 gallons of milk are processed every Monday, Wednesday and Friday. To produce a high quality product, the Hansen's closely monitor their cow's diet, while never giving them growth hormones. All of the milk is non-homogenized, leaving the milk in its natural state where the cream rises to the top. The Hansen's also produce a variety of other products, including cheese curds, butter and 30 flavors of ice



One of the purebred heifers, Danielle (Above). Making butter after the guided tour (Left).

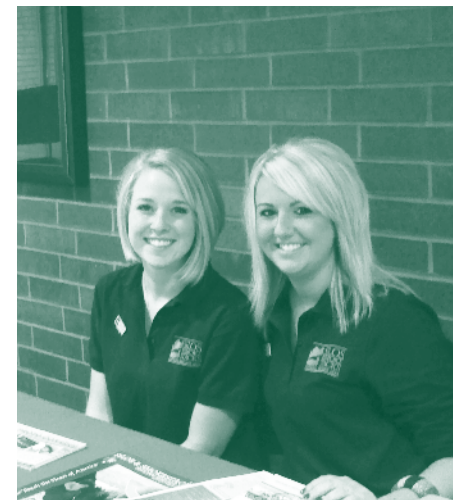
cream. All of their products are sold locally at markets throughout the Cedar Valley, Iowa, and surrounding region, as well as at their own Moo Roo (Waterloo) and the Hansen's Outlet (Cedar Falls).

To educate consumers and youth on how milk makes it from the cow to the kitchen table, the Hansen's welcome tours of the farm at their newly constructed visitor center. Visitors have the option of a tractor-drawn trolley or walk-through tour where they can bottle feed calves, milk cows and meet the farm's wallaby mascots. All tours conclude with

Hansen's ice cream, one of the reasons CNN ranked the farm in its top five ice cream tours in the nation. Over the summer, the farm hosted an intern funded in part by a SSNHA Intern Grant, who helped develop exhibits and curriculum about dairy farming. This curriculum will be used to educate the countless students who visit the farm, including SSNHA Seasonal Camps and field trips funded by SSNHA's Bus Grant Program. To learn more about the farm or to schedule a tour, visit www.hansendairy.com or call 319-939-2187.

SSNHA Welcomes New Interns

Silos & Smokestacks recently welcomed Olivia Connolly and Brooke Holst as Program Assistant Interns, both students at the University of Northern Iowa. Olivia comes from Cascade, IA, where she grew up on her family's farm. She is a communications major in her fourth year at the University. Brooke also grew up on her family's farm in Durant, IA. She is a graphic design major, with a minor in marketing. We are thrilled to have Olivia and Brooke on staff. They have already been part of a number of important projects in the Heritage Area.



Brooke (left) and Olivia help staff the SSNHA booth at the John Deere Fall Fest, Waterloo.

Interns (cont.)



Alexia Hamlett at the National Farm Toy Museum.

National Farm Toy Museum

Alexia Hamlett

Iowa State University

Major: Child/Adult Family Services

Alexia researched and developed a hands-on tour for the museum and also created interactive exhibits on farm equipment.

Richardson-Jakway Historic Site

Abby Lundy

University of Northern Iowa

Major: Elementary Education

Abby created lesson plans for the farmstead, worked in the heritage garden, and educated guests on the importance of gardens to farm families during 1850-1875.

Interpretive Manual Helps Sites Tell Stories

Over the course of 2012, Silos & Smokestacks National Heritage Area staff worked in collaboration with Interpretive Solutions Inc. of West Chester, PA, and the University of Northern Iowa to develop an Interpretive Manual for the Heritage Area. The 62-page manual outlines a five-step process for creating an interpretive plan or strategy; including defining significance, developing your theme, considering your audience, choosing your medium and evaluating your strategy. By creating this manual, SSNHA hopes it will serve as a valuable resource for sites to better tell their individual stories.

Throughout the summer, Silos & Smokestacks held two workshops based around the manual, training 85 individuals on how to utilize this comprehensive manual for developing their

interpretive strategy. In response to evaluations and comments made by participants, an expanded full-day workshop is being offered in December. A free copy of this manual has also been made available and can be found at www.silosandsmokestacks.org

under the "Resources" section. For more information on the manual or workshop, contact Angi Reid, Education & Interpretation Manager at 319-234-4567 or areid@silosandsmokestacks.org.

Sowing Stories, Reaping Meaning

DEVELOPING AN INTERPRETIVE STRATEGY FOR YOUR SITE

Hartman Reserve Nature Center | 657 Reserve Dr. | Cedar Falls, IA

Expanded Day-Long Workshop

Thursday, December 6
10AM- 3PM

Affiliated with SSNHA
Partner or Emerging Site:
\$35/person or 3 individuals from
same organization for \$90
All other Participants:
\$45/person



Register by November 29!

319.234.4567

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