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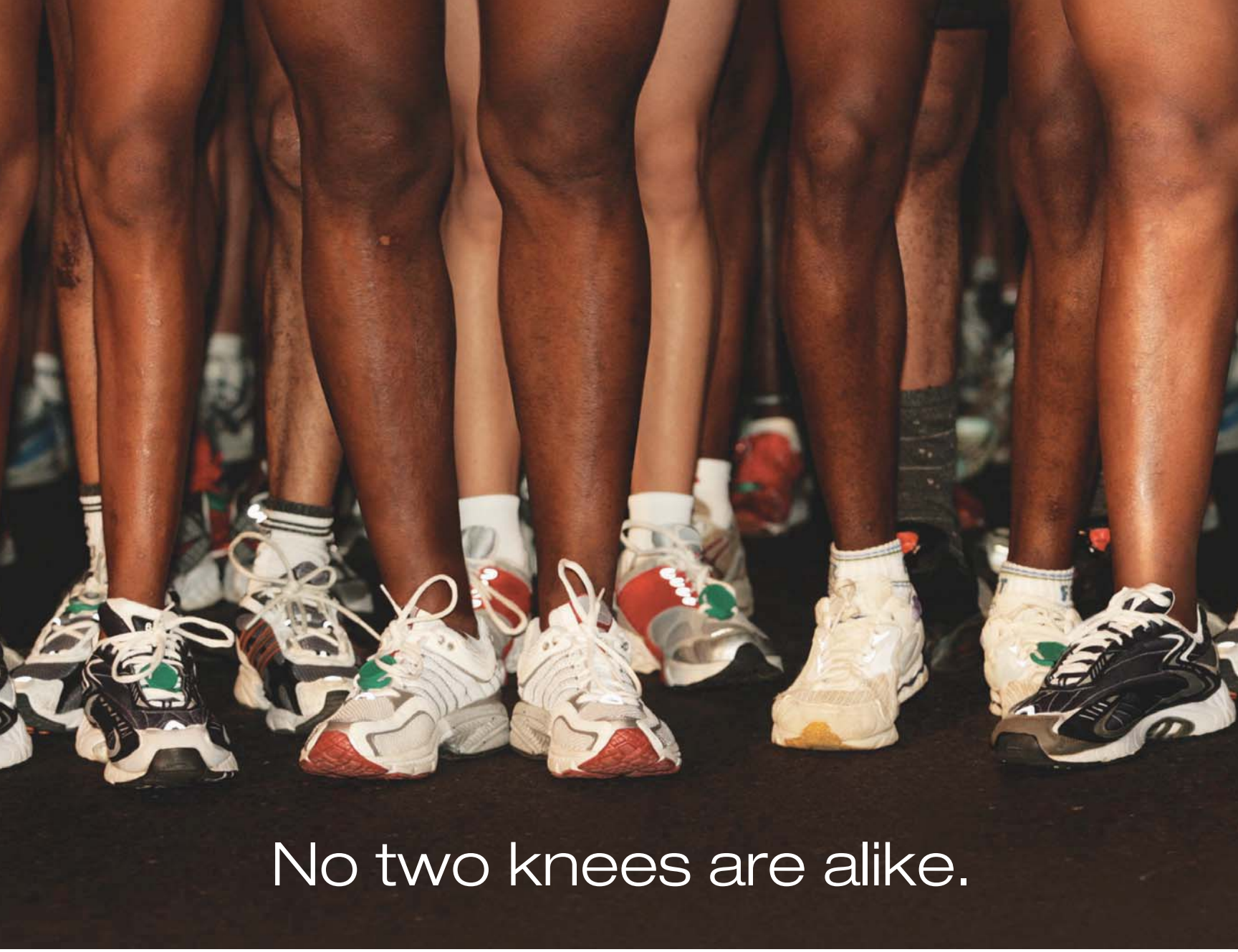
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— SCOTT B. NEFF, D.O., F.A.A.O.S.

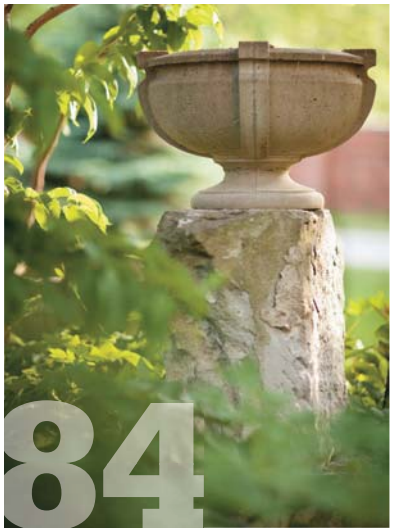
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Move over, chardonnay and cabernet. Verdicchio, Zweigelt and other esoteric varietals have come to town.

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Ballet Des Moines will enter a new era this fall when it hires six professional dancers. See story, page 94. Photo by Bruce Wagner.







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E-NEWSLETTERS

dsmArts: Keep up on the metro area's arts and cultural scene.

Giving City: Explore all the ways to do good in Greater Des Moines. ■

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What does it mean to Be Orange?

Why Wartburg?

I knew I wanted to find a school strong in the sciences, a basketball team and coach I would enjoy playing for, and a community that felt like home.

How has Wartburg impacted your life?

After taking a few science courses, spending time shadowing various professionals, talking with my adviser, and discussing with my family, I decided the medical field was the place for me.

I've seen firsthand that medicine is a challenging field. I believe that focusing on patient care and appreciating the opportunity to help others will help me along the way.

What about Wartburg do you most appreciate?

I have loved being a Wartburg Knight. I've enjoyed the people, the education, and the sense of community. A biology degree, four years of competitive basketball, and countless friendships and memories only begin to describe my time at Wartburg.

What will you remember most?

My fondest memories of college all center around the great tradition and pride of Wartburg. Whether it's the yearly surprise day off from classes (Outfly!) or "Beat Luther Week," I love it when all of campus comes together.



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editor's note

CHRISTINE RICCELLI



Introducing *ia*!

For nearly 10 years, *dsm* has covered and celebrated the interesting and intriguing people, places and things of Greater Des Moines. About a year or so ago, our company chairman and *dsm* founder Connie Wimer wondered aloud: What if we did the same for all of Iowa?

As Connie shared her vision, we all became increasingly excited by the possibility of creating a statewide annual publication that would dispel wearisome stereotypes and spotlight the creative, progressive, sophisticated sides of Iowa. Convinced of the value of (and need for) such a publication, we launched into the project and asked **Gary McKay**, a former creative director at Meredith Corp., to help lead the effort as contributing editor.

The annual publication, called ***ia*** and set to debut Oct. 1, will bring you stories from across the state on arts and culture, architecture and design, food, the environment, technology, education, home and garden, and more. It also will showcase the beauty of Iowa in ways you haven't seen before.

Even those of us who have lived in Iowa for decades have been surprised and amazed by what we've discovered about our state. You will be, too. We promise.

With the opportunity to pursue projects like *ia* and as the editor of *dsm*, I'm convinced I have the best journalism job in the city. But it wasn't magazines that first drew me to the field. Like so many aspiring journalists of my generation, I set my sights on being the next Woodward and Bernstein, a dream that was nurtured by the consistently outstanding work produced by **The Des Moines Register** and (now-defunct) Tribune.

In 1991, I was thrilled to join the Register's staff and spent nearly a decade there. Although the 1990s brought many changes to the field, they didn't compare to the transformation that has occurred within the industry in the past five or so years. Of course, the recession and digital revolution have radically altered all media companies—large and small, newspaper and magazine, private and public. But the daily newspaper industry has faced unique challenges. For the story starting on page 130, award-winning author **Colleen Bradford Krantz**, also a former Register reporter, explores how the paper's journalists and leaders are meeting these challenges and what the industry changes mean for both the newspaper and the community.

You'll also find some surprises in this issue, like photos of **Burt Reynolds**, **Audrey Hepburn** and **Cary Grant** … or *are* they? Turn to page 104 to find out what our contributing photographers have been up to. Also check out "**Style Hunter**," a new feature by local photographer **Nick Dermand** (page 186). Nick has been out and about town, photographing sartorial looks he finds interesting, fun or fashionable. You'll find many more photos on dsmMagazine.com; in just a short time, "Style Hunter" has become one of our website's most popular features.

Finally, be sure to mark your calendar for **Restaurant Week** Aug. 17–26 (page 67). The metro area's chefs will be cooking up cuisine, at a budget-friendly price, that's sure to please your palate. We promise. ■

Service specialists for Audi BMW Land Rover Mercedes
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My friend Barbara loves her new (to her) BMW.



"What about service?" I asked.

"I look for coupons, every dollar I save on car repair I can spend on shoes."

"You should bring it to me," I said. "An oil change is the one opportunity for an expert to look at your brakes and steering and tires to see if anything is going to be a problem.

"Can't the quick lube do that?" she asked.

"Not like us." I said, "We service thousands of European cars just like yours and we know exactly what to look for. If something needs attention, we'll tell you how soon you need to act and what your options are for fixing it. You won't get that at an ordinary repair shop.

"But I'd rather have shoes."

"It's not expensive. Budget $80* twice a year to make sure your car doesn't let you down. You'll get approved oil, an expert written inspection and we'll reset your service lights and give it a wash. It's a good deal and it leaves you plenty of money for shoes.

"Ok, I'm convinced. You sound like my Dad."

(*Price for a 2005 3 Series BMW. Please call for your exact price)



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contributors



Garrett Cornelison

Style, page 48

For the swimsuit photo shoot for this issue's Style section, Des Moines photographer Garrett Cornelison found that the Des Moines Botanical & Environmental Center provided the perfect setting. The Botanical Center "offers lush backgrounds, intricate textures and beautiful bursts of color," he says. "I aimed to highlight those elements while capturing the glamour of the models and this season's alluring styles. We featured an array of looks as diverse as the greenhouse itself, adding our own splashes of color and detail to an already vibrant venue."

Wini Moranville

At Your Service, page 67

"For this story, I worked the floor one evening each at Baru 66 and Proof. While I certainly knew, from past experience, that waiting tables was hard, I had forgotten *how* it was hard. Things can change (or go wrong) at any given turn. You have to be ready for anything, because unlike with writing, there's no chance for revision."

Moranville is the author of "The Bonne Femme Cookbook: Simple, Splendid Food That French Woman Cook Every Day." She also keeps an eye on the local food scene on Facebook at All Things Food DSM-Wini Moranville.





Colleen Bradford Krantz

The Des Moines Register, page 130

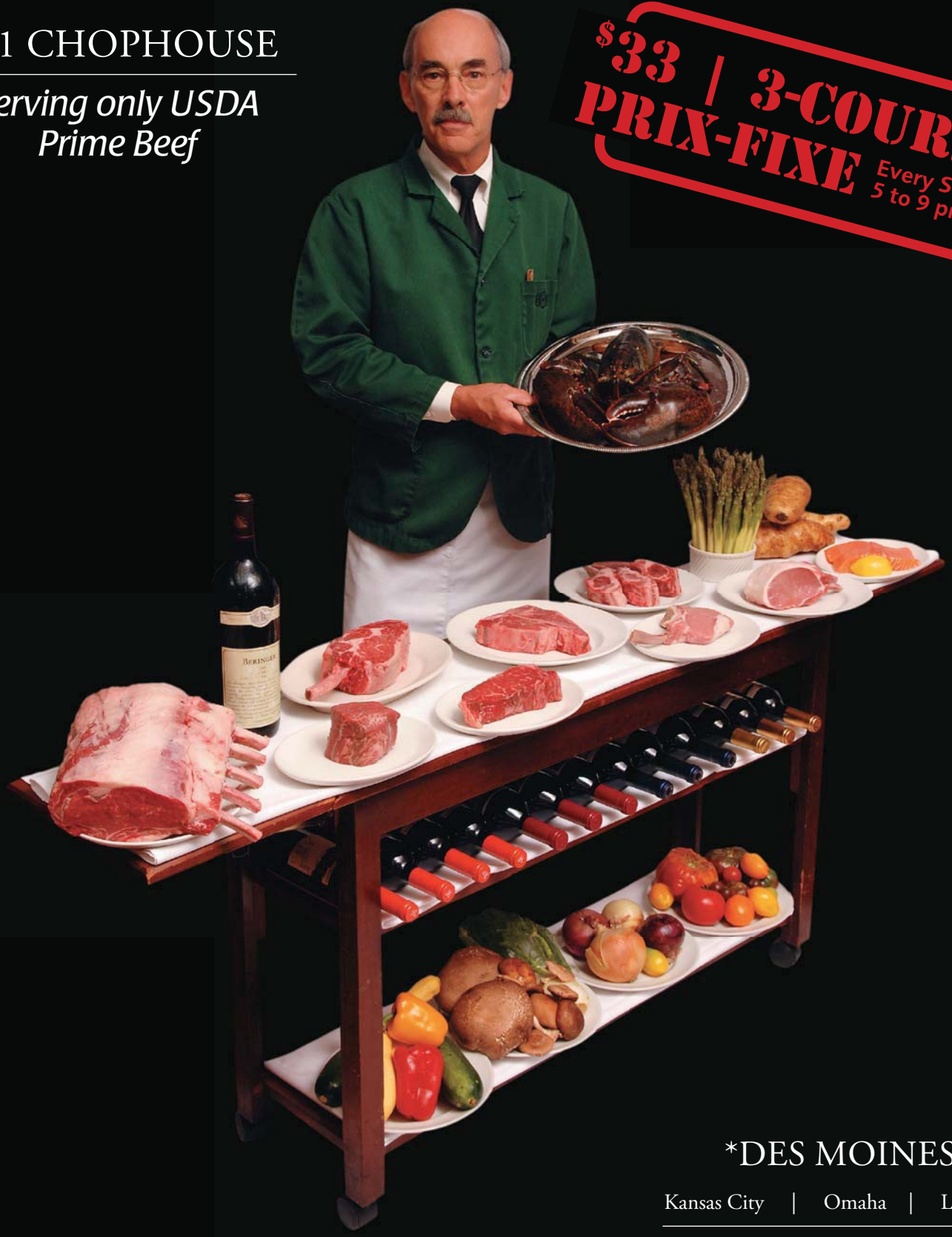
Colleen Bradford Krantz is an independent journalist, author and documentary filmmaker. She wrote and co-produced the television documentary "Train to Nowhere: Inside an Immigrant Death Investigation," nominated in 2011 for a regional Emmy award, and wrote a companion nonfiction book of the same name (Ice Cube Press, 2011). The book was named as a finalist by USA Book News in "Best Books 2011" nonfiction multicultural category. Before becoming an author and filmmaker, Krantz spent a decade as a newspaper reporter, working at the St. Louis Post-Dispatch, Milwaukee Journal Sentinel and The Des Moines Register. She returned to the Register newsroom after an absence of nearly seven years for the article in this issue. Follow Colleen on Twitter @BradfordKrantz. More info at ColleenBradfordKrantz.com.

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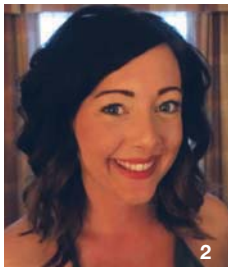
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1. Sara Judson Brown, freelance writer and communications consultant. **In this issue:** Wonder of Words Festival, page 114. **Brush with fame:** "I shook hands with Tim Conway and once wrote a corporate video script starring Jonathan Winters." **Recent splurge:** An iPhone. **Favorite Des Moines haunts:** Zombie Burger + Drink Lab and Flying Mango. **Hobbies:** Being a volunteer clown.

2. Brianne Cummins, cosmetologist and freelance hairstylist. **In this issue:** Style, page 48. **Words of wisdom:** "People often say that beauty is in the eye of the beholder, and I say that the most liberating thing about beauty is realizing that you are the beholder. This empowers us to find beauty in places where others have not dared look, including inside ourselves." **Website:** hairbybrianne.com.

3. Nick Dermand, freelance photographer. **In this issue:** Style Hunter, page 186. **If I weren't a photographer, I'd be:** A winemaker. **My hero:** Maynard James Keenan. **Brush with fame:** "I tried out for a reality TV show once." **Recent discovery:** "50 percent salted almonds at Trader Joe's." **Website:** facebook.com/DsmStyleHunter

4. Ben Easter, photographer, actor and film director. **In this issue:** Double Take, page 104; Buddhist relics, page 122. **Recent gig:** Photographed first lady Michelle Obama when she was in Des Moines recently. **New love:** Harriett, a rescue dog who's part Jack Russell terrier and part Chihuahua. "She's my everything. I've already forgotten what it's like to be without her." **Website:** beneaster.net.

5. David Elbert, retired Des Moines Register business editor and columnist. **In this issue:** Ballet Des Moines, page 94. **If I weren't a writer, I'd be:** A historical researcher. **My dream collaboration:** To work with Doris Kearns Goodwin. **My hero:** "I've had several, but by the time I reached middle age, all were disappointments, except Mickey Mantle." **Upcoming project:** Creating an Iowa business almanac.

6. Kathryn Gamble, freelance photographer. **In this issue:** Urban Oasis, page 84. **My hero:** Margaret Bourke White. **Brush with fame:** "I recently shot Phylicia Rashad; she was as gracious and fun to work with as you would expect Claire Huxtable to be." **Recent discovery:** City Bakery. **Recent splurge:** "A week in New York City with the family." **Website:** kathryngamble.com.

7. Sharon Hatten, residential staging specialist, artist and writer. **In this issue:** Lighting finds, page 43. **I love Des Moines because:** "It's home, a nest for my soul, where the men (Mike, Benjamin and Cooper) and dog I love live. Plus, if you know where Grand Avenue is, you've got it made." **I still have:** "My first bicycle, Barbies and just about everything else. Luckily, I'm very organized."

8. Anna Jones, photographer. **In this issue:** Double Take, page 104. **Dream collaboration:** "On-set photography for a Wes Anderson film, or just working as a flunky getting people coffee." **Brush with fame:** "I once shared a turkey sandwich with Billy Crudup, who was covered in fake blood from a scene he had just filmed. He called me 'Red.' " **Websites:** annajon.es and ingenueboudoir.com. **Twitter:** @alongcomesjones.



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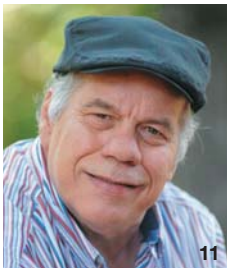
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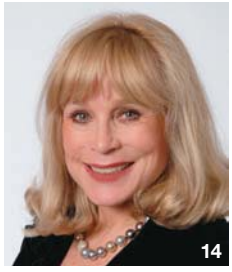

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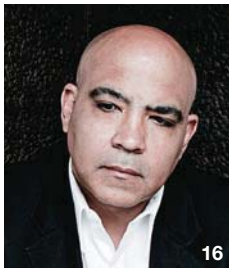

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9. Zachary Mannheimer, executive director of the Des Moines Social Club, co-owner of Proof, *dsm* wine columnist. **In this issue:** Grape Expectations, page 143. **Brush with fame:** "Filleting a fish table side for Michael Stipe and Oprah." **Favorite destination:** New Orleans. **Inspiration:** "My wife, Sara, and kids, Mira and Ben." **What I love about Des Moines:** "The ability to pioneer." **Websites:** proofrestaurant.com and DesMoinesSocialClub.org.

10. Jane Schorer Meisner, public relations director at AIB College of Business, freelance writer. **In this Issue:** M.L. Hopson, page 34. **What I'm reading:** "Recipes. For some reason, I've taken an interest in dishes I'd like to make—and probably never will. I'm a terrible cook." **Brush with fame:** "I once was a guest on 'The Phil Donahue Show.' Afterward, Phil gave me a kiss on the forehead!"

11. Tom Perry, retired Des Moines Register reporter. **In this issue:** Restaurant Week, page 67. **If I weren't a writer, I'd be:** A tour guide in Portugal. **My dream collaboration:** Cooking with Sigourney Weaver or Susan Sarandon. **Recent discovery:** "Iowa beets are great to roast." **Recent splurge:** Rented a villa in Italy to share with friends.

12. Kelly Roberson, freelance writer and editor. **In this issue:** Urban Oasis, page 84. **My dream collaboration:** "With Gabrielle Hamilton, the author of 'Blood, Bones & Butter.' I ate at her restaurant in New York recently and had a transcendent experience with chicken." **My inspiration:** "I'm sort of secretly obsessed by fashion and fabric designers, who I think are amazing artists." **Website:** kellyroberson.com.

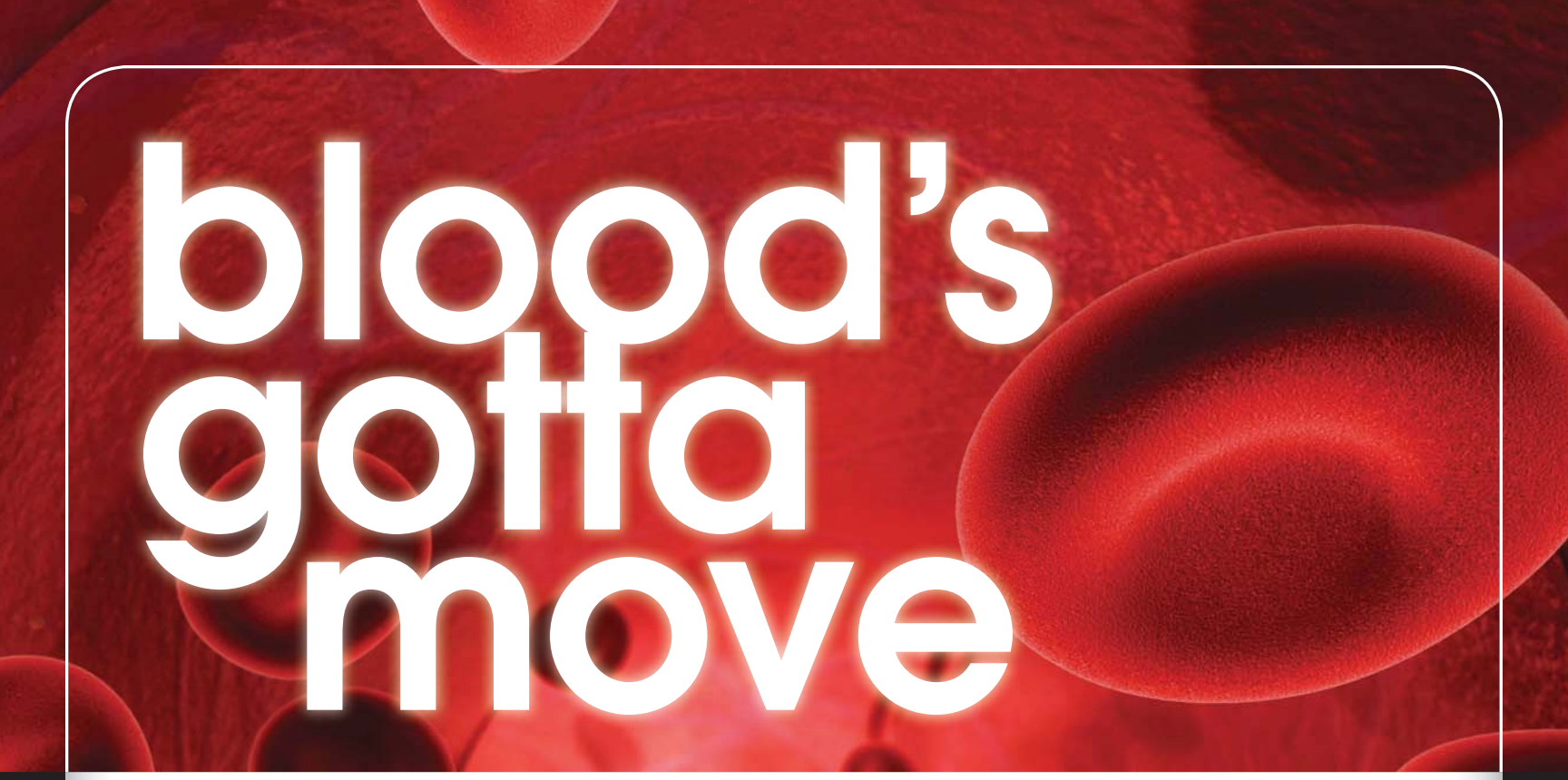
13. Chad Taylor, freelance writer, Cityview music critic. **In this issue:** Jake Kerber, page 36. **First gig:** "My second-grade essay, 'Turtles,' in 1981." **What I'm reading:** "House of Leaves" by Mark Danielewski. **Brush with fame:** "Susan Orlean is in my cellphone. We exchange Christmas cards." **Favorite Des Moines haunt:** The Gas Lamp.

14. Wicker Van Orsdel, singer, entertainer and *dsm* columnist and blogger. **In this issue:** Wick's Dish, page 155. **My inspiration:** "Music and my family." **Favorite Des Moines haunt:** Star Bar. **Recent splurge:** "A wide-angle lens for my iPhone camera." **Hobbies:** "Bowling, skiing, step class, cooking and dieting."

15. Annabel Wimer, owner of Annabel Wimer Design; design director for *dsm*. **Recent surprise discovery:** Robert Spellman's art and the venue for his most recent opening. "He transformed an underground garage off an East Village alley into an incredibly fun space."

16. Tom Woolery, commercial and freelance photographer. **In this issue:** Double Take, page 104. **If I weren't a photographer, I'd be:** "An attorney. I could get paid to argue." **My hero:** "Single mothers, having been raised by one." **Favorite destination:** "Vegas. Not to gamble, but to eat, drink and hang out in a cabana all day." **Website:** ikonixstudio.com.

17. Kelsi Ziemann, makeup artist and owner of Makeup by Kelsi. **In this issue:** Style, page 48. **Dream job:** "I would love to start various nonprofit organizations to help raise self-esteem in young girls." **Favorite destination:** Miami. **Favorite summertime activity:** "Basking in the sunshine." **Website:** makeupbykelsi.com. ■



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first things first

Why this issue of *dsm* is essential reading

Who Was Where

Chris Branstad, Mari Culver and Billie Ray at the First Ladies Tea for Two at Terrace Hill (page 178).

Toby Joseph at the Life in Flowers Patron Party (pages 155 and 168).

Richard and Jeanne Levitt at Art Crazy (page 172).

Sharon Malheiro at the One Iowa Anniversary Gala (page 166).

Judy Bradshaw, Roxanne Conlin and Bonnie Campbell at the Women Helping Women luncheon (page 174).

Linda and Tom Koehn at the Des Moines Symphony's 75th Anniversary Campaign Announcement Dinner (page 176).

Interesting People You'll Get to Know

Artist Lee Ann Conlan (page 30).

Poet M.L. Hopson (page 34).

Editor Rick Green (page 130).

Things You'll Want to Try

Capoeira (page 28).

A bottle of Pangea syrah (page 143).

Incorporating architectural elements into your garden (page 84).

Stuff You'll Want to Buy

A new swimsuit (page 48).

A new lamp (page 43).

A vintage car (page 28).

Catchy Conversation Starters

When going through training, a restaurant server in France typically isn't allowed to even *speak* to diners for six months (page 67).

Sacred relics consisting of the "essence" of Buddhist masters that remained after they were cremated will be on display at Hoyt Sherman Place in August (page 122).

Things to Put on Your Must-Do List

Dine out during Restaurant Week (page 67).

Read literary works by Greater Des Moines writers (page 114).

Explore Brenton Arboretum (page 26).





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NUMBERS

Numerals, nuggets, trivia and tidbits



34

Number of food vendors that will participate at the eighth annual World Food Festival Sept. 21-23 in the East Village downtown. They'll offer specialties from places as varied as Ethiopia, France, India, Ecuador and Russia. The festival also will feature cooking demonstrations, a marketplace and live entertainment.

7,950

Average number of visitors per day to Greater Des Moines.

The number of stars Charity Navigator, the largest independent evaluator of nonprofit organizations, has awarded to United Way of Central Iowa. Four is the highest rating; only 2 percent of the 5,500 charities rated are awarded this distinction.



100

Years the Castle Club has been in existence. The invitation-only ballroom dance club, which has about 34 member couples, will mark its anniversary starting in September with monthly dances themed to each decade of the past 100 years. The celebration will culminate in a dinner dance in May that will also include other Central Iowa dance clubs.

3

Number of weekends ArtStop will take place this year, up from one weekend in previous years. The event will showcase two cultural districts on three consecutive weekends: the East Village and Court District Sept. 14-15; Valley Junction and the Roosevelt neighborhood Sept. 21-22; and Ingersoll Avenue and Western Gateway Sept. 28-29. Each neighborhood's museums, galleries, performing arts venues and artist studios will host tours, lectures, exhibits, demonstrations, performances and special events.

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INSIDER

Our take on where to go and what to do around town

Discover ...

... Brenton Arboretum in Dallas Center. One of the Central Iowa's best-kept secrets, the impeccably maintained 140-acre preserve was established by Sue and J.C. "Buz" Brenton in 1997 on land that has belonged to the Brenton family since 1853. Six walking paths wind through the tree collections and along a pond and stream. We loved picnicking at the pavilion, exploring the all-natural play area, strolling along the trails and sitting in chairs that offer tranquil views and invite quiet contemplation.



Brenton Arboretum. Photo by Lee Goldsmith.

Experience …

… "Les Misérables" at the Civic Center of Greater Des Moines Oct. 2–7. We're beside ourselves with excitement that this musical drama—the "show of all shows," as Newsweek once described it—is returning to Des Moines. It's impossible *not* to be swept up in the powerful story of tragedy and redemption in 19th-century France. We weep for Cosette, we cheer for the uprising, we want the show to go on for just *one day more*.

Celebrate …

… the Des Moines Symphony's 75th anniversary season, which kicks off Sept. 29 and 30 with the world premiere of "Scheherazade & Nomade," a specially commissioned work by Minnesota composer Steve Heitzeg. The piece was inspired by the John and Mary Pappajohn Sculpture Park.

Hear …

… former President Jimmy Carter speak about human rights and social justice at 7 p.m. Sept. 13 at Drake University's Knapp Center. The lecture is free.



Andrew Vanela portrays Javert in "Les Misérables." Photo by Deen van Meer.

INSIDER



Try …

… capoeira (roughly pronounced kapu-WHER-uh) at Ananta Yoga Studio, Glaza Studio or Gateway Dance Theatre. This 400-year-old Brazilian art form, based on "the fight hidden in the dance," combines martial arts, music, dance and acrobatics. It's like nothing you've ever done before, we promise. And you can do it no matter what your age, experience or fitness level, we promise. After training in Paris for four years, Holly Sells, a Waterloo native, and her husband, Julio Cabeção from Brazil, moved to Des Moines earlier this year specifically to teach capoeira. Both have trained and taught for more than a dozen years and have participated in capoeira festivals in Europe, North and South America and the Middle East. Their infectious passion alone is reason enough to try it.

View …

… the magnificent cars at Concours d'Elegance at Salisbury House & Gardens Sept. 9. What's that, you say? You're not a car fan? We didn't think we were, either, until we went last year and fell in love with the stunning beauty of the classic collectibles, including Mercedes-Benzes, Packards, Rolls-Royces, Cadillacs, Studebakers and more. Beyond the vehicles' craftsmanship and creative design, each car seems to tell its own story that evokes a time and a place long gone.

Holly Sells and Julio Cabeção demonstrate capoeira at Ananta Yoga Studio in Beaverdale. Photo by Duane Tinkey.

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3. **URBAN LEGEND**
"My obsession with the relaunch of Halston Heritage continues, this clutch is no exception, it had me at hello." - Megan

4. **THE "IT" SHOE**
"Love the materials mix of the suede and metallic python - it's the shoe that can do it all - daytime, evening, and weekend." - Lana

5. **THE STATEMENT CHANDELIER**
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6. **BACK TO BASICS**
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7. **STRIKE A POSE**
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Lee Ann Conlan, 38

Conlan isn't your typical suburban mom.

Turn the page to find out why.





PHOTO BY DUANE TINKEY





Left to right: "Complete Me," digital collage. "Flutter," charcoal and acrylic on canvas. "Freckles," digital collage. All by Lee Ann Conlan.

Three Things to Know About Artist Lee Ann Conlan

1 **Her artwork often reflects her personal struggles.** "My art is an outlet to what's going on in my life—I put it all out there," says Conlan, who grew up and currently lives in West Des Moines. "Art helps me get through everything."

Over the years, she's created raw, provocative mixed-media works to deal with the aftermath of a brief second marriage that ended in violence and an annulment; a hysterectomy and a bout with meningitis; and a car wreck in which she sustained serious injuries, including a fractured skull, a broken jaw and disc damage, resulting in "500 days of pain," surgery and long-term therapy. Her most recent art show, called "Souvenirs" and held in June at The EYE art gallery, included, among other works, pieces that incorporated medical bills from that ordeal.

2 **Art is a family affair.** Conlan's sons—Aidan, 10, and Bode, 7—not only appear as subjects in their mother's works, but also enjoy creating their own art. "I have them dream up (something) and we figure out how to make it," Conlan says. Together, Conlan and her sons take photos, choreograph music videos, make models and small sculptures, write and illustrate comic books, and draw characters that Conlan then sews into dolls. "I teach them that we can make anything," she says. That means the TV stays off at home, which "gives us so much time to create," she adds. The family also goes to local art shows to "study all the different types of artists we have in Des Moines," Conlan says. "It helps us dream up new ideas."

Conlan, who received a Bachelor of Fine Arts from Drake University in 1997, is finishing up a degree in graphic design at Des Moines Area Community College. She also plans to explore markets outside Iowa for her art. "Des Moines is so supportive," she says, "but I need to get out of my comfort zone."

3 **Conlan grew dreadlocks "for some fun."** Plus, "I'm not one to spend time on my hair," she says. The ease of maintaining dreadlocks prompted her to grow them after her second son was born and the demands of taking care of two young children consumed her time and attention. She recently cut them for the first time, after they had grown to near waist-length. ■

WRITTEN BY CHRISTINE RICCELLI



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M.L. HOPSON THE PINDER POET

In the lexicon of 79-year-old Clive poet Mary Louise "M.L." Vaughn Shirley Hopson, adjectives and adverbs merit minimal respect.

"They're too telling," Hopson contends. "Use concrete nouns and active verbs."

One strong noun, "mentor," depicts particular poignancy to the poet.

"All of my life, I've had mentors," she says. "I had a mentor, a childhood friend, and I followed her to Iowa."

Called "The Pinder Poet," Hopson—whose lengthy moniker links the surnames of her father (Vaughn), her mother (Shirley) and her late husband (Hopson)—was reared in the segregated South by rigorous disciplinarians. "Pinder" refers to the peanuts that were cultivated near her home in Gowdy, Miss. (now part of the city of Jackson); her grandmother would boil them in a huge cooking pot for neighborhood gatherings.

"Living in Mississippi was very daunting," muses the granddaughter of slaves. "I don't marginalize anything too much in my poetry. But it's very difficult for some to understand how absolutely repulsive it is living in a culture where you are limited. Coming to Iowa in 1952 was very liberating because it gave me a real opportunity to grow."

Hopson first worked as a nanny and a housekeeper in Iowa. Then another mentor, Gwendolyn Fowler, opened doors by introducing her to cultured young black women who shared her ambitions.

Hopson advanced to a position at Julia Lenobel's exclusive boutique on Ingersoll Avenue, whose clientele included Des Moines' most prominent women. She also met civil rights activist Edna Griffin, who persuaded Hopson to promote integration at Katz Drug Store and Kresge's.

Hopson puzzles over the power of racism.

"I could simply walk into a room, and people would react," she recalls. "They'd jump out of the way if they thought I was close to them. To me it was amusement, how I could make them behave. I didn't have any hate toward them. I just thought it was silly."

Hopson was married to businessman Louis Hopson. Childless, she volunteered for decades as a court-appointed special advocate (CASA), while mentors—again—at US West Communications Inc. (now CenturyLink Inc.) promoted her through employment ranks to copywriter. She enrolled in writing classes and read poetry on local radio programs. In 2000, she received the Iowa Legends Poetry Prize. (To read a poem by Hopson, turn to page 119.)

Former news photographer John Gaps III, another mentor, published Hopson's first book of poetry. "She's practically a state treasure," says Gaps, now a movie production company manager. "She will gently challenge you to live better. And she does it by example; she does it with her language."

Hopson silently portrayed Belle in Des Moines Metro Opera's 2008 production of "Regina" and was cast in the movie "The Bridges of Madison County." "My part was cut, but I don't care," she says. "I had such a wonderful time!"

In life's twilight, the poet herself now presides as a mentor.

She's a mix of "beauty, grace and poise with enough bawdiness thrown in to make her fascinating," says Jolene Pfaff, a West Des Moines documentary film producer, who met Hopson at a Toastmasters gathering.

"The minute she walked into the meeting, we were all transfixed by her commanding presence," Pfaff adds. "Her words are measured and provide the insight of a well-lived life.

"I am honored to call her a friend, hero and mentor."

Such concrete nouns need no cumbersome adjectives, which surely pleases The Pinder Poet.

WRITTEN BY JANE SCHORER MEISNER
PHOTO BY DUANE TINKEY


"It's very difficult for some to understand how absolutely repulsive it is living in a culture where you are limited."
M.L. Hopson

JAKE KERBER
LOCUSIC FOUNDER

One thing Jake Kerber is sure of when he talks to a local band: Locusic is an easy sell.

"As long as I can get 60 seconds of their time," says the Locusic LLC founder, "I got 'em."

It's an easy idea for people to grasp because it's so familiar. The obvious parallel is the website Pandora, where users can type in the name of a band or a genre, and the site will create a "channel," giving the user a random stream of similar artists and songs. It's a great way to hear music you like and discover new artists, but Pandora's drawback is that it deals in musicians who have signed with one of the national labels and are already receiving regional—if not national—radio play.

But if you go out tonight and walk into the Gas Lamp, or Vaudeville Mews, or climb the stairs to People's Court, two things are equally likely to be true. The first is that the artist on the stage won't be Ke$ha. The second is that the music the band is playing won't be familiar to you. The former is a godsend; consider yourself lucky. As for the latter, well, that's where Locusic comes in.

"I remember one conversation where I was out at People's with my friend Mark, who's in a local band," Kerber says. "Somebody came up to us that knew Mark's band and (was) saying, 'I can't believe you guys don't sell out every show. You guys are so good,' and I kind of felt something similar."

From that feeling was birthed the mewling babe of Locusic. Launched in October 2011, Locusic caters to Des Moines' local music scene, providing a way to discover who's playing in our back yard. "There's so much great music being made out there. … I wanted to help make people aware of it," Kerber says.

Kerber, 38, was born just outside the Twin Cities and graduated from Iowa State University with degrees in mechanical engineering and computer science. From there, he settled in the Des Moines area and founded a software consulting company, Kerber Technology Solutions LLC (KerberTech), in 2004. Starting and running KerberTech provided him with the experience to launch Locusic, but almost every other aspect of the endeaver was new ground.

"My other business is primarily consulting," Kerber says, but "with a start-up like Locusic, it's all unknowns. You don't know who the client is or what they'll need. You don't know who the customer is, or how it's going to make money. You have to figure out the marketing. I can read references about how to run a software company—how you find the client or whatever. But Locusic is a true entrepreneurial endeavor."

So far, the endeavor is working, and it's not just the bands themselves that are noticing. When the Greater Des Moines Music Coalition was promoting April's Gross Domestic Product music festival, Kerber and Locusic worked with the coalition to create a special GDP station, streaming music exclusively from bands playing the festival. And in May, Locusic launched its second local music channel in Minneapolis.

"We've got about 350 songs from 50 or so Twin Cities artists," Kerber says. Further expansion, he adds, will be "organic. I don't want a halfway-done project to start spreading too far. … I'm using Des Moines and Minneapolis as a pilot market so I can continue to do all of the service and improve it and make sure it's what the bands and listeners want. Once we get to that point, then we'll roll it out." ■

WRITTEN BY CHAD TAYLOR
PHOTO BY DUANE TINKEY



“There’s so much great music being made out there. … I wanted to help make people aware of it.”
Jake Kerber

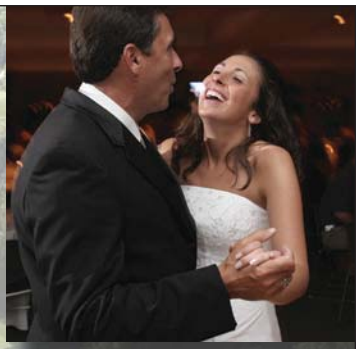






1. Emma Hsieh and Benjamin Truck
   Feb. 24, 2012
   Photo: AMOUR Photographers
2. Sami Jones and Adam Tweedy
   Oct. 8, 2011
   Photo: Laura Wills Photography
3. Morgan Padgett and Brandon Stone
   Oct. 15, 2011
   Photo: Christina Kjar Photography

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weddings



1


2

1. Allison Schneider and Michael Follett
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   Photo: Life Art Photographs
2. Brooke Findley and Joshua Jordan
   Nov. 11, 2011
   Photo: Amy Allen Photography

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favorite finds









1. George Nelson original Apple table lamp ($463 at A Okay Antiques/Atomic Blond Mid-Century Modern Gallery in West Des Moines).
2. Visual Comfort crystal cube lamp ($237 at The Mansion in Des Moines).
3. Laurel mushroom lamp ($235 at A Okay Antiques/Atomic Blond Mid-Century Modern Gallery).
4. Baker Furniture Kim lantern ($1,590 at The Mansion).
5. StyleCraft poly table lamp ($112.39 at Spectrum Lighting and Interiors in Urbandale).
6. Light Master, gunmetal finish ($175.50 at Spectrum Lighting and Interiors).
7. Mandara table lamp with wood base ($499 at Accents & Interiors in Urbandale).







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Gray coral necklace
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PHOTOS BY GARRETT CORNELISON

STYLED BY JESSICA MILLER



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Vintage orange necklace
($20 at Dorothea's Closet Vintage in Des Moines).

Vintage yellow bangle
($14 at Dorothea's Closet Vintage).

Vintage white and gold charm bracelet
($22 at Dorothea's Closet Vintage).

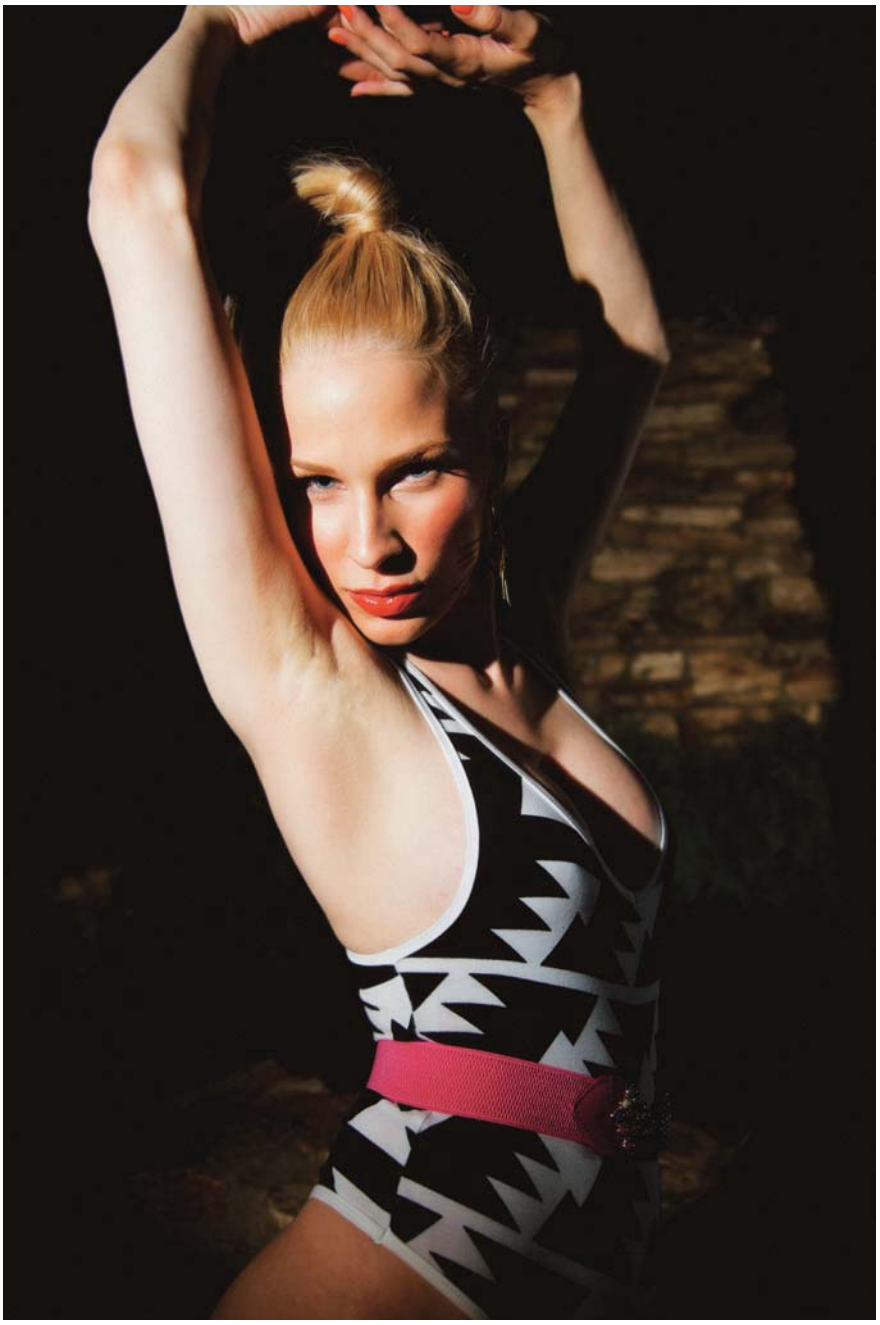


Bill Blass red one-piece suit
($180 at Dorothea's Closet Vintage in Des Moines).

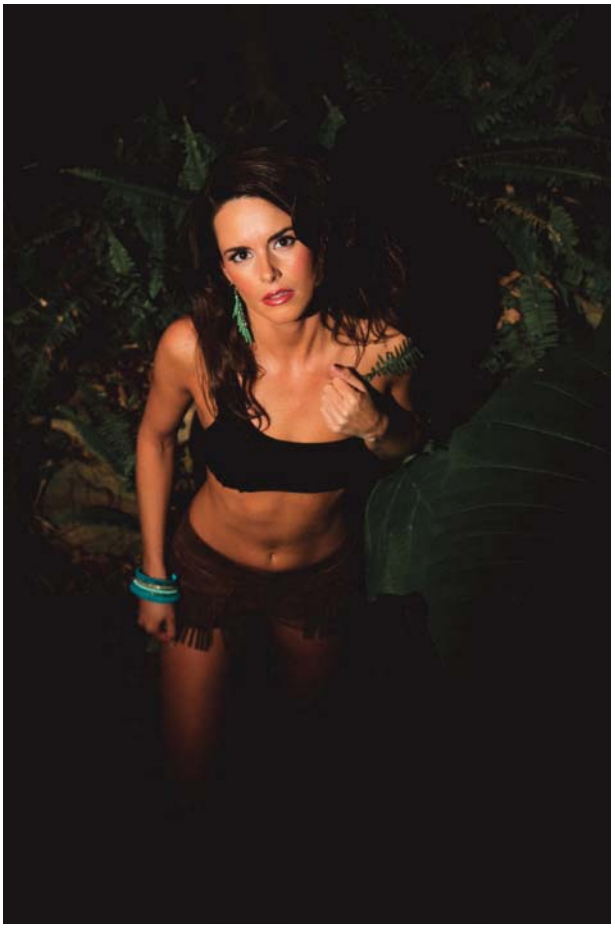
Black and gold belt
($24.99 at Mint L.A. in Des Moines).

Lighting rod earrings
($6 at Mint L.A.).

Fayeth yellow bracelet
($43 at Mint L.A).







Clockwise from above:
American Apparel black and white body suit ($26 at store.americanapparel.net).
Pink belt ($25 at Mint L.A. in Des Moines).
jm earrings ($15 at Mint L.A.).

Raisins color-striped bikini ($68 at Younkers in West Des Moines).
Powder blue necklace ($24 at Mint L.A. in Des Moines).
Gold bracelet ($24 at Fab'rik in West Des Moines).

BCBG brown suede fringe shorts ($148 at Dillard's in West Des Moines).
Becca black one-shoulder top ($58 at Younkers).
Relativity green earrings ($24 at Younkers).
Blue bracelets ($18 at Mint L.A.).



Michael Kors black ruffle suit
($120 at Von Maur in West Des Moines).

Cream and silver necklace
($42 at Fab'rik in West Des Moines).

Orange cuff bracelet
($36 at Fab'rik).



Your Roofing & Siding Experts

Brad VanWeelden has been providing sales and installation of quality exterior products in central Iowa for over 15 years. With specialization in high end roofing and siding, they also offer commercial as well as residential services for construction and additions, windows, skylights, solar, insulation, gutters and leaf guards, painting, and decks. Quality service is the top priority at Brad VanWeelden Company. Their commitment to customer satisfaction has built a reputation of reliability and honesty, earning respect from suppliers, fellow contractors and homeowners.

Brad Van Weelden Company

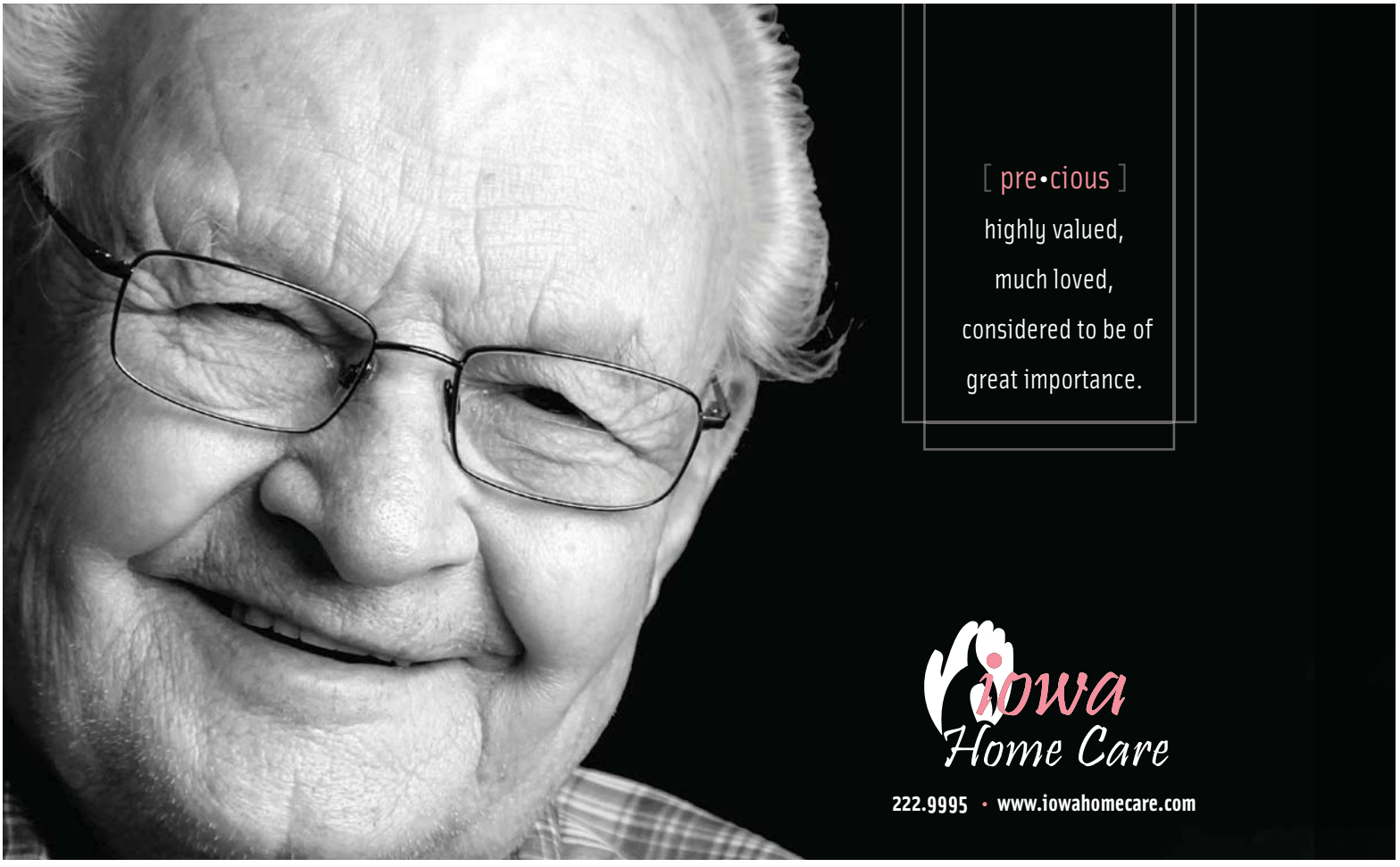
Your roofing and siding experts!

CertainTeed · DaVinci · Owens Corning Platinum Preferred Contractor · MonierLifetile · Metro Roof Products





(515) 979-4772 | www.bradvanweelden.com | brad@bradvanweelden.com





Trina Turk retro cover-up
($144 at Von Maur in West Des Moines).

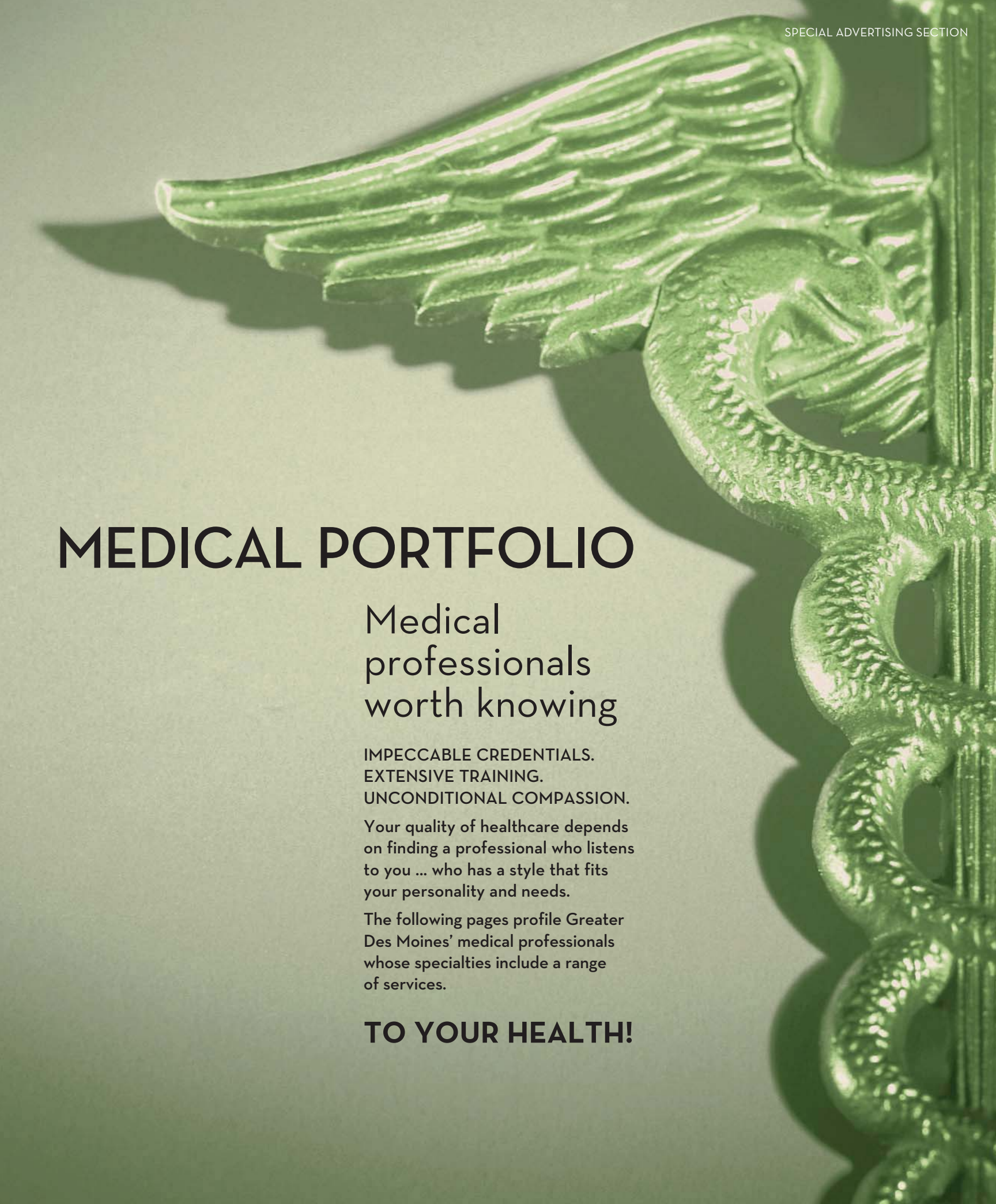
Gold earrings
($24 at Fab'rik in West Des Moines).

Jag red bikini
($68 at Dillard's in West Des Moines).

Turquoise ring
($18 at Mint L.A. in Des Moines).

Gold and red bracelet
($21 at Mint L.A.). ■

Models: Kari Shannon, Taylor Thomas, Emily Rozineck
Hair: Brianne Cummins
Makeup: Kelsi Ziemann
Lighting assistant: Justin Meyer
Assistants: Katherine Lovan, James Sanigular
Location: The Des Moines Botanical and Environmental Center



MEDICAL PORTFOLIO

Medical professionals worth knowing

IMPECCABLE CREDENTIALS.
EXTENSIVE TRAINING.
UNCONDITIONAL COMPASSION.

Your quality of healthcare depends on finding a professional who listens to you ... who has a style that fits your personality and needs.

The following pages profile Greater Des Moines' medical professionals whose specialties include a range of services.

TO YOUR HEALTH!

SPIRIT HOMECARE

"LOVE ONE ANOTHER AS I HAVE LOVED YOU." JOHN 13:34

BEST IN THE INDUSTRY

At Spirit Homecare, we spare no expense to ensure you receive the best caregivers in the industry. Each caregiver goes through a detailed hiring process to ensure that they have the experience you need to feel safe in your decision with us.

MISSION STATEMENT:

Rooted in our Christian love and Guided by the Holy Spirit we serve all people needing **hope, comfort and healing** in their homes. Our *"Radical Loving Care"* shines through each one of our caregivers to *lift the spirits* of those we serve. Whether it's a few hours a week or 24 hours a day, We Bring Care to You!

PHILOSOPHY OF CARE:

Strengthened by **faith**, empowered by our **values** and led by our *"Servants Hearts"*, we will deliver the highest **quality care**. We will practice **ethically** and always be in compliance with State and Federal regulations.

COMPANY VALUES:

Outstanding Customer **Service**
Integrity in our Activities
Nothing is Impossible **with God**
Kindness in our Relationships
Excellence in Everything.

Spirit HOMECARE™

2480 Berkshire Pkwy, Suite C, Clive
515.987.9090 | www.spirithomehealthcare.org



Tom Moreland


ehealthcare.org
1-800
RE (466-3227)
You.

DES MOINES UNIVERSITY CLINIC

At Des Moines University Clinic, patients have access to high quality, cost-efficient care from doctors and health care providers who emphasize wellness and prevention.

You and your family will benefit from the Clinic's team of experts who stay on the leading edge of research and provide state-of-the-art medical care as they train tomorrow's health professionals.

KYLA CARNEY, D.O.
MICHAEL DALY, D.O.
MELITA SCHUSTER, D.O.
YOGESH SHAH, M.D.
ADRIAN WOOLLEY, D.O.
DAN CHAMBERS, PA-C
SHELLEY DIEHL, PA-C
SHEILA GARNER, PA-C
JOLENE GIVANT, PA-C

Besides providing high quality hands-on medical care, we are committed to preventing illness by giving patients information they can use to stay healthy.

The Family Medicine Clinic offers:

- Pediatric care
- Preventive care/check-ups/physical exams
- Treatment of acute medical conditions
- Stabilization and improvement of chronic diseases
- Travel Medicine
- Memory Clinic

DES MOINES UNIVERSITY CLINIC

Des Moines, Iowa
515.271.1710 | dmuclinic.org



From left to right: Shelley Diehl, PA-C, Jolene Givant, PA-C, Kyla Carney, D.O., Melita Schuster, D.O., Michael Daly, D.O.



From left to right:
Brian C. Cooper, M.D., F.A.C.O.G.
Donald C. Young, D.O., F.A.C.O.G.

MID-IOWA FERTILITY

DONALD C. YOUNG, D.O., F.A.C.O.G.
BRIAN C. COOPER, M.D., F.A.C.O.G.
EXTRAORDINARY CARE. EXTRAORDINARY RESULTS.

Iowa's Leader in Fertility Care since 1993.

Mid-Iowa Fertility is Central Iowa's only full-service fertility center. Working as a team with the highest ethical standards, we provide our patients individualized, compassionate care. We deliver state of the art medical science in a comfortable and convenient office setting.

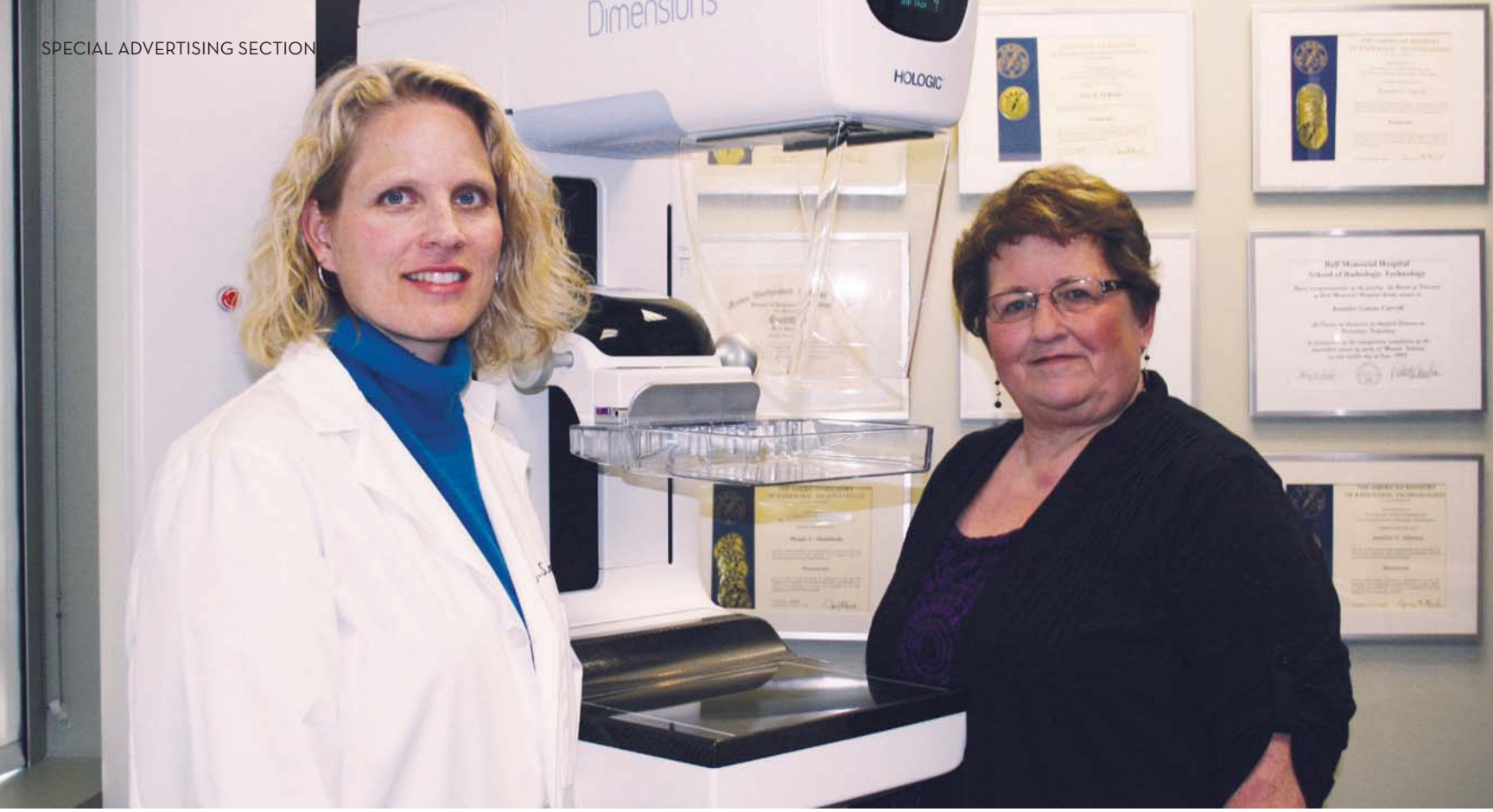
Mid-Iowa Fertility is led by Dr. Brian Cooper and Dr. Donald Young. Their outstanding academic credentials and clinical experience are backed by a knowledgeable staff of nurses, embryologists and financial coordinator.

Whether you require ovulation treatment, artificial insemination, in-vitro fertilization (IVF) or specialized services, such as endometriosis surgery, management of polycystic ovarian syndrome (PCOS), tubal reversal surgery, IVF with egg donor or Pre-Implantation Genetic Diagnosis, Mid-Iowa Fertility is here to assist you.

If you are struggling with fertility issues or concerns, we hope that you consider allowing Mid-Iowa Fertility to assist you in building your family.

Mid Iowa Fertility, P.C.

1371 NW 121st Street | Clive, Iowa
515.222.3060 | www.midiowafertility.com



Dr. Jill Westercamp M.D. Medical Director of Women's Imaging
De Ann Weuve R.T. (RM) Clinic Director

IOWA RADIOLOGY

WHAT IS 3D MAMMOGRAPHY OR BREAST TOMOSYNTHESIS?

Breast tomosynthesis a new technology in the fight against breast cancer. Digital mammography plus breast tomosynthesis or 3D mammography has been proven in clinical studies to be superior to digital mammography alone. It is an additional screening tool that can be performed at the same time as your annual mammogram.

"THE BENEFITS INCLUDE EARLIER CANCER DETECTION AND FEWER CALLBACKS". THE INCREASED ACCURACY AFFORDED BY THIS TECHNOLOGY GIVES PATIENTS THE PEACE OF MIND THEY DESERVE." - De Ann Weuve R.T. (RM) Clinic Director

3D mammography allows the radiologist to see the breast tissue detail in a way never before possible. Instead of viewing all the complexities of the breast tissue in a flat image, the doctor can see the tissue a millimeter at a time. Fine details are more clearly visible. "Smaller cancers are better visualized when evaluated because the tumors are not as easily hidden in the glandular tissue." Says Jill Westercamp, M.D., Medical Director of Women's Imaging.

A 3D mammogram is similar to a traditional mammogram. The exam time is approximately the same as a digital mammogram. Patients can choose from a traditional digital mammogram or opt for a digital mammogram plus tomosynthesis for a nominal fee.

For more questions or to schedule visit iowaradiology.com or call 515-226-9810.

Iowa Radiology
Diagnostic & Preventative Imaging Center

In partnership with
Iowa Health
Des Moines
Methodist • Lutheran • Blank

Ankeny | Clive | Des Moines
515.226.9810 | www.iowaradiology.com



Chad T. Carlson, MD, FACSM

STADIA SPORTS MEDICINE

SPORTS MEDICINE IS NOT JUST FOR ATHLETES

Stadia Sports Medicine is not just for athletes. It's for people dealing with musculoskeletal injury, those looking to improve their physical performance or just wanting to get back to living life the way they want.

CUTTING-EDGE NONOPERATIVE CARE

Stadia offers a complete array of treatment options for nonoperative management of osteoarthritis and other musculoskeletal problems. We utilize cutting edge ultrasound guidance technology for our injection therapy, which reduces procedural pain and improves accuracy and patient outcomes. We also offer diagnostic testing for exercise- induced asthma, and in-office VO2 max testing.

STADIA IS MORE PATIENT- FOCUSED THAN TRADITIONAL ORTHOPEDICS

At Stadia we are physician led, outcome-centered and patient-focused. Stadia is not a "big box" practice and we don't aspire to that. Instead, you will receive quality, specialized treatment in a relaxed atmosphere. Patient appointments at Stadia are 45 minutes, with patients receiving a complete biomechanical evaluation, focusing on the underlying causes of a patient's injury. At Stadia, physician, physical therapist and certified athletic trainer work collaboratively in the same office, identifying the most appropriate, cost-effective treatment plan. This allows for more thorough and rapid communication by the treatment team about each patient's progress. We understand your desire to stay active, and will do what is necessary to help you achieve that goal.

STADIA SPORTS MEDICINE

6000 University Ave #250 | West Des Moines, Iowa
515.221.1102 | www.stadiasportsmedicine.com

MAPLEWOOD WELLNESS CENTER

DR. LINDSEY CALVERT-DOWNEY

I made the choice to become a chiropractor after being a patient myself for many years. Initially, I structured my practice around the usual chiropractic complaints of low back pain, headaches, and neck pain. While I was enjoying practice, I knew that I was still on the hunt for my purpose.

It was in 2010 that I worked with my first fertility patient. I began taking fertility focused continuing education and reading any book I could get my hands on regarding acupuncture, chiropractic, and nutrition to aid fertility. When this first patient told me she was pregnant, that was my light bulb moment!

I am honored to be involved in each couple's journey through infertility. My patients range from those that are only seeking complimentary medicine to others who are using in vitro fertilization. Each person is unique and I strive to take time, answer questions, and be available to listen.

Fertility is an extremely complicated and emotional process, but I am excited to have found something that I feel so passionately about. There is no better moment than when I get to meet a child who's parents once thought it would be impossible! That is the reason why I practice.

Maple Wood WELLNESS CENTER

Urbandale, Iowa

515.440.0450 | www.maplewoodwellnesscenter.com



Dr. Lindsey Calvert-Downey



BROADLAWNS MEDICAL CENTER

Broadlawns Medical Center first opened its doors as a hospital on April 13, 1924 to serve the primary health care needs of the residents of Polk County. Over the years, Broadlawns has adapted to the changing demands of health care, yet remained true to its mission of offering high-quality, cost-effective health services to central Iowa residents as well as training tomorrow's health care professionals. Today Broadlawns Medical Center is composed of:

- An acute care community hospital serving medical, surgical, mental health and primary care needs
- A 60-member physician practice overseeing numerous specialty clinics including family health, pediatrics, podiatry, mental health and women's healthcare
- A Family Medicine Residency Program that graduates physician leaders who today serve in 22 of Iowa's 99 counties
- A Center of Excellence in advanced medical procedures such as ankle replacement surgery, amputation prevention and pain management.
- Technological advancements that improve patient care and satisfaction such as implementation of Electronic Medical Records for utmost accuracy, palm-vein scanners for faster, more accurate registration, and Iowa's first 3D digital mammography to aid in the prevention of breast cancer through earlier detection.

Broadlawns Medical Center's Mission is clear: Working together to build a healthy community through the delivery of accessible high-quality, cost-effective patient care.

broadlawns
MEDICAL CENTER

Together a healthy community

1801 Hickman Road | Des Moines, Iowa
515.282.2331 | www. broadlawns.org

PLANNED PARENTHOOD
of the Heartland

ROBERT D. SHAW, M.D. AND REBECCA D. SHAW, M.D.

THE STORY: For more than 75 years, Planned Parenthood of the Heartland has been a leading provider of reproductive health care in Iowa. More than 65,000 Iowans turn to Planned Parenthood every year for affordable health care including cancer screenings, well-woman exams, Pap tests, breast exams, STI testing and more.

SUPPORTING PLANNED PARENTHOOD: As medical providers (Becky, a practicing Obstetrician/Gynecologist and Bob, a retired specialist in Newborn Intensive Care), we know the crucial role that Planned Parenthood fulfills in providing safe, compassionate, and affordable reproductive health care. We are founding members of Friends of Planned Parenthood, and want to help ensure that all Iowans have access to affordable health care services.

SERVING IOWANS: More than half of the patients who visit Planned Parenthood are at or below the federal poverty level: for a single person, that is $11,170 or less a year. We believe all Iowans, regardless of financial circumstance, deserve access to these crucial services.

VISION: We want to help Planned Parenthood expand services and increase access to care for more women, men and families in our state. This means expanding into more communities, bringing life saving health services to those most in need.

"We support Planned Parenthood because they provide Iowans with safe, affordable, compassionate reproductive health care and education services."

Planned Parenthood® of the Heartland

DES MOINES AREA HEALTH CENTERS INCLUDE:

Susan Knapp Health Center
Joseph F. Rosenfield Center
Family Practice Center
Des Moines West Health Center
Ankeny Health Center

1.877.811.7526 | www.ppheartland.org



THE IOWA CLINIC



From left to right:
Robert Lee, MD, Associate Medical Director; Mark Reece, MD, Chair, Board of Directors; Kevin Cunningham, MD, Medical Director; C. Edward Brown, Chief Executive Officer

THE IOWA CLINIC CONTINUES TO ADAPT TO CHANGE

As U.S. policymakers pursue ways to manage cost and measure health care outcomes, it is clear that a strong primary care system is needed throughout our country to assist in providing preventive care and early treatment to keep costs down.

While The Iowa Clinic has a large internal medicine base, we just recently started expanding to meet this primary care demand. By growing primary care, it allows us to put a greater emphasis on disease prevention.

We have recently added two independent family medicine practices and are welcoming family medicine physicians coming out of residency. Forming partnerships outside of The Iowa Clinic allows us to collaborate with other health care providers in the community, which means better and more cost effective care for the people of Central Iowa.

Primary care and specialty care are critical to the foundation of health care in the United States. As a multi-specialty clinic, The Iowa Clinic has a long history of providing the best in specialty care. As the government continues to focus on prevention, our organization is also working to ensure that we have the ability to care for those at every stage of their health – from prevention to acute care and chronic illness.

THE IOWA CLINIC®

5950 University Avenue, Suite 321
West Des Moines, Iowa
515.875.9100 | www.iowaclinic.com

RONALD MCDONALD HOUSE

Ronald McDonald House is a "home-away-from-home" temporary lodging facility for the families of seriously ill children treated at nearby hospitals. Families are here because the medical resources needed to treat and manage their children's illnesses is not available in their home communities

November 7, 2011 the Ronald McDonald House Charities of Central Iowa's hallmark of care and comfort was extended by opening the first in Iowa, Ronald McDonald Family Room. The Family Room is located on the newly remodeled third floor at Mercy Hospital, central to both the Pediatric and PICU units. The services for the Family Room are offered at no cost.

RONALD MCDONALD FAMILY ROOM

Benefits:

- Furthers the RMHC mission of improving the health and wellbeing of children
- Helps families feel welcome and supported
- Provides a valuable service to local families
- Provides a quiet area for a family or individual who needs to be alone

Purpose:

Ronald McDonald Family Rooms provide a home-like, safe haven for families and children in hospitals where they can reflect, shower, eat a meal or rest. Close proximity to the hospital's pediatric ward allows families to spend more time together, which helps children heal better and faster.

How you can help: visit our website and learn about the various volunteer opportunities, attend a fundraiser, sponsor and/or donate to one of our fundraising events, shop for items on our wish list or make a contribution.



"Enriching the Quality of Life for Children and Their Families."

RONALD MCDONALD HOUSE CHARITIES® DES MOINES, IA

Ronald McDonald Family Room® DES MOINES, IA

TO FIND OUT HOW YOU CAN GET INVOLVED VISIT OUR WEB SITE AT **WWW.RMHDESMOINES.ORG**

dsm digital

Take a look at our newly designed website at dsmMagazine.com

You'll find it easier than ever to view our videos, find dsm exclusives first, read our blogs, sign up for our monthly newsletters on art and nonprofits, and subscribe to *dsm Magazine*.

restaurant week

GREAT MEALS FOR $25 AND A PRIZE TRIP TO SONOMA COUNTY **AUGUST 17-26, 2012**



PRESENTED BY:

DSM MAGAZINE | DES MOINES BUSINESS RECORD | GREATER DES MOINES CONVENTION AND VISITORS BUREAU

SPONSORED BY:

PEARL VODKA | HOCKENBERGS | SYSCO FOOD SERVICES | DOLL CRAFT | IOWA BEEF | TASSEL RIDGE WINERY



A DRAGON ROLL, MADE OF CRAB, CUCUMBER AND SHRIMP TEMPURA, AND SUSHI AT TAKI JAPANESE STEAKHOUSE.

RESTAURANT WEEK 2012

PHOTOS BY DUANE TINKEY

Restaurant Week will celebrate its fifth anniversary with another year of great cuisine at a great price. Chefs at 32 of the metro area's top restaurants will prepare special fixed-price menus Aug. 17-26 that will cost just $25 for one three-course dinner or for two lunches. The week provides not only a way to enjoy your favorite restaurants but also the perfect opportunity to check out new spots you've been hankering to try.

You'll not only savor fabulous food; you'll have a chance to win a two-night trip for two to California's Sonoma County. Donated by the Greater Des Moines Convention and Visitors Bureau, the package includes airfare, lodging, tasting passes to local wineries and more. Diners who submit a minimum of four Restaurant Week receipts are eligible for the drawing. For details, see page 12.

To check out the menus chefs have created for Restaurant Week and for more information, go to dsmMagazine.com or businessrecord.com.

RESTAURANT WEEK PARTICIPANTS

WRITTEN BY TOM PERRY

ALBA

524 E. SIXTH ST.; 244-0261
albadsm.com
Chef-owner Jason Simon's eatery is special. At, or near, the top of every important list that ranks the area's fine dining establishments, this East Village restaurant opened in 2008 to rave reviews. The kitchen here comes as close as any to being free range, plating specials that change and evolve constantly. To quash any suspicion that Simon and his team might be resting on laurels, Alba began recently to hand-make its own ricotta and mozzarella as well as pierogies.

AMERICANA RESTAURANT & LOUNGE

1312 LOCUST ST.; 283-1312
americanadsm.com
The setting is urbane. The ambience is smart. The Saturday and Sunday brunch buffet is epic. The cocktails in the lounge are fun and flawless. The modern American/Continental menu brings its own confident, culinary panache to downtown's Western Gateway. Hence, in a little more than a year, Americana has become a magnet for all occasions.

BARATTA'S

2320 SOUTH UNION ST.; 243-4516
barattas.com
This shrine to Des Moines' Italian-American culinary heritage has been a fixture on the city's South Side since the 1950s. Traditional red sauce favorites get their due respect in this one-time home of the Barrardi family. At the same time, the menu takes well-measured contemporary twists, giving star turns to steak, seafood and pasta updates.

BARU 66

6587 UNIVERSITY AVE., WINDSOR HEIGHTS; 277-6627
baru66.com
Iowa's freshest seasonal flavors soar to new heights in the hands of chef and co-owner David Baruthio. A native of France, who trained in Strasbourg and won awards in Europe, Baruthio prepares daily features to accompany French country classics such as



TWO BONE-IN CHOPS SMOTHERED IN BLACKHAWK STOUT BARBECUE SAUCE, SERVED WITH MACARONI AND CHEESE AND VEGETABLES, AT COURT AVENUE RESTAURANT & BREWING CO.

onion soup, foie gras, steak au poivre and crème brulee. The James Beard Awards recognized Baru 66 as one of America's top 20 new restaurants in 2011.

BISTRO MONTAGE

2724 INGERSOLL AVE.; 557-1924
bistromontage.com

The city's first true French bistro set high standards for fine dining years ago. The bar has been raised again. Chef-owner Enosh Kelley recently opened for lunch, placing crepes on a well-focused menu that showcases fresh soups, salads, and sandwiches. He also brought in Des Moines native Ian Robertson, who trained in France, as the new chef de cuisine to add more swagger to one of the area's most confident kitchens.

BŎS

401 LOCUST ST.; 284-1267
bosdesmoines.com

The staff sets contemporary Midwest cuisine on a pedestal here; Iowa corn chowder is one of the features. Located inside the historic Renaissance Des Moines Savery Hotel, this downtown restaurant celebrates comfort food and American standards in a refined setting. The menu proudly lists more than two dozen Midwest growers and producers.

CAFÉ DI SCALA

644 18th ST.; 244-1353
cafediscala.com

A tiny village in the mountains of southern Italy provided the inspiration for Tony Lemmo to launch his restaurant more than seven years ago. Today, Café di Scala is at or near the top of almost everyone's list for most romantic settings. But, really, it's an ever-evolving kitchen, with fresh handmade pasta, a keen interest in local ingredients and an award-winning all-Italian wine list, that keeps the tables full at this Victorian-era house in Sherman Hill.

CENTRO

1007 LOCUST ST.; 248-1780
centrodining.com

Some may find it difficult to believe that Centro will celebrate its 10th anniversary in November. The vibe at chef George Formaro's eatery in The Temple for Performing Arts is as lively as ever. Consistency is king here. From the pasta and fresh salads to the pizza, baked New York-style in 800-degree coal-fired ovens, everything always seems to hit its mark here.

CHEF'S KITCHEN

1903 BEAVER AVE.; 255-4411
chefskitchentogo.com

Local regulars would like to keep this place a well-kept secret. Different daily food and martini specials get high marks. Fish is flown in for Fridays, and, by popular demand, the clam chowder is an everyday special. Chef's Kitchen serves dinner hash browns that can best be described as gut-busting. A Breakfast DeBurgo is offered on Saturday and Sunday mornings.

CHRISTOPHER'S

2816 BEAVER AVE.; 274-3694
christophersdsm.com

One of the city's legacy restaurants, Christopher's remains full of fresh welcomes after nearly 50 years. Sitting down to a meal here can be either casual or elegant. The Giudicessi family's attention to detail has kept the pasta dishes and Italian-American features high on the list of the best that can be found locally. The same can be said for the pizza, which is made with hand-kneaded dough.

COSI CUCINA

1975 N.W. 86th ST., CLIVE; 278-8148
cosicucina.com

The desserts here are more than an afterthought. The cheesecake, in particular, has a devoted following. Family-owned and -operated, Cosi Cucina broke new ground 17 years ago when it fired up its wood-burning oven for pizzas. Today, candles on the tables help create a date-friendly, romantic destination. The kitchen is keeping up with the times by offering gluten-free pasta dishes for lunch and dinner upon request.

COURT AVENUE RESTAURANT & BREWING CO.

309 COURT AVE.; 282-2739
courtavebrew.com

Outstanding fresh, handcrafted beers have slaked many a thirst in the historic Court District since 1996, when "CABCo" began setting up its brew pub. The setting celebrates Iowa history. The eclectic menu offers a wide range of made-from-scratch dishes. Guests in search of gluten-free items have plenty from which to choose. The bar area and patio bustle on Saturdays during Des Moines' Downtown Farmers Market.

RESTAURANT WEEK PARTICIPANTS

DJANGO
210 10th ST.; 288-0268
djangodesmoines.com
This downtown French-inspired brasserie has hit its stride in the past year. The kitchen flaunts its talent by plating special features that change constantly. Located in the Hotel Fort Des Moines, Django is sticking to its "All French-No Attitude" script by offering a casual, comfortable dining room and bar area that serves up everything from freshly shucked oysters to cheese and cured meat plates.

DOS RIOS CANTINA AND TEQUILA LOUNGE
316 COURT AVE.; 282-2995
dosriosrestaurant.com
Some of the tequilas served at Dos Rios are almost impossible to find elsewhere in the United States. The margaritas feature fresh fruit juice and agave nectar. Meanwhile, the kitchen can shift gears as adroitly as any downtown. The menu changes with the time of day, starting with lunch, moving to midday, then switching to dinner and late night. Dining at a sidewalk table can be a sublime experience.

FLEMING'S PRIME STEAKHOUSE & WINE BAR
150 S. JORDAN CREEK PARKWAY,
WEST DES MOINES; 457-2916
flemingssteakhouse.com
Meat eaters will find plenty to love at Fleming's. For a steakhouse, the kitchen is surprisingly versatile. The small plates, for example, are fresh and inventive, featuring nicely portioned servings of everything from ahi tuna to scallops to filet mignon. The wine bar lives up to its name by offering 100 wines by the glass. It's also well worth checking out the special deals and events here.

GINO'S WEST GLEN
5513 MILLS CIVIC PARKWAY,
WEST DES MOINES; 226-2320
ginosfoodsdsm.com
Legendary dishes from one of Des Moines' most highly regarded Italian-American restaurants converge harmoniously with new creations in a friendly and stylish atmosphere. The family of Gino Foggia has enhanced the suburban dining scene by opening here. Transporting beloved local flavors of handcrafted red sauces and salad dressings to West Glen Town Center is a true labor of love.

JOHNNY'S ITALIAN STEAKHOUSE
6800 FLEUR DRIVE; 287-0847
6075 MILLS CIVIC PARKWAY,
WEST DES MOINES; 333-5665
johnnysitaliansteakhouse.com
Everybody is likely to find menu items to love at Johnny's. More than just another top-shelf steak and chop place, Johnny's preserves the legacy of two fondly remembered Des Moines eateries—Johnnie's Vets Club and Johnny & Kay's. Chefs pay homage to longtime favorites while having the opportunity to bring their own innovative touches to menus that offer an assortment of cool, new-age flourishes.

LOUIE'S WINE DIVE
4040 UNIVERSITY AVE.; 777-3416
louieswinedive.com
One of the city's newest wining and dining venues, Louie's opened in June at the former site of the Iowa Bakery Cafe. Louie's embraces the motto "wine is supposed to be fun." Outside, the restaurant has a street-side patio. Inside, it is far from a "dive;" the décor is refined yet easy-going. More than 100 wines—all available by the glass—are served with comfort food entrees given new twists.

LUNA BISTRO + CATERING
621 DES MOINES ST.; 288-9849
lunabistro.com
This relatively new restaurant is a rising star in Des Moines' East Village. Owners Beth and Kris Van Tuyl delighted their regular patrons this spring when they were also able to open their popular lunch spot Wednesday through Saturday for dinner. The kitchen here specializes in embellishing classic dishes with ambitious new twists. The charming yet relaxed backdrop inside the historic Northland Building provides an ideal setting for a unique local dining experience.



A STEAK FILET TOPPED WITH BOURSIN CHEESE AND ONIONS POACHED IN PORT WINE, SERVED WITH A MASHED POTATO CROQUETTE, AT JOHNNY'S ITALIAN STEAKHOUSE.

MAXIE'S RESTAURANT & LOUNGE
1311 GRAND AVE., WEST DES MOINES;
223-1463
maxiesrestaurant.com
Tradition flourishes in the recently renovated and reinvented Maxie's. An easygoing establishment that has been locally owned and operated in the same location since 1967, Maxie's offers an extensive menu of solid, sure-bet favorites that include everything from Reubens to ribs. The half-pound Maxieburgers are worth any drive. The homemade onion rings are another crowd-pleaser.

MEZZODI'S
4519 FLEUR DRIVE; 287-3333
mezzodis.com
To survive as an Italian-American restaurant on the South Side requires attention to detail. At Mezzodi's, which has been in operation for a decade, local pasta and pizza favorites get their due respect from the kitchen. The Italian chops and Tuscan-style rib-eye steaks are entrees that win over new fans regularly. The $5 martinis from the lounge make Mezzodi's an ideal place for a cocktail and dinner.

MOJOS ON 86TH
6163 N.W. 86TH ST., JOHNSTON; 334-3699
mojoson86th.com
Diners who want to experience how good locally produced foods can taste need to get their Mojo on. Iowa's freshest flavors get

rock star treatment in the creative hands of chef Anthony Johnson. The fish and chips entrée, for example, features a perch fillet hand-dipped in a batter made with beer from Newton-based Madhouse Brewing Co. Flavors change regularly here, so Mojos' website encourages patrons to call for the latest updates.

PROOF

1301 LOCUST ST.; 244-0655
proofrestaurant.com
Chef Sean Wilson (formerly of the Kirkwood Lounge) took over this Mediterranean- and North African-inspired restaurant in the spring from Carly Groben. Wilson and co-owner Zach Mannheimer, Des Moines Social Club executive director, were given a nice running start for Proof's popular lunches by having access to Groben's recipes. This has allowed the new owners to put their own imprint on the dinners being served in their restaurant, located across from Western Gateway Park.

RACCOON RIVER BREWING CO.

200 10TH ST.; 362-5222
raccoonbrew.com
This downtown brewpub, which recently celebrated its 15th anniversary, takes "pub fare" to a more refined level. Thoughtfully prepared and flavorful appetizers, sandwiches and main plates feature high-quality products like Niman Ranch pork. Be sure to sample one (or more!) of the hand-crafted brews, such as Vanilla Cream Ale or Waves of Amber Grain. Housed in a restored historic building, the brewpub has an energetic, casual vibe.

SBROCCO

208 COURT AVE.; 282-3663
sbroccowine.com
The home of Andrew Meek, one of Greater Des Moines' most esteemed chefs, Sbrocco was renovated and redesigned late in 2011. Downstairs, the Chef's Cellar has become a staging area for pairing events that feature both wines and beers. Meanwhile, upstairs, Meek's menu items bring a level of culinary whimsy and refinement to downtown's only authentic wine bar.

SPLASH SEAFOOD BAR & GRILL

303 LOCUST ST.; 244-5686
splash-seafood.com
The notion that excellent seafood can be elusive in the Midwest is dispelled here. Since 1998, when local businessman and avid Florida Keys angler Bruce Gerleman opened Splash, patrons have been diving into expertly prepared fish dishes. Chef Dominic Ianarelli's formal dining room is a special-occasion venue. The Splash Raw Oyster Bar & Fish Market, on the other hand, is comfy-cozy and more casually priced.

TAKI JAPANESE STEAKHOUSE

2677 86TH ST., URBANDALE; 331-3030
takisteakhouse.com
This popular spot has bustled for a decade at Westmark Plaza II. The crowds come for both the sushi and the teppanyaki (chef's cooking show). The Taki team specializes in classic preparations of fish and seafood that is caught in Hawaii and flown in overnight to the Midwest. Reservations are strongly recommended for the chef's cooking shows.

TALLY'S RESTAURANT, BAR & CATERING

2712 BEAVER AVE.; 279-2067
tallysbeaverdale.com
This Beaverdale café is home to the city's first rooftop patio and is among the few establishments offering hand-cut, dry-aged steaks. Chef-owner Robert Sanda, who offers personalized catering services, has crafted a diverse menu featuring Des Moines standards and exclusive dishes, many of which attract vegetarians and patrons from well beyond the neighborhood who are in search of gluten-free items.

TROSTEL'S GREENBRIER RESTAURANT & BAR

5810 MERLE HAY ROAD, JOHNSTON; 253-0124
greenbriartrostels.com
The Trostel name has stood for culinary excellence in Central Iowa since 1987. With Troy Trostel, an Iowa Restaurant Association chef of the year, at the helm, the Greenbrier's star continues to shine brightly. This is still a trusted place to go for either special occasions or casual dining. The weekly specialty items can be inspired dishes, influenced by the best the season and local farmers have to offer. The wine service has won excellence awards from the Wine Spectator every year since 2002.



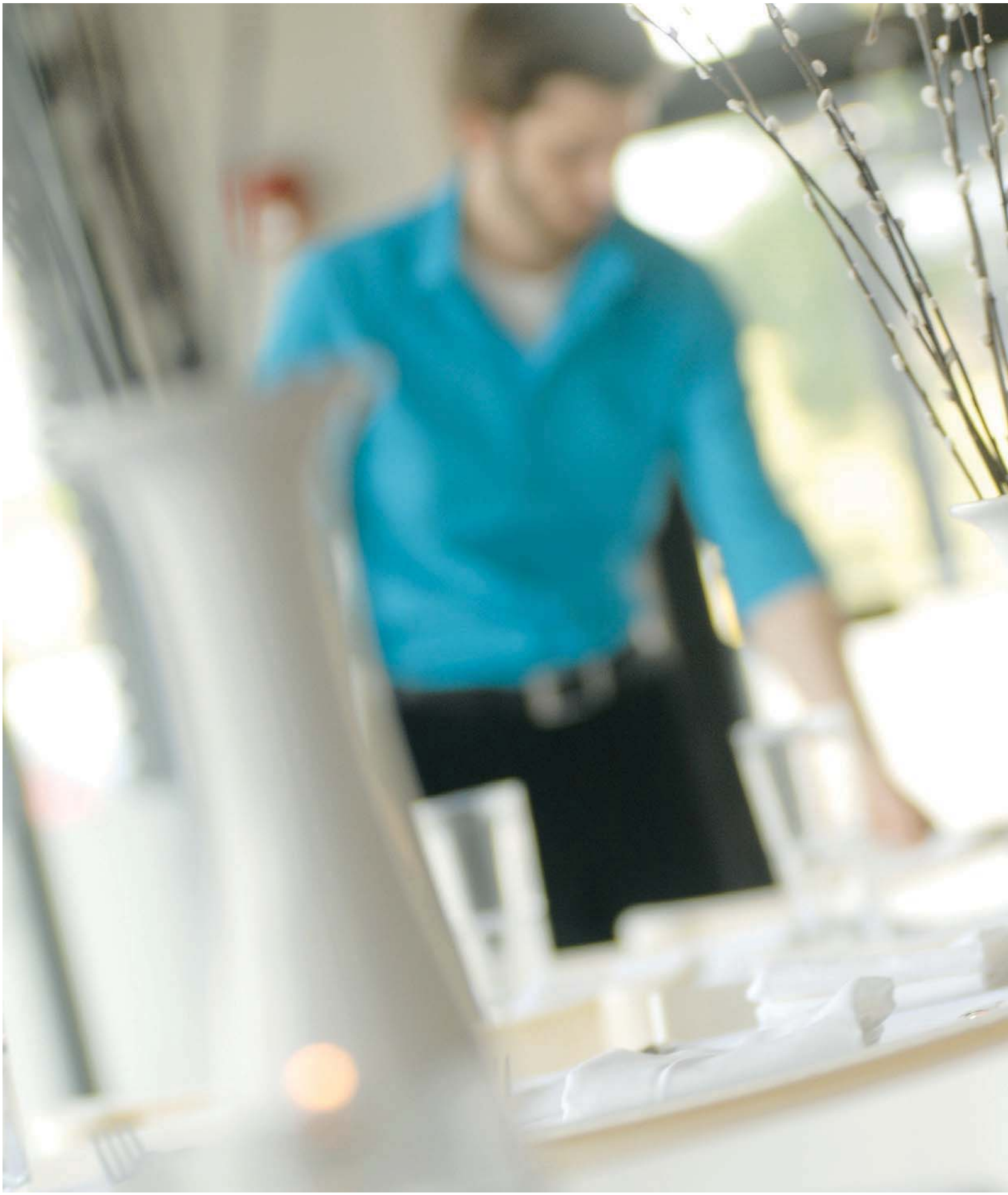
A CHEESE PLATE AT PROOF.

TURSI'S LATIN KING

2200 HUBBELL AVE.; 266-4466
tursislatinking.com
Some restaurants seem to have an inexhaustible vibrancy of their own. So it is with Tursi's Latin King, which offers patrons family-style options. This East Side institution has been a friendly, welcoming place since 1947. Old-style signature dishes, such as the chicken spiedini and homemade pasta specialties, are dispatched with aplomb.

TWO RIVERS GRILLE – MARRIOTT

1250 JORDAN CREEK PARKWAY,
WEST DES MOINES; 267-1500
marriott.com
Forget the steak and chop house that operated previously at this Marriott. Executive chef Donald Garrett presided over the May 2012 opening of a drastically new airy and wide-open venue. To satisfy hotel guests, the American-style bistro embraces an array of coast-to-coast standards. But the kitchen also turns a spotlight on Iowa by plating its own de burgo special, using sausage from Graziano Bros., and turning to local farmers for in-season produce. ■





PROOF RESTAURANT

AT YOUR SERVICE

IN THE METRO AREA'S BEST RESTAURANTS, THE SERVICE DINERS ENCOUNTER IN THE FRONT OF THE HOUSE IS WROUGHT WITH AS MUCH SKILL AND PASSION AS THE CUISINE THAT COMES FROM THE KITCHEN.

WRITTEN BY WINI MORANVILLE

PHOTOS BY DUANE TINKEY

"You got that top at Banana Republic."

This statement was my welcome, the first thing my server said to me one night as I sat down to a table at one of our city's better chef-driven restaurants.

"Why, yes, I did," I responded, thinking, *good evening to you, too*.

"Well," she said. "I hope you didn't pay full price for it. I was at Banana today, and that one's on sale now."

Reader, I wish I could tell you something—anything—else about that meal; I imagine the dessert was fabulous (signature desserts abound at this spot). Because it was autumn (something I do remember, thanks to the seasonality of the new top *I paid full price for*), I would imagine that there had been an artful presentation of braised meats and wonderful in-season root veggies. I'm sure I loved the wine—always thoughtfully chosen at this place.

But no. All the hard work, skillful food purveying, artistry and imagination that the chef had put into the meal have long been forgotten. All I really remember is feeling a bit foolish for having paid too much for an article of clothing.

That night took place nearly halfway through my 14 ½-year tenure as The Des Moines Register's restaurant reviewer. Fortunately, soon after that, I began witnessing a near-meteoric rise in professionalism in service at our restaurants.

It's been an interesting route to where we are today. In the late '70s and early '80s, when I waited tables, pretty much all it took was to take an order, get the food out and be pleasant and well-groomed. Knowledge of, let alone passion for, the food was not an integral part of the gig. (Case in point: I worked in a high-end seafood restaurant, where no one thought to educate us about the different kinds of fish we served.)

In the '80s, haughtiness was in style at fine-dining venues—remember the snooty waiters whom you felt you had to impress? Later, a more casual bistro scene emerged. Gone were the tuxedoed maitre d's, chandeliers and red roses on the white-clothed tables, in favor of more edgy, energetic dining rooms with open kitchens and an unmistakable buzz.

With that, oftentimes, came a style of service that could hover around the too-casual mark. Arrogance was out, thank heavens, but suddenly, some servers wanted to be your buddy; after the meal was over, you might know a little more about them than you really wanted to.

These days, most of our best restaurants have attracted a professional class of servers who key into the middle ground between too stiff and too talky. And even though they seem as passionate and knowledgeable about the food as the chef, they know when to chat and when to hang back. These intuitive pros "read" the table, discerning how much or how little their guests wish to interact with them, and they calibrate their approach to the table accordingly.

I recently chatted with the owners of Tursi's Latin King, Baru 66 and Proof about the philosophies behind the style of service each hopes to achieve. What they shared shows that, in many of this town's best venues, the service that diners encounter in the front of the house is wrought with as much skill and passion as the cuisine that comes from the kitchen.

"SERVICE SHOULD BE COURTEOUS, PROFESSIONAL, AND NOT TOO CASUAL."

DAVID BARUTHIO, CHEF AT BARU 66

BARU 66:
TRUE-TO-FRANCE SERVICE

I once casually mentioned to Baru 66's chef and co-owner, David Baruthio, that I'd long harbored a secret dream of learning the art of authentic French-style service.

"I could get you a job at a restaurant in France, where you could train," he offered.

"Really?" I said, somewhat flattered. "Do you really think my French is good enough to actually work in a French restaurant—*in France?*"

He furrowed his brow, exhaled one of those long Gallic sighs of exasperation, and said: "You think they'd let you talk to the customer? *Non!* When you train to be



BARU 66

a server in France, they won't even let you *speak* to a table for six months."

Suffice it to say that French-born Baruthio expects his staff to have a certain polish and finesse; he strives for the kind of world-class service he became accustomed to in the four- and five-star venues he's worked in from Belgium to Beverly Hills.

"Service should be courteous, professional, and not too casual," he says, adding that the servers must anticipate the guest's desires before the guest even knows he or she needs something.

That means the exact cutlery you need appears just before the dish emerges from the kitchen; wine glasses are silently filled from temperature-correct bottles. Plates vanish when they're no longer needed, and the cheese trolley rolls up just when you're ready—all done with the minimum amount of intrusion.

Most nights, dashingly dressed co-owner Sara Hill (who is also Baruthio's wife) plays the role of eagle-eyed maitre d', ensuring that all runs seamlessly in the front of the house. Hill, who is also a jewelry designer, compares the art of service to the art of jewelry making. She wants the precision, grace and beauty that she brings to her finished designs to be present in her dining room as well.

"It's all in the details," she says.



BOB TURSI AND HIS STAFF AT TURSI'S LATIN KING.

TURSI'S LATIN KING:
CLASSIC AMERICAN SERVICE

There are few restaurants in town where the front-of-the-house triumvirate—host, server, busboy—still exists. Here's how it works: The gregarious host (usually the owner) greets and seats and constantly scans the room for breakdowns; career servers manage the table, while committed busboys keep the place humming along, clearing plates, filling water glasses, setting up tables for the next round of diners.

It's an old-school model, but that's still what goes down, night after night, at Tursi's Latin King. With as many as 40 employees on the floor on a given shift, the restaurant is run like tight ship.

Owner Bob Tursi is the ship's captain, and he's there nearly every night. In fact, when he's not in his restaurant, he spends his time worrying about whether his customers are being taken care of. "I'm phobic about service," he says.

Phobic is not the word you would use describe the man who greets you when you walk through the Latin King's revolving door. No matter how full the lobby—where diners can wait for a table an hour or more, especially on weekends—Tursi welcomes you into his restaurant as if you're the one he's been looking for all night.

But it doesn't end there. If you go to the Latin King, watch Tursi in operation now and then. One moment, he can be casually chatting with a diner; the next, with almost animalistic instinct, he spots something wrong—a glass nearly unfilled, a table waiting for a check—and before the diner has thought to flag anyone down, Tursi is on his staff, and they are *on it*.

Tursi got his start in the business at the former Crystal Tree restaurant—a chandeliered, white-tablecloth, special-occasion spot that was especially popular in the '70s and '80s. He recalls being taught—drilled, in fact—that diners had high expectations for service when they came to the Crystal Tree.

Three decades later, Tursi's Latin King may be more casual than the Crystal Tree, but its owner wants you to have equally high expectations when you walk through his door.



"THE SERVERS SHOULD OPERATE LIKE TRAINED DANCERS..."

ZACHARY MANNHEIMER, PROOF CO-OWNER

PROOF:
A NEW STYLE OF SERVICE

Proof co-owner Zachary Mannheimer may wear a hoodie when he trains the staff and then manages the floor on Friday nights, but don't mistake this casualness for someone who doesn't know his stuff. He's worked at venues in London and New York City (where he's waited on the likes of Oprah Winfrey and former Walt Disney Co. CEO Michael Eisner); he was also the maitre d'/sommelier of the Embassy Club in Des Moines. (Disclosure: Mannheimer also is contributing wine writer and blogger for *dsm*.)

Mannheimer's day job is as the executive director of the Des Moines Social Club, an art/theater club that, he notes, produces more than 250 events a year, including many theater productions. For his modern-day style of service, he says there should be a theatricality to the evening.

"The servers should operate like trained dancers," he says. "They should be constantly moving elegantly through the room, stopping to chat when they need to, but otherwise exchanging moves with the rest of the staff."

Hence, he pushes his staff in much the same way he pushes actors in his theater productions. He expects the entire staff to follow his well-choreographed "17 approaches to the table"—17 specific moments in a two-hour dining experience in which the staff must engage the table (many of which are performed silently). He demands that his servers know everything about every dish—not only what's in it, but how it's cooked.

"With knowledge comes confidence," says Mannheimer, who is quick to point out that he wants his servers to exude confidence, but never snootiness or arrogance (hence, the occasional hoodie).

He also wants his servers to be equally knowledgeable about the diners they serve.

"All you need to know about a diner is five things," he says. "Their price point, how long they wish to dine, how adventurous they are, what they've had before and liked, and allergies or food aversions."

With this, he says, diners shouldn't even need a menu. In fact, his goal is to not have menus in his restaurant at all. In his view, the preferences of repeat guests should be thoroughly understood by the intuitive staff.

"The guest should be able to come in, sit down, look at the server, and say, 'Feed me.'" ■

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HOW TO ENTER

Save meal receipts dated between August 17–26, from any four participating Restaurant Week restaurants. Staple them together or insert in an envelope **(receipts must be entered together to qualify entries),** and leave at the front desk or mail to Business Publications Corporation Inc., The Depot at 4th, 100 Fourth St., Des Moines, IA. 50309, no later than Noon, August 27. Include your clearly printed name, address, phone number and e-mail address for notification purposes. Or, drop off an index card with your name, address, phone number and e-mail address, all clearly printed, no later than Noon, August 27, 2012. Winner will be selected and notified by email on or before September 5, 2012.

Rules: Prize will include up to $400 each for two roundtrip airline tickets. Hotel stay excludes holiday periods and other high-traffic times, is dependent on hotel occupancy, and is at the discretion of the hotel. Reservations should be made at least three weeks prior to first preferred date and are prize-winner's responsibility.

No purchase is necessary. The odds of winning shall be determined by the total number of entries submitted. Only one entry per person is allowed. You must be 18 years of age or older to win. Contest is limited to U.S. residents only. Winner shall be notified by e-mail on or before September 5, 2012. The winner will be announced on the DSM website on September 5, 2012. The name of the winner may also be obtained by written request to Business Publications Corporation Inc. at The Depot at 4th, 100 4th St., Des Moines, IA. 50309. If prize is not claimed within 7 days of notification, prize shall be forfeited and another winner will be drawn. Winner shall be required to sign an affidavit of eligibility and a publicity release that releases sponsors and Business Publications Corporation Inc. from liability in connection with the winner's use of any prize and permits the sponsors and Business Publications Corporation Inc. to use the winner's name and image to promote the contest.

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1301 LOCUST STREET, DES MOINES, IA **515.244.0655**



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316 COURT AVE, DES MOINES, IA 50309 **515.282.2995**



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6800 FLEUR DR., DES MOINES, IA **515.287.0848**
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TAKI JAPANESE STEAKHOUSE has been serving fresh Sushi and Teppanyaki in Des Moines since 2002. We strive to provide you with great food, personal sevice and exceptional value in a friendly, relaxed environment. We use only the highest quality ingredients, from the overnight delivered fresh fish to the highest grade Japanese rice grown in California. We know only the best will keep you happy and satisfied. With local, welcoming and knowledgeable staff, this restaurant is always intimate and fun. ***takisteakhouse.com***

2677 86TH ST. URBANDALE, IA **515.331.3030**



FLEMING'S PRIME STEAKHOUSE & WINE BAR is a celebration of exceptional food and wine. Indulge yourself with the finest prime steaks, the Fleming's 100, our award-winning list of 100 wines by the glass, and discover new delights with our new small plates. Fleming's gracious service and dedication to excellence turn evenings out into memorable times. Restaurant week is by RESERVATION ONLY. – please mention "Restaurant Week" when making your reservation. ***flemingssteakhouse.com***

150 S. JORDAN CREEK PKWY., WEST DES MOINES, IA **515.457.2916**

dsm CUiSINE!



SBROCCO RESTAURANT & WINE BAR is home to downtown Des Moines premier dining experience. Chef Andrew Meek, twice nominated as a James Beard Award finalist, has created a unique menu reflective of the seasons as well as his commitment to farm to table dining. Sbrocco is the perfect place to host your special events & wow your guests. Stop by one of our weekly wine tastings (Tuesday & Wednesday, 4pm-7pm) and see all we have to offer! ***sbroccowine.com***

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2320 SOUTH UNION, DES MOINES, IA **515.243.4516**



TURSI'S LATIN KING has stood as a hallmark of quality traditional Italian dining in Des Moines for over 50 years. From the distinctive sights and smells that will surround you, Tursi's Latin King offers Italian dining at its finest. Unique and delicious Italian dishes are served in a relaxed, family-friendly atmosphere. From succulent Iowa beef to our signature pasta specialties and extensive wine list, Tursi's Latin King defines "Italian dining". ***tursislatinking.com***

2200 HUBBELL AVE., DES MOINES, IA **515.266.4466**



SPLASH SEAFOOD BAR & GRILL Des Moines' premier seafood restaurant, this 5 star establishment, Dirona and Wine Spectator Award Winner, serves fresh seafood, expressed daily from Hawaii and other coastal ports. Quality service, attention to detail, extraordinary art, atmosphere, Reggae music and 9, huge salt water aquariums, make this restaurant a favorite. The Splash Oyster Bar features cold water Pacific Northwest oysters, Alaskan King Crab, Shrimp, Whole Maine lobster and Caviar. ***splash-seafood.com***

303 LOCUST ST., SUITE 100, DES MOINES, IA **515.244.5686**



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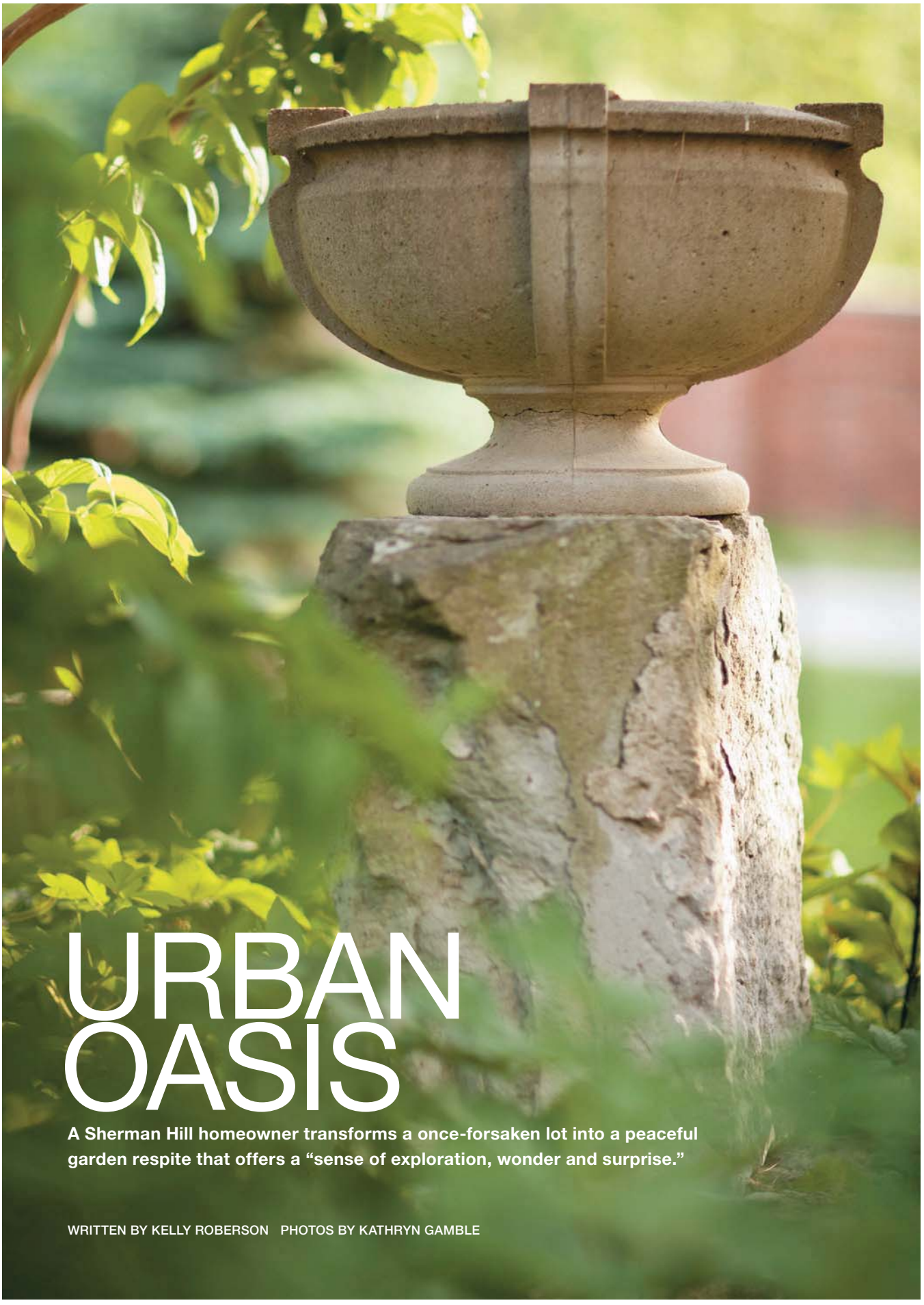
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URBAN OASIS

A Sherman Hill homeowner transforms a once-forsaken lot into a peaceful garden respite that offers a "sense of exploration, wonder and surprise."

WRITTEN BY KELLY ROBERSON PHOTOS BY KATHRYN GAMBLE



One of two arches in Wade Sherrer's garden. The arch, which was designed to mimic the materials on the house, provides an entry to the garden.

For some of us, an empty lot is just, well, an empty lot.

And then there are those homeowners who see things differently. A falling-down staircase becomes a focal point with a little love and new banisters. Some sanding, new stain and a refurbished foundation give a crumbling porch new life as a spot for entertaining. And an empty lot offers the promise of an urban oasis.

That, at least, was how Wade Scherrer saw things when the city condemned and then tore down the abandoned, burned-out structure adjacent to his Sherman Hill home. Today, the once-forsaken space is one of the prettiest year-round landscapes in the city, a respite for Scherrer amid the din of nearby busy streets.

Possibilities Unleashed

After the house next door was removed, two trees, a catalpa and an oak, were all that remained. Scherrer and his then-partner bought the long, narrow lot, mowed it and put in a few inexpensive plants, and then Scherrer began thinking both small- and big-picture. He knew, for example, that he wanted some privacy from the street and to create picturesque views he could see from inside his house.

But mostly, Scherrer wanted a fountain. “I wanted one large enough to produce a sound that would mask street noise,” he says.

So the five-tiered fountain more or less came first. When he bought the structure at Created in Johnston, he found out that he would need a pool at least 12 feet in diameter to accommodate it. So in went a pool, in a do-it-yourself feat that Scherrer describes as “just jumping in and doing it. We’d never done any of this before.”

Plants and Privacy

The fountain and pool, as well as an airy metal gazebo that was installed at about the same time, became the garden’s superstars. Although all of them were purchased new, they now have an aged, weather-beaten look.

As much as the space developed organically—and looks completely natural—there were organizing principles to the design, which makes sense given that Scherrer spends his days as a producer for magazines at Meredith Corp. For example, he decided to loosely divide the lot by threes. That offered him a way to conquer practical problems, such as the slope of the lot from the front walk to the back alley. “Because it’s long and narrow, I wanted to find a way to break it up,” Scherrer says. “By dividing it, it starts to feel like smaller individual rooms instead of one long lot.”

Next came Scherrer’s deft play with privacy. The front third of the lot is firmly partitioned from the street with a hedge and tall evergreens. “I spend a lot of time on the back porch, so I wanted plantings that would block the

Continues on page 91



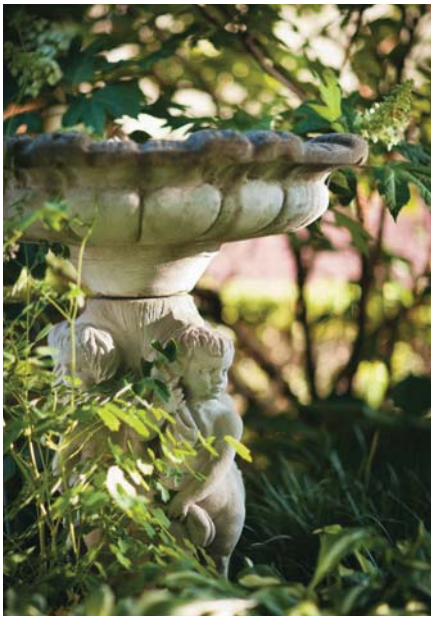
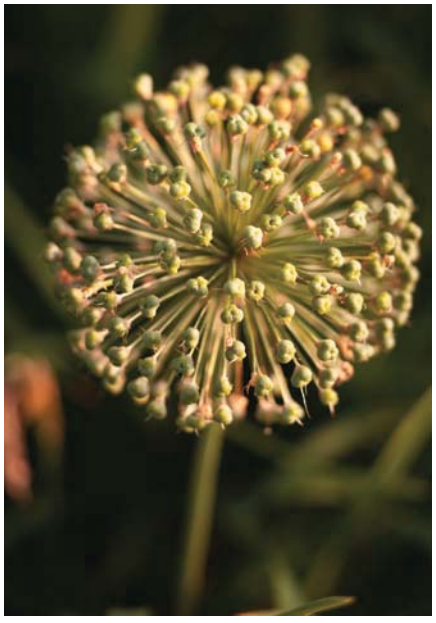
A five-tiered fountain and pool, plus an airy metal gazebo, are the garden's superstars. The sound of the fountain helps to mask noise from the nearby street.



Architectural elements and other items, such as an urn, a cherub and part of a fence, form small focal points throughout the garden.










Wade Scherrer

> **"I tried to make vignettes that you discover while walking around."** Wade Scherrer

Continued from page 86

views of the street and neighborhood," he says. "And I wanted evergreens for interest all year round."

The middle third steps down a bit from the upper level; access is under brick and stone arches that mimic the materials used on the house. The feel of that section is at once both intimate and open, making the space equally at home hosting groups gathered on a summer evening or just Scherrer. Stepped down a bit more is the last third, open to the alley and with a small, manicured lawn.

The types of plants used were an intentional decision by Scherrer. "I wanted formal and woodland elements in a garden that would evolve naturally over time," he says.

The color palette was deliberate, too. It's all whites, blues, and purples—cool-colored flowers—and a tapestry of all kinds of greens, from chartreuse to minty. "For me, it was important to have a garden that would be a cool, calm respite, whether in the garden or looking out on it," Scherrer says.

Architectural Elements

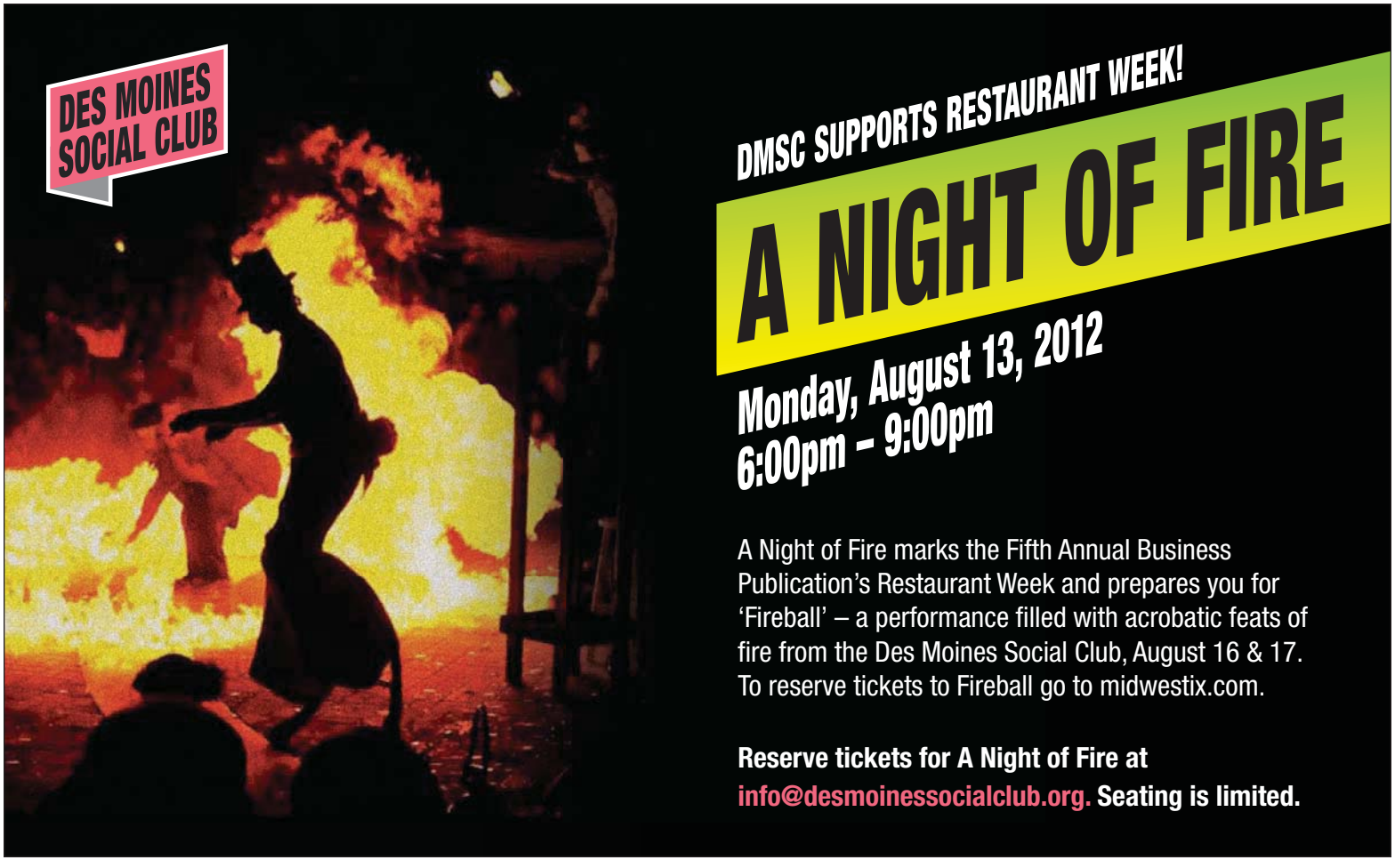
Many gardens go all out with plants, but fall flat once the blooms have faded. Scherrer's space works much harder year-round to maintain both its hard-won privacy and its beauty. Throughout the garden are small focal points made up of plants as well as architectural elements. "I tried to make vignettes that you discover while walking around," Scherrer says. "I wanted there to be a sense of exploration, wonder, and surprise."

Even from inside the house, the vantage points change. The fountain lines up with the first floor bay window and Scherrer's bedroom window. Boxwoods and yews—green all year round—can be shaped as Scherrer sees fit, as can other sculptural trees, such as a contoured filbert, its under-canopy trimmed for a bit of living sculpture.

There are the big pieces, of course—that fountain and gazebo—but what's even more delightful are unexpected discoveries. Here and there are bits of a column, a cornice, an unusual bell, birdbaths and urns. Their provenance has never been important to Scherrer; they are a mix of big-box purchases, vintage finds and castoffs. For example, when the Iowa State Capitol was under renovation, "you could take a vehicle down there and they would give you pieces," Scherrer says. "It was a way to get a piece of history that automatically gave the garden substance and narrative."

The result, of course, is a garden that, though fairly young, feels perfectly in time with the historic fabric of the neighborhood. And Scherrer continues to trim and cultivate, enjoying the sanctuary he created. "This garden is a living thing," he says. "Like a child, it's amazing to see how it changes from year to year." ■


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READY T



WITH THE HIRING OF SIX PROFESSIONAL RESIDENT DANCERS, BALLET DES MOINES SPRINGS INTO THE SPOTLIGHT.

WRITTEN BY DAVID ELBERT PHOTOS BY BRUCE WAGNER

TO LEAP

If Serkan Usta were to create a storyline for professional ballet in Des Moines, it might go something like this:

ACT 1: A boy from a Turkish orphanage obtains a scholarship to study dance in America, where he becomes a star at the successful Tulsa Ballet and falls in love with and marries a ballerina from Des Moines.

ACT 2: The ballerina's sister asks the couple to help bring professional ballet back to Des Moines, where an earlier failure has dampened enthusiasm for dance.

ACT 3: Their efforts are slowed by a bad economy, which they overcome by sewing their own costumes and creating their own choreography. Eventually, they succeed, and Ballet Des Moines is recognized as one of the nation's top regional ballet troupes.

That's the story that Usta envisions. He's not there yet, but after nine years in Iowa, the artistic director of Ballet Des Moines and former star of the Tulsa Ballet is nearing a significant milestone. Late this summer, Ballet Des Moines will begin hiring six professional dancers who will live in Des Moines during the 2012-13 season and work with a growing pool of local dancers. Their presence will mark the first time a Des Moines company has had resident professional dancers since Ballet Iowa was disbanded in 1997 following a three-decade run that was ended by poor money management.

That won't happen with Ballet Des Moines. "We have been very conservative with what we have moneywise," Usta says. The original plan had been to hire resident professionals three years ago. But the money to support them wasn't there, so Ballet Des Moines hired individual dancers on a per-show basis for its annual December performances of "The Nutcracker" and other productions, including "The Wizard of Oz" last spring and "Alice in Wonderland" in February 2011.

"We've been gradually accumulating surpluses," said Anne Jackson-Metzger, co-president of Ballet Des Moines' board of directors. Executive Director Rachel Gross joined the ballet two years ago, and plans are now in place to bring in resident dancers for 26 weeks at a stipend of up to $600 a week beginning in late August. The three men and three women dancers will join local performers to create three shows for the 2012-13 season: an October performance of three new works, the annual production of "The Nutcracker" in December and a spring show that has yet to be publicly identified.





The story of Ballet Des Moines begins where the story of Ballet Iowa ended. Des Moines-based Ballet Iowa was successful for many years, employing at various times 20 or more professional dancers. Its difficulties began when the company hired a manager who "had the ability to spend money they didn't have," Jackson-Metzger says. One example involved a tour of Midwestern colleges for which an airplane was chartered to transport dancers, when a bus would have cost much less.

Before most patrons knew what was happening, Ballet Iowa was out of money and out of business. "It left a lot of bigger donors" with a bad experience, Jackson-Metzger says. "This is a small community," agrees Katherine Harrington, a past president of Ballet Des Moines' board. "People remember that history."

Despite the 1997 failure, there were still a lot of ballet lovers in Des Moines, including sisters Julie and Lori Grooters. The women are daughters of longtime patrons Dr. Ron and Kay Grooters, and both sisters had danced professionally for Ballet Iowa. Following the collapse, Lori Grooters joined the Tulsa Ballet, where Usta was an energetic, rising star with a highly appealing story of his own.

When Usta was age 5, his widowed mother left him at an orphanage in Turkey, where he began to dance at age 10. By 15, he was attracting outside attention. At 17, he was offered a scholarship to the Kirov Academy of Ballet in Washington, D.C. At 20, he went to the San Francisco Ballet School, and from there landed a job in 1996 with the Tulsa Ballet, a top-10 U.S. ballet troupe. In 2002, he was featured on the cover of Dance Magazine.

In Tulsa, Usta and Lori Grooters met, married and had their first child. Meanwhile, sister Julie Grooters had started a ballet school in 2000 and in 2002 was among the founders of Ballet Theater of Des Moines, the predecessor of Ballet Des Moines. In 2004, she persuaded her brother-in-law to perform in Des Moines as a guest artist. A year later, Julie talked her sister and Usta into returning to Iowa to take over the ballet company after Julie's husband took a job out of state.

Clockwise from top left: Lori Grooters, Serkan Usta and Rachel Gross







When it comes to finances, Ballet Des Moines is the opposite of Ballet Iowa. Caution, not extravagance, has been the byword as the nonprofit built support and ramped up finances in an art form where roughly half of operating revenue comes from ticket sales and half from benefactors.

Ballet Des Moines will take a big leap this fall when its annual budget for 2012-13 grows to $600,000 from the current $350,000. Roughly a third of that new total is covered by a carry-over surplus, but the company also is confident that increased ticket sales and corporate donations will more than cover expenses for the new season.

"The last couple of years, the fund-raising committee has done an excellent job of upping corporate sponsorship with Pioneer (Hi-Bred International Inc.) and Kemin (Industries Inc.) committing to significant donations for three years," Jackson-Metzger says. Plus, ticket sales for "The Wizard of Oz," this year's season finale, hit 2,500, which was about 35 percent higher than the "Alice in Wonderland" finale in 2011.

More important, Ballet Des Moines was able to retain and put more of its ticket receipts to work in the community this year because of the way in which "Oz" was produced. Last year's "Alice in Wonderland" was not as beneficial to the community for two reasons, Usta explains. Ballet Des Moines paid a licensing fee for the choreography and a rental fee for the costumes used in the 2011 production. That's typical for most community ballet troupes, which do not have the expertise to develop their own choreography or the resources to create costumes.

But arrangements for "The Wizard of Oz" were different. Usta created the choreography, which can be sold to other ballet companies in the future. Also, instead of renting costumes, he was able to obtain wardrobe patterns from Turkey, which volunteers in Des Moines sewed to produce the "Oz" costumes. Fifty people helped make the costumes which, like Usta's "Oz" choreography, can be rented to other troupes in the future.

"One of the reasons we are able to do what we do is because we have more than 250 volunteers," Jackson-Metzger says.

Usta "has a very agile brain," says Marcello Angelini, artistic director of the Tulsa Ballet since 1995. "Serkan and I followed the same path, because when I stopped dancing, I knew nothing about the business side. I had to learn it, and I had to learn it very quickly."

When Usta arrived in Tulsa in 1996, Angelini had just moved from dancing to an offstage role, "learning how to keep an organization viable financially, as well as artistically," he says.

The director's young protégé was an exceptional dancer, but Usta was also naturally curious about everything, including the business side of ballet, Angelini says. "We talked a lot," he says. "He was always asking questions. He still calls me with questions."

"I put my nose everywhere" in Tulsa, Usta says.

Angelini is credited with restoring the Tulsa Ballet, which was founded in 1956, to critical acclaim after its reputation had slipped during the early 1990s. Today, the ballet creates five productions a year, with ticket sales of about 48,000. In 2010, the most recent year for which informational tax reports are available, the Tulsa Ballet had an annual budget of about $6 million, or 10 times the 2012-13 budget for Ballet Des Moines.

Usta's goal is to replicate his mentor's success and eventually have 25 to 30 resident dancers who merit national attention. He knows he has a long way to travel, which is why he has mapped out the future with three-, five- and 10-year plans.

"It's harder to sell a product when you don't have it," Jackson-Metzger says. "For years we've been telling people we want to get a professional ballet. At some point you have to make that leap where you offer the product to people, and then the buy-in becomes easier."

Ballet Des Moines makes its leap now. ■



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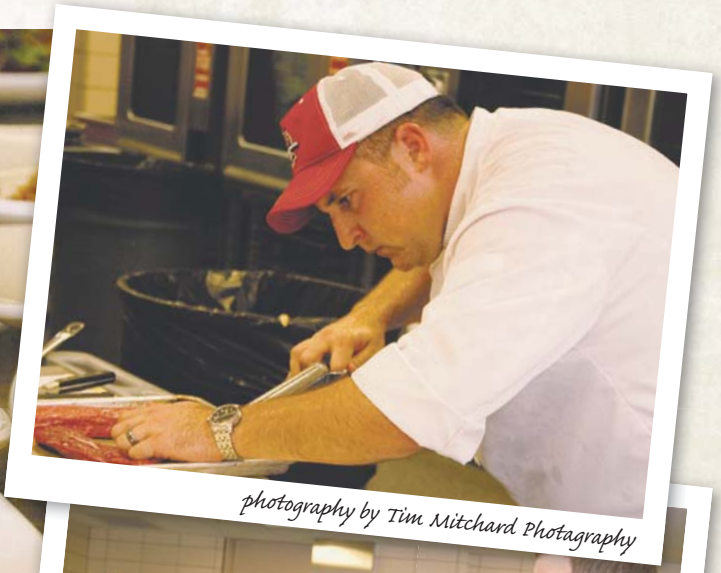
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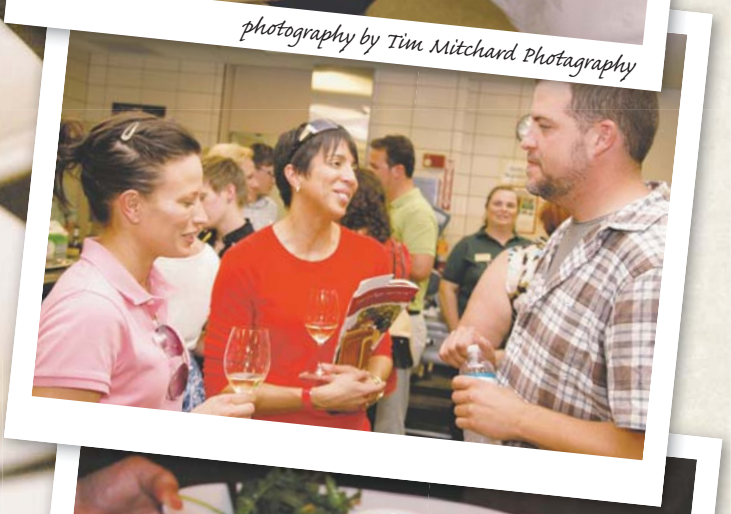
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DOUBLE TAKE

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Photo by Garrett Cornelison

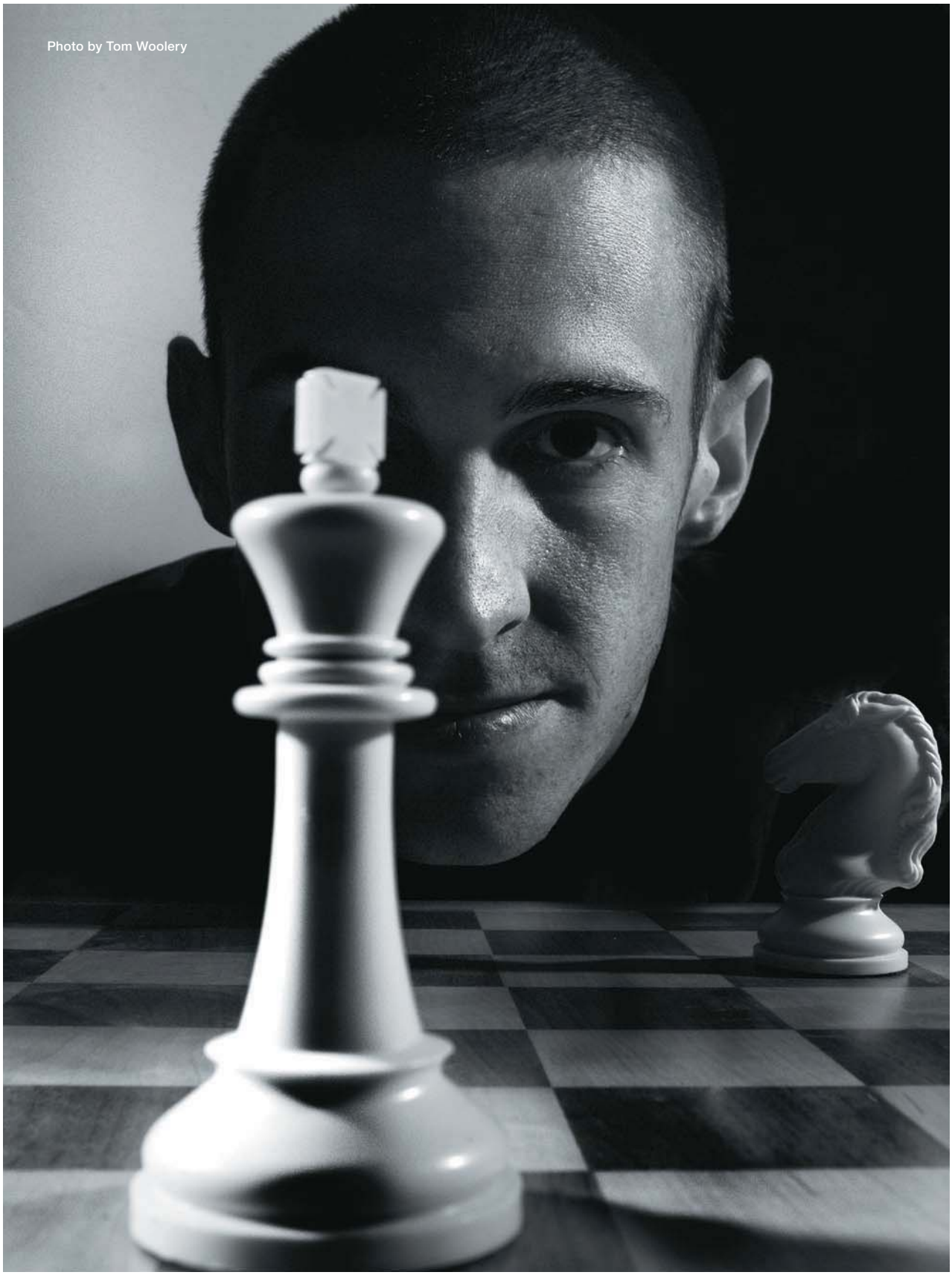


Photo by Tom Woolery



Photo by Anna Jones





Photo by Joe Crimmings





BEN EASTER

The Inspiration: The scene in the 1959 film "North by Northwest" when Cary Grant is running across a field with a crop duster chasing him. "I love old movies," Easter says of his decision to use a motion picture, instead of a still photo, for the project. He adds he also wanted his choice to somehow tie in with Iowa, and although that scene was shot in Illinois, "it looks like Iowa," he says.

The Challenge: Finding a period biplane, for starters. "What we went through was kind of crazy; I had five people putting out feelers for me," Easter says. Finally, a friend led him to Brian Aukes of Ames, who has two such planes he flies and rents. To photograph the running Cary Grant figure, Easter shot his camera from a moving van.

The Fun: "Each piece was a blast, but the plane segment was a new experience," Easter says. "I had my dog, and we stood in the middle of a tarmac while the darn plane flew over us—it was too cool."

Model: Alex Feilmeier
Plane: Brian Aukes, halffastadventures.com
Clothing: Vintage Suit, Atomic Garage
Stylist: Julie Punelli
Assistants: Pam Dugdale, John Easter, Harriett Easter
Post-production: Eric Brockob

GARRETT CORNELISON

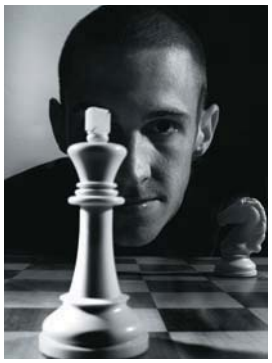
The Inspiration: The "smirky charm" of Audrey Hepburn as Holly Golightly in the 1961 film "Breakfast at Tiffany's." "Hands down one of the cutest photos I've ever seen," Cornelison says.

The Challenge: "It's such a stylish timepiece that reinventing it with today's fashion and locals can be difficult," he says. "However, I immediately thought of Jami Graves and of Centro when dreaming up this interpretation. Jami's wide-eyed look and the restaurant's expansive layout and ample natural light—the two came together easily."

The Fun: "This project has been something I've wanted to do for some time," Cornelison says. "There are certain photos that are scorched into our memories, and dreaming up ways to bring them to life with your own friends and resources is a blast. It's been really exciting seeing the vision come to life. All the contributing photographers nailed it.

"And costumes are always fun. Shopping for props and some of the rare accessories turned out to be quite enjoyable."

Model: Jami Graves
Hair: Amber Hathaway
Location: Centro







TOM WOOLERY

The Inspiration: A 1967 photo of American chess champion Bobby Fischer. Woolery says the biggest challenge of re-creating older photos is finding era-specific elements, such as clothing and cars. "I wanted to stay true to the time period, so I started looking for a simple photo," he says.

This photo not only inspired him from a technical and artistic standpoint but from a personal one as well. Fischer "was a rock star but didn't like the limelight," Woolery says. "Like him, I want to be considered the best at what I do, but I don't like a lot of attention."

The Challenge: "It's very complex lighting for such a simple photo," he says. "The lighting is layered."

The Fun: Woolery says he enjoyed discovering how to replicate the photograph's lighting patterns. What's more, "a big part of the fun was being involved in a project with these other photographers and finding out what they were doing," he says. "The whole thing was exhilarating."

Model: Adam Cline
Assistant: Mindy Carlson

ANNA JONES

The Inspiration: The nude centerfold of Burt Reynolds that ran in Cosmopolitan magazine in 1972. "I wanted to choose a photo that was recognizable, and while there are numerous portraits that inspire me, many of them are not by famous photographers or aren't images that people would recognize," Jones says. "I also wanted to be playful with (the assignment). This Burt Reynolds photo was a shoo-in because I know this hairy mustached man who's a perfect fit," she says of friend and fellow contributing photographer Garrett Cornelison, who served as the model.

The Challenge: "The biggest challenge was getting Garrett to agree, but I was very, very persistent," Jones says.

The Fun: "The entire project was fun and I thank Garrett for putting himself into this position for me," she says. "The pleasure was all mine."

JOE CRIMMINGS

The Inspiration: Portrait of Marlon Brando from the 1953 film "The Wild One." "I wanted to play off of the 'motorcycle gang' with Dan Koenig, owner of Ichi Bike," Crimmings says. "Koenig had a perfect bicycle that looked like an old motorcycle that we used for the shot."

The Challenge: "I had made peace with not having some of the props from the original photo," he says. "No one has a bicycle trophy just lying around. Well, except Dan. We were looking at the photo for reference while we were shooting in the alley behind Ichi Bike, and he just mentions, 'Hey, I have one of those trophies inside; give me a minute.' Sure enough, he comes back out with a trophy that is a dead ringer for the original."

The Fun: "Working with Dan was an absolute blast," Crimmings says. "I love that he was fully invested in it. I would have been fine with a loose interpretation of the original portrait, but he was persistent that he have the full leather jacket, hat, etc. Then when he pulls out the bicycle with the headlight and trophy, I was blown away. We had some great outtakes from the shoot." ■



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Book It!

A new weeklong literary festival will showcase the written word with events designed to appeal to every age group and a broad range of interests. But why wait? Start the celebration now by reading works by local authors featured on pages 117–120.

WRITTEN BY SARA JUDSON BROWN

"Anytime you get people together to party in the name of books, it's a good thing."

That's how local author Jennifer Wilson views Des Moines' new literary festival, set to debut this fall.

"It's a rich and wise city that sets aside a few days to give props to books for the radical things they are and celebrate the people who read them and write them," adds Wilson, author of the award-winning memoir "Running Away to Home" (St. Martin's Press, 2011). "Books are the great equalizer, the cheapest education you'll find, tiny things that hold whole worlds."

Plenty of people would agree. Just ask Glenn Lyons, president of the Downtown Community Alliance (DCA), and Greg Heid, director of the Des Moines Public Library. The two organizations are partnering to present WOW! Wonder of Words Festival Oct. 22-28 at downtown venues. More than a book festival, WOW will showcase the written word, with events for readers, writers and publishers.

"Reading and words are usually a solitary or individual thing," Heid says. "This event says there are other individuals out there and we are all celebrating reading."

The idea for the festival grew from conversations between Lyons and a DCA board member. Prior to moving to Des Moines, Lyons lived in Tucson, Ariz., and was familiar with the Tucson Festival of Books, now in its fourth year. Lyons became convinced a literary festival in downtown Des Moines had potential, having already seen the success of the Des Moines Arts Festival and the Downtown Farmers Market.

Organizers decided WOW, to be different from other book festivals, would be a multimedia event including other art forms that involve the written word, such as music and theater. "We are taking a more intellectual pursuit and putting it in a farmers market format," Lyons says.

Activities are being designed to appeal to every age group and a broad range of interests. Highlights include an Iowa Authors Fair, featuring 50 to 75 Iowa writers; a Pub(lishers) Crawl with author events at The Library Cafe, El Bait Shop, Sbrocco and the Royal Mile; and a theatrical work written by Iowa author Mary Kay Shanley. The dramatic performance, commissioned by the festival, will tell the

story of Iowan Kate Shelley, who in 1881 warned an oncoming passenger train that the bridge over Honey Creek had been washed away by flooding. The festival also will spotlight another prominent Iowan—the former Des Moines Register Pulitzer-Prize-winning editorial cartoonist and well-known conservationist, J.N. "Ding" Darling—with the premiere of the documentary "America's Darling: J.N. 'Ding' Darling."

Several community groups have joined under the WOW banner with performances or activities of their own. For example, the Des Moines Community Playhouse will perform "Wiley and the Hairy Man," a play based on a book about an African-American tale.

To close the festival, organizers are planning a major event with a nationally recognized author. At press time, they weren't releasing details but said the author is a popular writer with many best sellers, some of which have been made into movies.

Local authors say they're excited about what the festival means for the capital city. An event like WOW "is an important opportunity for Des Moines to support literacy, language use and learning the way it has supported the sports, the arts, and other cultural events," says Jody Swilky, chair of the English department at Drake University and author of "A Little Salsa on the Prairie," based on the documentary film of the same name. "It affords residents of our city a chance to demonstrate that the power of language is worth celebrating as much as the spectacle of athletic prowess."

"Literary festivals add incredible value to a city's calendar of events," says Wendy Delsol, well-regarded author of novels for young adults, including "Flock," scheduled to be published Sept. 11 (Candlewick Press). "Books and literacy appeal to every demographic."

Festival organizers hope WOW will attract 12,000 to 15,000 people this year and will continue to grow as more community groups become involved. "It's been fun to think about 10 years from now what WOW will look like," says Jan Kaiser, the library's marketing manager. "It will probably go in directions that we possibly haven't even thought of."

At its heart, WOW will still have much in common with other book festivals in that it celebrates books and the love of reading. "Iowa City is known as the city of writers," Kaiser says. "I'm hoping that Des Moines becomes known as the city of readers. Nice bookends, don't you think?"

Festival Events

The following are some of the special events planned for WOW! Wonder of Words Festival Oct. 22-28.

Oct. 22: Pub(lishers) Crawl, 4–9 p.m. Authors will make appearances at The Library Cafe, El Bait Shop, Sbrocco and the Royal Mile.

Oct. 23: Second Annual Hands-On Book Fest for Kids, presented by the Rotary Club of Des Moines, at the Des Moines Public Library.

Oct. 23: Premiere of the documentary "America's Darling: J.N. 'Ding' Darling," presented by Marvo Entertainment Group, at Scottish Rite Consistory.

Oct. 26: Dramatic reading at Hoyt Sherman Place of a specially commissioned work that tells the story of Kate Shelley.

Oct. 28: Iowa Authors Fair from 1 to 5 p.m. at Capital Square.

During the week of Oct. 22, the following shows will be performed for schoolchildren at Community Choice Credit Union Convention Center at Veterans Memorial:

"Wiley and the Hairy Man:" The Des Moines Community Playhouse will perform this story based on an African-American tale that follows a young, fatherless boy and his faithful dog on their adventure into the mysterious Tombigee Swamp in the Louisiana bayou.

Performances by the Eulenspiegel Puppet Theatre troupe from West Liberty.

The Present

BY TIM BASCOM

Every 25 steps he stops, letting the teenage boys zip by on their skateboards and bikes. He was a linebacker in high school, quick on his feet, quick enough to take down that tailback from Grand Rapids called Apollo. But now? He reaches for his back pocket as if looking for a comb, a Lotto ticket, a list of things his wife wants. In fact, he is checking the ball of his artificial hip—the one they put in two years ago when he fell at the reunion dance. He presses it instinctively, to make sure it is locked in place, secure in its titanium hardness. It hurts, aggravated by the sprained ankle and the limping.

He starts forward again, counting off another 25 steps with the bright yellow gift bag swinging like a pendulum. Body oils? Bath salts? Why does she keep paying attention to skin so far gone? And why does he keep playing along?

He frowns at the silver flash of his foot-and-ankle brace as it stumps into view. The foam sole has worn away so much that he had to rebuild the front with duct tape. He used to wear through a pair of sneakers in a single season of basketball. Hard rubber soles. And they give him this?!

When he stops once more, he stares at his dim reflection in the plate glass. Squat and bulging, his figure is bisected by the untucked hem of his T-shirt, which flares under his windbreaker like a bad tutu. For a bit he fingers his hip, gathering strength for the next 25 steps, and he gazes into the display window. It's a music shop, he realizes, and he's in front of a poster of Glenn Miller, baton raised, head turned to look out at the world.

A young man leans across this poster, ball cap turned sideways, and reaches for a CD that shows three thugs on the cover snarling like boxers at a weigh-in. The boy grins, making the old man smile by habit, but the change in his reflection forces him to notice his ghostly face—white stubble and wide lips, glasses glaring like silver dollars. He turns away and grimaces as his feet lurch back into view. First the foot brace. Then the ugly gray baguette of a shoe.

To hell with the 25 steps. He wants to be home already.

What carries him around the next corner is a single small hope: This time, he'll surprise her. Buried under the expected soaps and lotions is a clear plastic box with a porcelain figurine. He reaches into the bag to make sure it is, in fact, still there—the slender girl spinning, green skirts outstretched, raised on her toes so that her calves take shape, firm and taut.

He doesn't know why he bought such a sweet bauble. It's not like him to spend good money on something useless. Except that when he spotted it on the card-store shelf, he felt a bit of what he felt once long ago—the first time he and his future bride swam at the dunes on Lake Michigan. How wonderful her calves looked half a century ago, when she ran into the waves high-stepping like a colt, shrieking at the cold. He chased her into the deep water then tackled her; and when she wrestled free, he marveled at how hard and strong her body was, how sleek her skin.

He limps a little faster now, no longer counting his steps.

Essay

My Life Right Now

BY PATRICIA PRIJATEL

My hair comes back curly.

It begins to grow back a few weeks after I finish radiation, which makes it roughly a month after I finish chemo.

It is significant that this fact stands out in my mind: My hair comes back curly. I think this is because being bald was such a symbol of sickness to me. Having hair must mean I am well. Having curly hair must mean I am well plus mildly kinky.

Sadly, the hair straightens up within a year and I am kinky no more.

Now, six years after diagnosis and treatment for breast cancer, I sometimes play the *what if* game. *What if* I had never moved to Iowa. *What if* I had had more kids. *What if* I had been born rich. *What if* I had never had cancer.

There has never been much future in that game, and adding the cancer card makes it no more fulfilling or fun. I have no idea how my life would have been different without cancer. I do know I am a different person than I was before I got sick, and I like this person better. She has a much broader view of what life means than she did before she was sick.

I am more introspective, more understanding, more thoughtful.

I feel cancer added another layer to my personality, an ability to look deeper, to care more about others, to see what I had been blind to before—that my life is good and it is up to me to keep it that way and, perhaps, try to make it better.

Some folks see cancer as a gift, and while I am certainly not going to go that far, I do have to acknowledge that it has made me live a more rewarding life. I wish I could have done that on my own, without this scare, but I didn't.

Cancer helped me see the blessings that surround me—my family and friends, my career, my mind, my overall health.

I have retained a good amount of my natural snarkiness, to be sure, but I get over things quicker and usually put them into better perspective by looking outside of myself. I initially bristle when people who haven't seen me in a while come up to me with the solicitous "How *are* you?" with the emphasis on the elongated "aaaaaarre" that makes the question sound so much like "So you haven't died yet, huh?" But then I remind myself that they truly are being kind and they are likely happy I didn't die, and I should just get over myself anyway. Because the fact is, I didn't die. And I now know way more about breast cancer than most people, and one important thing I know is that most people do not die from it. Which is good.

So I answer honestly: "I am doing just great." And we both smile.

The post-cancer me eats healthier, drinks less, and exercises religiously.

I focus on at least four hours of physical exercise a week, five servings of vegetables and fruits a day, and a diet low in fat, all of which have been shown to reduce the risk of recurrence for breast cancer and a sizable batch of other illnesses. The martini and glass of wine that once were nightly rituals are now limited to once a week.

I do yoga and meditate and become more spiritual. My husband and I find a new church and, through it, become a part of a community that makes me think about small moments and big responsibilities and how I might live my life as a good person.

So life goes on, blessedly. Two beautiful grandsons join our family —more reminders that life itself is truly a miracle. I make progress on my bucket list: travel, more time with friends and family, climbing the mountain by our Colorado cabin, creating art again.

All in all, it's a great life. I am happy, calm, and fulfilled.

But I really wish my hair had stayed curly.

Excerpted with permission from the book "Surviving Triple Negative Breast Cancer" by Patricia Prijatel (Oxford University Press). The book will be published in October.

When They See A Camera They Smile

BY MARY LOUISE VAUGHN SHIRLEY HOPSON

Children among the masses
Wear a world of suffering as a
Mirror image in their eyes
As they rummage round seeking
For loveliness

Where cheeks, limbs that limp
Are pockmarks for poverty
Abuse, neglect, rape of war,
Hunger and traumas not to forget

Through the lenses a cameo
For the world to see to exploit
As they grin to hide their misery

The Mother, The Girl, The Mirror That Speaks

BY JENNIFER PERRINE

What choice does the woman make, inspecting
her face at dawn, the mirror flanked by bulbs
that transport her from clear day to dusty
pink evening? The girl suspects the gentle
rouge of twilight, where the dial remains

after her mother has left with layers
of creamy pancake armoring her skin.
What flaw, what damage does she try to hide,
bandage, seal tight with powder? What power
does the glamour hold? The girl doesn't know,

but all those hours, days until her mother
comes home, she gazes into the silver
square like Narcissus snared by his image
in the pool, his hair twining its tendrils
toward the surface as he stares, rooted

to the place while Echo calls, calls, waits
for vanity to unbind its slick shine,
to release her beloved to the sharp
rock that lurks in the shallows, the soft kiss
of sand buried too deep to see, aching

for touch. Even the water says, Enter
me, beckons to the girl, Closer. I can
carry you from this place. I'll show you where
your mother's gone. Watch her eyes, your lips sink
into the dusk. Slip into me, and trust.

The Writers



Tim Bascom, an award-winning author whose essays have been included in the anthologies "Best American Travel Writing" and "Best Creative Nonfiction," has had fiction published recently in the journals Natural Bridge and Thema. He is currently working on a collection of vignettes about several generations of fathers and sons in a small Midwestern town, titled "Let Me Show You How It's Done."



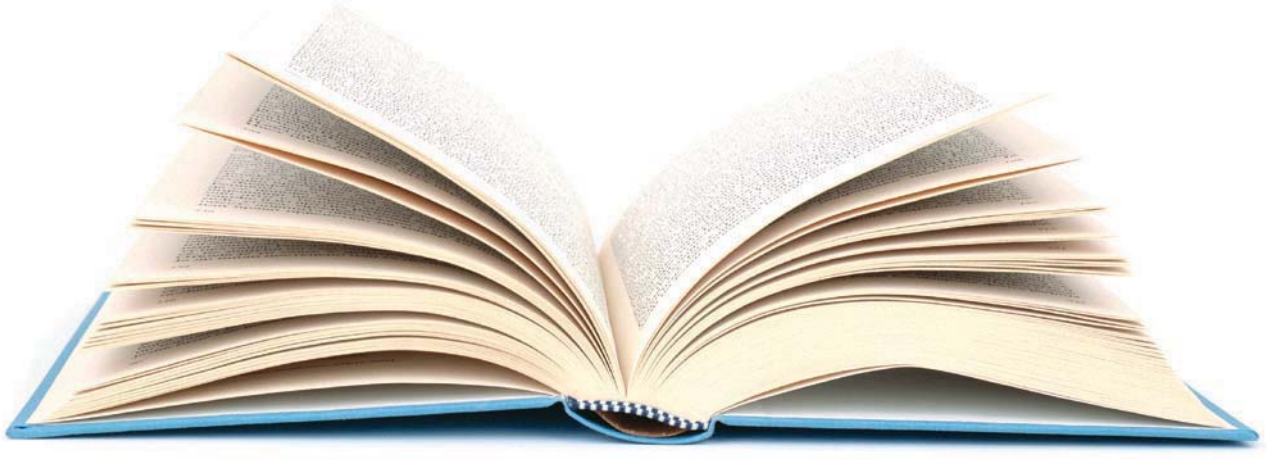
Patricia Prijatel is the E.T. Meredith Distinguished Professor Emerita at Drake University, where she was the architect of the magazine journalism program and director of the School of Journalism and Mass Communication. She is the co-author of "The Magazine from Cover to Cover" and the founder of the blog "Positives About Negative."



Mary Louise Vaughn Shirley Hopson is a Clive poet whose books include "Come Taste the Sugarcane: A View from the Staircase with Dialogue" (Palindrome Publishing of Iowa, 2004) and "The Pinder Poet: Cherishing This Heritage" (Center Press Books, 1997). She is a past winner of the Iowa Legends Poetry Prize. To read more about Hopson, turn to the story on page 34.



Jennifer Perrine's first collection of poems, "The Body Is No Machine" (New Issues, 2007), won the 2008 Devil's Kitchen Reading Award in Poetry. Her second book, "In the Human Zoo" (University of Utah Press, 2011), received the 2010 Agha Shahid Ali Poetry Prize. She is an associate professor of English at Drake University. ■





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Where the Heart Lies

OUR CONTRIBUTING PHOTOGRAPHER WAS GRANTED EXCLUSIVE ACCESS TO ANCIENT BUDDHIST RELICS ON DISPLAY IN AN EXHIBIT THAT STOPS IN DES MOINES IN AUGUST. HERE'S A PEEK AT WHAT YOU CAN EXPECT TO SEE—AND EXPERIENCE.

PHOTOS BY BEN EASTER
WRITTEN BY CHRISTINE RICCELLI





Left: One of the ancient relics from the Maitreya Project Heart Shrine Relic Tour.

This page: The Maitreya Buddha is the Buddha of loving-kindness; the goal of the exhibit is to inspire kindness and compassion among people of all faith traditions.

"WORLD PEACE MUST DEVELOP FROM INNER PEACE. PEACE IS NOT JUST THE ABSENCE OF VIOLENCE. PEACE IS THE MANIFESTATION OF HUMAN COMPASSION."
THE DALAI LAMA

Des Moines photographer Ben Easter had few expectations when he traveled to Palm Springs, Calif., in May to photograph, exclusively for *dsm*, ancient Buddhist relics. The display was part of the Maitreya Project Heart Shrine Relic Tour, which stops at Des Moines' Hoyt Sherman Place Aug. 17-19.

"I was skeptical going into it, but I'm a curious person and kept an open mind," says Easter, one of only a few photographers who have been allowed access to the relics since the tour started in 2001. "I left there amazed. It's hard to put into words, but the energy was very powerful. ... My friend who was with me, and who doesn't believe in anything, was blown away."

In the past 11 years, more than 1.6 million people have viewed the relics, and many have reported similar reactions, says Kevin Thoren of Des Moines, who's organizing the local event, one of only two stops in the Midwest this year. The relics are from the collections of Buddhist disciples, including the Dalai Lama, from Tibet, India, Indonesia, Thailand, Burma and other countries. The oldest of the relics is believed to be about 2,500 years old.

Although the types of artifacts commonly associated with Buddhism—prayer wheels, incense burners, statues of the Buddha—help set the stage for this exhibit, the focus is on what Thoren describes as "the essence of Buddhist masters." Specifically, he's referring to materials, most resembling small, crystal-like pearls, found in the cremation ashes of Buddhist masters. "Buddhists believe these relics are produced as a result of the masters' spiritual qualities of compassion and wisdom," he says.

That may sound esoteric, but Thoren says the point of the exhibit isn't to dwell on how the relics were created but rather on their effect in inspiring "maitreya," which means "loving-kindness."

The exhibit is for people of all faith traditions, as well as for nonbelievers, emphasizes Thoren, who says he's a Christian. He notes that the tour's universal message—"the need for more love, kindness and compassion both within ourselves and in the world"—transcends religious doctrine.

"Most all religions are based on loving-kindness," he adds. "This tour is not about worshipping Buddha (but) about … connecting with our hearts."

In the summer of 2011, Thoren spearheaded the effort to bring the tour to Des Moines. Although at that time he hadn't seen the exhibit, "I emailed the tour organizer and said, 'We'd love to have the relics come to Des Moines,' " Thoren recalls. "It was a leap of faith and inspiration."

Once the tour organizers agreed to a Des Moines stop, Thoren started recruiting others to help plan the free event, which will open with a special program and ceremony the evening of Aug. 17 (see page 128 for details). The weekend itself will require more than 150 volunteers, he says.

Like some others who have viewed the relics, Thoren, who saw the exhibit last fall, found the experience transformative. "After experiencing the relics, I am more understanding and accepting towards myself and others," he says. "I see the world with a different set of eyes."

Turn to page 128 for the schedule of events and other exhibit details.



A statue of the Maitreya Buddha.











The relics consist of small objects and materials that were found in the cremation ashes of Buddhist masters. Most resemble crystal-like pearls. Top row and bottom left: Relics from the Buddha Shakyamuni, the historical Buddha. The relics are believed to be about 2,500 years old. Facing page and bottom right: Relics from Tibetan masters.

THE MAITREYA PROJECT HEART SHRINE RELIC TOUR

The tour will stop at Hoyt Sherman Place Aug. 17–19, with the opening program and ceremony 6–8 p.m. Friday (doors open at 5 p.m.). Des Moines author Jim Autry will emcee the event, which will feature talks by Dr. Richard Deming, medical director at Mercy Cancer Center and founder of Above and Beyond Cancer; Dr. Nisha Manek, a consultant rheumatologist at Mayo Clinic in Rochester, Minn., who has studied the impact of the relics on viewers; and Talia Leman, the founder and CEO of Waukee-based RandomKid. Exhibit hours are 10 a.m.–7 p.m. Aug 18 and 10 a.m.–5 p.m. Aug. 19. There will be a special blessing for pets on the grounds of Hoyt Sherman Place 10:30–11:30 a.m. Aug. 18, and a special children's blessing 11 a.m.–noon Aug. 19. Admission is free to both the opening ceremony and the exhibit. ■



A custodian with the tour carefully places the relics on display.

Right: A statue of Baby Buddha, symbolizing people's spiritual potential. The saffron water in the bowl is used for blessings and offerings.





Rick Green, editor of
The Des Moines Register.



Economic pressures and the digital revolution have walloped the newspaper industry, leaving some papers down for the count. At The Des Moines Register, leaders are fighting back with a new business model and a re-imagined way of covering and delivering the news.

PRESS FORWARD

WRITTEN BY COLLEEN BRADFORD KRANTZ
PHOTOS BY DUANE TINKEY

Former Des Moines Register reporter Tom Witosky has a different take than most when he considers how the world of journalism in general—and the newspaper industry in particular—is evolving in the digital age.

He likes to compare this period to the late 1800s.

Just as during the so-called Yellow Journalism era, when many newspapers became more sensationalistic and partisan as they fought for the public's attention, Witosky believes the industry is being pressured to move that direction again during the modern digital age. Today's journalists—as well as bloggers and other content providers—are posting to thousands of websites daily, all competing for readers.

"My point is that we are just sort of going through another period where you have a whole lot of people who want to be in the business," Witosky, 61, said in an interview two weeks after his last day at the Register, where he reported for 33 years before taking an early-retirement offer.

"The question is: 'Who is going to survive?' Because just like happened back in the (late 1800s), as time went on, papers folded because they couldn't make it. And I really do think the entire industry is going through that again because of the Internet," Witosky said from the patio of Smokey Row Coffee Co. near his Des Moines home.

Across the United States, communities are watching as newspapers search for a profitable and sustainable business model, and as advertisers take advantage of a wider range of options. It's no different in Des Moines, where the belt-tightening recently prompted the Register's parent company, Gannett Co. Inc., to offer an early-retirement package to employees over age 56 with more than 20 years of experience. In the spring, 13 Register Media employees took the deal, walking out of the downtown Locust Street building and taking their collective 433 years of experience with them.

These early retirements follow repeated rounds of layoffs at the Register in recent years. Ten years ago, the newsroom staff included roughly 180 people. As of this magazine's deadline, the Register's newsroom staff list stood at about 80, though Gannett had another 36 "design studio" employees in the building who design pages for a handful of Gannett newspapers, including the Register. (By fall, more Gannett newspapers—an estimated 20—will be designed in Des Moines, and more Gannett employees are expected to be added to this consolidated Midwest team, one of five such U.S. regional design sites being built up by the company.)

Rick Green, who became the Register's editor and vice president a year and a half ago, said the community is well aware of the newspaper's history of doing high-quality journalism, and he isn't about to abandon that tradition. "They also know that we've seen a transformational change. It's been just a tsunami of change that's unfolded, particularly in, say, the past five years. And in the entire media industry, not just the Register," Green said during an interview at his office overlooking the newsroom. (In late June, the Register announced it was negotiating a move of its newsroom and other departments to downtown's Capital Square.)

The question remains as to how well the community will stick with the Register through the transition. In 1970, statewide subscriptions peaked at 251,246 for the daily paper and 504,540 for the Sunday edition, according to the Audit Bureau of Circulations (ABC). By last summer, daily statewide circulation stood at 109,548 and Sunday statewide circulation at 214,196.

In a four-county area—Polk, Dallas, Warren and Story counties—daily circulation was 67,440 (Sunday was 121,203) in 2011, according to the ABC. Ten years earlier, in 2001, daily subscriptions in the four counties stood at 91,568 (Sunday 120,633).

A few years ago, however, an analysis for the company showed that DesMoinesRegister.com averaged more than 1.1 million unique visitors per month.

Yet even as the Register focuses on adjusting to the digital era—and dealing with the effects of the lingering



"I think we have to stand up in front of people and tell them what's happening instead of having them be scared."
Laura Hollingsworth

> **"The Des Moines Register has always been a good performer, but…no matter how well the Register performs, the reality is you still have to look at the whole story in terms of Gannett."** Suku Radia

recession—Gannett, as a publicly traded company, maintains its revenue and profit margin demands. Suku Radia, president and CEO of Bankers Trust Co., said these pressures have created a "perfect storm" for the newspaper industry.

"The Des Moines Register has always been a good performer but it is part of a much larger organization, and no matter how well the Register performs, the reality is you still have to look at the whole story in terms of Gannett," said Radia, who previously worked in the publishing business as chief financial officer at Meredith Corp. "It is, after all, not a nonprofit organization, but part of a publicly held company whose shareholders want to see profits."

Coverage of the Community

The changes within the industry and the resulting reduction in staff size at the Register have been noted around Central Iowa, inevitably raising the question of which stories vital to the community are simply not being reported or, when they are covered, lack the depth and insight needed to help readers understand their significance.

Brian Steffen, professor and chair of communication and media studies at Simpson College, wonders if, in letting that many experienced newspeople walk out the door, the Register is relinquishing the possibility of regularly producing the kind of nationally noted reporting that the newspaper once built its reputation upon. Instead, Steffen notes a strong emphasis on covering calendar-type events and social news for the under-40 set.

"When you were doing good, solid journalism and were the place in town where you could sort news from crap, you offered something that was hard for anyone else to provide," Steffen said. "But when you say, 'This weekend is the Des Moines Arts Festival and there will be 800 merchants there,' I'm not saying that's not news, but you can get that anyplace."

Steffen, who used to report for the Associated Press and the Ames Tribune, remembers a Register house ad in the 1970s claiming that the newspaper was one of 10 dropped on the president's desk each morning. He doubts that President Barack Obama is a regular reader of the Register. "I've seen the Register transition from being a nationally prominent newspaper to being really a locally prominent news source," he said.

Radia said he believes the paper has done a "pretty decent job of trying to report with integrity" while having fewer reporters.

Radia was one of at least 10 Greater Des Moines community leaders *dsm* contacted to ask what they thought the changes at the Register mean for how the community is covered. Radia was the only one who agreed to an interview. The other city government, state government, and business leaders either ignored multiple messages or said they were too busy for a short interview (perhaps a sign that the Register still has enough clout that discussing its performance publicly is considered too risky?).

Radia, however, was happy to share his viewpoint. He said he respects Publisher Laura Hollingsworth and how she has tried to navigate difficult financial demands. "I applaud what The Des Moines Register has been able to do in terms of remaining profitable and continuing to try very, very hard to (provide) good coverage," he said. "You know, when they (lost) some of the senior folks, undeniably, that is very hard. … But if you called Laura Hollingsworth and asked her one wish, her wish would be to have more journalists."

Green said the paper may fill some of the positions left vacant by the early retirements and that the paper also plans to use more freelancers.

New Business Model

Readers need to remember, Green said, that the current financial struggles have "never been a journalism problem" but instead a business model problem.



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> **"I don't think people who left even five years ago would recognize how we operate today."** Lee Rood

Many days, he said, it felt as if he was on a runaway train, particularly during the tough financial times of 2008, when he was at his previous post as executive editor of The Desert Sun, a Gannett paper in Palm Springs, Calif.

"You are dealing with furloughs; you are dealing with reductions in force; you are dealing with all these crazy things and you start wondering, 'Where the hell am I going with this train? It's out of control,'" Green said. "For the first time, I actually feel like, you know what, I'm actually back in control of this train. This new business model, this new subscription model, puts a high value on the content we produce."

In June, the Register implemented its new "metered model," in which users of its website have free access to a certain number of articles, after which they need to pay for some content. The New York Times moved to a similar metered system, as have other papers. Some early numbers suggest good results at the Times, but it is too early to know whether the new approach will pay off.

Currently, the digital version of the Register generates 20 percent of the company's revenue, compared with 1.9 percent 10 years ago.

The morning after she announced plans to charge for some content, Hollingsworth heard from some readers who weren't crazy about the change. "Whenever you are having to make those kinds of moves, people are nervous," she said. "I think we have to stand up in front of people and tell them what's happening instead of having them be scared." (One of the readers who complained, a self-described non-computer user, sent the note via email, Hollingsworth said. It included an automatic signature indicating it was sent from an iPad.)

Will readers be willing to pay for online content they're accustomed to getting for free? Radia said the pay-for-content model's success may depend largely on what happens in other areas and whether readers feel they must pay to get quality news.

Steve Buttry, director of community engagement and social media for New York-based Digital First Media Inc., believes that too many in the newspaper industry have tried to make a few small changes rather than completely rebuild their business model. "They were facing the tsunami, and they thought finding a different spot on the beach was the solution," said Buttry, who formerly worked as a reporter and editor at the Register.

"I don't single the Register out on this, but … they were kind of trying to prop up the old model and make it work better rather than working on innovations that would change the workplace and be something truly new," Buttry said.

Newsroom Transformation

Within the newsroom, a shrinking staff and the search for solid business solutions mean that reporters are working harder than they ever have as they incorporate social media and other digital tools into their work.

"I don't think people who left even five years ago would recognize how we operate today," said Lee Rood, 45, a readers' watchdog columnist and investigative reporter at the Register. "It's the combination of downsizing with much greater emphasis on technology and online video. We just have a lot more responsibilities now."

Former reporter Tom Alex, who spent 33 years covering police, sheriff and fire departments for the paper before taking the early-retirement offer in the spring, said he enjoyed shooting video as he went about his reporting. That wasn't part of his job a half-dozen years ago. Alex began each day at 5:30 a.m. in the small Register office within the Des Moines Police Department building. In the last few years, Alex filed four or five stories for the paper's website during the day, the first usually by 6:30 a.m., before working on something for the print edition.

This kind of work made sense to him, but it also took time he might have used in earlier years developing more in-depth stories, following up on tips or cultivating sources. "All of that was really fun," Alex said. "If we just would have

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> **"I am absolutely committed to…doing the work that makes a difference here. But the way it's done…I'll write new rules. We'll blow things up; we'll do it the way things need to be done in response to readers' expectations."** **Rick Green**

had more reporters, and I could spend all day on one story, it just would have been a blast."

Adam Belz, a Register business reporter who earlier this summer accepted a job reporting for the Minneapolis Star Tribune, said the reductions in staffing mean constantly making choices. "You can't report everything. You choose what matters and write about it engagingly," said Belz, 29. "That challenge is still the same. If you have a newsroom the Register's size, you can do a pretty dang good job if everyone is working hard and doing a good job of it. I think the Register does."

Green said that some of the lessons he picked up as a 15-year-old kid learning the ropes at his hometown Ohio newspaper are the same ones that remain important to him in his role as the editor of what he calls "the greatest media site in Iowa and one of the best in the entire country."

However, he recognizes that the way reporters and editors do their jobs is changing dramatically. For example, he said, the editors spend more time deciding how and when to release a story—for smartphone users first thing in the morning? for tablet users in the evening?—than thinking about what other niche print publications the company might need.

"The only thing that would bother me about working here and the only times where I've had some tension with folks is when I have them say, 'Well, that's the way we've always done it' or 'We've never done it that way.' There's that degree of skepticism," Green said. "I am absolutely committed to maintaining the high standards … and doing the work that really makes a difference here. That is my one commitment to the traditions of the Register. But the structure, the way it's done, the emergence of digital and how we've got to play that to our advantage to fully leverage that, I'll write new rules. We'll blow things up; we'll do it the way things need to be done in response to readers' expectations."

And the main reason for that, Green said, is because readers' habits have changed, and they demand more from their news sources. "We are in this golden age of storytelling where you can use a vast array of social media channels to tell your story, distribute your story and have a broader impact on such a larger audience, but it doesn't mean a damn thing if you don't have a great story," Green said, before giving a tour of the newsroom, which managers now prefer to call an "information center." (In another telling move, the Register in recent years shifted from using the slogan "the newspaper Iowa depends upon" to "the news Iowa depends upon.")

Leadership Team

The mood within the Register seems to have moved a bit more toward one of determination under its current leadership, after several years of what newsroom employees described as poor morale following so many rounds of layoffs. Some of those who took the early-retirement deal—which former reporters and Green describe as generous—are among the most supportive of the newspaper and its current leaders, Green and Hollingsworth.

The week after Register business editor and columnist David Elbert left the paper following his acceptance of the early-retirement offer, metro area business leaders held a farewell event for him. As the toasting and roasting wrapped up, Elbert took a few minutes to thank the 40-some people who had gathered at Hotel Fort Des Moines' Chequers Lounge and to answer a question that was certainly on many minds.

"I want to tell you one of the reasons I feel good about leaving right now is that I think the Register is in as good a hands as it has been my whole career. And Laura (Hollingsworth) and Rick Green are two of the reasons for that," said Elbert, who left after 36 years. (Elbert, like many of the others who took the early-retirement deal, doesn't plan to stop reporting and writing; in fact, he contributed a story to this issue of *dsm*.)

Green, who was overseeing a breaking story that night,

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Since 1924, the Register has won 16 Pulitzer Prizes.



didn't attend the event but heard later that Elbert had described him as being the second-best editor he'd ever worked for—the first being Pulitzer Prize-winning journalist Michael Gartner, who was the Register's editor from 1974 to 1985. (Gartner, now majority owner of the Iowa Cubs, didn't return *dsm's* calls for an interview request.) Green was flattered.

"It's easy to be a leader when you are living in the days of high cotton: when revenue is up and competitive pressures are down, when the resources are great and no one is asking you to do more and more with less and less," Green said. "To me, true leadership really emerges when the great challenges are in front of you."

Looking Back, Looking Ahead

The Register's long and proud history is one many in the community remember fondly, going back to the days when the Cowles family owned it. When it was sold to Gannett in 1985, only The New York Times had won more Pulitzer Prizes for national reporting, and the paper had bureaus across the state and in Washington, D.C. Charles C. Edwards Jr., great-grandson of Register founder Gardner Cowles, continued to run the paper as publisher until he left in 1996. (Edwards, now dean of Drake University's journalism school and business college, declined to be interviewed for this article.)

Today, the Register faces the challenge of convincing consumers who remember the Cowles-owned years that its products are different, but still strong.

"Back in the day when the Cowles family spread the circulation of the Register throughout all corners of the state, the newspaper itself had a very powerful role in creating a statewide conversation," said Kathleen Richardson, executive secretary of the Iowa Freedom of Information Council. Richardson, who worked in the Register's newsroom for 20 years, didn't feel that her home state of Missouri had that same kind of statewide connection. She believes the Register

> **"It's easy to be a leader when you are living in the days of high cotton. … To me, true leadership really emerges when the great challenges are in front of you."** Rick Green

also helped Iowans be more internationally aware and outward looking, particularly through its coverage of international agricultural and political issues. Eventually, the Register's Iowa bureaus disappeared and state coverage was reduced.

"As the Register has shrunk back to being primarily a Des Moines institution, it'll be interesting for me to see going forward if that is going to have some kind of impact on the state," Richardson said. "I still think the Register has a very powerful voice being in the state capital—being the largest and most influential media operation in the state still, especially with its coverage of presidential politics."

Richardson, director of Drake University's School of Journalism and Mass Communication, said journalism students keep her optimistic about the future of news reporting: "I often say that journalism schools are one of the few places in the world that are still optimistic about the future of journalism because we are teaching our students all the basics of excellence and (ethics), and sending them off into the world to create the journalism of the future."

Those who've been in the field for decades also are learning to stay focused on the future. Rood, whose journalist father won a Pulitzer Prize in 1972, said she doesn't plan to leave the newspaper industry since she decided long ago it was the one thing she wanted to do.

That isn't to say that the layoffs and early retirements haven't been hard on everyone. "I think everybody was sort of mystified in the beginning, and it hurt a lot if you loved journalism," Rood said. "Now we know that this is just something we need to go through. … (and) a lot of us are waiting to see the other side. We all hopefully know by now that we are going through a transition—a big transition—and it's not for sissies." ■

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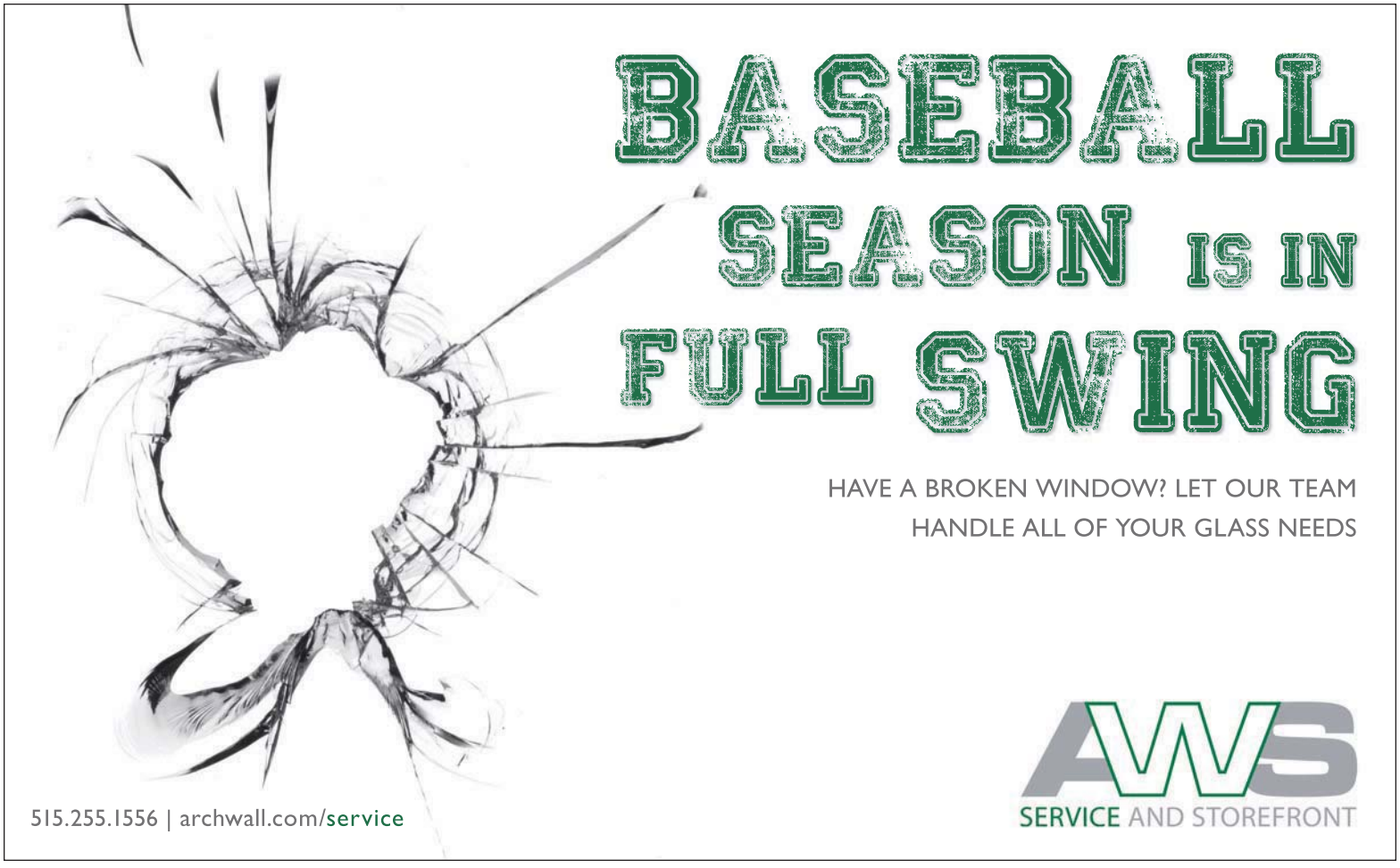
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Move over chardonnay and carbernet. Verdicchio, Zweigelt and other intriguing varietals have come to town.

Grape Expectations

WRITTEN BY ZACHARY MANNHEIMER

When I moved to Des Moines five years ago, the selection of varietals on restaurant menus and shelves largely consisted of what I like to call the "nine we know"—cabernet sauvignon, merlot, syrah, zinfandel, pinot noir, chardonnay, sauvignon blanc, riesling and pinot grigio. Malbec was the new grape craze, and sometimes you could find a primitivo stuffed behind several dusty bottles of Chianti. But something has happened recently. We are beginning to find ourselves in the middle of a wine scene. Although other cities already have experienced such a transformation, Des Moines' move toward the esoteric has happened more swiftly and with more attention to detail.

I credit Gateway Market for much of the change. Gateway gave residents the chance to experiment with foods and grapes previously unavailable here. Then came new restaurants—Alba, Sbrocco, Baru 66, Proof, Café di Scala, Americana Restaurant & Lounge—all helping to push the envelope of what we




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RED 2007 WINE
PRODUCT OF PORTUGAL
BISCHOF
PRATSCH
Rosé
2011
AUSTRIA
Grand Romance
BONARDA
RESERVA
2009
MENDOZA - ARGENTINA
Alc. 13,8% vol. 750ml.
PANGEA
Apalta Vineyards
Syrah

now expect the culinary world of Des Moines to be. Next came AllSpice and The Cheese Shop of Des Moines and now Vom Fass. Not to mention al fresco dinners, Winefest Des Moines, the World Food Festival and *dsm's* Top Chef competition. All of this has helped create a vibrant scene of new experiences and establish Des Moines as a culinary destination.

The world's wine distributors and importers have noticed. Grapes like listán negro, gros manseng and schiava have arrived. And as I always say, a city with gros manseng is a city I can live in. (I don't think I've actually ever said that, but you get the idea.) Be proud of yourselves, Des Moines diners and drinkers. These grapes are here only because distributors, retailers and restaurants think they can sell. What's more, they're wallet-friendly: The more esoteric the grape, the less expensive the price.

Here are five bottles I'm drinking this summer that weren't available in Des Moines just a few years ago. Find them at Gateway Market or Ingersoll Wine and Spirits.

1. Verdicchio

This time of year, basil is growing everywhere, and I'm always looking for a nice pesto. My favorite grape to go with a nutty pesto is verdicchio, hailing from the Marches region of central Italy. Verdicchio comes from two subregions of Marches, Jesi and Metelica. Jesi is closer to the Adriatic Sea and is my favorite of the two, producing mouthwatering yellow fruits with hints of salinity—perfect to soak up that nutty, grassy pesto. Brunori produces a fabulous 100 percent verdicchio called Le Gemme, featuring honeydew, pear and bright citrus immediately on the nose, forming into a cashew-like aftertaste. It's like someone took a Spanish albariño and blended it with a Napa chardonnay. **And it's only $17.**

2. Tinta Roriz and Touriga Nacional

Portugal's House of Noval is well known for its port, some of the finest vintages I have ever enjoyed. Recently its nonfortified wines have been popping up, and there is a smoky and luscious bottle found on some shelves in Des Moines. Portugal's Douro Valley grows spectacular tinta roriz and touriga nacional, two of the five principal port grapes, and they are at their finest expression in Noval's Cedro, as the grapes get to show their true expression free from fortification. Loganberry, chocolate, dried meat and Kalamata olives, four things you would expect *not* to work together, instead blend expertly into a red pepper bite, reminiscent of chili peppers in unsweetened chocolate. **At $23, this is a bottle not to pass up.**

3. Zweigelt

Summertime. Rosé. Nothing better. One of my favorites that wasn't anywhere near Des Moines a few years ago is Austrian Zweigelt, named for its developer, Fritz Zweigelt. Recalling a rustic Oregon pinot noir, this is a grape I believe could be cultivated well in Iowa due to the state's climatic similarity to Oregon. Biohof Pratsch makes a delicious little number with its zingy rosé of Zweigelt. Wild flavors of strawberry, plum and apricot fly from the bottle followed by mild carbonation, lending a bit of sparkle to your summer pairing. A long finish finds a slight lemon mouth feel that is both refreshing and satiating. This guy pairs perfectly with fresh fruit but can also stand up to cured meats as there is some salinity present. **An amazing value at $13.**

4. Bonarda

Bonarda is a grape I often write about, but it doesn't seem to be catching on yet. An alternative to malbec, bonarda hails from Argentina. There are several reasons bonarda is here, but I credit Des Moines' own Brian Kinsella for sourcing his own grapes and making his own blend he calls Romance. A feminine title but a muscular flavor, the wine bursts with cocoa powder, cinnamon and clove. A peppery back palate is unexpected in the medium body. I find this bonarda holds up quite well with dense fish like swordfish and tuna. It also can be a strange and transcendent pairing with sushi.
$15 buys you this baby.

5. Syrah

When I want to splurge on a bottle in Des Moines, I don't look for the Joseph Phelpses or Caymuses of the world, as they are certainly not difficult to find. Instead I seek out a giant New World sucker punch of a wine from the mountains surrounding Chile's Colchagua valley. I know I said syrah is commonplace these days, but you've never had a syrah quite like Pangea. Blending espresso notes, raspberry, vanilla bean and cumin is no easy task—and Pangea makes a powerhouse, 100 percent syrah smack-you-in-the-face and light-a-cigar bottle. This guy needs a porterhouse to make it through the night. So when you're looking to spend that $150 on Insignia, save $100 for the steak, fire up your barbecue and crack open Pangea.
It's life-altering; I guarantee it. $50.



FROM LEFT TO RIGHT: LARRY FLANAGAN, ERIK SEVERSON, TRISH FRIESNER, ALISON MARSHALL, AND JIM SANDAGER

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From left to right (back row): Reenie Shanaberger, Darcy Culver, Al Knudsen, Ann Hanson
From left to right (front row): Steve Hoeksema, Larry Cobb, Jeff Wisecup

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From left to right: Heather Welch Puri, Matt Busick, Tom Root, Gwen Swanger, Dawne Garvey (seated), Becky Hiu

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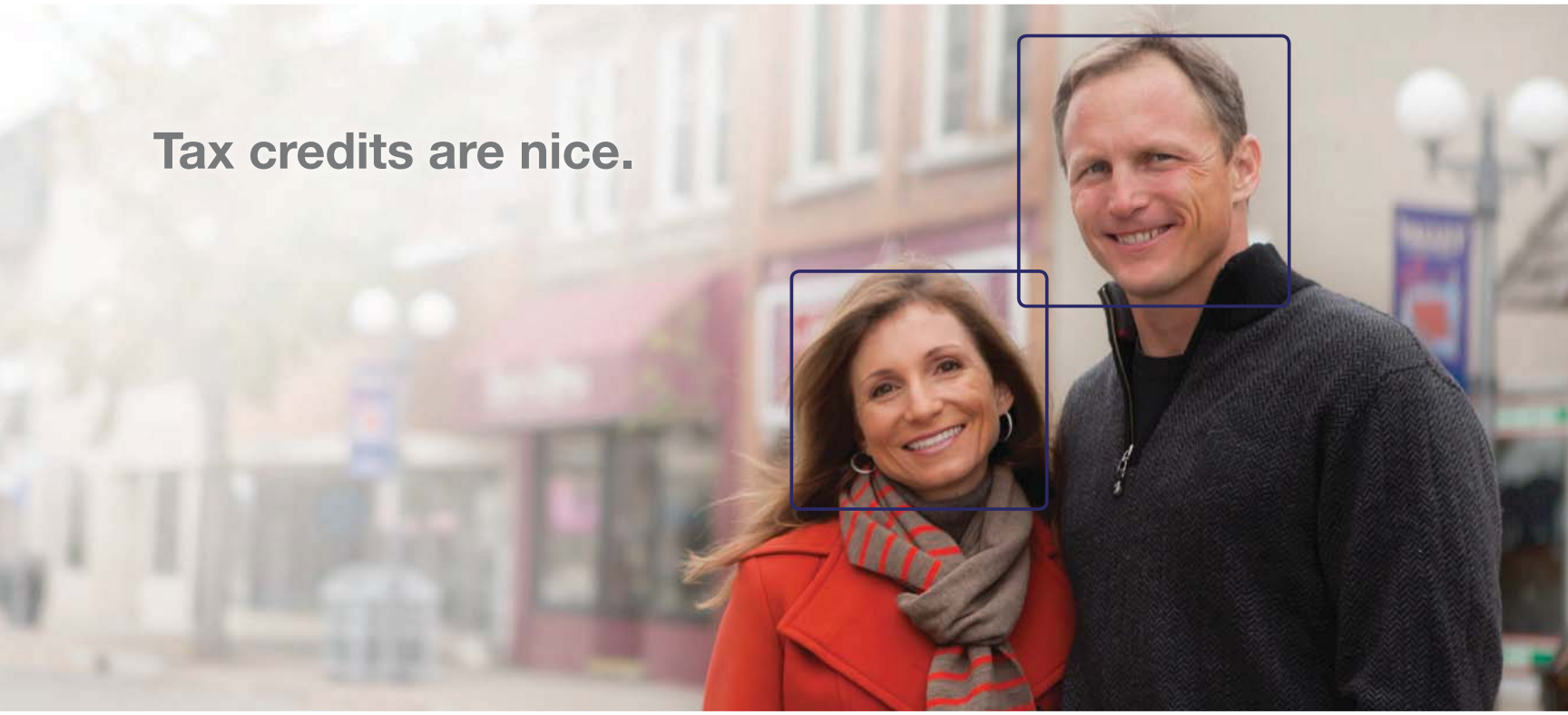
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wick's dish

WRITTEN BY WICKER VAN ORSDEL



Our early spring was a tough act to follow, but luckily, summer hasn't disappointed! I hope you've been out there taking advantage of the opportunities for conviviality and hoopla that abound this time of year. Here are a few "Wick's Dish Awards" for some activities and recent events that I consider outstanding.

1. Best Place to Wear a Red Dress: Des Moines Metro Opera's gem of a **Ruby Ball.** The Scottish Rite Consistory was a glorious backdrop for an operatic jewel of an evening orchestrated by **Karol Nickell** and **Michael Egel**. In celebration of the opera company's 40th season and in tribute to founder **Robert Larsen**, arias flowed like wine.

2. Best Venue for an Event: World Food Prize Hall of Laureates. I have had the pleasure of attending several functions at this beautifully restored treasure, most recently the **Life in Flowers Patron Party** to benefit the new Greater Des Moines Botanical Garden. Several in the flower-loving community competed to create the best (or worst) arrangement. **Joan Burke** and **Larry Kirsner** offered many tips and much encouragement, but clearly, I had no flower power—the men routed the ladies! Taking home top honors were **Phoukham Baccam**, **Mike Simonson** and **Toby Joseph**. (I did get to sing "Happy Birthday" to John Ruan III and use my best flower joke: What do you call a country where the people drive only pink cars? A pink carnation!)

3. Best Event to Volunteer: Principal Charity Classic at Glen Oaks Country Club. Even if you aren't a golfer, you would love the fun and energy of being one of more than 1,200 volunteers all along the course, plus you get to wear those cool purple shirts. An invitation from **Julie Stewart** for the **Prairie Meadows** skybox provides you with a much-coveted location on the 18th green, and it's the best place to be during the champion rounds and trophy presentations.

4. Best Place to Unwind at Week's End: Gray's Lake. What a great way to celebrate TGIF! Fridays, grab your buddies and your lounge chair and head to the pavilion at the south end of Gray's Lake for the ***UnWINEd*** event. Who doesn't enjoy relaxing in a bucolic setting while listening to music from the likes of **Brian Congdon**, **Brad Seidenfeld** and the **Sonny Humbucker Band**? With wine from **Jasper Winery**, plus **Madhouse beer**, great food and free live music, what's not to love?

5. Best Place to See Chic Power at Work: Smart Talk Series with **"An Evening with Marie Osmond."** I couldn't believe the confluence of ladies—of every size, shape and age—swarming into the Civic Center of Greater Des Moines. My friend **Inge Sears** and I enjoyed Marie's fascinating, inspiring and engaging life stories. I had no idea she had such a magnetic presence. I will definitely get tickets for the entire series next year.

As of this issue's press deadline, I am looking forward to many exciting events on our horizon, such as Blank Park Zoo's **African Safari Gala, Zoobilation**, Sept. 12 (sounds like a great opportunity for my favorite animal print). Come learn what a "chukkar" is Aug. 25 at Variety—The Children's Charity's elegant outdoor event, **Polo on the Green**, and have a roaring good time at the **Salisbury House & Gardens Gatsby Gala** Sept 7. So turn off the electronics, head outdoors and update your Facebook status to: "Too busy being out and about to post!"

Check out more doings around town on Wicker's "Wick's Dish" blog on the dsm *website: dsmMagazine.com.* ■



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David and Tara Amundson at Winefest Des Moines.
To see more photos from the event, turn to page 184.
Photo by Northstar Photography.

How to Submit Party Photos

Want your event pics in *dsm*? You'll find submission details on our website, dsmMagazine.com. But remember, we need your accurate input. For example, please make sure to provide the proper spellings of the names of all the people pictured. And please provide a phone number and email address of a contact person in case we get confused. It happens.

DSM MAGAZINE
TOP CHEF CHALLENGE

Date
June 28, 2012

Venue
Iowa Culinary Institute at Des Moines Area Community College

Mail Attraction
About 200 people witnessed an exciting, fast-paced cooking challenge among three local chefs: Aaron King, Dos Rios/CateringDSM; Scott Stroud, Orchestrate Hospitality; and Neil Stone, Court Avenue Restaurant & Brewing Co. King took the Top Chef honors in a very close competition. Judges were food critic Jim Duncan, Iowa Culinary Institute Chef Robert Anderson, and Chef Sean Wilson, who won last year.

Unique Touch
A limited number of viewers had VIP tickets in the kitchen, where they enjoyed special hors d'oeuvres prepared by the chefs.

Bottom Line
Proceeds benefit the scholarship fund for Iowa Culinary Institute students.

Photos

1. Nikki Syverson, Jennifer Strauss
2. Shannon Mekosch, Michael Bailey
3. Scott Stroud
4. Neil Stone
5. Chris Diebel, Cyd Koehn, Christina Moffatt, Paul Rottenberg, Adam Bartlett
6. Jim Duncan, Sean Wilson, Robert Anderson
7. Aaron King

Photos by Tim Mitchard Photography


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CELEBRATION LUNCHEON & REPORT TO THE COMMUNITY

Date
May 3, 2012

Venue
Des Moines Marriott Downtown

Main Attraction
Chief Executive Officer J. Barry Griswell and President and Chief Operating Officer Kristi Knous provided an overview of the Community Foundation's recent work in improving quality of life in the community.

Unique Touch
Debut of a video about the Community Foundation's new Giving Card.

Music
Darren Matthews with Thankful Dirt

Photos

1. Doug Reichardt, Jim Cownie, Suku Radia
2. Mary Chapman, Richard Early
3. Dr. Richard Deming, David Adelman
4. Angela Connolly, Diana Bishop Ewing
5. Vernon Johnson, Teree Caldwell-Johnson
6. Kristi Knous, Allison Fleming, John Viars, J. Barry Griswell


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DSM MAGAZINE
UNVEILING OF THE MAY/ JUNE/JULY ISSUE

Date
April 24, 2012

Venue
Embassy Club West at the Village of Ponderosa in West Des Moines

Host
Des Moines Metro Opera

Main Attraction
Celebrating Des Moines Metro Opera's 40th anniversary and the unveiling of *dsm's* Arts & Culture issue.

Unique Touch
Soprano Jan Cornelius sang "Chi il bel sogno di Doretta" from Puccini's "La Rondine," and baritone Alexander Elliott sang "C'est Moi" from Lerner and Loewe's "Camelot."

Food
Embassy Club West

Photos

1. Dennis Hendrickson, Jan Cornelius, Karol Nickell, Michael Egel, Alexander Elliott
2. Nancy Boston, Amy Foy, Andrea Lohman
3. MD Isley, Margaret Dixon
4. Myn Schneider, Chris Weaver
5. Gov. Bob and Billie Ray
6. Stephanie Jutila, Michael and Lisa LaValle

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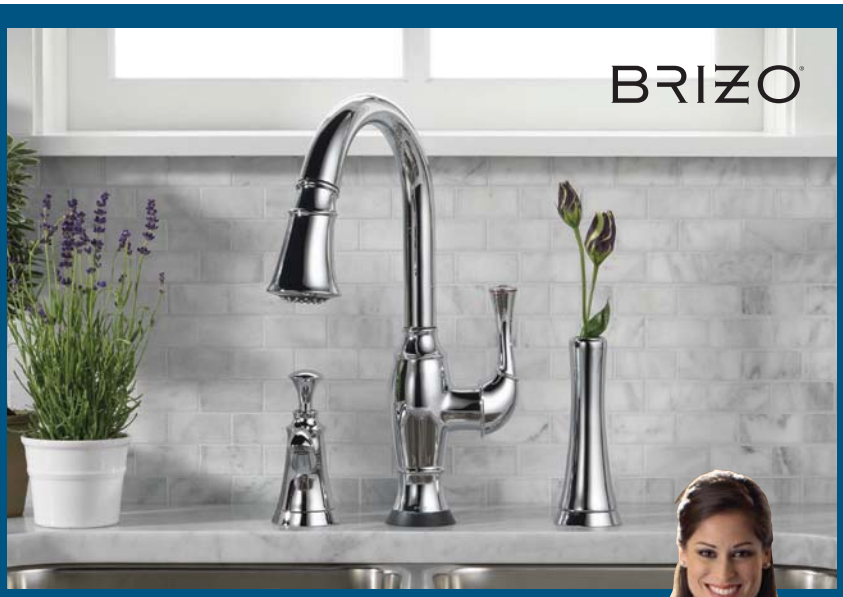

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DMACC FOUNDATION
2012 FLEUR DE LYS GALA AND AUCTION

Date
April 21, 2012

Venue
Des Moines Area Community College's Iowa Culinary Institute

Main Attraction
Hosted by the Friends of the French Chefs, the gala included a gourmet French buffet dinner and silent and live auctions.

Unique Touch
All proceeds support the French Chef Exchange by providing money for student scholarships for internships in France and for bringing guest French chefs to the Iowa Culinary Institute.

Photos

1. Steve and Ellen Gaucher
2. Paula and Ned Skinner
3. John Hinz, Linda Berg
4. Michelle and Greg Haessler
5. Don and Pat Brandt, Teresa and Johnny Danos
6. Jim and Sandy Cutter
7. E.J. Giovannetti, Sara Sersland


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ONE IOWA
3RD ANNUAL ANNIVERSARY GALA

Date
April 21, 2012

Venue
Sticks in Des Moines

Main Attraction
Awards were presented to advocates for equality, including Zach Wahls, Sen. Jeff Angelo, Sen. Matt McCoy, former One Iowa Executive Director Troy Price, and One Iowa volunteers Jon and Lisa Merkle.

Photos

1. Sen. Jeff Angelo, Sen. Matt McCoy
2. Trish and Kate Varnum
3. Jason and Tracy Dinesen
4. Lindsey and Jenny Smith, Sharon Malheiro, Sue Ackerman
5. Jon and Lisa Merkle
6. Zach Wahls, Kristen Peters


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BOTANICAL CENTER
A LIFE IN FLOWERS
PATRON PARTY

Date
May 10, 2012

Venue
World Food Prize Hall of Laureates

Main Attraction
Flower arranging challenge by eight community leaders, refereed by visiting florist Angela Stocke from Duluth, Minn.

Unique Touch
John Ruan III birthday; Wicker Van Orsdel led the singing of "Happy Birthday."

Food
Des Moines Embassy Club/Michael LaValle

Photos

1. Erin and Jake Joseph, Tina Dahl
2. Karol Nickell, Suzette Jensen
3. Becky and Toby Joseph
4. Larry Kirsner, Joan Burke
5. Janis Ruan and John Ruan III
6. Angela Stocke, Stephanie Jutila
7. Josh and Jennifer Faber


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DES MOINES SOCIAL CLUB
FOOD FOR THOUGHT

Date
April 5, 2012

Venue
Community Choice Credit Union Convention Center at Veterans Memorial

Unique Touch
Comedian Ben Gran, Flying Eagles Acrobalance Troupe, Team Trivia and King Pong provided the entertainment.

Music
Uplift Quartet

Photos

1. Kevin Tiernan, Zach Mannheimer, Shawn Harrington
2. Mark and Anne Miller
3. Ellen Yee, Yancy de Lathouder
4. Brad and Claudia Schabel, Laurie Mackman, Kathy Murphy
5. Angela Johnson, Karen Brady, Joe Jayjack











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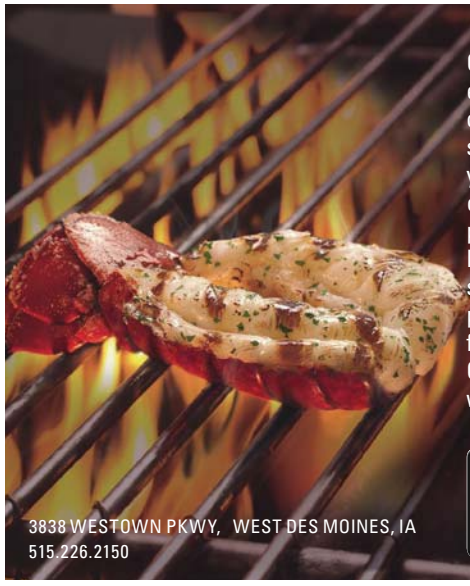
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DES MOINES ART CENTER
ART CRAZY

Date
April 26, 2012

Venue
1717 Ingersoll Ave.

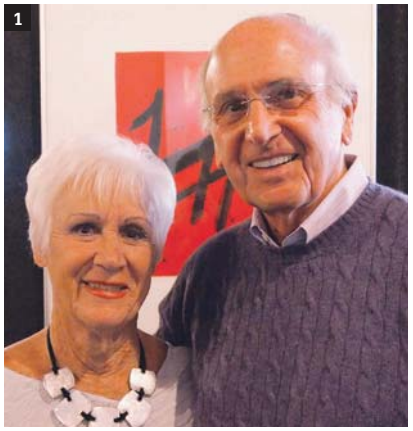
Main Attraction
The event was a unique sale of donated artwork from all over the community to benefit the Art Center's education programs and free admission policy.

Food
DSM Catering

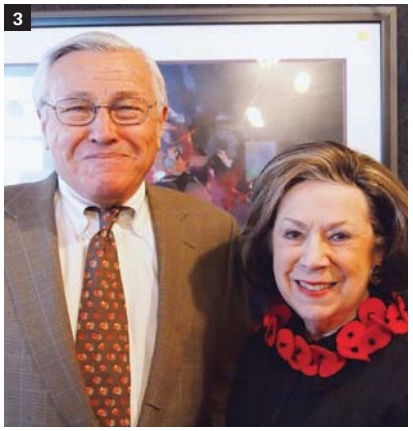
Music
DJ Eight Ten

Photos

1. Janice and Alan Zuckert
2. Loulou and Mark Kane
3. Richard and Jeanne Levitt
4. Pamela Bass-Bookey, Harry Bookey
5. Stephen Excel, Dale Jansen
6. Gilbert Vicario, Ellen Hubbell
7. Laura Palmer, Liz Lidgett, Emily Bahnsen















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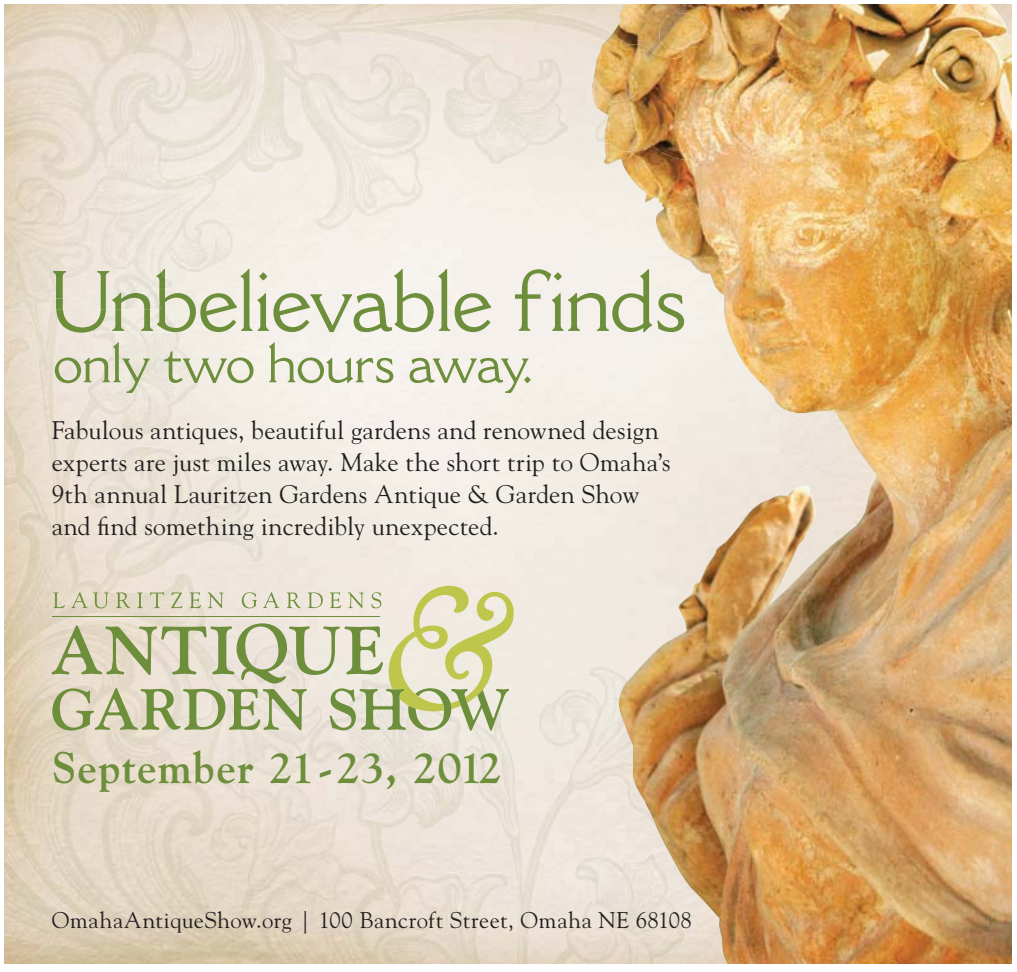
It's the annual *dsm Magazine* Men's/Women's Book.





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DES MOINES PASTORAL COUNSELING CENTER
WOMEN HELPING WOMEN LUNCHEON

Date
April 20, 2012

Venue
Embassy Suites Hotel Des Moines Downtown

Main Attraction
A full house of 365 guests enjoyed Bonnie Campbell's presentation on "The Journey from Victimization to Empowerment."

Unique Touch
Tribute to the memory and legacy of Elizabeth Kruidenier, presented by Susan Knapp.

Bottom Line
$70,000 to fund counseling for uninsured and underserved women and girls.

Photos

1. Allison Fleming, Charlotte Hubbell, Debbie Hubbell
2. Sara Hill, Caroline Levine, Phyllis Mumford-Sovern
3. Judy Bradshaw, Roxanne Conlin, Bonnie Campbell, Bill Knapp
4. Barbara Hein, Sally Walsh, Mary Wine, Deb Septer


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Kay RUNGE

George HANNA

Greg EDWARDS

Leisa FOX

Jeff COURTER

Barbara MACK

Terry RICH

Lorraine MAY

Jeff HATFIELD





DES MOINES SYMPHONY **75TH ANNIVERSARY CAMPAIGN ANNOUNCEMENT DINNER**

Date
May 12, 2012

Venue
Civic Center of Greater Des Moines

Main Attraction
Celebrating the season finale of the Des Moines Symphony's 74th season and publicly announcing the results of the quiet phase of the 75th Anniversary Campaign: Orchestrating the Future.

Unique Touch
Inspiring performances by Symphony principal harpist Mary Foss during dinner and piano soloist Barry Douglas during the evening's concert.

Photos

1. Dr. Daniel McGuire, Julie Stewart, Linda Grandquist, Drs. Robert and Rebecca Shaw
2. Bob and Gloria Burnett
3. Steve and Chris Hensley
4. Gail and Stan Richards, Vicki and Larry Hedlin
5. Tom, Jon and Linda Koehn, Joseph and Carrie Giunta

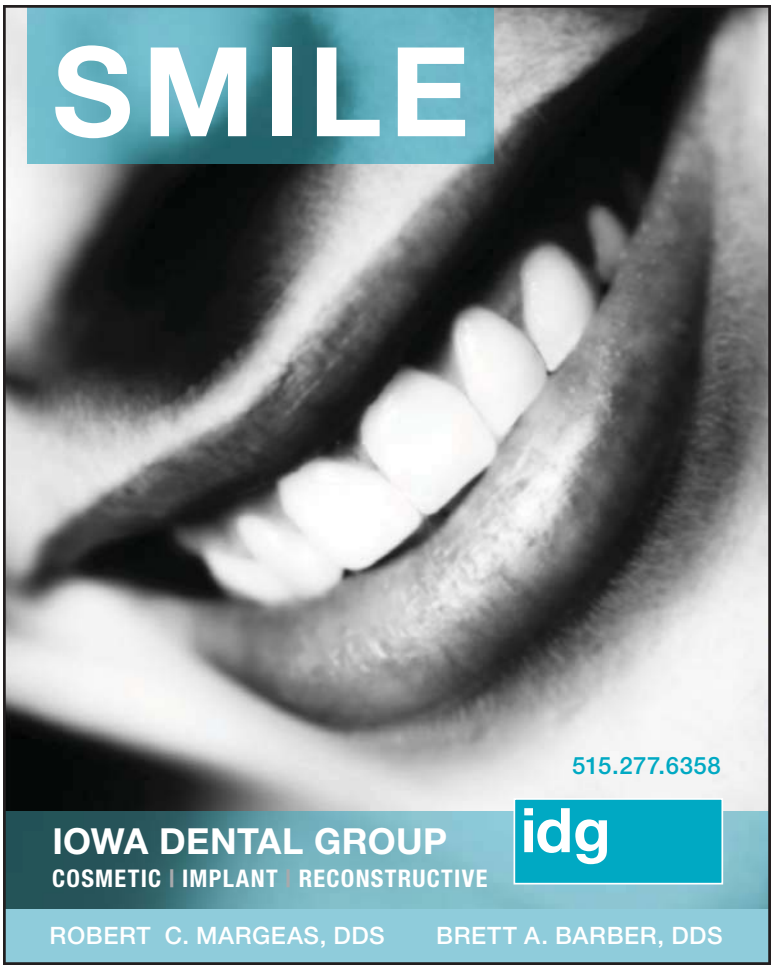

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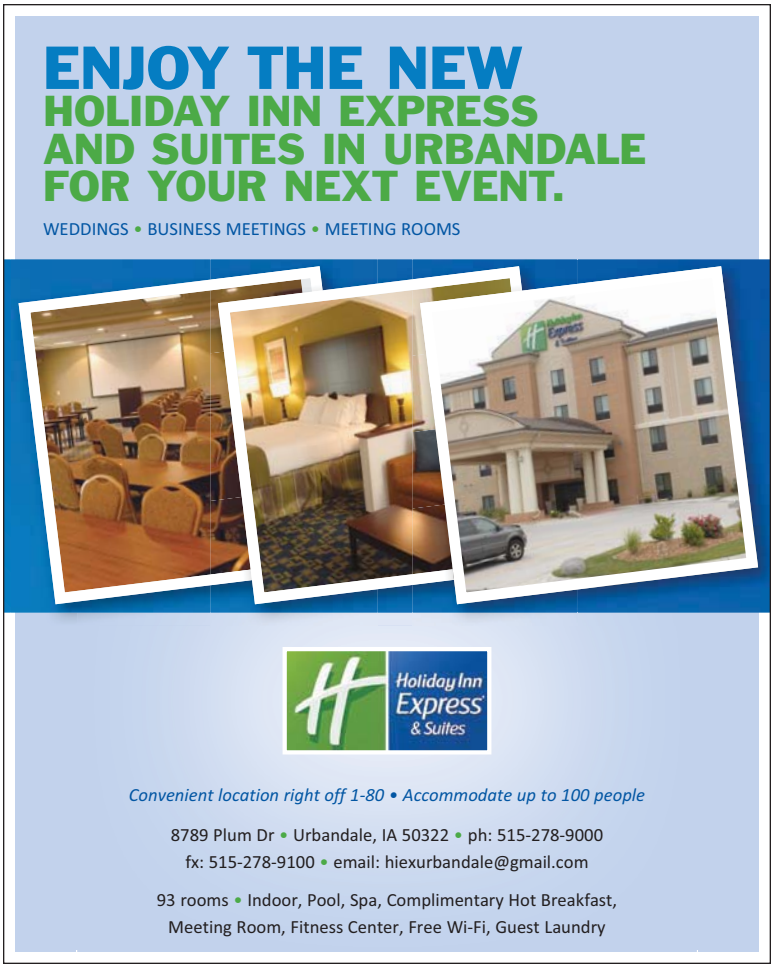

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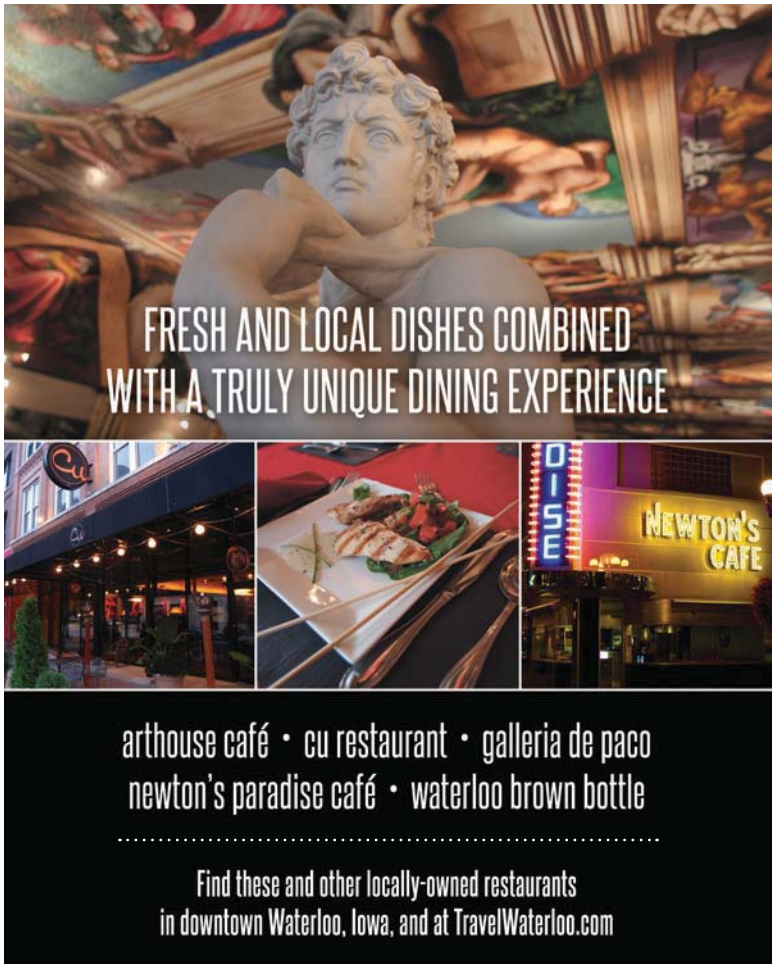

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BROADLAWNS MEDICAL CENTER FOUNDATION
FIRST LADIES TEA FOR TWO AT TERRACE HILL

Date
April 21, 2012

Venue
Terrace Hill

Main Attraction
Celebrating the Family Birthing Center at Broadlawns Medical Center and the women and children it serves.

Photos

1. Billie Ray, Mari Culver, Chris Branstad
2. Meghan Malloy, Dawn Buzynski
3. Wendy Batchelder, Holly Krueger
4. Lynn McCann, Hannah Harrison, Nancy McCann
5. Lynsey Oster, Joan Luckett, Annett Owenson, Jean Logan


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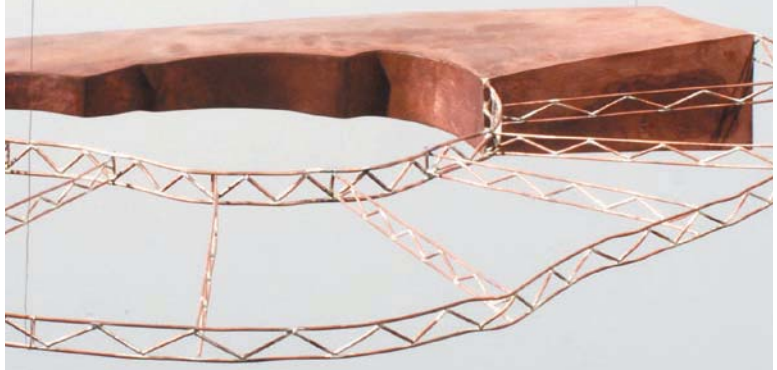

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STRANDS OF STRENGTH
INAUGURAL LUNCHEON

Date
May 16, 2012

Venue
Glen Oaks Country Club

Main Attraction
Founder Deb Pulver opened the event with anecdotes from when she wore a wig during cancer treatment and explained her desire to start this organization. A live auction conducted by Stan Reynolds closed the event.

Unique Touch
Strands of Strength provides wigs to cancer patients in financial need.

Bottom Line
About $90,000

Photos

1. Bernie and Brenda Mouw, Stan Reynolds
2. Sheri Horner, Nancy McCann
3. Jan Berlin, Dianne Shearer
4. Paula Duncan, Suzy Muelhaupt, Nancy Green, Nancy Bone
5. Sarah Grant, Wicker Van Orsdel, Liz Proctor, Diane Proctor













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HOUSE OF MERCY
GAME SHOW GALA

Date
April 13, 2012

Venue
The Meadows Events & Conference Center

Main Attraction
"Family Feud" hosted by Steve Berry. Local leaders competed on teams to raise support for House of Mercy operations.

Bottom Line
$151,000

Photos

1. Tom and Sue Mass
2. Tom and Michelle Gowdy
3. Anne and Charlie Happel
4. Brooke and John Mickelson
5. Shannon and DeLane Duval
6. Michelle and Dr. Craig Mahoney
7. Jason and Paige Connolly
8. Patty and Tom Boesen

Photos by GL Quinn Photography





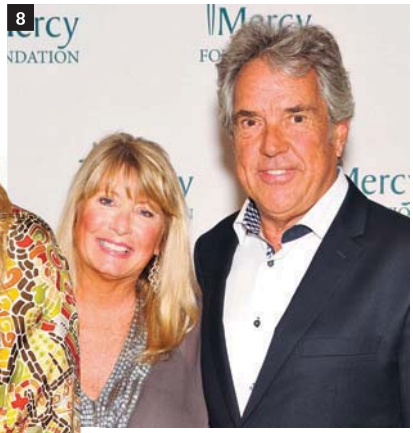














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WINEFEST DES MOINES
GRAND TASTING

Date
June 9, 2012

Venue
Nollen Plaza/Capital Square

Main Attraction
For its 10th anniversary, Winefest Des Moines put the "grand" back in Grand Tasting. Guests enjoyed hors d'oeuvres prepared by metro-area chefs that were paired with the most high-end wines of the week of events.

Unique Touch
Capital Square was transformed for this intimate evening showcasing the best food and wine available in Central Iowa.

Photos

1. Myrna Ver Ploeg, Nikki Syverson
2. Tora Crist, Mara White
3. Susan Hatten, Tony Rose
4. Cesar and Johanna Mendoza
5. A.J. Anderson, Ashley Anderson, Erin and Jon Holstrom, Kim Felker
6. Lisa Beharry Gise, John Gise
7. Jessica Beal, Matt Drennan

Photos by NorthStar Photography


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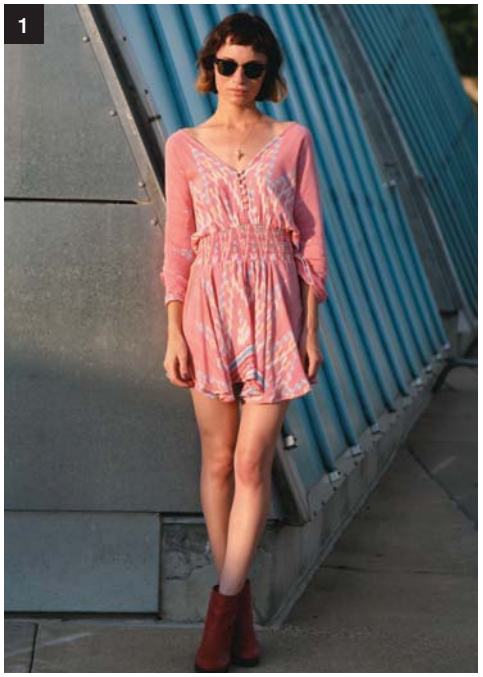
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On the Web:
More photos from photographer Nick Dermand's sartorial quest around town.
dsmMagazine.com

On the street with photographer Nick Dermand

1. Lucy Shay 2. Joey Patino 3. Harry Bookey








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