

Signage Design Guidelines Available

The U.S. Congress and the President acknowledged a region in northeast Iowa as a nationally important place to tell our American farm story. How do we take a large region filled with stories and link them together? How do you make sense of a diverse group of places spread throughout a large geographic area?

A recognizable graphic identity is important to raise visitor and public awareness of the Heritage Area, assist visitors in navigating the Heritage Area, and provide an additional, outdoor presentation of our region's stories and site information.

Recently, Silos & Smokestacks completed its Signage Design Guidelines to do just that; implement the outdoor signage and interpretive

display of the Heritage Area. These guidelines were made possible by the generous support of the John Deere Foundation and John Deere Waterloo Works.

We are ready to invite visitors to the Heritage Area partner sites and points of interests. We hope you will look through these guidelines, selecting elements you would like to use, and join with others in the Heritage Area to sign and interpret our amazing stories.

A Signage Review Committee has been established to advise

Heritage Area partners with their outdoor sign design, review outdoor sign request for layout, content, and location; and approve outdoor signage request. The following individuals have been appointed to

this Committee: Kathy Bowermaster, IDED-Division of Tourism; Eileen Buchanan, IDOT; Ann Burns, Jackson County Conservation; Candy Streed, Silos & Smokestacks; and Wade Wagner, Silos & Smokestacks Board of Trustees.



The Signage Design Guidelines are now available on a CD. Please contact the Silos & Smokestacks Main Office to request a copy of the Signage Guidelines.

We also invite you to an upcoming workshop called *By the Wayside: Idea to Reality*. This workshop will give you hands-on tools in developing outdoor interpretive exhibits, and we will be applying the Silos & Smokestacks Signage Design Guidelines. See Page 2 for registration information.

Silos & Smokestacks and Brian Clark and Associates received an Iowa Chapter American Society of Landscape Architects (ASLA) Merit Award for the Signage Design Guidelines.

9 New Sites Join the Heritage Area

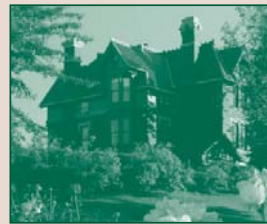
African American Historical Museum and Cultural Center of Iowa, Cedar Rapids. Affiliate Site. Features the rich history, heritage, and culture of Iowa's African Americans in programs, a changing exhibit gallery, and a permanent exhibit.



Hawkeye Buffalo Ranch, Fredericksburg. Point of Interest. A 140-year old family farm, where you can experience the American buffalo up close, feed them and learn about their heritage.



Potter's Mill Restaurant and Bed & Breakfast, Bellevue. Point of Interest. Built in 1843, Potter's Mill is Iowa's oldest grist mill and is listed on the National Register of Historic Places. The Mill is open for self-guided tours for all visitors.



Brucemore, Cedar Rapids. Strategic Investment Partner. Iowa's only National Trust Historic Site is a 26-acre country estate with a 21-room Queen Anne Style mansion, formal gardens, a pond, pool, orchard, rolling lawns, and out buildings.



Jackson County Historical Society Museum and Research Library, Maquoketa. Affiliate Site. The Museum is made up of 22,000 sq. feet of exhibits exploring the unique heritage of Jackson County. It includes agricultural equipment, a log cabin, and a blacksmith shop.

Strategic Investment Partner Sites provide full services, including staff, exhibits, programs, and restrooms.

Affiliate Sites are open less frequently and/or have more limited public services.

Points of Interest may not be staffed or have public services.

For more information on how to become a designated site, contact Candy Streed at 319.234.4567 or cstreed@silosandsmokestacks.org

See New Sites, Page 2

Mary Wallace Brown Named Development Director

We are excited to announce the addition of Mary Wallace Brown to the Silos & Smokestacks National Heritage Area staff as Resource Development Director. Her responsibilities include grant writing and development activities.

Mary's experiences include 10 years of development and fundraising experience including Resource Development Director at Conestoga Council of Girl Scouts; Area Director/Development Director for American Cancer Society for the Iowa Division; and Area Program Coordinator for Iowa Volunteer Mentor Program.

Mary graduated in Accounting from Buena Vista University, and she obtained her Master's degree in Philanthropy and Development from St. Mary's University of Minnesota.



Mary Wallace Brown, Resource Development Director

In addition, Mary brings many years of experience in agriculture to the Heritage Area. Besides the 18 years she spent as a farm-wife in Osage and Bloomfield, Iowa, she has also served as Women's Vice President and County Legislative Chairperson for Mitchell County Farm Bureau and worked in the Agriculture Department in South Ottumwa Savings Bank.

By The Wayside: Idea to Reality

Learn how to develop outdoor exhibits and apply the Silos & Smokestacks Signage Guidelines.

You'll receive:

- Silos & Smokestacks Wayside Companion: A Guide to Developing Outdoor Exhibits CD.
- Silos & Smokestacks Signage Design Guidelines CD.

Training Instructor: **Tuesday, June 22**
 Sue Pridmore, Interpretive Planner
 NPS Midwest Region Office **9:30 a.m. - 3:30 p.m.**

Cost: \$20 SSNHA partner sites.
 \$25 other participants.
 After June 15 or at the door, \$30.

John Deere Westfield Ave. Site
400 Westfield Ave., Waterloo

Fee includes lunch, refreshments, and materials.
 *If you've attended the previous *By The Wayside* training session, contact the Silos & Smokestacks office for more information.

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:

New Sites, continued from page 1

Putnam Museum, Davenport. *Strategic Investment Partner.* Located in the Mississippi River Valley, Putnam Museum was one of the first museums established west of the Mississippi in 1867. Explore the history and environment's of the Mississippi River Valley and faraway places too.



Traer Historical Museum, Traer. *Affiliate Site.* Featuring artifacts of northern Tama County and Traer, highlighting life of "Tama Jim" Wilson, U.S. Secretary of Agriculture for 16 years.



Waterloo Center for the Arts, Waterloo. *Affiliate Site.* Located along the banks of the scenic Cedar River, the Center features Midwest art including works by Grant Wood, Marvin Cone and Thomas Hart Benton; plus the largest public collection of Haitian art in the United States.



Watson's Grocery Store Museum, State Center. *Point of Interest.* An authentic 1886 general store on State Center's historic Main Street.



New Trustees and Officers Announced



Bettsey Barhorst



Steve Sukup

Silos & Smokestacks National Heritage Area is pleased to announce the addition of two new members to the Board of Trustees; Bettsey Barhorst of Hawkeye Community College in Waterloo and Steve Sukup of

Sukup Manufacturing Co. in Sheffield. The Board of Trustees has also named its new officers. They are Ruby Triplett, Chair; Bob Casterton, Vice-Chair; Josef Vich, Treasurer; Dave DeVault, Secretary; and Jim Erb, Past Chair.

We are pleased to have these new Trustees join us, because regional participation is essential to the success of the Heritage Area. Welcome!

Silos & Smokestacks Partner Profile

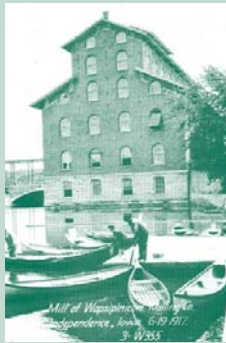
Wapsipinicon Mill Museum

Today, visitors can step back into time and see how the milling operation was accomplished at the Wapsipinicon Mill over 100 years ago.



Established and maintained by an incredible volunteer group, the Buchanan County Historical Society, the Wapsipinicon Mill Museum is an Affiliate Site of Silos & Smokestacks National Heritage Area and is located on the Wapsipinicon River in Independence.

The six-story Mill Museum is



filled with hands-on and visual exhibits providing interpretation on early agriculture practices and the changes in farming methods and lifestyles.

The Wapsipinicon Mill first opened as a merchant flouring mill, buying wheat from grain dealers and producing and selling white flour for retail purchasing. Farmers were forced to change their agricultural methods by planting corn, oats, barley, and flaxseed. The Wapsipinicon Mill then adjusted to this change and added custom grinding to its operation. In the early 1930's, the mill ceased making flour and focused on processing grain for bagged livestock and poultry feed.

After decades of icy winters and floods, the Wapsi Mill, listed on the National Register of Historic Places, still stands today to tell their story of early American agriculture.

The Wapsipinicon Mill received a grant from Silos & Smokestacks in 2001, and today, visitors can see first hand how the milling operation was completed. Original milling machines, millstone area, a unique view through the floor of a water gate in the penstock area, and agricultural artifacts are all on display. Also, there are several hands-on exhibits including grinding, grain scale, and grain delivery exhibits.



Millstone exhibit

The newest DVD exhibit will be unveiled at the Mill's Open House, "All Roads Lead To the Mill," on June 5th & 6th. For more information, contact the Buchanan County Historical Society at (319) 334-4616.

Student Ag History Projects Recognized

At Iowa's National History Day competition, Silos & Smokestacks awarded two CampSilos Awards. This award is given to groups or individuals that use local cultural resources and/or www.campsilos.org for research in the study of Iowa and American agriculture.

This year's Junior Division CampSilos Award went to Brook VandePol of Hawarden for her "Blowing Away the Tears-The Impact of Dust Bowl" documentary.

The Senior Division Camp Silos Award recipients are Ashley Morford and Katie Funk of Marshalltown for their group exhibit, "Wallace's Farmer." We are proud to announce Ashley and Katie are state finalists for group exhibits, making them National Qualifiers for National History Day in College Park, Maryland, in June.

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 booth. The fair will be held August 12-22, 2004. Volunteers are needed for the following shifts:

Date	Shift 1	Shift 2
Thurs, Aug 12	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Fri, Aug 13	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Sat, Aug 14	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Sun, Aug 15	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Mon, Aug 16	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Tue, Aug 17	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Wed, Aug 18	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Thurs, Aug 19	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Fri, Aug 20	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Sat, Aug 21	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.
Sun, Aug 22	9:00 a.m.-3:00 p.m.	3:00 p.m.-9:00 p.m.

Silos & Smokestacks will provide your admission ticket and parking pass. If you are interested in volunteering, contact Emily Nauman at 319-234-4567 or enauman@silosandsmokestacks.org.

UNI Interns help the Heritage Area

Emily Nauman joined the Silos & Smokestacks team last October and is a junior at the University of Northern Iowa (UNI). Emily is majoring in Organizational Communication, minoring in Public Relations and is obtaining a certificate in Tourism. As a Program Assistant, Emily does website development, prepares events email, assists in writing press releases, reports, and newsletters, in addition to providing assistance to the grant and partnership programs.

Jessica Stowell, a junior History major, is a spring semester intern from UNI. Jessica developed one and two day trip itineraries for the Heritage Area. Jessica also con-

ducted visitor intercept surveys at some of the Heritage Area sites.



Emily Nauman, Intern



Jessica Stowell, Intern



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Dates to Remember...

June 16, 2004 - Trustee Meeting

June 22, 2004 - By The Wayside:
Idea to Reality Outdoor Exhibit
Workshop. (see pg. 2)

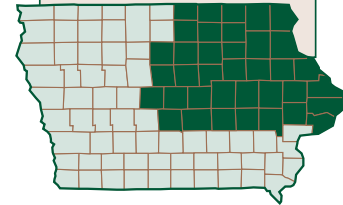
July 21, 2004 - Executive
Committee Meeting

August 12-22, 2004 - Iowa State
Fair, Des Moines

August 18, 2004 - Trustee
Meeting



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 Candy Streed, Editor, at (319) 234-4567 or email at cstreed@silosandsmokestacks.org to submit story ideas.

Thank You For Your Leadership

The Silos & Smokestacks Board of Trustees and Staff wish to thank Board Member and Past Chair Gerald Schnepf for his dedication and service



Gerry Schnepf
to Silos & Smokestacks National Heritage Area.
During the Silos & Smokestacks Annual Meeting in April, Gerry was

given a plaque recognizing his outstanding six years of service. Thank you Gerry!

We would also like to thank last year's Officers of the Board for their leadership and commitment to the Heritage Area: Jim Erb, Chair; Ruby Triplett, Vice-Chair; Josef Vich, Treasurer; and Jerry Enzler, Secretary.

Need a Speaker?

If you're looking for a speaker for your rotary, chamber, women's group, or service organization meetings, Silos & Smokestacks National Heritage Area is available for public presentations.

We'd like to talk with you about how the Heritage Area and your community can work together!

Contact Don Short, Executive Director, at 319-234-4567 or email dshort@silosandsmokestacks.org.

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

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ISU Extension, Mason City
Phyllis Ewing, Chair
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