



# IMAgEs

January 2021

Vision: Iowa museums are essential to their communities.



<https://TeachingIowaHistory.org>

A quarterly e-publication of the Iowa Museum Association  
PO Box 824, Cedar Falls, Iowa 50613 (319) 239-2236 Director@iowamuseums.org #IowaMuseumsIMA

Next issue: April 2021. Deadline for submissions March 15.

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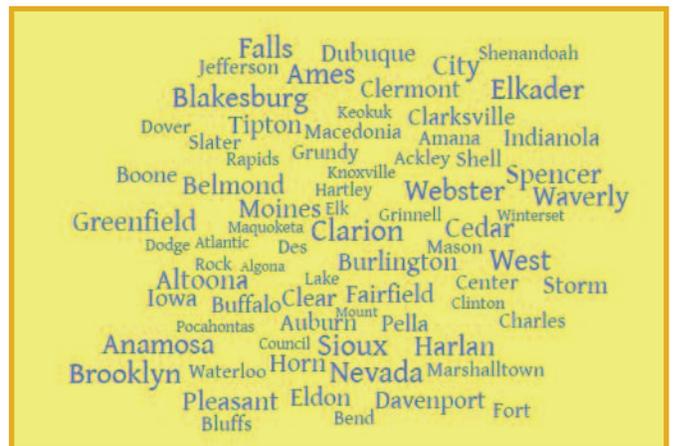
Every IMA member organization has a group member administrator with enhanced security authority. If you are the group member administrator:

Go to [www.iowamuseums.org](http://www.iowamuseums.org) and sign in (user name and password)

1. click on "My Member Home page" (upper right)
2. look at the lower left and see "My organizations"
3. click on the name of the organization for which you are group member administrator

You may update your roster, print invoices, register colleagues for workshops or conference, update your public profile, renew membership, and more.

Questions or assistance with username or password:  
Director@iowamuseums.org or 319-239-2236



## President's Message

Dr. Heidi Lung, President  
e-mail: Heidi-lung@uiowa.edu



Dear IMA members,

I hope you all have had some time to reflect on all that was 2020 and considered what is to come in this new year. On the surface, it would seem that things are pretty much where we left them. We are still in the midst of a global pandemic and many of the previous year's challenges are still current reality. And yet, no matter what challenges 2021 brings, it will be different (and I mean that in a positive way). Here's why.

More than anything, the events of 2020 required us all to pause and reconsider our trajectory. Personally, with more time for introspective self reflection, many of us have rethought or re-committed ourselves to personal and professional goals and dreams. Professionally, our organizations have had to reconsider how we engage audiences, how we work as teams, and what it means to be part of our communities. We have had to adapt and be innovative with how we communicate both message and mission.

Despite the challenges, IMA saw many successes in 2020 including new initiatives such as online networking and professional development opportunities as well as a new Teaching Iowa History website. I want to express gratitude to all of you, our IMA members for continuing to be a part of our professional museum network. IMA will continue to do all we can to support you in your work whatever 2021 may bring.

Happy New Year and Museum On!

Heidi Lung

Museum on!

Heidi Lung, President, Iowa Museum Association



Teaching IOWA History

[teachingiowahistory.org](http://teachingiowahistory.org)

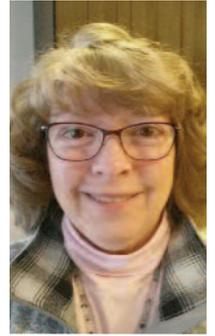
IOWA  
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[www.iowamuseums.org](http://www.iowamuseums.org)

## Director's Message

Cyndi Sweet, Executive Director

Director@iowamuseums.org 319-239-2236



January 2021

I am gazing eyes-wide-open at the promise of 2021 and in particular two key aspects.

(1) We may end the pandemic with vaccinations and be able to meet in person -- perhaps by the end of the year?

(2) IMA has an energetic and enthusiastic new Board of Directors, ready to get to work on your behalf. The Board has committees already at work developing programs and digital engagement strategies, planning the 2021 conference (virtually, as the vaccination time line is as yet unknown), creating fundraising strategies for the IMA, and developing training on DEAI topics.

In 2021 we will focus on providing programming, opportunities, and resources that support museums being essential to their communities. Among the many benefits of belonging to the IMA, here are three free opportunities:

(1) IMA Plugged-In - The third Monday of the month at noon, the IMA provides IMA Plugged-In, a topic-driven presentation followed by Q & A. This is a free learning opportunity.



(2) Conversation with Colleagues - Each Friday at 9:00 a.m. the IMA hosts an unscripted one-hour conversation where participants bring the topics and support and advise each other. This is a free networking opportunity.

(3) Digital Collection Space - Through participation in the *Teaching Iowa History* project, photos of museum objects are entered into a statewide database of historic or culturally significant objects, documents, and photographs where they are available to the public, educators, students, and researchers. Inclusion of objects in the database increases accessibility to your collection and raises awareness of your organization. This is a free opportunity.

Like anything, you will get out of IMA what you put in, so I encourage you to participate as you are able. If you have any questions, please contact me at Director@iowamuseums.org. Happy New Year!

*Cyndi Sweet*

2020

**NATIONALLY RECOGNIZED**



Teaching  
IOWA  
History

IOWA  
Museum  
Association  
www.iowamuseums.org



American  
Alliance of  
Museums



# Ask an expert. edwards creative

## Fundraising in the Face of Challenges

Challenging has been the theme of 2020 when it comes to museum fundraising. We know that fundraising has never been an easy task — and can certainly be stressful at times. But throw a global pandemic into the mix, and the stress meter goes off the charts.

The Edwards Creative Team has faith that 2021 is going to bring better things to the museum industry, so we put together a few tips to help museums maintain fundraising motivation, stay in touch with donors, and keep the spirit of education, curiosity, and creativity alive.

### Foster Meaningful Relationships with Donors

Building meaningful and lasting relationships with donors take time. But relationships with donors that are sincere and make donors feel that their donations are worth it, is everything. Personalize communication with donors — making them feel like just another number won't create anything meaningful or lasting. Handwrite thank you cards, make calls to thank them for their donation, and explain how it will be put to good use. Something as simple as picking up the phone can have lasting effects that could help you reach and exceed financial goals.

### Stand Outside the Crowd

Potential donors need to understand exactly what they're donating to — if there's a new exhibit, renovation, or capital project you're pursuing. If there's one thing we preach at Edwards Creative about fundraising, it's all about creating visuals that explicitly lay out what you're planning and how it's going to help your organization pursue its mission. And be sure to talk to other organizations with similar missions. Next year is going to be ultra-competitive, so think about local and national charitable organizations that share similar goals.

### Make Giving Easy

If you don't have a way for donors to give to your institution online, stop reading this and take a few minutes (and a few clicks) to make that happen. If you make it easy — donors will make an on-the-spot gift through your social media page or on their Smartphone while they're right there at your museum. Post photos of the latest plans or renderings on the home page of your website to grab the viewer's attention. Offer PayPal or Venmo for easy payment options — and watch your donations increase exponentially.

Looking for more advice?

Submit your questions to

**[director@iowamuseums.org](mailto:director@iowamuseums.org)**

Or ask the experts at Edwards Creative

**[tim@edwardsideas.com](mailto:tim@edwardsideas.com)**

### Reflections on the 2020 IMA Conference

First and foremost, thank you so much to the IMA Board for giving me the scholarship to attend the 2020 IMA conference! The experience is one that I'll not soon forget, and the organizers did an amazing job.

I am still processing what I learned from the conference, there was so much great information there!

The Jump Start with Jared was a lot of fun, and I really enjoyed the keynote speaker, Richard Josey. I loved the Bruce more segment, and was saddened to see the Derecho damage. I got some great ideas for exhibits from the "Putting the Wow" segment, and thought the robot segment was fun! It makes me wish that we had the funding to do that here at the Heritage Museum! The virtual tours of the museums was well worth the time, and we are now working on something similar here at the Heritage Museum, as we are still closed. There was just so much great information and so many great ideas, it is hard to say which was my favorite part!

I also really appreciated the chance to network with others in the museum industry, and I am looking forward to next year's conference!

Again, thank you so much for all your hard work, and for allowing me to attend this year! I appreciate the opportunity!

Julie Martineau  
Museum Coordinator  
Des Moines County Historical Society

### Reflections on the 2020 IMA Conference

I'm new to Iowa, which means I am also new to IMA. I arrived in the state just a couple months before COVID closures, and that could have been a very isolating experience. As someone who has been a part of three state museum associations, I feel I have the experience to say IMA is doing a fantastic job, despite the pandemic. There have been ample opportunities to engage with other museum professionals in the state and network online. I asked how I could get more involved, and was granted the opportunity to work with emerging professions through the EMP Facebook group.

The application process for the scholarship to attend my first IMA conference was the easiest I have encountered yet. The conference was online for the first time, but you wouldn't know that from attending. Cyndi and the board members did such a fabulous job of making sure the sessions were secure but also easy to access, all of the presenters were on time and ready to give fantastic talks, and the attendees were engaged and asked thoughtful questions.

I was able to learn from the experience of others on a variety of topics, including: serving a community in distress, protecting staff and visitors during COVID, rethinking the long-term social impact of the stories we do and don't tell, and caring for ourselves in the craziness that is 2020. All of the live and pre-recorded sessions are valuable for making better, more thoughtful, more engaged museum professionals.

What makes IMA truly special is that the people involved, both those attending and those responsible for the conference, also care about making good and balanced people. There is an emphasis on self-care, checking in with others in the profession, and a genuine interest in helping each other succeed.

Tara Templeman  
Curator and Collection Manager  
Linn County Historical Society  
800 2nd Ave. SE  
Cedar Rapids, Iowa 52403  
(319) 362-1501 x 110  
curator@historycenter.org

### Recipients of the IMA Leadership Award

**2012: Willard "Sandy" Boyd**

**2016: Lynette Pohlman**

**2016: Thomas J. Morain**

**2018: Jerome Thompson**

**2019: Billie Brown Bailey**

**2020-2021** (as of 12-11-20)  
**Iowa Museum Association  
 Sponsors & Supporters**

(Every attempt has been made to be sure this list is correct. If your name has inadvertently been left off please accept our apologies and inform us of the error.)

The Iowa Museum Association is a qualified 501(c)(3) tax-exempt organization and donations are tax-deductible to the full extent allowed under the law.

**Aficionado (over \$2,500)**

Edwards Creative  
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 University of Iowa Museum  
 Studies Program



**Patron (\$1,500 - \$2,499)**



**Enthusiast (\$750- \$1,499)**

**Friend (\$250-\$749)**

Jennifer Kovarik  
 Heidi Lung

**Supporter (under \$250)**

Laura Arterburn  
 Billie Bailey  
 Jim Miller

**In-Kind**

David Bright, Pugh Hagan Prahm

Gifts and donations may be sent to: Iowa Museum Association, P.O. Box 824, Cedar Falls, Iowa or made on line at [www.iowamuseums.org](http://www.iowamuseums.org)

**2021 IMA Membership Dues  
 Renewals due December 31, 2020.**

Membership dues increased \$5 in each category for 2021. This is the first increase in three years.

Each IMA member has a designated Group Member Administrator. This person has the ability to sign in and transact business such as paying the annual membership dues, adding and subtracting people from the organization's roster, updating the organization's public profile, and more.

**Group Member Administrators - may sign in and renew their IMA membership online!**

Here is the step by step process - **only three clicks!**:

- (1) sign in at [www.iowamuseums.org](http://www.iowamuseums.org) using your user name and password;
- (2) **click** on "My Member Home page" (upper right);
- (3) look at the lower left and see "My organizations";
- (4) **click** on the name of the organization for which you are group member administrator;
- (5) scroll down to see a button that says "renew now" and **click** it.
- (6) enter your credit card information.

**3 clicks to  
 renew!**

**Or Renew by Check.** Invoices were mailed to all IMA members in October.

Checks may be mailed to: Iowa Museum Association, PO Box 824, Cedar Falls, IA 50613.

If you have any questions, contact Cyndi at [Director@iowamuseums.org](mailto:Director@iowamuseums.org) or 319-239-2236.



## Vesterheim News

**New Staff**

**Kim Toussaint** began her new position as Vesterheim's Associate director of Development and Campaign Manager in mid-March. Kim is a graduate of Southwest Minnesota State University with a degree in marketing and business administration. Before coming to Vesterheim, Kim worked as an administrative assistant at Merrill Lynch, a volunteer coordinator for RSVP, and as an assistant at an attorney's office.

**Molly Thompson** joined the Vesterheim staff in July as the Annual Fund Gift Officer. Molly holds bachelor's degrees in history and theatre from the University of Northern Iowa, as well as a master's degree in visual, material, and museum anthropology from Oxford. Prior to joining Vesterheim's staff, Molly gained nonprofit experience at Seed Savers Exchange and Terrace Hill, the Iowa Governor's Residence and National Historic Landmark.

**New Virtual Exhibit**

Water explores our world's most essential natural resource as a source of survival, life, and livelihoods. Nineteen contemporary artists with Nordic 5 Arts have created works that respond to the theme of water. Some artists reflect on immigrant journeys by ship or plane across the Atlantic Ocean. Others reflect on the state of water in the face of climate change and the relationship between the Nordic countries and water.

Nordic 5 Arts is an international organization of professional artists based in the San Francisco Bay Area that presents a unique Nordic/Scandinavian expression in the visual arts, contributes to the diversity of the arts, and promotes ties with contemporary Nordic arts, culture, and design. Nordic 5 Arts is composed of professional artists, primarily of Nordic/Scandinavian descent and artists born in Denmark, Finland, Iceland, Norway, and Sweden.

The exhibit is sponsored by Decorah Bank & Trust, Marilyn and Julien Hansen, and Jeff and Marilyn Roverud.

The exhibit may be viewed here:  
<https://vesterheim.org/exhibit/water-contemporary-art/>

## New exhibits at the National Czech & Slovak Museum & Library

The National Czech & Slovak Museum & Library has opened two new exhibits to the public.

**Stitching History From the Holocaust**

Closes March 21, Smith Gallery

An original exhibit by Jewish Museum Milwaukee, *Stitching History From the Holocaust* uses the narrative of one couple to explore the Holocaust by bringing to life the innovative dress designs of Hedy Strnad. Hedy and her husband Paul originally sent these designs to Paul's cousins in America as part of their effort to escape Prague in 1939. That effort ultimately failed, and these beautiful dresses serve not only as a unique memorial for a lost talent, but also as a touchstone for discussion of the human cost of the Holocaust and the plight of refugee populations.

**Formed in Fire: The Joyce Anderson Glass Collection**

Closes April 11, Petrik Gallery

Joyce Anderson has been collecting fine Czech pieces over her lifetime, and the NCSML is the fortunate recipient of many stunning examples of glass and porcelain. The exhibit will feature exquisite Moser vases, featuring enameled oak leaves and insects, and glass jewels. Amphora pottery with arts and crafts motifs will also be on display. Royal Dux porcelain in the shape of intricate figures and whimsical animals, is a major element of the collection. Perfume bottles, vanity glass, animal figurines, and wine sets round out the exhibit. Visitors will also have the opportunity to see video footage of work at various Czech glass houses, and will gain an understanding of how sand and clay are almost magically manipulated to become works of art.



For more information:  
<https://www.ncsml.org/>,

**Stockman House and the Architectural Interpretive Center**

**Tours by Appointment**

The River City Society for Historic Preservation invites you to Mason City to tour the Frank Lloyd Wright designed Stockman House and the Architectural Interpretive Center. At this time, we are open for tours of the house by appointment only. The Architectural Interpretive Center is currently open on Saturday from 10AM - 2PM.

**New Exhibit**

We are excited to announce the soft opening of our newly updated gallery exhibit, *Building the Prairie*, a project supported in part by the State Historical Society of Iowa, Historical Resource Development Program. Come learn how Mason City's industrial growth and subsequent wealth brought notable architects Frank Lloyd Wright, Walter Burley Griffin, Francis Barry Byrne, as well local architects to town and left us with an amazing architectural heritage.

For more information: <https://www.stockmanhouse.org/>



**Cedar Rapids Museum of Art**

410 Third Ave SE, Cedar Rapids Iowa, 52401

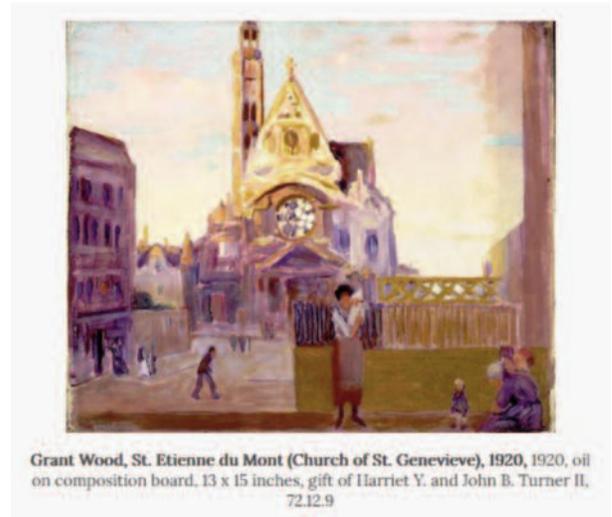
**New Exhibit**

Americans in Paris: Grant Wood and Marvin Cone's 1920 Trip to Paris

Now-October 21, 2021

For three months in the summer of 1920, Grant Wood and his best friend Marvin Cone traveled to Paris to see great art, soak up the sights, and to paint. This brief sojourn proved to be pivotal for both artists, enhancing their nascent interest in Impressionism and painting en plein air. While each artist discontinued painting in this style beyond the early 1930s, this trip to Paris (Wood's first trip abroad, Cone's second) was critical to their development. What the artists did, saw, and painted is carefully outlined in Cone's meticulous and well-written diary of the trip, including where the artists painted on which days. As such, this diary enables the ability to date certain works to the precise date of creation. It also allows viewers to see how each artist depicted the same scene, often in very different terms.

For more information: <https://www.crma.org/>



**The Theatre Museum of Repertoire Americana**, Mount Pleasant reports that they are working with Edwards Creative on a museum reset which will be completed and revealed in the spring. The Edwards design team has toured the museum and studied the Rep or Tent Show genre, and come up with a plan that will capture the experience of seeing and performing in the live popular theater productions that were a mainstay of American entertainment and popular culture (particularly between the coasts) during the late nineteenth and early twentieth centuries.

<http://thetheatremuseum.com/>

**Grout Museum District**

The Grout Museum District's newest exhibit "Desert Storm: 30 Years Later" marks the 30th anniversary of the Persian Gulf War. More than 3,000 lowans were part of a U.S.-led coalition force that expelled Saddam Hussein's invading Iraqi forces from the sovereign nation of Kuwait. Six lowans were killed in the war.

This exhibit will include artifacts and first-person oral histories from lowans who served in the conflict, as well as local news coverage from that time.

Gulf War Veterans will receive free admission to the Grout Museum for the duration of the exhibit, sponsored by Humanities Iowa & American Legion of Iowa.



For further details, call 319-234-6357 or visit [gmdistrict.org](http://gmdistrict.org)

**Museum of Danish America**  
Current and Upcoming Exhibits

**Migrant**

On view until May 2, 2021

**Snapshots: Traveling with the Poet Hans Christian Andersen**

On view until June 5, 2021



**The Victor Borge Legacy Award: Celebrating 10 Years of Music**  
Opening February 6, 2021



**Tattoo**

Opening May 2021

For more information:  
[www.danishmuseum.org](http://www.danishmuseum.org)



**National Motorcycle Museum**

102 Chamber Drive, PO Box 405, Anamosa, IA 52205

The Flying Merkel is among the most notable early American motorcycles. While Harley-Davidson, Indian, Thor and Excelsior built fine machines, Joseph Merkel sought to bring design and technology not seen in any motorcycles before. Now at the National Motorcycle Museum, you can view one of the largest permanent displays of Merkels anywhere on the planet. That grouping includes an ultra-rare Flying Merkel Racer, a Merkel Light and other twins and singles, even a bicycle from Merkel's seven year existence.

For more information: <https://nationalmcmuseum.org/>



1911 Flying Merkel

<https://nationalmcmuseum.org/2020/12/04/1911-flying-merkel-single/>

**IMA Alerts**

Are you receiving IMA e-mail alerts? For over a decade, IMA Alerts have been emailed to IMA members up to four times each month with news of interest to the broad museum community. Make sure you're receiving all the news!

To receive IMA alerts, e-mail  
[Director@iowamuseums.org](mailto:Director@iowamuseums.org)

Monitor your SPAM filter daily!  
Make us a friend/safe sender.



## THE FRANK LLOYD WRIGHT STOCKMAN HOUSE

MASON CITY: While COVID-19 halted tours of the 1908 Wright-designed Stockman House during the first half of 2020, the River City Society for Historic Preservation in Mason City took advantage of the opportunity to restore the interior of the walls.

To replicate the original character of the walls in a Wright-designed home of this period, much research and meticulous selection of materials went into the mix of the sand-floated finish that had to be skillfully applied to achieve authentic results. Numerous paint samples were made to determine a match for the original color, opacity, and reflective qualities. Partnering with light, the walls are rich in texture, depth, movement, and earthy softness.

The Stockman House is now open for tours by appointment. Please go to [stockmanhouse.org](http://stockmanhouse.org) for more information.



The entry hall after paint was applied.  
The stairwell after plaster work was completed.



## Emergency Reponse Team

The **Iowa Museums, Archives, & Libraries**

**Emergency Response Team (IMALERT)** was formed in 2014, to protect invaluable historical resources in the state. IMALERT maintains a hotline (319-384-3673) monitored by team members, to serve cultural and documentary collections in times of need. When faced with disasters, institutions large and small can tap into the IMALERT network of experts ready with advice or to mobilize on-site aid. IMALERT coordinates with first responders, state and local agencies, and vendors to provide disaster assistance to cultural institutions and their collections. IMALERT's activities include damage assessment to collection materials, recommendations for recovery, aid in navigating salvage and drying processes, and demonstration of salvage techniques or help organizing salvage operations.

Initial training and equipment was partially funded by a grant awarded to IMALERT's parent organization, the Iowa Conservation and Preservation Consortium (ICPC), by the State of Iowa's Historical Resource Development Program. Team members update training annually, with workshops centered on organizing, planning, and responding to disasters.

Since its inception, IMALERT has responded to many Iowa disasters, most recently to a 2020 pipe break above the collections area of the University of Iowa Museum of Natural History, calls from multiple institutions in the aftermath of the 2020 derecho, and the devastating spring 2019 flood at the Pacific Junction Railroad Museum. IMALERT continually recruits new members, for broad coverage across the state. To volunteer, or for more information, contact IMALERT co-chairs at [imalert.iowa@gmail.com](mailto:imalert.iowa@gmail.com).

## THE RIVER CITY SOCIETY FOR HISTORIC PRESERVATION

### OPENS NEW GALLERY EXHIBIT “BUILDING THE PRAIRIE”

MASON CITY: Three years in the making, the non-profit organization that owns, preserves, and educates about the Frank Lloyd Wright Stockman House now has a brand-new exhibit in its Architectural Center Gallery. “Building the Prairie” tells the story about the development of Mason City and its Prairie School Architectural Heritage with photographs, artifacts, and architectural models. Featured is the Stockman House and the Historic Park Inn Hotel both designed by Frank Lloyd Wright, and the neighboring community of Prairie School homes designed by Wright’s associate, Walter Burley Griffin, and others from that era.

The exhibit was funded by a matching grant from the State Historical Society of Iowa. Until normal hours are reinstated, the new exhibit at the Robert E. McCoy Architectural Interpretive Center is open to the public on Saturdays from 10 PM - 2 PM. The AIC also houses an amazing Gift Shop which is open during those hours.



## GRUNDY CENTER HISTORICAL SOCIETY TO PUBLISH THE POW WOW DOCTOR: A STORY OF AREA FAITH HEALERS

Even Rev. Don Jafvert is not quite sure what inspired him to write *The Pow Wow Doctor* but his inquisitive mind probably prompted him to delve into the subject. He knew it would not be possible to treat this subject without getting personally involved in it or even to visit one of Grundy County faith healers. He writes:

“There is scarcely anything new under the sun. However, occasionally strange occurrences happen in our century which would appear to be coming from another age. This is the story of POW WOW DOCTOR, a healer without medicine, today – without ‘faith’. Some have called him the ‘Blow Doctor’, ‘Rub Doctor’, or ‘Faith Healer’. It has grown out of experience with people who are like yourself, but who for some strange reason have clung to an age other than their own. It is not the story of an ignorant or unlearned people, but the story of a deeply engrained social structure which not only flourishes in its odd science but actually converts people outside of the community to become ‘believers’. The community of the Pow Wow Doctor is not organized nor are there possibilities that it shall be. Life of the strange medicine is not dependent upon organization. It persists because the people believe it; and because the people believe it, it will not soon die.

It would not be possible to treat this subject without getting personally involved in it; therefore, when ‘I’ is used, it is a reference to an experience or an encounter. The story is human, and to stand on the outside peering-in would not be the involvement that you the reader would most enjoy. Though we are involved in something deeper than enjoyment, this is nonetheless the aim of what is written. I cannot very easily conceal my identity nor shall we conceal the identity of the ones performing the craft. It may come as embarrassment for some to read the tales they have told me, but it should not. The story is theirs. They have kept Dr. Powwow going through their stories, their encouragement, and their ‘contributions’.”

Author Rev. Don Jafvert graduated from the University of Dubuque and the San Francisco Theological Seminary in Marin County, California. His first church was the Presbyterian Church in McCallsburg, Iowa.

Rev Jafvert has been a prolific writer of sermons for over forty years. Rev. Dean Myers, a GCHS graduate and recently retired Presbyterian minister, describes Jafvert as “a dynamic pastor, thoughtful and intelligent.”

The Grundy Center Historical Society is grateful to have his manuscript and looks forward to publishing it in Spring 2021. For inquires or stories to share about this topic please contact GC Historical Society at [gchistory144@gmail.com](mailto:gchistory144@gmail.com).

**Putnam to explore play & toys with new exhibit, opening Nov. 21 - Original exhibit tells the story of favorite toys**

DAVENPORT, Iowa (Nov. 17, 2020) — The Putnam’s next exhibit will examine the role of play and toys through culture and time in society. From antiquity and from around the world guests will see toys that reflect societal norms and other sociological trends.

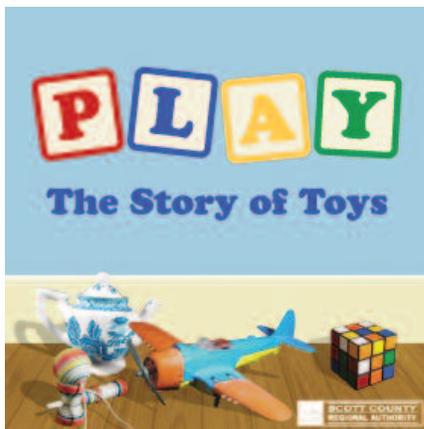
Play: The Story of Toys is an original Putnam exhibit, set to open Saturday, November 21. The exhibit will be included with general admission and remain open through 2021 at the Putnam, a Smithsonian Affiliate museum.

“Our latest exhibit features items from the Putnam’s glorious collection and will explore different themes surrounding gender, work roles, pop culture, fads and advanced technology to name a few,” Putnam President/CEO Rachael Mullins said. “We are proud to also feature a display of toys manufactured right here in the Quad Cities and we hope this exhibit brings about a sense of nostalgia for our guests.”

Visitors of all ages can view a variety of toys including educational, creative, and those meant for the outdoors. The exhibit explores how gender roles in society were reinforced by children’s toys. Visitors will be able to reminisce about favorite toy fads and dangerous toys they may have had growing up as well as view new inclusive and technological toys.

The exhibit is sponsored by a grant from the Scott County Regional Authority.

Exhibit admission is included in the price of general admission — \$9 for adults, \$8 for youth (ages 3-18), seniors, college students and military. Admission is free for members. For more information, visit [putnam.org/Play-The-Story-of-Toys](http://putnam.org/Play-The-Story-of-Toys). For groups, or to plan your visit, call 563-324-1933.



**Sioux City Public Museum, 607 4th Street, Sioux City**

Through February 28, 2021

Vintage Sioux City Coffee Memorabilia

For a century, Sioux City was one of the primary food distribution centers of the Upper Midwest. Unique merchandising artifacts from this era are showcased in the Sioux City Public Museum’s new exhibit, drawing from private collectors and the Museum’s collection.

More than a dozen wholesale grocery dealers were based in Sioux City from the 1870s to the 1970s, distributing food products to retail stores in Iowa, Nebraska, South Dakota and Minnesota. Many of these firms imported, roasted, ground and packaged their own brands of coffee. The business left behind an array of tin containers, paper bags and wood shipping crates marked with the logos of the wholesalers and the brands of the coffee they sold. These artifacts are tangible evidence of a food distribution business that was a major driver of the local economy for a century. Sioux City wholesale grocers represented in the exhibit include William Tackaberry, C. Shenkberg, O. J. Moore, Tolerton and Warfield, Pratt-Mallory, Robb-Ross and many more.

Coming Soon: January 9 – March 14, 2021

Lines with Power and Purpose: Editorial Cartoons

A program of ExhibitsUSA, a national division of Mid-America Arts Alliance and The National Endowment for the Arts.

Admission is free. Hours are Tuesday through Saturday 10 a.m. to 5 p.m. and Sunday 1 to 5 p.m. Protective masks/face coverings and social distancing are required in all City buildings by members of the public. Hand-sanitizing stations are available. For more information, call 712-279-6174 or visit [SiouxCityMuseum.org](http://SiouxCityMuseum.org).



### Blame It On Verne- A Storyteller in the Museum World

It is Jules Verne's fault that I got into museum work. Or maybe Mark Twain. Possibly Edgar Rice Burroughs. At any rate, the stories of adventure in the Victorian world created an endless curiosity in me to know more and to experience the same things. When the opportunity came to volunteer at a living history museum when I was 16, I jumped at the chance and didn't look back. When I put on a bowler hat and banded collar shirt and stepped into the saloon to sling root beers, I was on the museum train bound for, well, wherever the museum train was going. It didn't take me long to realize that as much as I loved the stuff- the artifacts, buildings, and clothes- it was the stories that really drove me. Even the minutiae of Iowa saloon and liquor laws were more than dry facts. They held stories that I couldn't help but share with visitors- whether they wanted to hear them or not.

Thirty some years later, I am still telling stories from Iowa history, and I am convinced that it is the stories museums have to tell that form connections with visitors. I'm pretty sure I am preaching to the choir on this. You already know the power of stories to forge connections. Those connections turn into a community that understands and values their history, that comes back to visit again, and that gives generously.

There are myriad ways to tell the stories entrusted to museums. I'm going to focus on a few simple, low-cost, human-centered ways that your museum can get your stories out to your visitors.

Take an item and tell its story. Not necessarily what it is and how it was invented, but a story about someone using it. Take for example the metal bucket in the saloon. When Kenneth was a little boy in the 30's his mother would send him the several blocks down to the E Avenue Tap to get a bucket of beer and bring home for the family dinner. Kenneth's mom knew beer was cheaper by the bucket than the bottle, and Kenneth, having tried it once, knew it was nasty; so there was no danger of him drinking it all on the way home. However, old Ma, the owner of the Tap, was a notorious cheapskate. To stretch kegs of beer as far as they would go, she worked hard to pour the beer so it foamed as much as possible and filled buckets mostly with foam. After a few buckets of foam, Kenneth's Mom got wise and tried something she remembered her mother telling her (this is an old, German family. Beer is important.) Smear the inside of the bucket with lard. The fat will cut the foam, and you'll get a full bucket of beer. Sure enough, and much to Mom's delight and old Ma's irritation, the plan worked, and Kenneth brought home full buckets of beer from then on.

That story opens up all kinds of avenues for conversation. How has life changed from then to now? We don't send our kids to the tavern to bring home a bucket of beer anymore. How else have things changed? What has stayed the same? Why does the fat cut the foam? It works on a smaller scale, too. Next time you pour a glass of pop, rub the skin on your nose and touch your finger to the foam. The little bit of oil on your finger will cut it. Here comes a STEM discussion of surfactants and things that I really don't understand. There is room for conversations about the taverns and saloons that our elders remember. One simple story, sparked

by an artifact can do so much.

A story doesn't need to be a drawn out, grand production. It can be as simple as the beer bucket story or as complex as tying a whole site together with an overarching story that visitors explore and interact with on multiple levels.

Is there a person in your community whose story needs telling? Why not collaborate with your high school drama department and an Iowa playwright to tell their story? That is a pretty cool grant opportunity just waiting to happen.

Speech season is getting underway here in Iowa. Iowa has a more than 100 year long tradition of speech in its high schools, with thousands of students in every part of the state searching for new and exciting acting scenes, short film projects, one act plays, prose, choral readings, readers theater, and more. My wife happens to be the speech coach at Cedar Valley Christian School in Cedar Rapids. She has always wanted to try Group Mime, and she decided this was the year to do it. The story she chose to tell was Kate Shelly's. Your museum could absolutely work with your local high school to create any number of pieces that will generate interest and excitement in local history and some guaranteed visitors when they present a speech showcase night at your museum.

Would a creative writing class and art class collaborate with your site to create a graphic novel of one of your significant stories?

Some years ago the Orange County Regional History Center presented a series called Pioneer Portraits. Around one gallery were a number of empty frames. During the program, various interpreters portraying area pioneers stepped into the frames to tell their stories. A program like this is within the grasp of most every organization in the state. And there are opportunities to expand beyond our traditional idea of pioneers. What other pioneers besides the ones in covered wagons are there in your community whose stories need to be told? Suddenly there is opportunity to bring in members of the community who may not see their stories in the history that your site preserves.

The best way to get good at telling stories is to start telling them. The stories don't need to be long. They don't need to start out perfect and fully developed. They will get better with telling. Tell your visitors the stories in the museum that excite you and make you passionate about your work.

Finally, consider bringing a storyteller to your site to share programs of state-wide interest. That is a little self-serving, since I think I have several programs that would bring in visitors and be of value. Beyond that, Iowa has a number of wonderful storytellers who are always on the lookout for new stories to tell, new places to share stories, and opportunities to help others learn to tell their stories. The National Storytelling Network, [www.storynet.org](http://www.storynet.org), and the Northlands Storytelling Network, [www.northlands.net](http://www.northlands.net), both have directories where you can find great Iowa storytellers.

For more information:  
email Darrin Crow at [crow.darrin@gmail.com](mailto:crow.darrin@gmail.com)



## Teaching IOWA History

teachingiowahistory.org

### What is *Teaching Iowa History*?

*Teaching Iowa History* offers Iowa museums the opportunity to enhance accessibility to their collection and position themselves as educational partners. Museums identify significant primary sources in their collection and send IMA a jpg photo with cataloging/provenance information. The

IMA and *Teaching Iowa History* adds these images to an on-line database of artifacts from museums across Iowa, and uses those artifacts as the basis for K-12 lesson plans that fulfill new Iowa Social Studies standards.

### How will my museum benefit from participation?

1. Digital Collection Space - Photos of your museum objects are entered into a statewide database of historic or culturally significant objects, documents, and photographs where they are available to the public, educators, students and researchers. Inclusion of objects in the database increases accessibility to your collection and raises awareness of your organization.
2. Iowa Stories Space - Your museum may share short essays relating local and county history and culture stories. Local historians, museum curators, museum educators are encouraged to submit well-researched essays that may be used for formal and informal education, including instructional resources and as the foundation for exhibits and programming. Inclusion of stories increases awareness of local and county history, and of your organization's position as public historians.
3. Instructional Resources Space – Museum educators may create lesson plans that bring together objects already part of the artifact database with local history essays. Lesson plans will be available to educators statewide, but will be particularly helpful to your local educators as they seek to illustrate big ideas with local stories and authentic artifacts. Inclusion of lessons increases awareness of museums as educational partners.

<https://TeachingIowaHistory.org>

*Teaching Iowa History* has been made possible in part by a major grant from the National Endowment for the Humanities: Exploring the human endeavor. Any views, findings, conclusions, or recommendations expressed by the project do not necessarily represent those of the National Endowment for the Humanities. This project is supported in part by the State Historical Society of Iowa, Historical Resource Development Program.

## Don't Reinvent the Wheel! Contact the IMA for resources

IMA membership is open to students, volunteers, professionals, and all museums including art centers, art museums, botanical gardens, children's museums, historic sites, history museums, historical societies, living history sites, nature centers, natural history museums, planetariums, science and technology centers, and zoos as well as industry-related businesses.

### Stay Informed

#### IMA E-Mail Alerts

IMA members subscribe to the IMA e-mail communication system to receive news and information several times each month. If you are not receiving these check with IMA and check your SPAM filter.

#### Facebook

Follow the IMA Facebook page and the Iowa Emerging Museum Professionals Facebook page for quick updates, news, and jobs.

#### Quarterly *IMAg*es e-Newsletter

Submit news for the quarterly e-newsletter *IMAg*es: share news about exhibits, staff hires and retirees, internship projects, community engagement and educational outreach, collections news, grants received and construction projects underway, and more.

Deadlines: March 15 (April issue), June 15 (July issue), September 15 (October issue), December 15 (January issue).  
Send news and photos to [Director@iowamuseums.org](mailto:Director@iowamuseums.org)

**Website** - <https://www.iowamuseums.org> Post and share jobs from the Career Center; check out the many Resources and Learning Opportunities. Check out Member Only Benefits under the Membership menu item - log in to see.

### Network, Share, Collaborate

Find a colleague, find a service through databases on your MEMBER HOME PAGE at [www.iowamuseums.org](http://www.iowamuseums.org), at workshops, the IMA conference, or through the IMA office.

Participate in **Teaching Iowa History**, raising awareness of the importance of museums as educators, stewards and storytellers. Serving Iowa's educators in the development of primary-source based instructional resources.



[TeachingIowaHistory.org](http://TeachingIowaHistory.org)

Be aware of the **Future Ready Iowa Educational Clearinghouse** and IMA's project - *Iowa History: Your County*

*Matters*. This project will drive primarily 9-12 grade students to Iowa's museums to fulfill specific tasks associated with their county. They will be seeking to understand the significant people and events that are associated with their county. **If you are contacted - please let us know!**

Participate in IMA's **Friday morning informal networking** conversations or **IMA Plugged-In** the third Monday of each month - both FREE.



### Raise Awareness

#### Public "Find A Museum" Portal

Share the great news about your museum! Keep your profile up-to-date with critical information such as URL, email and phone contact information, and historical assets. Group member administrators may update their museum profile at any time or ask IMA to assist.

Share information about your collections to assist the public in identifying museums they wish to visit, to find partners for exhibits, and collaborate on programming.

Share information about your educational programs to assist teachers in partnering with you.

### Advocate

Participate in **Iowa Museum Week** - Raise awareness of the great work done by Iowa's museums **ALWAYS THE SECOND WEEK OF JUNE**. More information under Advocacy at [www.iowamuseums.org](http://www.iowamuseums.org).

### Never Stop Learning

**Workshops, Convenings, Conversations, and Annual Meeting & Conference**- IMA members come together regularly, sharing inspiring, thought-provoking trainings, conversations, and networking. Join Us!

Email: [Director@iowamuseums.org](mailto:Director@iowamuseums.org) with questions.



## 2021-2022 IMA Board Of Directors

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### Remember the IMA in your Charitable Giving

Your gifts to the IMA directly impact the quality and quantity of programs and resources the IMA can offer to the Iowa museum community. Thank you for your support!

### Annual Giving

As you plan your annual charitable donations, remember the Iowa Museum Association. The IMA is a private 501-c-3 non profit which does not receive state or federal tax support. Donations made be made online at iowamuseums.org or by mailing a check to IMA, PO Box 824, Cedar Falls, IA 50613.

### IRA Required Minimum Distribution

You may direct your IRA Required Minimum Distribution (RMD) directly to the Iowa Museum Association as a Qualified Charitable Distribution. RMDs are included in your taxable income, however qualified charitable distributions will help limit your tax liability.

Direct your broker or financial advisor to send your Required Minimum Distribution to Lee Wealth Management, 1810 W 8th St Ste B, Cedar Falls, IA 50613, for the benefit of the Iowa Museum Association EIN 74-3057024.

For more information, or to discuss other options such as planned giving through an estate, please contact us at Director@iowamuseums.org or 319.239.2236.

Every gift makes a difference in our ability to serve. Thank you!

