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Aspen Design Conference: David Whitlock, a Des Moines Graphic Designer, gives his impressions and experiences of the conference.



The Role of An Educational Consultant: is outlined by Thomas H. Arcy, PH. D., an associate at lowa State University.



Bike Paths: Progress on the Des Moines Riverfront Bike Path system is quietly being made. Its time schedule and scope are reviewed.

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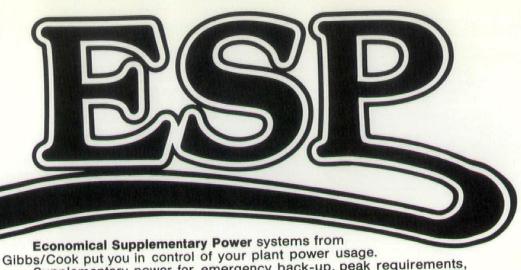
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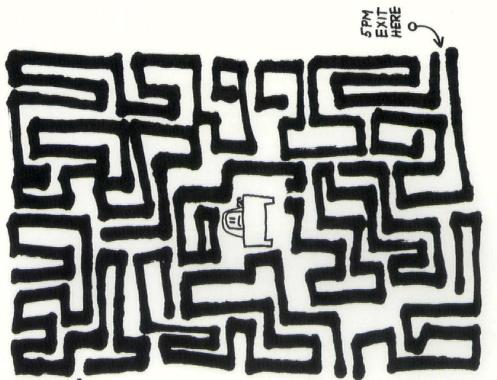
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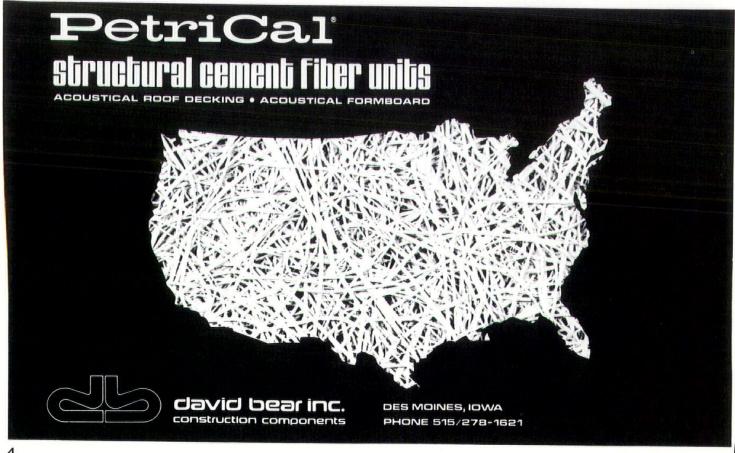
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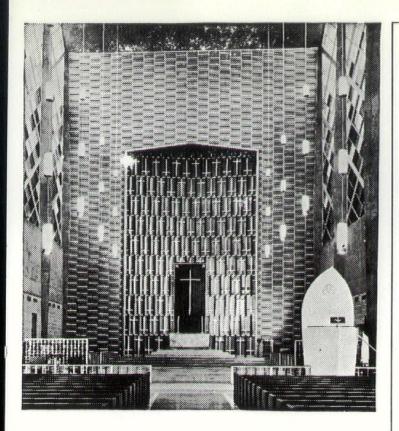
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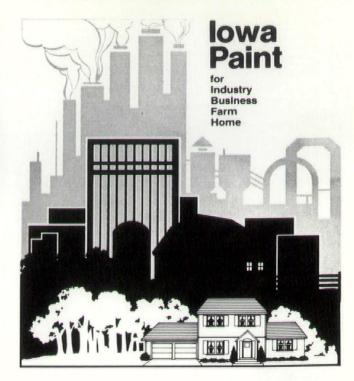
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We began experiencing change the moment we departed Des Moines for the 26th Annual International Design Conference in Aspen, Colorado. Change became a personal experience; our route of travel — 800 plus miles due west at 600 m.p.h. at 36,000 feet alt. protected from (-60) temperature by a self contained life support system contrasting with our traditional 55 m.p.h. at 1900 ft. alt. at 90°. The sudden need to switch from short sleeves to down jackets and long underwear. The difficulty breathing at 8,200 ft., the high cost of accommodations and food, and the cramped rental Vega as opposed to our roomy Jeep station wagon — all contributed to our early awareness of change.

Even Aspen, the beautiful Alpine setting for conference, was undergoing change. Streets were in a torn up state of disarray — new sewer pipe stacked high in front of contrasting new and old picturesque shops, unique restaurants and saloons.

We found ourselves mingling with over 1200 conferees speaking in a mixture of languages, all of them designers and thinkers in their own right, they were busy exchanging cards, credentials and ideas with each other. The atmosphere was rarified in more than just the sense of oxygen content.

These designers, by the very nature of their profession, work at the frontier of change. In essence, change is the sole reason for our existence.

As designers, we became aware of the fact that change is far more than simply our refusal to leave well

enough alone. For example, restoration is a change back to what has already been, and even maintaining the status quo is in itself a matter of change — a shift from the belief that change is inevitable and constant.

The conference dealt with probing change as it relates to design in both natural and manufactured environments.

There was particular emphasis on how our changing concepts of time affect or are affected by new developments in education, fashion, recreation, journalism, food, habitat art and performing arts.

Our approach was exploratory in nature. We embarked on a voyage to survey the landscape of change with the belief that it is necessary to have a clear overview of that which lies on the surface before attempting to prove what lies beneath the surface.

Common sense tells us that all designers cannot be original thinkers or theorists, but we do need to be advance scouts to the change occurring continuously in our varied environments.

In this spirit of "scouting changing", conferees were exposed to a barrage of facts, theories, concepts and original thinkers to strengthen our awareness of change and the effects of change.

PEOPLE AT THE CONFERENCE:

TOM WOLFE, critic and commentator, author of the book "The Electric Kool-Aid Acid Test" and "The

Exploring Change

International Design Conference in Aspen — 1976

Painted Word." Wolfe was the keynote speaker for the conference with an address "When will the 70's begin?"

GLORIA STEINEM, feminist, writer, and editor of MS. Magazine. Ms. Steinem spoke on the role of woman as a designer in contemporary society.

ARMI RATIA, Founder and President of Marimekko, Inc. Finland's pioneer in the design of screenprinted fabrics, demonstrated, with members of her staff, the relationship between work environments, sex roles, and fashion.

GERALD K. O'NEILL, Director of N.A.S.A.'s Special Study on Space Colonization gave an illustrated presentation of his work in exploring outer space, and discussed the basis for appraising the economic feasibility of space colonies.

NADER ARDALAN, Iranian architect and planner, discussed the potential integration of traditional values and design resolutions with contemporary needs and opportunities, particularly in the rapidly developing nations of the Middle East.

A.S. CLAUSI, General Foods Vice President and Director of Technical Research, discussed the role of the consumer in respect to convenience foods and their impact on American social patterns.

RUDI GERNREICH, one of America's most renowned fashion designers, provided a personal view of how technology and changing social values affect the fashion marketplace.

BRENDAN GILL, Broadway Drama Critic for The

New Yorker, author of "Here at the New Yorker", and a noted architectural historian.

JOHN B. JACKSON, landscape architect, educator and editor of Landscape Magazine, viewed how our love affair with the road has been instrumental in changing the physical and social landscape.

DUCCIO TURIN, Deputy Secretary for the United Nations Conference on Human Settlements, presented his views on the proceedings of the '76 Habitat Conference.

GENE YOUNGBLOOD, an authority on the social implications and uses of electronic communications media and author of "Expanded Cinema", shared his personal views on communication as a revolutionary force, or how shifts in communications systems radically alter basic institutions of our society.

IAN McHARG, landscape architect, regional planner, professor, and author of the influential "Design With Nature", explored how changing demands on the world's natural resources affect our future.

ROBERT MC KAY, President of the Legal Aid Society of New York City and Chairman of the American Bar Association's Commission on Correctional Facilities and Services, presented an overview of "Change and the Law."

MORT RANSEN, experimental drama director of The National Film Board of Canada, explored how films represent personal development and changing perceptions.

RAYMOND SOKOLOV, food critic and columnist for Natural History Magazine, author of "Great Recipes from the New York Times" and "The Saucier's Apprentice", invited us to witness the collision of traditional methods of food preparation with new technologies.

GERD STERN, media poet, is an author, producer and director of major multi-media presentations, "The Six Minute Day" and "Imagimotion." Gerd examined the impact of microtechnology on our society in a talk called "Flip-Flop."

BRIAN SUTTON-SMITH examined the increasingly symbolic world which children inhabit and the role to be performed by the arts in their development. Program Head in Developmental Psychology, Columbia University, he is best known for his research and prolific writings on child development through play, games and artistic media.

ERIC STALLER and JIVAN TABIBIAN created a multimedia event which documented the views of William Kunstler, Isaac Asimov, William Rusher, Herbert Gans, Thomas Hoving, Louis Harris, Richard Sennett, Philip Johnson, Edward Logue and others concerned with such questions as, Why are we so fascinated with change? What is changing around us, and why? How are we affected by the impacts of change?

EXHIBITS AND EVENTS:

DON MILES, Director of Urban Design, Office of Midtown Planning, New York City, presented time lapse film studies of how people interact in urban places.

Laser beam images projected onto the mountains and clouds surrounding Aspen created a stunning visual effect.

Students from the School of Architecture of the University of Idaho, under the guidance of Albert Jon Peterson, constructed a Tensegrity Mast. It fell apart just after its unveiling.

There was a continuous slide showing of recent and past award-winning designs.

A display environment entitled "Me Too" was designed to showcase the work of conferees which they brought with them to Aspen. It was a nice way to see the caliber of design being done by the people attending.

Graffiti walls, equipped with washable surfaces were erected for the use of conferees with an immediate need to express themselves. If read carefully, one could get a feel of how the conference was going and the mood of the masses. Example: "Yes, Virginia — there is a Mid-West" or "A guide for New Yorkers to the rest of the U.S." All of this was done in a spirit of semi-good taste.

The National Film board of Canada presented the premier of a major film as well as nightly and afternoon showings of traditional and experimental films — all were excellent!

Children of conferees were afforded their own program during the week which was directed by Rita de Lisi. Their theme was "Exploring Change by Experience." Their work was displayed in a moving



presentation during the main program on the last day. They were joined in their presentation by Gloria Steinem at the close of her address.

A Break in the Action . . .

All work and no play makes for dull conferees (9 a.m. to 11 a.m.). This was remedied with a variety of unrelated activities including — a real "down home" rodeo at Snow Mass followed by a dance with an excellent nationally known country-western band. Conferees were extended a special open house invitation to Anderson Ranch, a working studio for some of the top artists in the West.

The United States Parachute Association demonstrated a choreographed free fall jump on the conference grounds. This was coupled with six hang gliders that traveled from the top of Aspen Mountain and landed their craft next to the main tent in a spectacular finale. (Kodak Film Company should be approached about subsidising the conference — 1200 plus camera buffs used a ton of film).

We had a free afternoon which my wife, Shari, and I used to hike up Maroon Bell Pass to beautiful Maroon Lake. This in itself made the trip worthwhile.

Naturally my wife and I had to do the saloons and shops of Aspen — but that is subject matter for another article — "Aspen, Colorado on \$150.00 a day — rooms not included."

Participation in the Conference . . .

As I understand, conferees have long demanded a greater opportunity to participate in the conference program.

This year there certainly was ample opportunity to do just this — all you needed was time enough to do all that was offered.

Shari attended workshops on food, children, the feminist movement and a variety of other subjects.

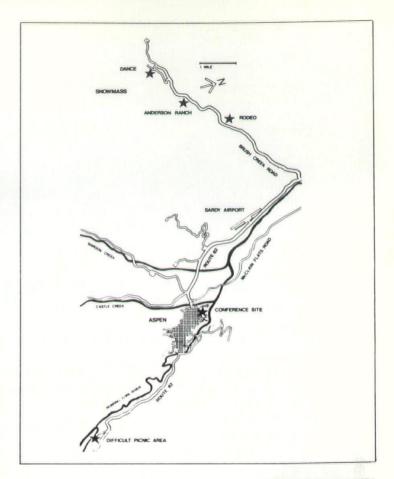
I took part in a graphic design workshop with Milton Glaser, nationally known graphic designer and art director (17 people in the group). I also met with Pat Carbine, Editor-in-Chief and Publisher of MS. Magazine. I talked several times with Saul Bass, Graphic designer.

There was ample opportunity to meet and chat with speakers — Shari and I talked to Rudi Gernreich - fashion designer, Eliot Noyes - architect, Henry Wolf - photographer, Perry Wolff - documentary film producer — CBS (Guns of Autumn) (The Selling of the Pentagon), Gloria Steinem - feminist, and others.

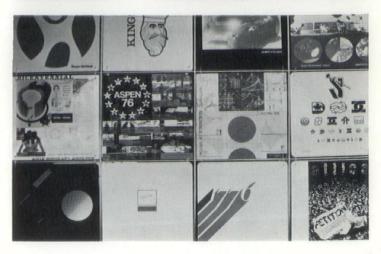
Conferees, directed by Samuel Kaplan, professor and author, put together a conference newspaper.

Thinking Back . . .

"Exploring Change" was a rewarding experience for Shari and me. We came (our first conference) with mixed expectations and wide-eyed anticipation — and









we left with a feeling that everyone has a part in the forces of change that will affect every aspect of our existence.

Some aspects of the conference were disappointing or frustrating. We froze to death 70% of the week and our borrowed car lost a wheel bearing — but all things considered, it was an experience that we shall not soon forget.

If you have the time and inclination do it yourself — next year or in the years to come.

Shop Talk — IDCA 1977

Next year's theme is IDCA "'77 Shop Talk". The entire program will be the IDCA Board Members. These designers, architects, film makers and educators will discuss their work, their feelings about it and the directions they are taking. Board members include John Massey, George Nelson, Eliot Noyes, Julian Beinart, Saul Bass, Niels Diffrient, Lou Dorfsman, M. Paul Friedberg, Jivan Taibian, Ivan Chermayeff, Richard S. Wurman and others.

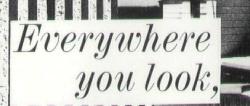
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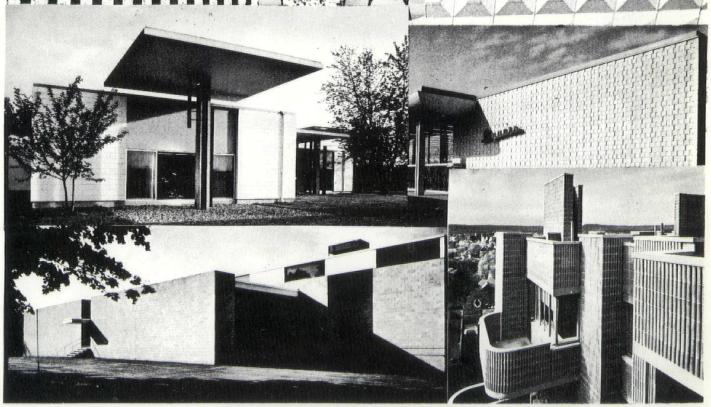


David Whitlock is creative director for The Graphic Corporation in Des Moines, la. and was sent to the conference by the Graphic Corporation as its representative.

Shari, his wife, is a contributing editor and free-lance designer for Apartment Life Magazine.



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Utilizing an Educational Consultant

By Thomas H. Arcy, Ph.D.

Before using an educational consultant one must first define what an educational consultant is, what his responsibilities are, and what kind of assistance he can provide.

An educational consultant is a specialist who has an educational background, training, plus experience in a particular area; i.e., curriculum development, facility planning, educational management, or school law and finance.

Educational consultants are essential to the school system, if the board or professional staff lacks the time or experience to deal with these problems. The consultant's value is as a recognized authority in a specialized field of education.

The major function and responsibilities of a consultant in the area of school planning fall into five general categories:

- To advise in the planning of buildings for health and safety.
- 2. To direct or assist in various school surveys.
- To examine educational specifications for school facilities.
- 4. To appraise the total program's efficiency.
- To coordinate the contributions of the individuals and committees involved in planning.

With his expertise in school planning the educational consultant may also be used in the determination of the general requirements for school facilities, and the development of educational specifications to aid the educational and technical teams in insuring the functional character of specific facilities. In determining general requirements consultants are concerned with many factors. Anticipated enrollments, space requirements, surveys of existent facilities, financial analysis, school sites and the effects of population distribution upon their selection, district organization, legal restrictions imposed by and possible assistance stemming from county and state agencies, must all be considered.

A consultant will generally make periodic and summary reports, both oral and written, containing specific recommendations. The presentations will be to the staff, to the governing board, and in public meetings. These reports could be printed for distribution in the community if required.

Typical services provided by an educational consultant in the area of school planning are:

 Feasibility Studies — Examine the current as well as the future in terms of school growth, trends of students, and future development of the community. The studies analyze and interpret the selected data, so that meaningful recommendations necessary in developing successful programs, facilities and equipment can be made.

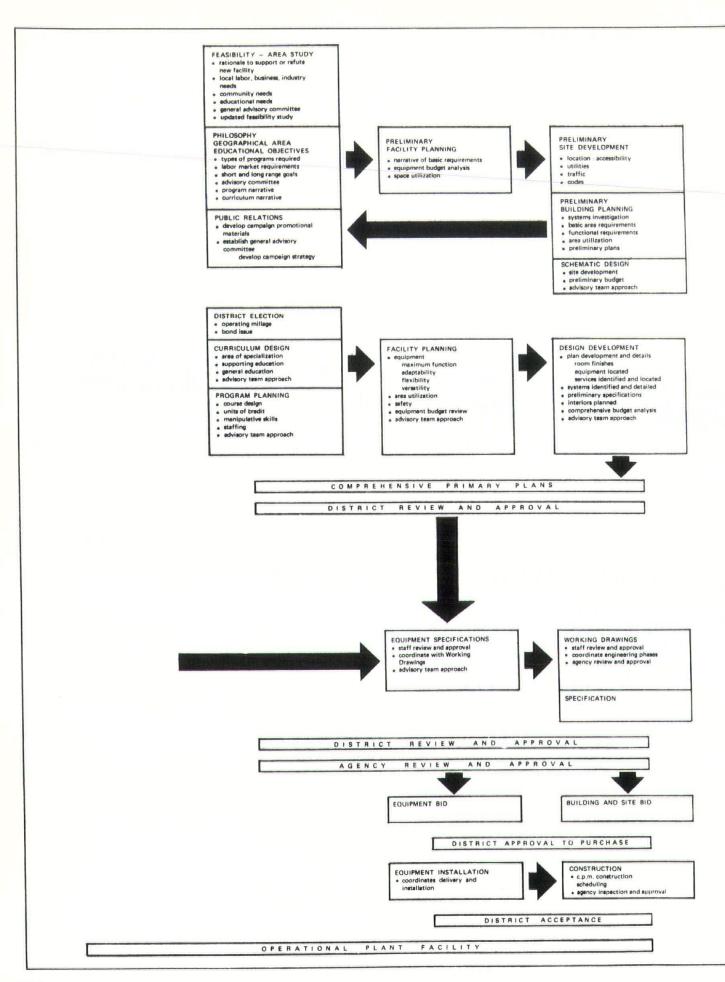
Curriculum Development — Good facility planning begins with the educational requirements or objectives of what the program is going to achieve. Good curriculum provides a continuous challenge which therefore requires a facility with great flexibility to meet the new challenges in curriculum design.

Educational consultants are prepared to provide assistance in developing various curriculum outlines that will be evaluated by the professional, and advisory committees as well as the staff of the educational institution prior to implementation.

 Facility Planning — To have a well-planned facility designed and equipped to carry out those objectives outlined in program planning.

Each laboratory or classroom facility will be carefully planned to provide maximum function, flexibility with major emphasis being placed upon overall size, square footage per student, equipment specifications and curriculum needs and objectives.

- Development of Educational Specifications Help develop the program requirements or educational specifications to the degree that it will eliminate unnecessary changes after the architectural work begins.
- Facility Planning in Conjunction with Architects and Others — Serve as a consultant or liaison for or between architects, school administrators, school board and special study groups.
- Evaluating Facility Drawings in Relation to School Program Needs and Desires — Check, compare, and analyze both preliminary and working drawings in conjunction with identified curriculum needs, equipment, and community needs and goals.
- Selection of School Sites Help to evaluate school site location for size in relation to type and size of school needs and also in relationship to traffic patterns, projected growth and future needs of the community.

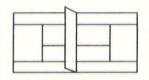


- Evaluation of Space Requirements and/or Needs — Analyze classroom space per pupil per program in relationship to needs, goals and educational outcomes expected.
- Help with Equipment Identification The function here is to help identify the type of equipment by the outcome expected, not the brand name or selection of one vendor over another.
- 10. Consider Alternative Facilities (remodeling or adapting) — The educational consultant objectively views the needs and potentials of other existing facilities that, with some modification, may more readily meet the needs of the program without necessarily building an all new physical plant.
- 11. Work through the Entire Building Program if so Established — At this point the facility planner acts as a consultant to both educator and architect, helping translate the educational desires into an architectural relationship, thereby providing a communications link.

Services provided by facility planners vary from background, training, and experience. Furthermore, dependent upon the extent to which services are required, fees fall into hourly, daily, or project costs. Most facility planning consultants are very accustomed to working with school boards, parent groups, teacher groups and advisory committees. Many facility planners themselves were former educators and public school administrators with background in curriculum development or school administration. Some have additional expertise in specific areas such as: Industrial/Vocational Education, Special Education, Elementary Education, and Community College Administration.

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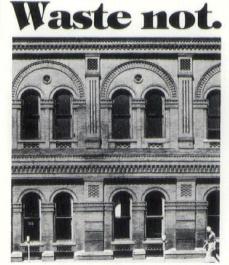
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The Development of the Des Moines Riverfront Bikeway System

By Steve Dallenbach

A greenway corridor along the Des Moines River between Saylorville Lake and Lake Red Rock has been thought about and discussed since the earliest planning stages of the two flood control projects. Proposals have been made for a variety of recreational activities to be developed within the greenway in both the rural and urbanized areas of the corridor. Currently, most of the major recreation facilities are located at the lake regions of Greenway. Much of the remainder of the 50 mile corridor is recreationally undeveloped. This situation will soon change, however, as the City of Des Moines prepares to implement plans for its segment of the Greenway Corridor.

Des Moines has the unique position of being located along the greenway between the two federal reservoir projects and at the confluence of the Des Moines and Raccoon Rivers. Thus, the City has an excellent opportunity and incentive to restore and redevelop its Riverfront into a recreational open space. In 1972, in order to implement this goal, the City adopted a Riverfront Development Plan concept. The "Nodal" Development concept proposes that new growth in the vicinity of the two major rivers be grouped at high activity centers or specific "Nodes" which can best serve the City's residents and also have the least impact on the river lands.

Nearly all land immediately adjacent to the rivers would be publicly owned open space and parks to preserve the natural areas and provide continuity between uses and "nodes." Development would then be kept from stringing out along the entire Riverfront. Recent construction and current plans for both private and public development near the rivers are beginning to reflect this overall concept.

In the past, the City of Des Moines' planning has focused attention upon the development of the Des Moines and Raccoon Rivers. As far back as the early 1900's, plans were being made to once again establish the Riverfront as the focal point of Des Moines as it was in the mid-1800's. The "City Beautiful Movement" was a national trend in America during that time. The movement caught on in Des Moines as a response to the previous decades of neglect toward the Riverfront brought on by the City's industrial growth of the late 1800's. Between 1909 and 1932, several elaborate

plans for the development of a civic center area oriented towards the river were proposed and portions were constructed. These plans resulted in the location of several government buildings along the river within the downtown area, most of which are still standing.

In the 1960's, a response to the riverfront neglect was once again visible. *The 1980 General Plan* for Des Moines, written in 1963, describes the current planning area as the "riverfront parkway system." Beginning in 1972, a renewed interest was spearheaded by the City's Riverfront Improvement Commission and the Plan and Zoning Commission in having the City turn "its face to the rivers." Action programs were developed to bring all riverfront land into public ownership and to start development of the Des Moines Riverfront for increased recreation use.

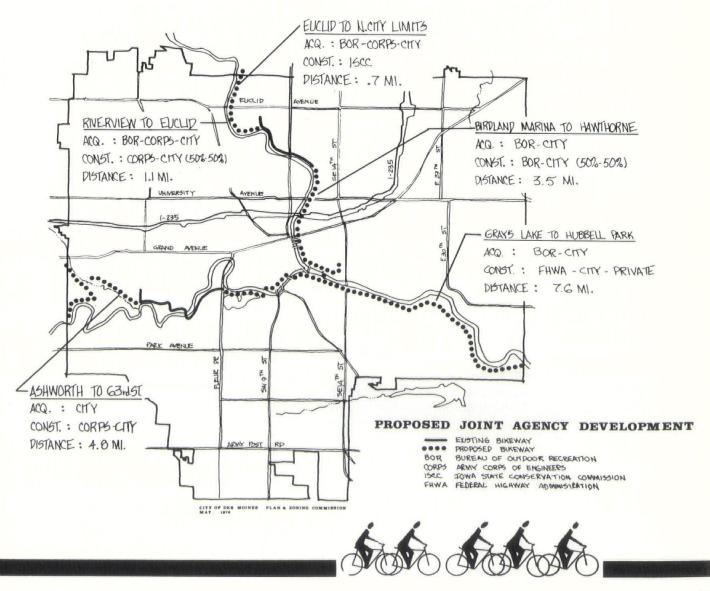
The present Riverfront Development Plan proposes an emphasis on the importance of making the Des Moines and Raccoon River Valleys the "spine" of an overall City recreation system and the importance of acquiring these areas before encroaching development takes over. These objectives will be achieved through the planning of four Riverfront corridors (sections) which include all riverfront land. A system of bikeways and pedestrian paths are proposed to link the recreation and activity nodes together providing pedestrian access to areas presently oriented only to the automobile. The bikeway system will be expanded to make use of the City streets to allow the possibility of connections of the Riverfront to adjacent suburban communities.

Ultimately, 27 miles of paved bikeways will follow the banks of the rivers with many more miles of street bikeways. The bikeway will frequently be on both sides of the rivers and cross several bridges along the route. The Riverfront bikeway will offer the rider a wide range of cycling and environmental experiences which are not found in any other trail in the State. Within the City Limits alone, the biker will be able to ride along the rivers through wooded lands, parks, open fields and agricultural land. In addition, the biker will be able to see and travel the Central Business District and the adjacent residential areas with limited conflict between bicycles and autos. The routes will provide an alter-

native transportation link between desired travel points within the City while at the same time affording a safe and pleasant cycling experience. It is anticipated that the bikeway will serve the commuter's interest also. Portions of the Riverfront Bikeway can be used in conjunction with the street system to connect home and office.

Two bikeway segments have been developed within the Des Moines Riverfront area within the past five years. The Bill Riley Bike trail was constructed in 1972. Mr. Riley headed a successful private fund raising campaign to construct 1.2 miles of bike trail through Ashworth Park to Water Works Park. A two-mile segment is in use between McHenry Park (near the site of the proposed In-City Campgrounds) and Union Park. It was completed in 1974 with funds for construction provided by the Bureau of Outdoor Recreation, City of Des Moines, and private donations.

Both bikeway segments receive frequent use by cyclists and joggers and it is expected that biking will remain a popular sport in the Des Moines area. Biking may even grow as an alternative means of transporta-



tion if good facilities are provided. However, Des Moines' two segments are currently completely disjointed and in opposite parts of the City. Were these two segments joined up, usage would be much heavier. It is toward this goal that the City is now working.

Two projects have been designed to provide a complete bikeway along the Riverfront. The next bikeway to be constructed will begin in Union Park at an existing gathering point and rest stop, and then proceed southward through the CBD and terminate in Hawthorn Park. This segment will link several of the major activity nodes of the Riverfront. Starting next to the Birdland Park and Marina, the bikeway will proceed past lowa Lutheran Hospital, the proposed Botanical Center, the City Hall and other governmental buildings. The downtown businesses and the new Performing Art Theater and Plaza will be in close proximity to this bikeway. The bikeway will continue south of the CBD on top of the east levee, past favorite local fishing spots and into Hawthorne Park on the north bank of the Des Moines River.

The result of this phase of development will be a considerable increase in the potential for recreational activity along the river. A bike/pedestrian link will be established between the existing and proposed recreational centers in the North Corridor and the future recreational centers in the Southeast Corridor. The connection of these two corridor areas will be the basis from which future Riverfront development can take place.

Funding for this segment will be through the City and the Bureau of Outdoor Recreation. The funds needed for the project have been allocated subject to final approval of the Environmental Impact Statement. It is anticipated that construction will begin in mid-1977.

The second bikeway will extend the Bill Riley Bikeway eastward along the rivers to the southeast corner of the City. A proposal for this segment of the Riverfront Bikeway System has been submitted to the Federal Highway Administration for consideration as a bikeway demonstration project. If selected, 80% of the project would be funded through the Federal Government.

This southeast bikeway will follow the levee on the south bank of the Des Moines and Raccoon Rivers for approximately eight miles starting at Gray's Lake and continue southeast along the Des Moines River to Hubbell Park. The bikeway will join several recreation areas including: Gray's Lake, Sec Taylor Stadium, Hawthorne Park, Pioneer Park, the Hartford new community area and Hubbell Tract Park.

The southeast bikeway from the confluence of the rivers will be one of the most scenic portions of the entire Des Moines Bikeway system. As this bikeway follows the river, it passes through a large portion of the

remaining wooded area in the City. The bikeway will offer the rider a wide range of cycling and "nature" experiences which are rarely found along urban bikeways.

One of the interesting features of the Riverfront bikeways will be the points of entry into the system from the rest of the City and the surrounding metropolitan area. These entry points, or "gathering points," plus several mid-point rest stops will provide service facilities such as restrooms, drinking water, benches, picnicking, and possibly, bike repair and rental shops. Parking areas will also be provided at the gathering points for those who bring their bikes by car, for a recreation oriented bike ride. Also at the gathering points will be information boards with listings of user regulations, and other current information of interest to bike riders. Telephones will be placed in the gathering points and rest stops for use in case of an emergency. The gathering points and rest stops will also be used as reference points when reporting an emergency along the bikeway.

Three major gathering points with parking and other service facilities will be developed on the north, southeast and west ends of the bikeway where the bikeway will cross the corporate limits of Des Moines. Spaced along the bikeway will be several secondary gathering points located in existing parks. The secondary gathering points will make use of the existing park facilities, whereas the major gathering points will most likely require construction of new facilities.

Local bike groups and enthusiasts have been supportive of the Riverfront System. They have also expressed a need for a marked street bikeway. The City of Des Moines is currently working with a bike interest group in developing street bike routes which will use the Riverfront System as the backbone and extend out to cover the entire City. The bike group is also acting as an advisor in many bikeway design matters.

It is anticipated that the bikeway will be a multi-use trail and not used solely by bikers. The bikeway can be used as a major pedestrian activity area (during all seasons) for joggers, walkers, hikers, cross-country skiers, and snowshoe hikers. The gentle slope of the bikeway, plus the varied scenery through which it passes, will make it an excellent facility for these uses.

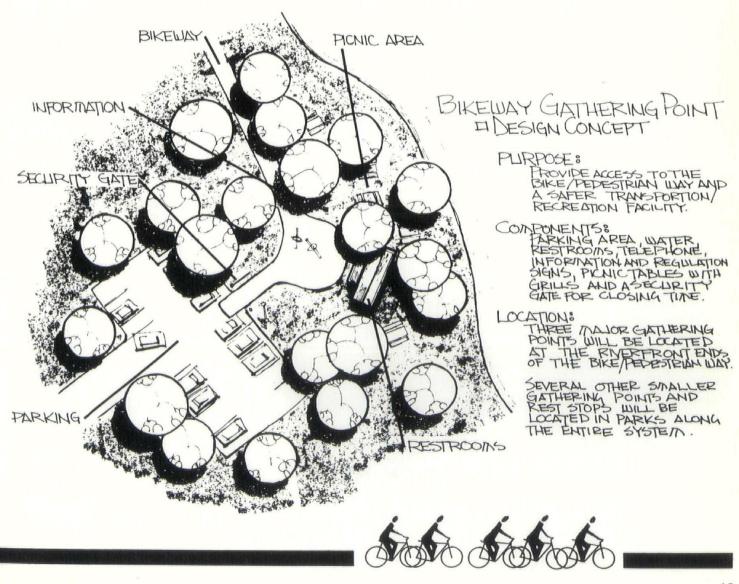
Many of the people who are currently using parts of Riverfront are doing so by trespassing on private property. The areas in private ownership present the development of bike and pedestrian trails running the length of the river. Public access to the river for fishing is prohibited along these areas and accessibility to areas which are undisturbed by development is very limited. Much of the southeast part of the Riverfront is flood plain and not suitable for development, but the

area's recreation potential is infrequently used due to its inaccessibility.

Providing more accessibility to the public onto Riverfront land is one of the primary goals of the Riverfront Development Plan. Further implementation of this Plan is programmed for 1977, through an anticipated grant from the Bureau of Outdoor Recreation's Land and Water Contingency Fund. The City will acquire 650 acres of land and develop recreation facilities with the matching funds from the Bureau of Outdoor Recreation. The proposed LWCF acquisition and development project will be a major step toward implementation of the Riverfront Plan. With the proposed acquisition, the City will have almost 100% ownership of the Des Moines riverbanks. The City will then be able to extend

its plans for developing a recreational use of some portions of the Riverfront, at the same time, maintaining the remainder of the floodplain and adjacent banks through preservation of the natural environment.

Soon, the State and the Corps of Engineers will begin work on a multi-use trail from Saylorville to Euclid Avenue. That trail combined with Des Moines' Bikeway will create a biking/recreational facility unmatched by any in the State. It is hoped that the State and counties will begin that task of developing a trail along the greenway to connect Red Rock and Des Moines. When that segment is completed, it will rival any similar system in the Midwest and attract thousands of people annually to the Central Iowa Region.



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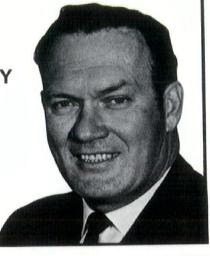
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