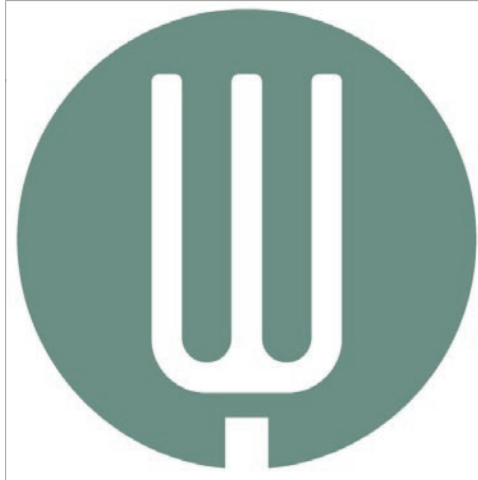


a brand new look

With support and guidance from The Meyocks Group of West Des Moines, WCI adopted a new brand identity with a logo, tagline and colors (above), plus a new mark (right). The new brand identity will be integrated into newsletters, stationery, signage, menus and more over the coming months.

Meyocks is a full-service branding, advertising and marketing agency that focuses on food, agriculture, health and mentor brands. President and long-time WCI supporter Doug Jeske extended an offer of \$35,000 in pro bono services. “We felt that WCI was at an inflection point,” commented Doug. “This time of change was a good opportunity to reflect on the organization’s brand and what it wants to mean in the marketplace.”

Doug and account team lead Katie Schetzle interviewed 15 WCI stakeholders including board members, Wallace family members, staff, program participants and community partners to gather information and perceptions about programming, audiences, site naming, and organizational aspirations. They heard common themes including bridging urban and rural, helping people connect to food, creating an



The Meyocks Group created this mark for WCI, along with a new logo and tagline. The new brand identity was announced December 1.

experience and bringing people together. Those themes led to a recommended brand position and tagline: Connecting Food, Land and People. Meyocks then designed several logo options that were presented to the full board in April. A committee was appointed to discuss the options and make a final recommendation to the full board. The board approved the new logo, tagline and mark at its August meeting and unveiled them to the public December 1.

Ann Taylor, VP Marketing & Resource Development, has integrated the new design into WCI’s web site, social media, stationery, menus and Abundance product labels. Other planned phases for adoption include business cards, email signatures, and existing signage. “Meyocks has given us a tremendous gift with this logo, tagline and mark,” she said. “This fresh design has a lot of thought and experience behind it. I’m excited about working toward its total integration.”

Meyocks’ support also includes a \$4,000 annual gift towards the Garden for Good for the next 3 years plus volunteer service in the garden.

Thanks to Meyocks for their creative work and support in this important project. ●

Volume 16, Issue 1—Ann Taylor, editor
Big As A Barn News is published bi-annually by
The Wallace Centers of Iowa, 756 16th Street,
Des Moines, IA 50314

POSTMASTER: Send address changes to
The Wallace Centers of Iowa, 756 16th Street,
Des Moines, IA 50314.

We welcome your comments, suggestions, and
relevant news. Contact Ann Taylor at the above
address or 515.243.7063. Submissions may be
edited.

Inside this Issue

Welcome, Jim & David!	2	New! History Lesson Lunches	4
Spring Cooking	2	Thank You to 2021 Donors	5
Valentine Dinner	3	2022 Grant Funding	6
Know Your Farmer Dinner	3	Seeds of Diplomacy	7

new board members

WCI's board of directors elected Jim Hoyt of Johnston, IA and David Wallace Murray of Alexandria, VA to the board at the November 2021 quarterly meeting. The board also re-elected Marion James of Creston, IA; Barb Kalbach of Dexter, IA and Michelle Wilson of Prescott, IA to 3-year terms.

Board Chair Jeff Wallace welcomed the new members, "I'm delighted and grateful Jim and David have joined our board. In addition to their valuable management expertise, both will bring a fresh perspective and the kind of enthusiasm we need as we work to fulfill our mission."



Jim Hoyt

Jim is a retired agricultural cooperative (GROWMARK) executive. He led the WCI board in updating the bylaws and other governance policies in 2020-21 as a pro-bono consultant. He has served on multiple boards including Silos and Smokestacks National Heritage Area and volunteers at the World Food

Prize. Jim noted, "With lifelong roots in Iowa agriculture, I know and appreciate the historical importance of the Wallace family. I look forward joining the WCI board and helping sustain this legacy."



David Murray

David Murray works as Director of Solar Policy for American Clean Power Association and is the great grandson of Henry A. Wallace. David pointed out, "As a Millennial, I have a good perspective on what younger community members may want to see in an institution like the Wallace

Centers, such as educational and recreational opportunities related to sustainable agriculture. I am thrilled to join the Board of Directors and work alongside this well-rounded and committed group."

And a big THANK YOU to Brian Zachary of Creston, IA and Christine Fleming Halbrook of Des Moines, IA who stepped off the board with 12 and 13 years of service respectively. ●

spring cooking classes



Chef Katie will show you how to make this Chocolate Torte with Red Wine Apples for a special Valentine's dessert.

No matter where you are, you can learn to cook like a pro. Take a live 2-hour cooking class with Chef Katie for only \$30 per screen, not per person. Katie will email you recipes, a grocery and equipment list, and a Zoom link. Gather all the ingredients and tools in your own kitchen, then watch while Katie demonstrates right alongside as you work. Classes begin at 5:30 pm.

Spring classes include:

- **Feb. 7: Dessert for Valentine's Day** - Dark Chocolate Torte + Red Wine Apples
- **March 7: A Twist on a Classic Pairing** - Pan-seared Salmon + Potato Beet Pancake + Dill Yogurt
- **April 4: Perfect for Brunch** - Roasted Asparagus + Sauce Gribiche, Warmed Potato & Beet Salad + Bacon Vinaigrette & Soft Boiled Egg
- **May 2: Celebrate Cinco de Mayo** - Chicken Tomatillo Tacos + Margaritas with a Twist

Call Caroline at 515.243.7063 to reserve your spot or visit www.wallace.org/culinary-classes/

PRIVATE COOKING CLASSES AVAILABLE TOO

A great team-building exercise or just for fun, private classes for groups are available via Zoom. Prices begin at \$30 per screen with a minimum of 13 and maximum of 20 screens. Chef Katie will work with you to pick just the right recipes for your group. Contact Katie at 515.243.7063 to find out more details or email her at katieporter@wallace.org. ●

valentine dinner



Bring your bestie(s) to Chef Katie's Valentine's Dinner on Saturday, February 12. Set in the historic Wallace House, this four-course meal is a step up from an ordinary night out. Bring your favorite wine or beer; openers and glassware provided. Choose from seatings at 5:30 pm or 8 pm. Cost is \$75/person, gratuity included.

The four-course menu includes:

- **Beet Tartare + Apple Relish, Whipped Blue Cheese, Pickled Shallots, Savory Granola, Microgreens**
- **Lamb Crepinette + Rosemary Glazed Turnips, Sauteed Greens, Winter Radish & Celeriac Salad**
- **Mangalitsa Pork Duo: Herb Roasted Pork Loin + Sweet Potato Puree & Gremolata, Braised Pork Belly + Butternut Squash & Radishes, Aronia Berry Gastrique**
- **Dark Chocolate Torte + Raspberry Mousse & Citrus Meringue Crisps**

Reservations are by table only. Contact Caroline at 515.243.7063. ●

farm to table returns

Farm to Table Thursday dinners at the Wallace House return March 31 for a 35-week season. Last year's season was delayed until July because of the pandemic. Many weeks were often sold out with a lengthy wait list. Chef Katie extended the dinners an additional week to accommodate as many on the wait list as possible.

Seating on the front porch is available again this year, weather permitting. A deposit of \$25 will hold a table. Reservations open Feb. 1. Call Caroline at 515.243.7063 for reservations. ●

know your farmer dinner



Iowa farmers Rebecca and Caleb Baker of Clearfield bring their grass-fed beef and organic rye to the Wallace House on Thursday, March 3 for a Know Your Farmer Dinner.

Our occasional Know Your Farmer Dinners pair a one-of-a-kind menu with a chance to personally talk with incredible Iowa growers.

Caleb and Rebecca Baker from R | C Family Farms in Clearfield, IA will bring their grass-fed beef and organic rye to the Wallace House on Thursday, March 3 for a three-course meal you won't soon forget.

Caleb and Rebecca practice regenerative farming and will share their story during the event. Caleb says, "As I learned about soil health and the direct link to healthy food, I had this ah- ha moment. The crops and cattle that I grow and raise on my farm eventually end up on someone's plate! I decided right then and there I wanted to change the way I was farming. I began to transition our farm to organic and raise my cattle on pasture with my focus on soil health and increasing biodiversity."

The three-course dinner includes:

- **Coriander-Braised Beef Roast + Chile-Roasted Sweet Potatoes, Greens, Corn Relish**
- **Garlic-Crusted Tenderloin + Gillfeather Turnip & Sweet Onion Puree, Rye Berries, Microgreen & Pickled Onion Salad, Red Wine Jus**
- **Dark Chocolate Cake + Beef Tallow Fudge, Cherry Sorbet, Pecan Crunch**

This prix-fixe dinner is \$65/person, gratuity included. Bring your own wine or beer; openers and glassware provided. Doors open at 6 pm; dinner served at 6:30 pm. Call 515.243.7063. ●

new! history lesson lunches

A new program at the Wallace Farm kicks off this spring: **History Lesson Lunches**. Combining a delicious 3-course farm-to-table lunch with a program of readings from Wallaces' Farmer magazine. The program will focus on from topics covered in the magazine during the Wallace Family's time as editors, 1895-1933.

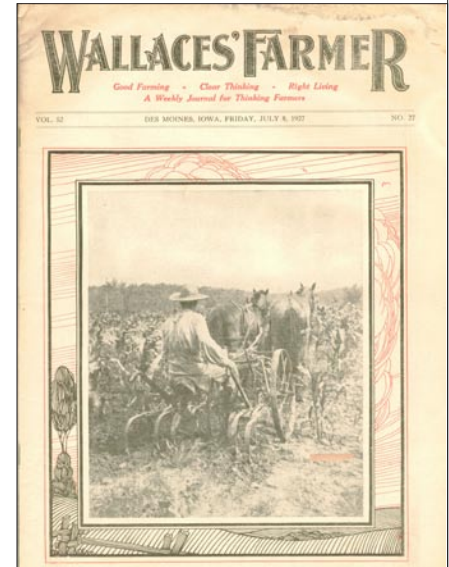
"The readings selected for the program show the influence that the Wallace Family had as an essential resource for farming knowledge in rural areas across Iowa and the Midwest," noted Caroline Schoonover, Wallace House Site/Programs Manager. "These "history lessons" will help visitors understand the importance of the Wallace Family and connect them to their own agriculture stories." Caroline will travel to the Wallace Farm to host the new program. Dates and topics include:

April 13: Improvements on the Farm

May 11: Bees & Clover

October 12: to be announced

November 16: to be announced



The 90-minute program begins at 11:30 am. Cost is \$25 per person and groups are welcome. Contact Lisa at 641.337.5019 for reservations or book online at www.wallace.org. ●

WCI awarded Humanities American Rescue Plan Grant



Henry A. Wallace (middle with hat in hand) meeting Chiang Kai-shek during his 1944 tour of China. Photos such as this one from WCI's collection will be scanned and posted online with support from the Humanities American Rescue Plan Grant.

The Iowa Department of Cultural Affairs awarded WCI \$14,500 in grant funds to digitize WCI's artifact collections and adapt current programming to online and outdoor formats. Across the state, the American Rescue Plan Grant program awarded more than \$1.5 million in grants for the return of Iowa's arts, culture, history and creative sector by supporting arts and cultural jobs and programming in the humanities.

"Some of the work outlined in the grant proposal has already been accomplished and proven to be successful," noted Caroline Schoonover, Wallace House Site/Programs Manager. "We've implemented audio tours at both locations, installed the Henry A. Wallace Historic Corn Plot and hosted Picnic Theater. Our focus will now shift to scanning photos and documents in the collection and posting them online."

More than 230 individuals and organizations representing 70 communities across 56 Iowa counties will benefit from the one-time grant funding. Grants are made possible through the agency's partnerships with Arts Midwest, the National Endowment for the Arts and the National Endowment for the Humanities with federal funds through the American Rescue Plan Act. Iowa Cultural Affairs received more than \$4.1 million in requests to help support a portion of about 1,600 arts jobs.

"It's obvious that these grants are highly competitive," commented Deb Houghtaling, President & CEO. "Winning a grant like this reflects well on our staff and the quality of WCI's programs."

In a typical year, Iowa's creative sector generates \$4.2 billion for the state's economy, employing more than 43,000 creative workers across 5,000 arts, cultural and creative businesses statewide. Iowa's arts, history and cultural sector is still working to recover after the pandemic triggered closures, event cancellations and layoffs. ●

2021 donors

As we responded to the pandemic by implementing new protocols, adopting new technologies and developing new programs, our donors were with us every step of the way with their encouragement, understanding and financial support.

Thank you to each and every one of them for partnering with WCI to meet the challenges of 2021. If we have made any errors, please let us know so we can correct our records. ●

Adair Soil & Water Conserv. District	Elizabeth Garst	Brian C. & Kathy Peterson
Anonymous	Diane Glass & Jeff Means	Mark & Tammera Pierson
Aubrey & Leo Alvarez	Rabbi Jeff & Mindy Glickman	Jack C. Porter & Martha Green
Jane Anchustegui	Linda & David Gobberdiel	Questers Wallace #1205
Robin Arnold	Bonnie Green	Patricia Reeves
John & Christine Augustine	LaVon & Craig Griffieon	Jim & Rox Ann Rhoads
The Augustine Family Trust	Carol A. Grimm	Riley Family Foundation
Roy & Phyllis Bardole	Jami Haberl	Larry & Barbara Riley
Pat Barry & Bryan Hall	John & Christine Fleming Halbrook	Bridgett Robinson
Carol & Ivan Bendorf	Glen Halva-Neubauer	Susan M. Rogers
Bessemer National Gift Fund	Deb Hougtaling	W. Mark & Janet Rosenbury
Rachel Binning	Jay Howe	Beverly & Glenn Rowe
The Blueberry Fund	Amara Huffine	Carolyn & Richard Santi
Ann F. Blumberg	Trudy Holman Hurd	Gary & Pamela Schwartz
Elizabeth & Scott Brennan	Deb Irving	Leon & Schwartz
Sarah Bunch	Iowa Dept. of Cultural Affairs	Phil & Diana Sickles
Linda Buxton	Iowa Dept. of Economic Development	Silos & Smokestacks National Heritage Area
Gina Campbell	Amanda James	Jennifer & Marty Smith
The Capecchi Family	Marion & Nancy James	Tom Smull & Liz Gilman
USDA CARES Grant	Nicole Jansen	Mark Stadlander
Martha Carr	Paige Jones	Patrick & Maria Steele
Katherine Carton	Marlyn & Ann Jorgensen	Cathy Stjernberg
Central Iowa Tourism Region	Barbara & Jim Kalbach	Tilda Brown Swanson
Mary Jane Cobb	Mary Kapler & Shawn Blythe	Rhoda Switzer
Carly Condon	Keep Iowa Beautiful	Rod & Eileen Swoboda
Corteva Agriscience	Knock Family Charitable Fund	Eric Tammes
Alice Curl	Donald Kom	Ann Taylor & Mike Gaul
Dehner Distillery	John & Dianne Liepa	Karen Taylor
Nicholas P. & Stephanie Devereux	Scarlett Lunning	Nan Tibbetts
Diamond Vogel Paints	Jim & Karen Mailander	David Trask
Scott & Tonya Diehn	Betty Mathers	Gail Turner
Sandra Dixon	Judy McClure	Karen & Jim Tussey
Lynne & David Don Carlos	Becky & Dan McKay	Wallace Genetic Foundation
David & Deborah Douglas	Keith & Sharon Mensing	Wallace Global Fund
Daniel & Carolyn Downing	Ann Merritt	Bill Wallace & Anne Evans
E.F. & Sylvia Schildberg Foundation	Meyocks Group	Douglas & Jenice Wallace
Empowering Adair Co. Foundation	Mid American Energy	James P. & Holynn Wallace
Farm Credit Services of America	Duane & Donna Miller	Jeffrey & Elizabeth Wallace
Farmers Electric Cooperative	Linda Miller	Karla Walsh
Chuck & Marilyn Farr	Lynn & Garry Miller	Kevin & Elsie Walsh
Farvue Foundation	Diane Morain	Betty Warywoda
James Fifield	Winston & Becky Morris	Jeff Way
FNB	Joan Myers	Wells Fargo Community Support
Elizabeth Fisher	Judy Neal	W.T. & Edna M. Dahl Trust
Fleming Family Charitable Fund	Neighborhood Investment Corp	Shirley & Delon Weuve
Fleming Family Foundation II	Ralph & Joyce Neill	Michelle Wilson
Nancy & Michael Forrest	Jim Nelson	Dr. Dennis & Kristi Woodruff
Randy & Nancy Frakes	Network for Good	Brian Zachary & Jean Weisshaar
Frederick Real Estate Service	Doris Jean Newlin	Kent Zimmerman & Mary Gottschalk
Don & Linda Friedrichsen	Catherine Olesen	
Karen Fries	Greg Padget	
Fran Ganoe	Steven Person	

2022 grant funding is counting on you

At least 6 grant-funded projects are on WCI’s 2022 to-do list including:

- increasing programs, tourism and access with support from the Wallace Global Fund
- installing a geothermal greenhouse with help from the Empowering Adair Co. Foundation and other partners
- digitizing WCI’s photos and documents thru the American Rescue Plan Humanities program
- partnering with the Farvue Foundation to increase short-term and long-term sustainability
- expanding access to the American Dreamer one-act play with the Iowa Arts Council
- continuing Farm to Table Thursdays word-of-mouth marketing thru Silos & Smokestacks

Totaling more than \$120,000 in funding, the list reflects WCI’s ability to work with diverse partners and develop appealing, do-able

projects. “Several of these grants are awarded through a competitive process,” commented Ann Taylor, VP Marketing & Resource Development. “That means that grant-funding agencies recognize the merits of our projects and likelihood that they’ll be successful.”

In some grant projects, WCI must match all or part of the grant award, either in cash, in-kind support or a combination of both. “Many people don’t realize that these matching funds often come from individual donors,” she continued. “We need the support of individual givers to meet those requirements. Please consider a gift to annual operations and help WCI succeed.”

Refer to the article below on different ways to make a gift. Thank you! ●

you can make things happen

You can have a big impact on WCI’s work in the community. Whether it’s history programming, the Garden for Good, historic building renovations or the Prairie Art Exhibit, donors make those efforts happen. A financial gift from you can set a course for WCI’s success.

You can choose to give automatically on an annual or monthly basis by using our easy and secure Donate page: <https://wallace.org/support/donate/>. One-time gifts are also accepted through this page. If you don’t have access to the internet,

staff can set this up for you upon request. Contact Ann at 515.243.7063 and she’ll be glad to help.

If you’d rather send a check for your support this year, simply fill out the form below and pop it in the mail. All members receive invitations to programs and events, regular newsletters and giving acknowledgement. You can always choose to remain anonymous. Thank you for your continued interest and support of WCI! ●

Count me in! Here’s my 2022 contribution

Name: _____

Address: _____

City, State: _____

Zip: _____

Phone: _____

Email: _____

TYPE OF GIFT: (circle one)

• Annual Gift Levels:

Grower (\$50)

Believer (\$100)

Thinker (\$250)

Innovator (\$500)

Dreamer (\$1,000+)

• Endowment Funds: Contact me with more information about a planned gift. (no obligation)

The Wallace Centers of Iowa | 756 16th St., Des Moines, IA 50314

Credit/debit card donations are also accepted via our web site:

www.wallace.org/support/donate

seeds of diplomacy: a melon story



Way back in July, Michelle Johnson from Baker Creek Heirloom Seeds stopped at WCI in search of a story about Henry A. Wallace introducing a melon to farmers during a 1941 trip to China. The heirloom seed company was interested in finding more facts for a possible feature in their 2022 seed catalog. We had a delightful time helping Michelle comb thru our artifacts and connecting her to other possible sources including Henry A.'s descendants Rob Fleming and David

Douglas. The gorgeous 2022 Whole Seed catalog is out and Michelle's wonderful feature about the White Lanzhou Melon is 8 pages long! With permission from Michelle, here's some edited excerpts from her story:

In 1944, Vice President Henry A. Wallace undertook an expedition to China and the Soviet Union. Coming at a critical time in World War II, with Wallace facing political headwinds at home, the 51-day, 27,000 mile trip was an audacious journey by any measure.

A largely overlooked footnote is that Wallace took seeds with him, including one for a sweet, white honeydew that eventually took root on farms around Lanzhou, in the Chinese province of Gansu. Such an exchange of seeds was natural for Wallace; he lived and breathed a love of plants and a commitment to farmers and agriculture, and he passionately believed that agriculture was a pillar of national stability, security and prosperity, at home and abroad.

"Even in the darkest days of World War II, when he took this trip to China, he was fascinated by what was growing, what was happening in agriculture," said Wallace's great-nephew Robert Fleming.

Wallace spent the bulk of his time — nearly a month — traveling in Siberia. Though his Soviet hosts wanted to impress him with their technology and infrastructure, he was mainly interested in visiting with farmers and sharing seeds. The Chinese leg of his trip lasted 16 days, only four of which he spent in Chungking, the seat of the Nationalist Chinese government. From Chungking, he flew to Kunming and Chengdu before landing in Lanzhou (Lanchow), his last Chinese stop before returning home.

While the exact provenance of the melon variety isn't recorded, it's likely that Wallace got the seeds from the USDA, which he oversaw as U.S. Secretary of Agriculture from 1933 to 1940. Wallace's grandson, David Wallace Douglas, said his grandfather would naturally have reached out to the USDA and asked what varieties would grow best in the climates he was visiting.

The melon, often called Bailan or Hualaishi (an adaptation of the word "Wallace"), became popular in China, but its story was lost in the U.S. until 1980, when Xu Feiqing, then Gansu's deputy governor, visited Iowa. According to a story in the *Des Moines Register*, Xu made the connection between Wallace, an Iowa native, and the melon so beloved in Gansu.

After the Chinese Communist Party took control in 1949, Xu said, the melon's name was changed to White Lanzhou, due to political tensions between China and the U.S. Sometime in the mid 1980s, Wallace's daughter Jean Douglas received some White Lanzhou seeds and began growing them at the family farm near South Salem, NY.

But without the efforts of the late William A. Murray, a professor emeritus of agricultural economics at Iowa State University, who was also related by marriage to the Wallace family, this sweet melon might never have been preserved in the U.S. Murray acquired some seeds from Jean Douglas in 1990 and submitted them to the USDA National Plant Germplasm system, which plays a critical role in protecting plant diversity and making seed stock available for research. ●

Board of Directors

Jeff Wallace, Chair
Eng. & Cr. Writing Teacher (retired)

Dr. Rachel Binning, Vice Chair
Corteva Agriscience

Aubrey Alvarez, Secretary
Eat Greater Des Moines

Christine Augustine, Treasurer
Canterbury Enterprises, Inc.

Jane Hatfield Anchustegui
Middle School Teacher (retired)

Sarah Bunch
Pilot Bio

Nicholas Devereux
Wing Aviation

Amara Huffine
Madison Co. Ch. of Commerce

Jay Howe
Olesen Law Firm, PLC (retired)

Jim Hoyt
GROWMARK, Inc. (retired)

Marion James
James Law Office

Barb Kalbach
Madison County Hospital (retired)

David Wallace Murray
American Clean Power Assoc.

Greg Padget
Practical Farmers of Iowa

Michelle Wilson
SW IA Workforce Development

Staff

Debra Houghtaling,
President & CEO
debrahoughtaling@wallace.org

Jeff Fairchild, Farm Programs
Manager
jefffairchild@wallace.org

Karey Meysenburg, Bookkeeper
kareymeysenburg@wallace.org

Katie Porter, WH Chef/Food
Programs Manager
katieporter@wallace.org

Caroline Schoonover, WH Site/
Programs Manager
carolineschoonover@wallace.org

Lisa Swanson, WF Site/Gift Shop
Manager
lisaswanson@wallace.org

Ann Taylor, VP Marketing &
Development
anntaylor@wallace.org

Hans Walsh, WF Chef/Food
Programs Manager
hanswalsh@wallace.org

The Wallace Centers of Iowa
756 Sixteenth Street
Des Moines, IA 50314
515.243.7063
www.wallace.org

RETURN SERVICE REQUESTED

HELP US GO GREEN!
Send us your email address

2022 CALENDAR OF EVENTS

February 7	Online Cooking Class: Valentine's Dessert, 5:30 - 7:30 pm, \$30/screen	
February 12	Valentine's Dinner, 5:30 & 8 pm seatings, \$75/person, Wallace House	
February 18	Hearts & Homes Historic Tea, 11:30 am - 1 pm, \$30/person, Wallace House	
March 3	Know Your Farmer Dinner, 6:30 pm, \$65/person, Wallace House	
March 7	Online Cooking Class: A Twist on a Classic Pairing, 5:30 - 7:30 pm, \$30/screen	
March 25	Hearts & Homes Historic Tea, 11:30 am - 1 pm, \$30/person, Wallace House	
March 31	Farm to Table Thursday Dinners begin, 5:30 - 8:30 pm, menu prices vary, Wallace House	
April 4	Online Cooking Class: Perfect for Brunch, 5:30 - 7:30 pm, \$30/screen	
April 13	History Lesson Lunch, 11:30 am - 1 pm, \$25/person, Wallace Farm	
April 22	Hearts & Homes Historic Tea, 11:30 am - 1 pm, \$30/person, Wallace House	
Thursdays March 31 - Dec. 8	Farm to Table Thursdays	Wallace House, 5 - 8:30 pm (no Thanksgiving)
Fridays June 3 - Sept. 30	Pizza on the Prairie	Wallace Farm, 5 - 8:30 pm
June - September	Prairie Art Exhibit	Wallace Farm, dawn to dusk daily, free