

The American Road

Fall 2024



Museum Renovation Beginning Soon

Excitement is building on the Hoover Campus as we prepare for the upcoming renovation of the Herbert Hoover Presidential Library and Museum. Work will begin in the first quarter of 2025, and the Museum will have a grand reopening in the summer of 2026. While we don't have all the details to share, we can provide a preview of what to expect after the work is complete.

We'll start with the exterior and move our way into the Museum. Shive Hattery of Iowa City is in charge of designing the new entrances, lobby, and gift shop. The larger lobby will be created on the southeast side of the building, located in front of the existing entrance. The addition will blend seamlessly with the rest of the structure, as it will make use of the same materials for a cohesive design.

The lobby will be large enough to host events and accommodate large groups, making it very useful during the school year when classes of children will have room to pass each other to and from the buses waiting in the drive.

BRC is approaching this project with four goals to enhance the visitor experience:

1. Renovate the permanent galleries to produce a more popular, effective, and appealing museum experience
2. Raise the profile and awareness of Herbert Hoover with the public
3. Be more effective at telling a quintessentially American, inspirational story so it has global impact
4. Integrate the museum with the birthplace and resting place so the three elements create a unified story

There will also be a new gift shop. This addition will be roughly the same size as the existing one, and like the new lobby area, will be built to match the original building aesthetic. It will also be constructed to allow for three cashiers to assist visitors during busier times.

The exhibit area of the Museum will be renovated by BRC Imagination Arts of Burbank, California. The company has done outstanding work for institutions such as the Abraham Lincoln Presidential Library and Museum and the Rock & Roll Hall of Fame Museum. In addition to the discussions and exhibit renderings, their body of work brings a level of excitement and represents the type of engaging experience that we look forward to sharing with our visitors.

The exhibits will be created in such a manner to provide an emotional journey for visitors. The story will be told in the first-person voice whenever possible, taking the perspectives of Herbert Hoover, Lou Henry Hoover, or others who knew them within the timeline where a particular exhibit is set. This compelling approach is said to be 100% scholarship and 100% showmanship. As guests are drawn into the story, they will feel essential to the narrative and be inspired to do more with their own lives.

This journey begins at the Story Hub. Here, visitors are welcomed by a large image of Herbert and Lou Henry Hoover. From this point, visitors can choose their journey. One entrance will take them into Years of Adventure, which explores the lives of the Hoovers prior to Herbert Hoover's entry into public service. The second will take guests into Years of Service, which follows their story from World War I and walks visitors through his years of public service and beyond.

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President's Message

Mundi McCarty, President and CEO

As the year winds down, we look ahead to the future.

We are months away from the start of the renovation of the Herbert Hoover Presidential Library and Museum. This is an exciting project that has brought together the visions of many talented and imaginative people invested in the stories of Herbert and Lou Henry Hoover. It's exciting to think about the ways the Hoover story will be shared upon its completion.

This year, many details of the renovation have been vetted in meetings and conversations. Keeping faithful to Herbert Hoover's sense of humble modesty while creating a more modern and engaging Museum experience is a delicate balance I feel strongly we have achieved. These discussions brought together thoughtful ideas from the Hoover family, Board of Trustees, Hoover Campus Leadership, and our project partners Shive Hattery and BRC Imagination Arts. The results are going to wow you.

I am also grateful for the progress made with the Timeless Values | Modern Experience campaign to fund this renovation. First, I would like to acknowledge our generous donors, whose contributions have made this renovation project possible. The trustees and staff at the Hoover Presidential Foundation have prioritized this effort in order to achieve the progress to date. Though we have accomplished so much, we still need one last big push to bring this campaign home. As a reminder, the Hoover Tax credit is still available until December 31, 2024. This gives an additional 25% credit on Iowa taxes for those donating to the Timeless Values | Modern Experience campaign.

Of course, much has happened alongside the campaign. We celebrated Bert and Lou's 150th birthdays at Hoover's Hometown Days in August. As part of the festivities, we hosted the Hoover Experience Tent, which gave a preview of the renovation. Guests were amazed at what lay ahead and engaged staff with questions about what to expect. Artist mockups showed how some of the new galleries would appear, which brought an air of excited anticipation for the work to be done.

A first for Hoover's Hometown Days, we were honored to work with Big Grove Brewery of Solon to feature a special beer, 31, a Belgian-style wheat ale, which was an homage to the work that Herbert Hoover did to feed 9.5 million starving citizens in northern France and Belgium during World War I.

In November, we will welcome the 27th class of the Uncommon Student Award program. These Iowa high school seniors are making the finishing touches on their community-minded projects, which they will present to our panel of judges and the public in the Figge Auditorium at the Herbert Hoover Presidential Library and Museum.

Finally, our popular Festival of Trees will be returning in December. This year's trees will have a Christmas movie theme. The creative process has already started, and we can hardly wait for their debut at the A Christmas Past celebration in West Branch. Members of the Hoover Presidential Foundation will get a special preview at our reception on the evening of December 5. The public is invited December 6-7. We hope to see you there. ★



We are nearing the final stretch for our Timeless Values | Modern Experience campaign for the renovation of the Herbert Hoover Presidential Library and Museum, and at \$16,729,224 raised, we are on track to reach our goal of raising \$20.3 million.

If you are interested in becoming part of this wonderful project, there is still time to give. Gifts are eligible for a 25% Hoover Tax Credit. This credit is available for Iowa taxpayers, who donate to the Timeless Values | Modern Experiences campaign and will expire December 31, 2024. ★



Hoover Presidential Foundation

PO Box 696 • West Branch, IA 52358

Phone: 319-643-5327

HooverPresidentialFoundation.org • info@HooverPF.org

Herbert Hoover Presidential Library and Museum

Now open daily from 9 a.m. to 5 p.m.

For more information call 319-259-8331

or visit Hoover.Archives.gov

Herbert Hoover National Historic Site

Daily 9 a.m. to 5 p.m.

For more information call 319-643-2541

or visit www.nps.gov/heho

Using Estate Plans for Your Gift Planning

Do you have an estate plan in place? If not, you're not alone—over half of American adults don't. And if you do, when was the last time you reviewed it? It's common for plans to become outdated and revisiting them can ensure they still align with your current wishes.

Creating an estate plan may seem overwhelming, but we provide free resources designed to make the process manageable and straightforward.

Upon request, I can send you our free Estate Planning Guide/Kit. This guide takes you step-by-step through organizing your assets and understanding the essentials of estate planning.



*Shelly J. Mott, JD
Executive Director
of Development &
Planned Giving*

An effective estate plan secures your loved ones' future and can reflect your legacy by supporting organizations you value, like the Hoover Presidential Foundation. If you have any questions, I'm here to help.

For More Information

Contact me via email or at the Foundation office: Shelly Mott, SMott@HooverPF.org or by calling 319-643-5327 or visit our planned giving website at hooverpresidentialfoundation.org/ways-to-give to see all of your giving options.

Warm regards, Shelly J. Mott, JD

P.S. If you've already chosen to include the Hoover Presidential Foundation in your estate plans, please let us know! We'd love the opportunity to recognize and thank you and assure that we utilize your future gift in a way that you intend. ★



Chairman's Message

Betsy Corridan

What an exciting year it's been! The 150th birthday celebration for Herbert and Lou Henry Hoover produced some memorable moments. Of course, a big part of this was Hoover's Hometown Days this past August. Attending this year's celebration was absolute joy. The festival drew a large crowd, which produced an amazing opportunity to expose attendees to the story and lessons of Herbert Hoover.

The Hoover Presidential Foundation contributed to this with their Hoover Experience Tent. This gave visitors a sneak peek at what the Museum renovation will bring. Artist mockups of the galleries were displayed for viewing, and staff answered questions from those curious as to what the renovation will entail. I have been in several meetings for the renovation, and the Hoover Experience Tent got me even more excited about what is to come!

This renovation is only possible because of the gifts from our generous donors to the Timeless Values | Modern

Experience campaign. For those of you who have given, I want to extend my sincere gratitude. You are the ones who are making all of this possible. The renovation will tell the stories of Herbert and Lou Henry Hoover using approaches and technology not yet developed for our last renovation in 1992. This means people will experience the lessons and tales of the Hoovers in a more engaging way that will inspire visitors now and into the future.

Our deadline to raise the \$20.3 million necessary to fund the renovation work is December 31, 2024. To date, we have raised nearly \$16.4 million of that targeted amount. Your support during this time is crucial to our success. The Hoover Tax Credit is still available until the end of the year. For Iowa residents giving to this campaign, it means you will receive an additional 25% tax credit for whatever you choose to give, and any gift donated will be welcome as we prepare for the renovation in early 2025.

What a gift it will be to the Hoover legacy to complete

this campaign in the year marking Herbert and Lou Henry Hoover's sesquicentennial birthdays! Just like in the 1950s when the Herbert Hoover Birthplace Foundation and Birthplace Society came together to raise money to fund the construction of the Library and Museum in 1962, we are called in a time to elevate the Hoover story so that others may be inspired much like us.

Thank you for your support in this important effort. I look forward with great optimism and excitement at what lays ahead.. ★



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Trustee Spotlight:

Dr. Kenneth G. Brown

Dr. Kenneth G. Brown has established himself as a prominent figure at the University of Iowa, serving across the University for 26 years and currently holding the position of Tippie Children Professor of Management and Interim Department Chair, Educational Policy and Leadership Studies. Renowned for his expertise in workplace learning, human resource practices, and nonprofit leadership, Dr. Brown's scholarly work delves into how to facilitate learning, personal growth, and organizational change. His role as a Trustee for the Hoover Presidential Foundation is enriched by his academic prowess and a remarkable familial link to Herbert Hoover.

Dr. Brown's journey to becoming a Trustee began when Shelly Mott, the Executive Director of Development and Planned Giving, recognized a need for his expertise. Dr. Brown's extensive experience in understanding nonprofit challenges and his vast network have brought immense value to the Foundation.

Dr. Brown saw in the Hoover Presidential Foundation a nonprofit with a mission that resonated deeply with him. He appreciated the Foundation's potential to create a symbiotic relationship with the University of Iowa, advocating for the widespread sharing of Herbert and Lou Henry Hoover's life stories. He noted that Hoover's remarkable journey—from being orphaned and



attending Stanford's inaugural class to becoming a global entrepreneur, Secretary of Commerce, President, and devoted public servant—is a narrative worth integrating into all levels of education. Dr. Brown emphasized, "If you go to school in Iowa, you should understand all facets of the Hoovers. If students only know Hoover as the President during the Great Depression, they are missing fascinating and inspiring history!"

In his professional capacity, Dr. Brown's expertise as an organizational psychologist has assisted us to evaluate and enhance our board's performance. He initially collaborated with the Foundation through a class project, where his students worked directly with the CEO of the Foundation, gaining insights into nonprofit governance and operations. Recognizing the potential for growth, he advocated for the Hoover Presidential Foundation to be the Institute's "nonprofit" assignment for the 2023/24 academic year. He not only

facilitated this partnership but also provided financial support, resulting in comprehensive recommendations for marketing, communication, and re-branding. To continue this work, he aims to bridge the Hoover Presidential Foundation to other organizational partners at the University of Iowa.

A fascinating familial connection to Herbert Hoover adds a personal dimension to Dr. Brown's role. His great-grandfather, Fred Williams, was a close friend and classmate of Hoover's during their youth in Oregon. Both men shared a pioneering spirit, with Hoover and Williams traveling to Stanford together to be in the inaugural class.

While reflecting on the Hoover National Historic site, which he has visited often, Dr. Brown's favorite spot on the Hoover Campus is the gravesite of Herbert and Lou Henry Hoover. He admires its serene beauty and historical significance, describing it as "beauty and history intertwined."

Looking ahead, Dr. Brown aspires to see Hoover's story taught across numerous educational levels, emphasizing its relevance and inspirational value. He also seeks to illuminate Lou Henry Hoover's lesser-known but equally captivating story. As both a professor and Trustee, Dr. Brown is dedicated to leaving a lasting legacy and promoting the Foundation's mission. His vision for resilient partnerships between the University and the Foundation underscores his belief that "working together, our voices could be louder," ultimately enriching the understanding of the Hoovers' multifaceted contributions to our Nation. ★

Artists-in-Residence

The Herbert Hoover National Historic Site welcomed two Artists-in-Residence this year as part of the Artist-in-Residence program of the National Park Service (NPS). The program began in 1916 with the creation of the NPS under President Woodrow Wilson, but the arts have played a role on the park landscape since before the NPS was established. Thomas Moran, a watercolor painter, spent 40 days in the wilderness of Yellowstone, and the work he produced is considered critically influential to Yellowstone's designation as our first national park in 1872.

In June, NPS had the pleasure of welcoming Steven Reed, a gifted watercolor artist and chef from Indianola, Iowa. Steven proposed a unique project that would combine his two loves: art and cooking. He took to art when his wife introduced him to watercolor pencils. His culinary work came earlier. This was a path he took while in the Coast Guard, a three-month program in Petaluma, California at the Coast Guard Training Academy.

Steven's artwork drew inspiration from Herbert Hoover's Invisible Guest Dinners. Hoover would invite donors to sit at a table set simply with tin dishes. In place of an extravagant meal that would otherwise be dictated by the high cost of the experience, guests were served humble rations of soup and bread, symbolizing the meals that hungry children in war-torn Europe would expect at that time. At the head of the table was placed a lit candle beside an empty chair representing the "invisible guest," a child waiting on food relief in post-war Europe.

For the culinary portion of his work, Steven created hors d'oeuvres inspired by Herbert Hoover's favorite foods. Most of the food was prepared outside in the Boy Scout shelter and served to employees of the Herbert Hoover National Historic Site. The menu was comprised of salmon sliders, Rattley ham skewers, corned beef croquettes, glazed sweet potatoes, Maryland caramel tomatoes, raspberry cake, mango ice cream, and virgin Ramos gin fizz.

This year's second Artist-in-Residence was Steve Whitfield of Oklahoma City. While Steven Reed was beginning his journey as an Artist-in-Residence, Steve Whitfield had done others prior to the Herbert Hoover National Historic Site. In addition to the Herbert Hoover National Historic Site, Steve Whitfield also spent time at Lake Roosevelt (Washington), Hot Springs National Park (Arkansas), and Custer State Park (South Dakota).

To prepare for his work, Steve read Herbert Hoover's two books on fishing. This led him on a trek to Rapidan Camp in Shenandoah National Park in Virginia. His trip took him down unpaved roads through the lush, wooded park in a trip that lasted over an hour before finally reaching the



Steve Whitfield



Steven Reed

site of Hoover's retreat. This is where the Hoovers sought peace and relaxation. With his home across the country in California and job in Washington, DC, Hoover needed a closer destination to unwind and, of course, fish.

Steve took a picture of Rapidan Camp and brought that with him to West Branch. He used a pencil to draw squares on his canvas to depict the camp. This was followed by tracing that with ink and then painting the image. The vibrant colored painting depicts Herbert in the stream with waders fishing, while Lou stands on the balcony of the cabin watching him.

The creations of both Steven Reed and Steve Whitfield are on display at the Visitors Center of the Herbert Hoover National Historic Site. There, you can also explore the work of past Artists-in-Residence who have made the Historic Site their destination to create incredible works inspired by an uncommon story. ★



Museum Renovation

Continued from page 1 —

This renovation is a necessary step forward. Of the 13 presidential libraries and museums, ours has gone the longest without notable additions or renovations. The current iteration has excelled in educating and inspiring generations of visitors from around the world. To create a more engaging experience that fully captures the story and legacy of both Herbert and Lou Henry Hoover is paramount in continuing to share their story with visitors from current and future generations.

To fund the upcoming renovation, the Hoover Presidential Foundation launched the Timeless Values | Modern Experience campaign. This effort has a fundraising goal of \$20.3 million to be raised by December 31, 2024. This will provide the necessary capital available to begin the renovation in the first quarter of 2025. We are pleased to report that nearly \$16.4 million has been raised, which is almost 82% of our final fundraising goal.

Naming opportunities are also still available. This is a terrific opportunity to be recognized in a presidential library and museum in a setting that will be appreciated by current and future generations. Opportunities to

be recognized include spaces on the donor wall and for individual exhibits.

If you are considering making a gift, have already made one, or are considering another, the Hoover Tax Credit is still available. This is a 25% Iowa state tax credit available to those who donate to the Timeless Values | Modern Experience campaign by December 31, 2024. Qualified donors then have up to five years to use this tax credit.

If you have any questions or would like to discuss available naming opportunities, please contact Shelly Mott, Executive Director of Development & Planned Giving, at smott@hooverpf.org or call 319-643-5327. ★

The Hoover Witness Tree

On Downey Street running south past the Birthplace Cottage and Friends Meetinghouse and beyond the boundary line created by the driveway leading to the Herbert Hoover Presidential Library and Museum are overlooked sites that are part of the Herbert Hoover National Historic Site. The green house is known as the PT Smith House. Hoover played with the Smith children as a child, and the house is the only one he could remember on his trips home years later.

Before reaching the PT Smith House, you will see a marker in front of a large empty lot. This was the location of the second childhood home of Herbert Hoover, the House of the Maples. With a growing family, Jesse purchased this home at an auction for \$140 in 1879. Though the house no longer stands, there is something that remains that was present to young Herbert Hoover playing in the yard. The rangers of the Historic Site refer to it as the Hoover Witness Tree.

Toward the center of the lot is a large sugar maple with missing branches. Hoover Park Gardener Ryan Elliott estimates the tree to be 150+ years old and of the age that would have been in existence when Hoover was a boy in West Branch. According to Ryan, as maples age, they will lose branches and the base gets wider. The size of the species is how you tell the age of the tree.

Park Guide Peter, who regularly gives tours of the Historic Site, said of the tree, "It's definitely a very old maple tree. It's the House of the Maples, so we know there were maple trees in the yard. Ryan, our gardener and tree guy, feels it's old enough. There are no other trees in the park that are candidates to be a witness tree. There's nothing else that old."

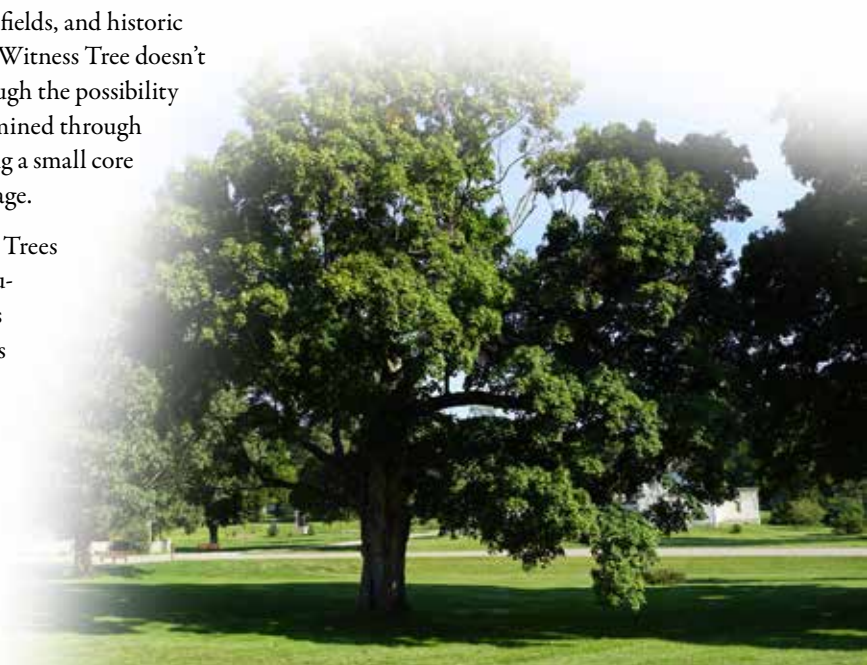
In the United States, the effort to designate historically significant trees began in 2006. The process started after it was discovered that some of the Yoshino cherry trees gifted by Japan in 1910 and ordered to be destroyed after the discovery of bugs and disease survived. The cherry trees people admire in Washington, DC in the spring were mostly from a replacement gift sent in 1912, but there are some, discovered by DNA testing, that are alive and well. Today, there are 24 Witness Trees catalogued across the country.

In order to track these, the Historic American Landscapes Survey (HALS), created by the National Park Service, started the Witness Tree Protection Program. Thanks to this effort, you can visit Witness Trees all around Washington, DC, battlefields, and historic homes. As of today, the Hoover Witness Tree doesn't have an official designation, though the possibility does exist. Trees are often determined through historic photos, maps, and boring a small core sample in the tree to determine age.

The idea of recognizing Witness Trees is global. Ryan G. Van Cleave, author of *The Witness Trees*, notes that in his book, giving examples of such trees around the world and outlining the wondrous histories they carry with them from days past. As Van Cleave stated in his correspondence on the Hoover Witness Tree, "Witness trees are the keepers of our collective memory, their roots intertwined

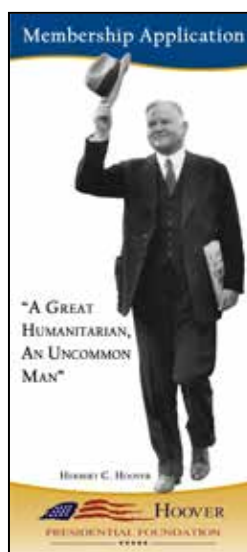
with the very fabric of history. They inspire awe, wonder, and a deep appreciation for the interconnectedness of nature and humanity."

If you come to the Herbert Hoover Historic Site and take the tour, ask to be shown the Hoover Witness Tree. Take the time to reflect on what the tree witnessed years ago. As Ranger Chelsea said, "I like to think that this tree witnessed the innocence of childhood at the Hoover household; children playing in the shade of this maple tree during Iowa's warm summers and watching again as they raced down snowy Cook's Hill, sledding 'down at terrific pace with our tummies tight to home-made sleds,' as Hoover liked to say." ★



Benefits of a Hoover Presidential Foundation Membership

- ★ Free admission to the Herbert Hoover Presidential Library and Museum!
- ★ Free admission to all museum events
- ★ Free admission to all 13 National Archives and Records Administration Presidential Library/ Museums
- ★ Invitations to VIP Members-only exhibit opening receptions
- ★ 10% discount at the Hoover Library and Museum Gift Shop
- ★ Free subscription to *American Road* – the Foundation's news magazine
- ★ Preferred advance registration for special events



Help Hoover's legacy carry on! Give the gift of membership online:
HooverPresidentialFoundation.org



Join us for the 2024 Festival of Trees Member Reception. View Christmas trees decorated with a Holiday Movies theme, along with other assorted holiday decor.

Thursday, December 5 • 5:00-7:00
Rummells Center, 127 W Main Street
West Branch, IA

RSVP by emailing
info@hooverpf.org
 or by scanning this QR code.



Restoring and Maintaining the Tallgrass Prairie

The tallgrass prairie field is located near the gravesite of Herbert and Lou Henry Hoover on the Herbert Hoover National Historic Site. The field is home to various life forms, ranging from beautiful flowers to frogs and squirrels. The Biological Science Technician at the Herbert Hoover National Historic Site, Sydney Foster, oversees maintenance and restoration of the tallgrass prairie on Hoover Campus.

The reconstructed 80-acre tallgrass prairie, over 50 years old, hosts more than two hundred plant species. Sydney notes that counting the various life forms is challenging due to their ever-changing nature with seasons and years. This prairie is one of Iowa's oldest, and the restoration operations involve intensive research on invasive species, field data collection, and management strategies like herbicide spraying or controlled burns to foster new growth.

Day-to-day operations for restoration of the prairie can range from doing intensive research about invasive species, going out in the field to collect data and making note of invasive areas, or a day-to-day operation could look like working to get rid of species by either spraying herbicide or planning a controlled burn to clear parts of

the field to allow for new growth opportunities. Most of the research and planning that goes into prairie restoration is focusing on how to best prepare the field to eliminate the species or how to best mitigate the spreading of invasive species. Many of the day-to-day tasks often change according to the season, if there is an opportunity for growth, or a chance to eliminate or minimize the spreading of an invasive species.

Interestingly enough, Sydney highlights that tangible results in prairie restoration can take years, given the need for soil recovery after years of tillage. The project operates on a 5–10-year scale, aiming to enhance biodiversity and control invasive species at Hoover Campus. Efforts also focus on attracting new species by creating suitable habitats, such as maintaining ponds for frogs and small fish.

In addition, Sydney and the Parks Service are always taking additional steps to attract new and distinct species, whether that be uprooting plants to allow for new growth. This could also include maintaining ponds and pools of water buildup to increase hospitality for life forms such as frogs or even small fish. Sydney mentioned that one of her favorite aspects of her job is

finding new species that are adapting to new areas or finding species that have a unique mutation and trying to foster their well-being by supporting their habitat with what the species needs to adapt to the unfamiliar environment.

The tallgrass prairie is an 80-acre unfragmented field; typically, in Iowa, most prairie fields are fragmented or broken up by man-made objects such as an interstate or farm fields, where species cannot grow organically. Furthermore, the tallgrass prairie does not link or intertwine with other large natural areas, which can also prevent growth and diversification within the field. This makes for a special prairie field, given that it is 80-acres of uninterrupted land for various life forms to adapt to the habitat without constraints such as farmland or roads interrupting the field. The land is not only historically significant but also holds value in being a home to so many amazing life forms that are worth exploring and taking the time to learn.

The tallgrass prairie is open year-round and available to the public. There is always something to see when exploring it throughout the seasons. ★



Annual Naturalization Ceremony at the Library and Museum

Nearly every September since 2012, the Herbert Hoover Presidential Library and Museum has hosted an annual naturalization ceremony on the East Lawn of the Library in recognition of Constitution Day. This year, the event drew 56 candidates from 24 countries, from Benin to Vietnam. The Hoover Presidential Foundation and Herbert Hoover National Historic Site also contributed to making this important event possible.

Fortunately, it was a sunny day on the Hoover Campus. Candidates accompanied by supportive family and friends descended on the grounds. Aside from candidates, guests, and representatives of the Hoover Campus, American Legion Post 514 presented the colors and handed out poppies to the new citizens, Daughters of the American Revolution was there to promote patriotism, League of Women Voters registered the new citizens to vote, and Extension Chords provided a cappella music to give an added flair of Americana.

After a warm welcome by Tom Schwartz, Director of the Herbert Hoover Presidential Library and Museum, on behalf of the Hoover Campus, the Honorable Mark A. Roberts, Magistrate Judge of the United States District Court of the Northern District of Iowa, greeted the gathered crowd upon opening the court. A roll call was taken by country of origin before the Oath of Allegiance. Representatives for Senators Grassley and Ernst spoke, and the Extension Chords provided patriotic music throughout the ceremony.

After the Oath was taken and the candidates were welcomed as citizens, the crowd erupted in applause. There was a sea of surrounding cellphones to capture the special moment. You couldn't help but be drawn into the emotion of it all, especially when it was immediately followed by the Pledge of Allegiance.

It was all smiles from that point, as each new citizen filed in line to grab their certificate of naturalization, the official proof of US citizenship for foreign-born individuals. Family and friends celebrated, pictures were taken, and greetings were passed among those in attendance. It was a big day after a long process.

This annual event is free and open to the public, so if you are available next year during that time, we encourage you to make the trip to West Branch to see this inspiring, celebratory event for people yearning to call themselves American. ★



Fourth Grade Rite of Passage

Permission slips in grade school meant one thing: field trips. It was hard to focus in class when you were watching the clock for the time you would put on your jacket, get in line, and step onto the big yellow school bus. Getting away from your desk to explore a local site was always a welcome break from the everyday. Sometimes, it would even mean a stop for fast food or ice cream.

For many Iowa fourth graders, the Herbert Hoover Presidential Library and Museum was one of those field trip experiences. It was a rite of passage if you lived in the region at that point in your life. It's no coincidence that kids at this age are being taken to the museum. Fourth graders are typically beginning to study civics in regards to democratic principles and how these guide governments, so it is a good time to expose them to a museum and historic site. Fourth graders are typically beginning to study civics in regards to democratic principles and how these guide governments, so it is a good time to expose them to a museum and historic site.

It probably came as a surprise to many children that someone so important came from somewhere so close. Here was a person, orphaned at nine, who fed 9.5 million people during World War I, standardized everything from units of milk to traffic lights, became President of the United States, and was born down the interstate from where they lived! The experience they shared with their classmates is impossible to replicate within the confines of a traditional classroom.

Often, these museum field trips are paired with a visit to the Herbert Hoover National Historic Site. It has 186.6 acres of history and natural beauty. Kids are greeted by a park ranger in National Park Service regalia to tour the Birthplace Cottage, Friends Meetinghouse, Isis statue, Schoolhouse, and Jesse Hoover's Blacksmith Shop, that often has a blacksmith working the bellows and shaping steel. Visiting these sites makes the experience feel much more real.

If you were one of the many fourth graders who has visited the Hoover Campus over the years, you probably have a few memories you could share of that field trip. Just as it was when you went, kids are still turning in their permission slips to grab their jackets, get onto the big yellow school bus, and make their way to the Herbert Hoover Presidential Library and Museum. It is a destination that continues to educate and inspire children. Last year, 4,211 students made the trip.

Right now, we are engaged in an exciting project. The Museum will undergo its first renovation since 1992. The work will begin in the first quarter of 2025 and will be completed in summer 2026. This will create more engaging exhibits to allow visitors to better experience the stories of both Herbert and Lou Henry Hoover in more engaging ways.

In order to accomplish this, the Timeless Values | Modern Experience campaign was created. The goal of

this is to raise \$20.3 million to fund the renovation. Of that, we have raised \$16.1 million. We have been very fortunate to have so many wonderful donors help us get to this point, but we still need help to raise the final \$3.9 million to reach our target.

Every dollar you give will help support our efforts. Your gifts will go toward creating a more immersive experience not just for school children but for you and many others, as well. What we do collectively today will impact visitors in the near future and those who have yet to be born. The Hoover story is ours to share. By donating to the Timeless Values | Modern Experience campaign, the uncommon legacies of Herbert and Lou Henry Hoover become part of yours also.

When the renovation is completed, it would be wonderful to see you in West Branch. Just like it was when you were in fourth grade, we hope that you will grab your jacket, jump in your car, and head down 180 to the Herbert Hoover Presidential Library and Museum to see all the wonderful changes that will be completed and be inspired once again. Don't worry. You won't need a permission slip this time. ★

Trustee Spotlight:

Adam Gregg

Hoover Presidential Foundation Trustee Adam Gregg has been a prominent figure in the State of Iowa for nearly a decade. Serving as State Public Defender of Iowa and Lieutenant Governor, he has ascended to these important roles due to his leadership skills and competencies that have made him a valued figure on the Foundation's board. As he looks ahead to his new role that will take him away from public service, he reflected on his transition, the renovation of the Herbert Hoover Presidential Library and Museum, and the legacy of Herbert Hoover.

Adam has recently taken the helm as the new President and CEO of the Iowa Bankers Association (IBA). He will lead an organization that provides critical services to the banking industry in Iowa, which includes legislative advocacy, compliance guidance and education, human resources support, and leadership development. On top of these leadership demands, the IBA also has two for-profit subsidiaries: a mortgage company and insurance company. Adam saw a few benefits that made this position appealing. For him, it represents something both challenging and meaningful that will provide a better work-life balance than his role



in public service.

What drew Adam to the Hoover Presidential Foundation was his love of history. In fact, he is a self-proclaimed history nerd. His fondness for the topic and Hoover's importance to the state was a perfect pairing for him. Throughout his life,

he found Herbert Hoover to be a fascinating historical figure. This became even truer as he continued to learn more about him and his uncommon life.

Being the only President from Iowa was a deciding factor in his decision to give his time and talents toward helping steward Herbert Hoover's great legacy. As a Trustee, Adam also tries to read a biography every year or two. Currently, he is reading Kenneth Whyte's book *Hoover: An Extraordinary Life in Extraordinary Times*.

There are several aspects to the Hoover legacy that Adam has found remarkable. What moves him the most is his exceptional humanitarian work, but it doesn't stop there. He is also impressed by how he raised himself by his bootstraps to turn his tragic childhood into an amazing and successful life, selflessly leaving a flourishing business to dedicate himself to public service

and staying engaged in the debates of the times even when he was unfairly maligned. As Adam said, "We have so much to learn from Hoover."

Adam has expressed his excitement about the renovation of the Herbert Hoover Presidential Library and Museum and the opportunity it brings to tell that meaningful story, feeling that it is clearly time for an update. At 32 years, it has gone the longest of any of the 13 presidential libraries and museums without a renovation or expansion.

What it gives us is an amazing opportunity to connect with a new generation of Hoover fans. It is a story that stands the test of time, but we need to be able to tell it in new and interesting ways. As a Trustee of the Hoover Presidential Foundation, he has taken this as a call to action for himself to ensure the success of this important work.

With his love of history and work as a Trustee, Adam also carries an appreciation of the Hoover Campus as a place of reflection on Hoover's remarkable life, and he feels it most at Hoover's gravesite saying, "I think one of the most special places on the campus is at the gravesite. From there you can look into the distance and see the little white house he was born in, the museum which honors his life and time in the White House, to the place where he was laid to rest. It's a place that allows you to reflect on the full arc of his life." ★

Hoover's Hometown Days

This year's Hoover's Hometown Days was a rousing success. We celebrated Herbert Hoover's 150th birthday in a big way. It was terrific to see so many of your familiar faces throughout the festival at our different events.

This year, we had a Hoover Experience Tent that provided a preview of what the renovated Herbert Hoover Presidential Library and Museum is expected to look like upon its completion in summer 2026. We also had Hoover gift bags to share, which were a big hit.

We had a great crowd for the Foundation's Member Picnic. What's a better way to mark a birthday lunch than with Herbert Hoover's favorite picnic food, fried chicken?

The Life Celebration and Groundbreaking were memorable ways to mark this time. Not only did we celebrate Herbert Hoover's 150th birthday with cake, but we also ceremonially marked the start of the renovation with a Museum groundbreaking ceremony led by our Bert and Lou reenactors Brian "Fox" Ellis and Jane Fellows.

Afterward, we were treated to two Hoover forums.

The first gave us some insight on what it is like to be part of the Hoover family. Our guests were Leslie Hoover-Lauble and Margaret Hoover and was moderated by Dr. Tom Schwartz, Director of the Herbert Hoover Presidential Library and Museum.

The second forum involved two respected presidential historians, Dr. George H. Nash and Kenneth Whyte. This, too, was moderated by Dr. Tom Schwartz. It was a great way to dive into the history of the 31st President.



We also had a very special treat this year. Big Grove Brewery of Solon, Iowa created Thirty-One, a Belgian-style wheat ale that was popular in the time before and after Prohibition, in honor of Herbert Hoover's 150th birthday. It was a one-time offering and ran out during the celebration.

And what is a celebratory beer without a celebratory beer glass? This year, we had Belgian beer glasses etched with a special Herbert Hoover 150 logo available to commemorate this year's big celebration. There are still some available, but quantities are limited. If you are interested in having one of your own or giving as a holiday gift, you still have time. Contact Tiffany Frederick at TFrederick@hooverpf.org to purchase. ★



Hoover Presidential Foundation Member Trip: *A Journey through History with Laughter and Camaraderie*

In August, a lively group of Hoover Presidential Foundation members gathered at 127 West Main Street, West Branch, ready to embark on an unforgettable journey through history. The trip was characterized by camaraderie, humor, and the kind of flexibility that seasoned travelers possess, setting the tone for an experience that was as enriching as it was enjoyable.

The adventure began bright and early as members boarded a comfortable, air-conditioned motorcoach bound for Independence, Missouri. Spirits were high, with laughter and lively conversation filling the bus as the group anticipated the day's explorations. Their first destination was the Harry S Truman Presidential Library, where a delicious catered lunch awaited them. Following the meal, they embarked on a guided tour of the library, delving into Truman's legacy and leadership. The highlight of the visit was an immersive experience at the White House Decision Center, where participants engaged in a mock cabinet discussion on "Ending the Mandate in Palestine." This interactive exercise sparked thoughtful debate, peppered with moments of laughter as members embraced their roles in history.

As the day drew to a close, the group dined at McCormick & Schmick's Restaurant in Kansas City, savoring a delectable dinner in a warm and inviting setting. With full bellies and happy hearts, they retired to the Westin Kansas City Hotel for a restful night, eager for the adventures to come.

Day two of the journey took the group to Abilene, Kansas, home of the Eisenhower Presidential Library, Museum & Boyhood Home. Here, they immersed themselves in the life and legacy of President Dwight D. Eisenhower, exploring exhibits that offered profound insights into his leadership during some of the most challenging times in American history. Members were given ample time to wander the grounds at their own pace, soaking in the rich history that surrounded them.

That evening, the group enjoyed a delightful dinner at Pierpont's at Union Station, a historic restaurant known for its elegant ambiance and exquisite cuisine. The meal was a perfect end to a day filled with learning and reflection, and after a short, leisurely walk back to their hotel, the group retired for the night.

The third and final day of the trip began with a hearty breakfast at the hotel, followed by a transfer to the National World War I Museum and Memorial. The guided visit provided a poignant and powerful reminder of the sacrifices made during the Great War, with



exhibits that stirred deep emotions.

The journey homeward included a stop in Urbandale, Iowa, where the group dined at the Machine Shed Restaurant. Known for its hearty, farm-inspired meals, the restaurant provided the perfect prelude to the final stretch of the drive back to West Branch.

By 8:30 pm, the motorcoach pulled into the Hoover Presidential Foundation, and the travelers, though tired, were deeply fulfilled. The trip had been much more than just a journey through history—it was an experience marked by shared laughter, excellent food, and the kind of camaraderie that only such an adventure can forge. ★