

A close-up photograph of a man with dark skin and short hair, looking directly at the camera with wide eyes. He is blowing a large, translucent pink bubble that covers the lower half of his face. He is wearing a white dress shirt and a yellow bow tie with red and blue diagonal stripes. His hands are visible at the bottom, holding the ends of the bow tie.

dsm

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BOOK
2012**

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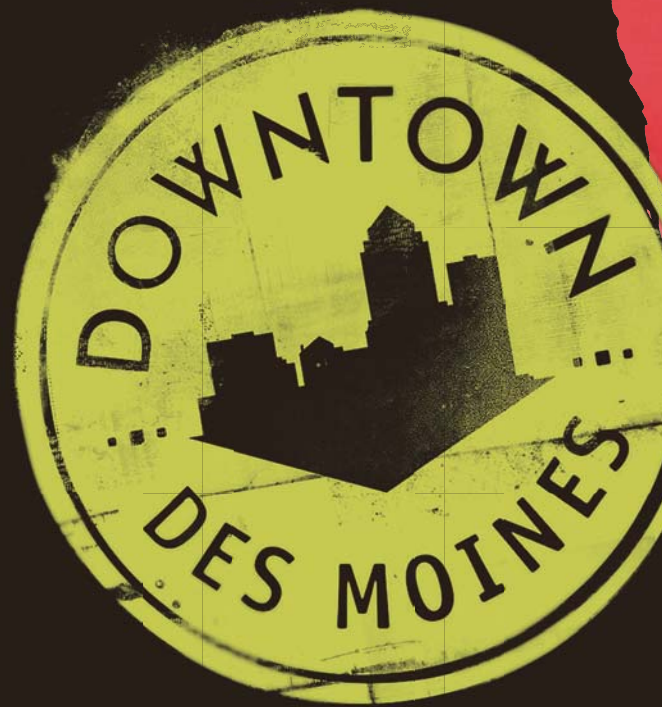
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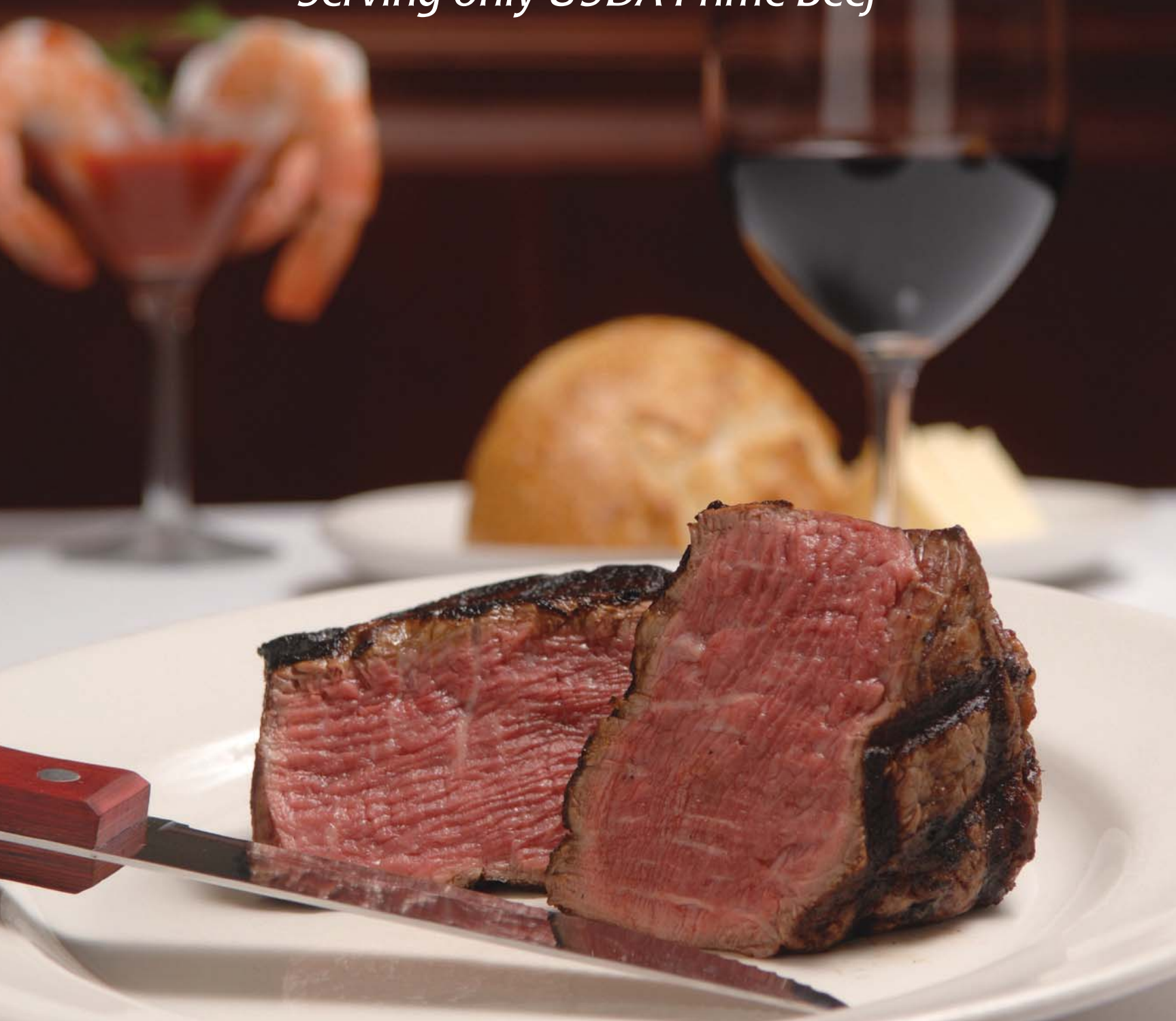
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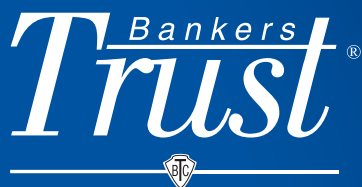
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THE MEN'S BOOK 2012



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Model James Sanigular of Ames in an R. Hanauer bow tie (\$65 at Badowers in Des Moines).

Photo by Kathryn Gamble. Styled by Lindsay Berger.



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Nurture your crazy.

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Mini Porsche Saab Volkswagen Volvo and other fine cars.

My friend Barbara loves her new (to her) BMW.



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Middle: Jan D. Gjaltema sterling silver and resin cufflinks (\$192 at 2AU Limited in West Des Moines).

Bottom: Stainless steel cufflinks with black onyx and mother of pearl checkered detail (\$75 at Josephs Jewelers).







Tissot T-Race rubber watch
(\$650 at Josephs Jewelers, in Des Moines).





This page: Gitman Bros. knit tie
(\$95 at Badowers in Des Moines).

Opposite page: Alden wing tip shoes
(\$478 at Badowers in Des Moines).
Ugly Vix socks
(\$30 at Badowers).

Photographer Kathryn Gamble and
stylist Lindsay Berger, both of
Des Moines, have been collaborating on
fashion and lifestyle features for seven
years. They've worked together on
photo shoots for Meredith Corp.,
Von Maur and other companies. Gamble
says the two have an uncanny ability to
read each other's minds, and Berger
says that when they collaborate, "we
make magic." ■



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DUNCAN

Joel Duncan has completed two Tough Mudder challenges. "I think you find out a lot about yourself in dealing with adversity," he says.

WRITTEN BY KYLE OPPENHUIZEN
PHOTOS BY DUANE TINKEY

THE MUDDER OF ALL CHALLENGES

WHY PUT
YOURSELF
THROUGH A
12-MILE
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AND CRAWLING
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SOME GUYS, THE
QUESTION IS
'WHY NOT?'

Joel Duncan was minutes away, maybe seconds, from jumping into a Dumpster full of ice water.

He wasn't looking forward to it.

At this point, the pageantry of listening to a motivational speaker lead the event's participants in pump-up chants, the thrill of taking off from the start line—those things had worn off. The Tough Mudder challenge, this one near Tampa, Fla., was under way.

Tough Mudder events, held throughout the country, consist of 10- to 12-mile obstacle courses designed to test the physical and mental strength of participants. As they run the course, they tackle 22 to 24 extreme challenges. The event isn't a competition, however; participants are encouraged only to challenge themselves to complete the course and in the process overcome their own fears and limitations.

Going into the 2011 Tampa event, Duncan, president and CEO of Urbandale-based Merit Resources Inc., had done his research. He knew he could handle the 12-mile run—after all, he had been running for more than 30 years. He knew some of the other events in his first Tough Mudder challenge would be daunting, like climbing up a couple of 12-foot walls, darting through hundreds of electrical wires charged with 10,000 volts and literally running through fire.

He did, after all, sign a death waiver—albeit a somewhat tongue-in-cheek one—before the event.

But climbing walls and running through fire didn't sound so bad. Part of the reason the 47-year-old Duncan decided to put himself through the challenge was because of the thrill of uncertainty. Running was predictable. This was not.

Ice water, though, brrrrr. Duncan wasn't a fan of being cold. He had worked out for eight to 10 hours a week, but upping the number and intensity of his pushups, pullups and sit-ups really didn't prepare him for jumping into ice water. And it didn't help to watch others in front of him jump in, screaming and cursing as they walked through ice up to their necks.

He girded himself mentally, putting the situation in context. "I said, 'OK, people are doing this. If they can do it, I have a good chance of doing it,' " he recalls.

As thousands of spectators and hundreds of participants watched, Duncan jumped in, moving his way through the icy bath in two or three minutes, patiently (and painfully) waiting

for the people in front of him to complete the obstacle before he was able to get to the end and climb out. He hoisted his freezing muscles out of the trash bin. His thighs were tight, his body was cold, but with nearly the entire Tough Mudder challenge still in front of him, his initial victory over fear gave Duncan the confidence he needed.

"When you get done, you say, 'I can do this,' " he says. "It's like, 'OK, that was not insurmountable.' "

Not insurmountable, but Tough Mudder events are not for the faint of heart. Participants get tired, wet, muddy, sweaty and distressingly uncomfortable.

So why in the world would people subject themselves to it?

"I think there is probably something deep-rooted in every man that that type of stuff might intrigue him," says Jason Kiesau, director of marketing at Merit Senior Living, a division of Merit Resources. Kiesau and Duncan completed their second Tough Mudder challenge in May at a course outside Minneapolis as part of an 18-person Central Iowa team that Kiesau organized.

"It's like being a little kid playing in the mud," the 35-year-old Kiesau says. "We don't get those opportunities very often, the older we get."

But Tough Mudder is about more than boys being boys—after all, women participate in the challenge as well. For Duncan, there's a certain satisfaction in overcoming the uncertainty that is prevalent in the event. In addition, sharing the experience with friends, teammates and even strangers, as well as watching other participants overcome the same anxieties, is as satisfying as completing the event yourself, he says. Duncan also was moved by the Wounded Warrior Project, which the event benefits. The project supports military personnel who were injured while on active duty.

For Central Iowa Mudders team member and self-described experience geek Matt Whitaker, part of the draw was that "not everyone can do it."

"I think a lot of it has to do with, why do people climb mountains or do anything else?" says Whitaker, managing partner and attorney at Whitaker, Hagenow & Gustoff LLP. "It's the idea that you are doing something unique or difficult."

The 42-year-old Whitaker, who was the starting tight end for the University of Iowa football team in the 1991 Rose Bowl, lifts weights five days a week but admits he should

KIESAU

Jason Kiesau believes being a cheerleader for other team members is as important as completing the Tough Mudder challenge himself. He's planning to organize a group of Central Iowa men to participate in a challenge next year in Florida or Arizona.





WHITAKER

Matt Whitaker says part of the draw of participating in a Tough Mudder event is “the idea that you are doing something unique or difficult.”

1. Participants climb a 12-foot wall with the help of teammates at a Tough Mudders challenge outside Minneapolis in May. 2. One obstacle at the May event required Mudders to crawl under barbed wire with live electrical wires hanging from it. 3. After the event, participants donated their shoes to charity. 4. Participants got muddy, sweaty and wet during the Minneapolis Mudders challenge.

have done more running to train for the event. Early on, he says, he found himself thinking, “How am I going to get out of this?” But in the true spirit of Tough Mudder, he decided he wasn’t “going to be a quitter.” Part of his motivation, he says, was the desire to share the story with friends over a beer.

Kiesau had very different experiences during his two Tough Mudder challenges. In the first, a 2011 event in Wisconsin, he let fatigue get the better of him, despite a daily 60-minute workout that included running and lifting leading up to the event. “My attitude was definitely challenged,” he says.

But by his second Tough Mudder, he had learned that, as in life, he could control his attitude. So he decided to be a cheerleader for the rest of the team as he went through the challenge. His mission, in addition to completing the course himself, was to bring energy to the group and help keep spirits up, he says.

The result? “The whole day was a blast,” he says.

It was so much fun that Kiesau is trying to get a group of Central Iowa Mudders to take a road trip to Florida or Arizona next year to complete a challenge. And he encourages anyone who is interested to give it a shot and leave the doubts at home. Even though it’s a 12-mile course, everybody walks some of it, he says.

For Duncan, the fear of jumping into the ice tub followed him into the Minneapolis Mudder challenge. But so did the feeling of satisfaction upon completion.

“I think you find out a lot about yourself in dealing with adversity,” Duncan says. “So any time you have adversity and still test yourself, it’s a rewarding time.”

Even if it can be a little chilly. ■

Kyle Oppenhuizen, a reporter for the Business Record, is a former sports writer and current sports junkie. His most thrilling athletic feat may have been sprinting onto the Jack Trice Stadium field last season when Iowa State beat Oklahoma State, which is about 11.98 miles less than most Tough Mudder participants run on event day. He was still sore the following day.



ON THE BALL

Since 2008, Drake basketball coach Mark Phelps' unabashed enthusiasm for the university and Des Moines has helped attract top-ranked players. The payoff could come this year.

WRITTEN BY JIM DUNCAN PHOTO BY DUANE TINKEY

Drake University Athletic Director Sandy Hatfield Clubb came to Des Moines from Arizona State University. So when she moved quickly to hire Mark Phelps from that same school in 2008, people assumed the two were well-acquainted.

"Everybody thinks we were old friends," she says of Phelps, Drake's head basketball coach. "The truth is, I met Mark at my going-away party. I really didn't know him at all. But I knew (Arizona State Head Coach) Herb Sendek, and he encouraged me to talk to Mark when I was looking for a coach."

Hatfield Clubb admits Phelps "was the sixth out of six people I talked to," but after a 45-minute telephone interview, she gave the matter five minutes of thought.

"I called him back and put him on a plane to Des Moines the same day," she recalls.

Phelps also acted quickly. Within seven days, he had accepted the Drake job, moved to Des Moines, and persuaded his future wife, Alissa, to marry him and follow him here.

"I grew up in Virginia Beach and lived in North Carolina and Phoenix," says the 46-year-old Phelps. "Alissa is a chiropractor from New Jersey who moved to Arizona for the

weather. Our first winter in Des Moines was brutal, so we wondered about what we had done. Now neither of us can imagine ever living anywhere else."

'NOT A TYPICAL COACH'

Phelps says his job interviewing skills were born from necessity.

"I am not a typical coach," he says. "I didn't play college basketball, and I wasn't even a significant high school player."

He was, however "close friends in high school with J.R. Reid," he says. Before starring at North Carolina and in the National Basketball Association, Reid was rated the No. 1 high school player in America. Recruiters flocked to Virginia Beach, and some encouraged Phelps to influence his friend. One coach even promised to set him up in coaching if he helped deliver Reid to his college.

"That was the first time it had even occurred to me that coaching could be a livelihood," Phelps recalls.

The idea of influencing young lives appealed to him. So did the competition of the profession. So after graduating from Old Dominion University in Norfolk, Va., Phelps coached at the high school level in Virginia. After taking teams to five straight state tournaments, he began pestering college coaches for a job.

"Herb Sendek finally hired me at North Carolina State—



In his first four years, head basketball coach Mark Phelps won more games than any coach in Drake history.

to get me to stop bothering his secretary on a daily basis,” Phelps jokes.

Such persistence is essential to succeed in coaching—and recruiting. Phelps’ calendar last July included flights every two or three days—to Virginia and New Jersey, then to Indianapolis and Milwaukee, then to Los Angeles, Las Vegas and Kansas City. He says he has more frequent-flier miles than he can count but never has had enough time to cash any in on a vacation.

Taking such recruiting trips is “a passion, but most people in this business joke that it’s a sickness,” he says.

THE FUTURES MARKET

Phelps’ job in Des Moines came with unusual pressure. He followed Keno Davis’ sole year at Drake, one which produced the school’s first Missouri Valley Conference (MVC) championship since 1971. A new unrealistic bar had been set. But in his first four years, Phelps has won more games than any coach in Drake history, with a winning percentage second only to that of the legendary Maury John.

Phelps’ record has been even better on the recruiting trail, referred to in the business as “the futures market.” Two of his last three incoming classes were ranked No. 1 in the MVC. The third was ranked second. The last previous Drake class ranked that highly was in the early 1970s.

Phelps says recruiting is a sales job. “We have something special to sell,” he says. “Drake’s campus is beautiful, one of the nicest I’ve seen anywhere. It looks good in all seasons. I’ve never seen a cleaner campus, either. I encourage recruits to use the men’s rooms because I know they will be immaculate.”

The campus is only half the package he touts. “There’s the city itself,” he adds. “I am so surprised how attractive Des Moines is to kids from both coasts, and from much larger cities. There’s only one other city in our conference that compares to Des Moines. Personally, I think Des Moines has more going for it than Omaha, but I admit it’s a close call.”

Phelps said recruits are given tours of downtown as well as suburban areas. “The metro sells itself,” he says.

Phelps also touts the MVC, the second oldest conference in the United States. “The Valley isn’t a household word, but it’s greatly respected by basketball junkies,” he says. “When you have a great campus (and) academics, a great city and a revered conference to sell, you can string together three straight good seasons of recruiting. That’s how you build a program.”

Phelps’ boss sees it that way, too. Drake President David Maxwell attends every game he can. “We are not looking for

a flash-in-the-pan winning season,” he says. “Mark and his staff are working to build a winning program that has sustained success for years to come, and that’s a lot harder to do these days for a variety of reasons.

“Our goal is to compete for the Missouri Valley Conference championship and move on to postseason play on a regular basis, and to do it with young men who meet our standards for academic success as well,” Maxwell adds. “Those two criteria are not mutually exclusive.”

THE NEW SEASON

Last year, Phelps was unusually unlucky with injuries. He lost both his starting center and his starting point guard before the first game. Then top scorer Ben Simons missed a key stretch. Still, that team’s nine MVC wins were the second most since 1986. Indeed, Drake futures are rated a “strong buy.”

“I’m really enthused about this year,” he says. “The group of players we have are the most passionate about the game, and about their team, of any group I’ve had.”

There’s more than passion. All five returning players have been starters. Among eight new players, graduate student Chris Hines was Utah’s second-leading scorer last year, despite playing all season with injuries. Two others are junior college graduates. That adds up to a lot of leadership. Five highly ranked freshmen add depth.

“Our skill level is better than in any year,” Phelps says. “This group shoots better and passes better.”

This optimist even sees a silver lining in star center Seth VanDeest’s yearlong rehabilitation from shoulder surgery. “Having missed an entire season, he’s going to be stronger than ever,” Phelps predicts. “He’ll play this year at 260 pounds. Before he was playing at 218.”

This year’s schedule is challenging. Drake plays three games in the Anaheim Classic with teams like California, Georgia Tech, Xavier and St. Mary’s. They play Iowa State University in the new Big Four doubleheader and both Detroit and Nevada on the road. (Detroit went to the NCAA tournament last year and Nevada won 28 games.) Such games can pad a team’s RPI, the rating system that helps determine NCAA selections.

Phelps welcomes the challenge. Such a schedule, he says, “helps build the players’ morale, enthusiasm and focus.” ■

Jim Duncan, a Des Moines freelance writer, has observed Drake basketball through the careers of 14 of the school’s 27 coaches. Having experienced the ecstasy of championship, the desperation of infamous scandal, and the ennui of inglorious eras, he’s excited about the future.



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WRITTEN BY DAVID ELBERT
PHOTOS BY DUANE TINKEY

TUNNEL EFFECT

Mature trees surround hole No. 3 at Waveland Golf Course.

Des Moines' first golf course was built in 1897 on 40 acres that Jefferson S. Polk owned at the end of his Ingersoll Avenue streetcar line at 45th Street. A short 18-hole course was laid out by a Scotsman named Ellsworth, and the first clubhouse of the newly formed Golf and Country Club was on the northwest corner of Polk Boulevard and Ingersoll Avenue.

In 1903, 100 acres to the west were added and the course was lengthened. Three years later, a luxurious clubhouse was built near the southwest corner of 49th Street and Harwood Drive.

All three of the Des Moines area's oldest golf clubs—Hyperion Field Club (built in 1910), Wakonda Club (1922) and Des Moines Golf and Country Club (1924)—can trace their existence back to the Golf and Country Club, as can Central Iowa's long and strong tradition of public golf.

City-owned Waveland Golf Course was built in 1901 on property immediately north of the Golf and Country Club course. In addition to being Iowa's first municipal course, Waveland is the nation's third-oldest city course.

But rarely will you read or hear much about that part of Des Moines' rich golf tradition. There's a good reason, explains local historian John Zeller. It's because fires destroyed all four of the area's earliest golf clubhouses and consumed the clubs' earliest records. Most of what we know today about those early years of golf in Des Moines comes from old newspaper and magazine stories, Zeller says.

During the century or so that followed the creation of Des Moines' first golf course, more than 40 courses have been built in the metro area, including 20 in Polk County.

I took up golf in 1993 and have played all but a handful of those courses, making me something of an expert in local course knowledge, although not in scoring.

I recently put together the following list of my favorite Central Iowa holes. I call it Old Dave's Course, and it includes some of the area's most difficult, as well as aesthetically pleasing, holes. At one time or another, I have parred nine of these 18 holes. I hope someday to par a few more. Some I will never par, but I'll keep trying, because I'm sure that's what the old Scotsman Ellsworth would want.

OLD DAVE'S COURSE, FRONT 9

1. No. 1, Wakonda Club, Des Moines (Par 4): This dogleg left has been described as the most difficult starting hole in Iowa. The fairway descends, then climbs from the dogleg to the hole. Trees discourage corner cutting.
YARDAGES: BACK, 431; MIDDLE, 410; FRONT, 401. **HANDICAP:** 3.

2. No. 3, Waveland Golf Course, Des Moines (Par 5): The third hole at Des Moines' oldest course provides a spectacular view. The elevated tee overlooks a fairway banked by mature trees that create a tunnel effect from tee to green.
YARDAGES: BACK, 585; MIDDLE, 558; FRONT, 407. **HANDICAP:** 1.

3. No. 3, south course, Beaver Creek Golf Course, Grimes (Par 4): The only island green on my course, this sharp dogleg right requires a blind tee shot where cutting the corner can set up a chip across water to the spacious green.
YARDAGES: BACK, 378; MIDDLE, 364; FRONT, 307. **HANDICAP:** 3.

4. No. 3, Bos Landen Golf Club, Pella (Par 3): The view from this elevated tee is dramatic. A creek crosses in front of the green but is not a factor; sand traps behind it are an incentive not to overshoot.
YARDAGES: BACK, 141; MIDDLE, 125; FRONT, 104. **HANDICAP:** 18.

5. No. 4, Tournament Club of Iowa, Polk City (Par 5): Another spectacular elevated view. Unlike No. 3 at Waveland, this fairway is wide open, but to post a good score, you'll need to stay out of the spacious fairway sand traps.
YARDAGES: BACK, 578; MIDDLE, 548; FRONT, 478. **HANDICAP:** 8.

6. No. 11, Honey Creek Golf Club, Boone (Par 3): The view from this tee is also breathtaking, as it overlooks the river valley that creates five of Honey Creek's back-nine holes.
YARDAGES: BACK, 205; MIDDLE, 153; FRONT, 128. **HANDICAP:** 14.

7. No. 8, Hyperion Field Club, Johnston (Par 4): This relatively short but challenging dogleg left requires a precise tee shot over water. The fairway climbs quickly at the corner to an elevated green.
YARDAGES: BACK, 347; MIDDLE, 321; FRONT, 279. **HANDICAP:** 5.

8. No. 13, Glen Oaks Country Club, West Des Moines (Par 4): A wide fairway descends to a reachable lake. The challenge begins with the second shot to a green that is fronted by water and sand and backed by trees.
YARDAGES: BACK, 407; MIDDLE, 357; FRONT, 269. **HANDICAP:** 11.

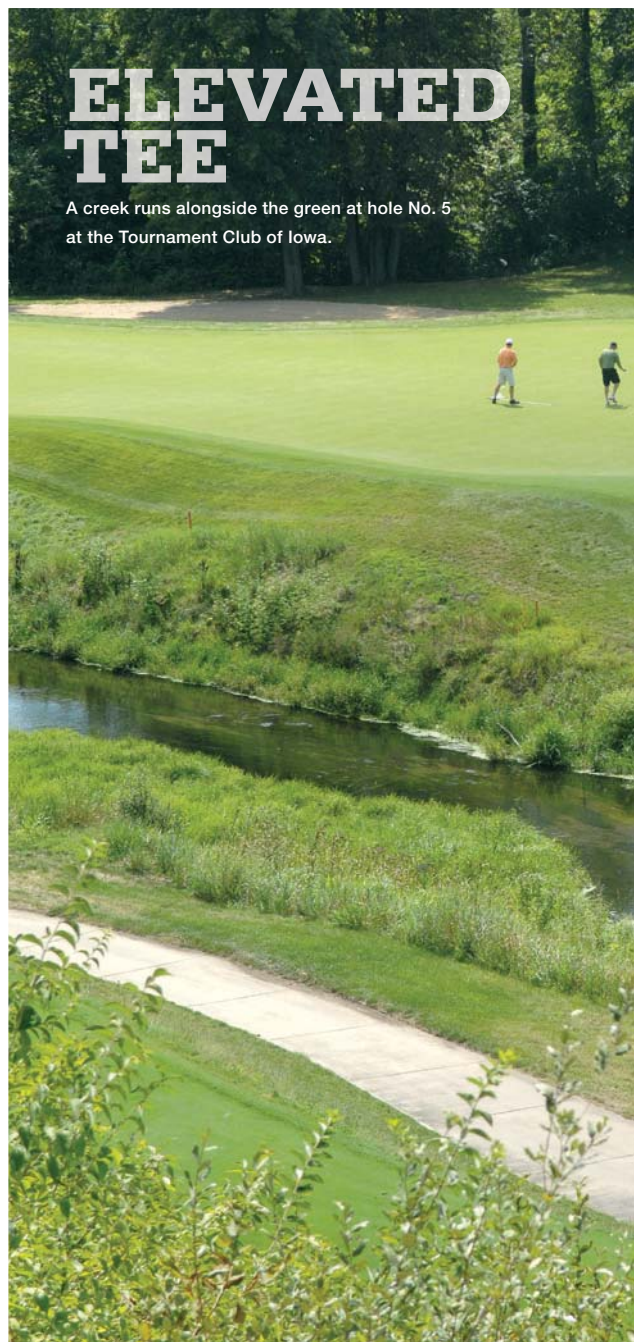
9. No. 10, north course, Des Moines Golf and Country Club, West Des Moines (Par 4): Long hitters can drop a tee shot in front of the green on this dogleg right by going over the trees. But watch out for the sand.
YARDAGES: BACK, 358; MIDDLE, 332; FRONT, 269. **HANDICAP:** 14.

FRONT 9 YARDAGES: FRONT TEES, 3,430; MIDDLE, 3,168; BACK, 2,642.



OPEN FAIRWAY

A scenic view greets golfers at hole No. 4 at the Tournament Club of Iowa in Polk City.



ELEVATED TEE

A creek runs alongside the green at hole No. 5 at the Tournament Club of Iowa.



OLD DAVE'S COURSE, BACK 9

10. No. 9 on the Red course, Willow Creek Golf Course, West Des Moines (Par 4):

This dogleg right allows an average hitter to cut the corner and create an easy approach shot. Be careful, though. The penalty for failure is out of bounds.

YARDAGES: BACK, 359; MIDDLE, 348; FRONT, 300. **HANDICAP:** 13.

11. No. 14, Glen Oaks Country Club, West Des Moines (Par 3):

This is my longest water carry. The tee shot is intimidating, as is the undulating green, which is the largest at Glen Oaks.

YARDAGES: BACK, 229; MIDDLE, 161; FRONT, 141. **HANDICAP:** 15.

12. No. 2, Jester Park Golf Course, Granger (Par 5):

This has the longest par-5 at a public course in the metro area. Long hitters can cut the corner of the lake; all others stay left. After the lake, woods line both sides of the fairway.

YARDAGES: BACK, 625; MIDDLE, 611; FRONT, 553. **HANDICAP:** 1.

13. No. 12, The Legacy Golf Club, Norwalk (Par 4):

The challenge on this dogleg right is the second shot. It must clear three large sand traps that guard the elevated green.

YARDAGES: BACK, 442; MIDDLE, 379; FRONT, 278. **HANDICAP:** 7.

14. No. 5, Tournament Club of Iowa, Polk City (Par 3):

This elevated tee appears to look nearly straight down on the creek that runs alongside the green. Be careful, though. Objects are more distant than they appear.

YARDAGES: BACK, 185; MIDDLE, 157; FRONT, 102. **HANDICAP:** 13.

15. No. 2, Ridge course at Echo Valley Country Club, Norwalk (Par 4):

What makes this special is a beautiful dogleg right with plenty of landing room below a watershed that guards the green.

YARDAGES: BACK, 417; MIDDLE, 356; FRONT, 304. **HANDICAP:** 11.

16. No. 5, Wakonda Club, Des Moines (Par 5):

A strong tee shot will cross the water and climb the hill that creates the spine of this 90-year-old course. Then, it's down the hill, across a second creek and up to the green.

YARDAGES: BACK, 549; MIDDLE, 505; FRONT, 450. **HANDICAP:** 1.

17. No. 11, Veenker Memorial Golf Course, Ames (Par 3):

This is the rare par-3 where all the elevation is up. To reach the elevated green, you must cross the creek while avoiding trees and sand traps that guard the hole.

YARDAGES: BACK, 155; MIDDLE, 134; FRONT, 98. **HANDICAP:** 14.

18. No. 18, north course, Des Moines Golf and Country Club, West Des Moines, (Par 5):

This tree-lined dogleg left is the metro area's longest hole. The final approach is downhill and across a creek to a tiered green.

YARDAGES: BACK, 637; MIDDLE, 525; FRONT, 470. **HANDICAP:** 6.

BACK 9 YARDAGES: BACK TEES, 3,598; MIDDLE, 3,176; FRONT, 2,696.

TOTAL YARDAGES FOR OLD DAVE'S COURSE: BACK TEES, 7,098; MIDDLE, 6,344; FRONT, 5,338.



BEST LOCKER ROOM

Golfers can get a cocktail along with a shower in Glen Oaks' well-appointed men's locker room.





ONLY 19TH HOLE

Talons of Tuscany is Iowa's only course
with a true 19th hole.

TOP SPOTS

Best men's locker room:

Glen Oaks Country Club in West Des Moines. Locker rooms at other clubs may feature wood paneling and tiled bathrooms, but Glen Oaks is the only one where you can walk from the shower to a full bar.

Best municipal course clubhouse:

The newly opened million-dollar clubhouse at Bright-Grandview Golf Course that was paid for in large part by the foundation created by Lois Bright and her late husband, Dale.

Toughest place to get a weekend tee time:

Des Moines Golf and Country Club. Tee times are assigned by seniority, and Des Moines Golf has the largest group of tenured members of any local club.

Most difficult private course:

Wakonda Club. The rating, slope and yardage are all higher at Des Moines Golf and Country Club's two courses and at Glen Oaks, but those courses don't have Wakonda's mature oak trees and rolling fairways, which ensure few level lies.

Most difficult course:

The Harvester Golf Club in Rhodes, where the course plays 7,365 yards from the back tees with a slope/rating of 76.0/140, all of which are higher than any of the private courses.

Busiest golf intersection:

Northeast Delaware Avenue and Northeast 36th Street (110th Avenue) in Ankeny, where three golf courses converge: Otter Creek Golf Course, Briarwood Club of Ankeny and Talons of Tuscany.

Only 19th hole:

Talons of Tuscany, Dennis Albaugh's private course, is among a handful of courses in the country that have a true 19th hole. It was created to decide tournament playoffs, but it quickly became a favorite of anyone lucky enough to play Iowa's most exclusive course. The long carry across water is to an elongated, tiered green, protected fore and aft by huge bunkers. Yardages: Back, 188; Middle, 168; Front, 133. ■

David Elbert, a retired business writer, is now able to combine two of his favorite pastimes after his friend created a hitch that allows him to tow his hand-push golf cart behind his bicycle. Wave to him when you see him on Kingman or Polk boulevards on his way to Waveland Golf Course.

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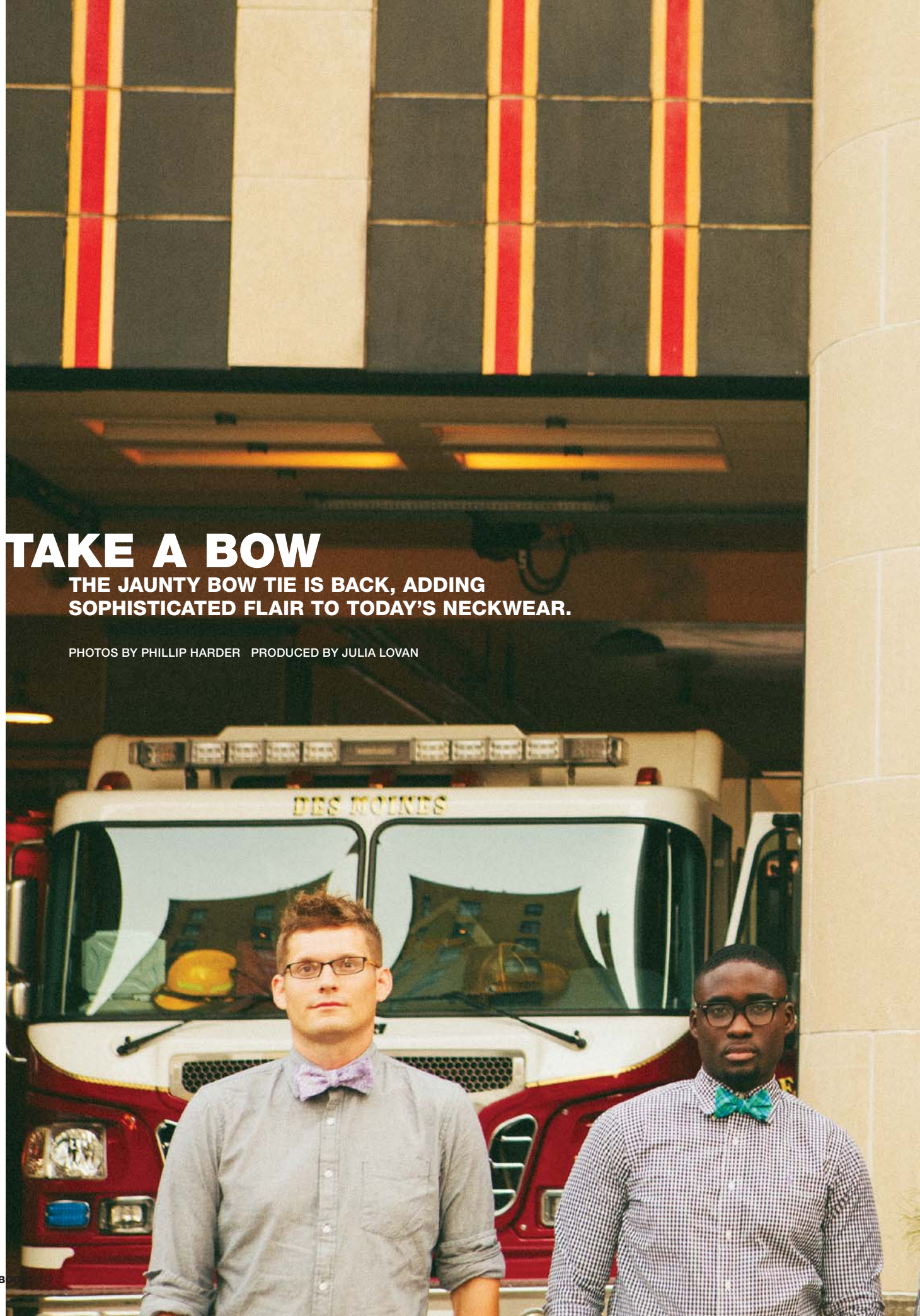
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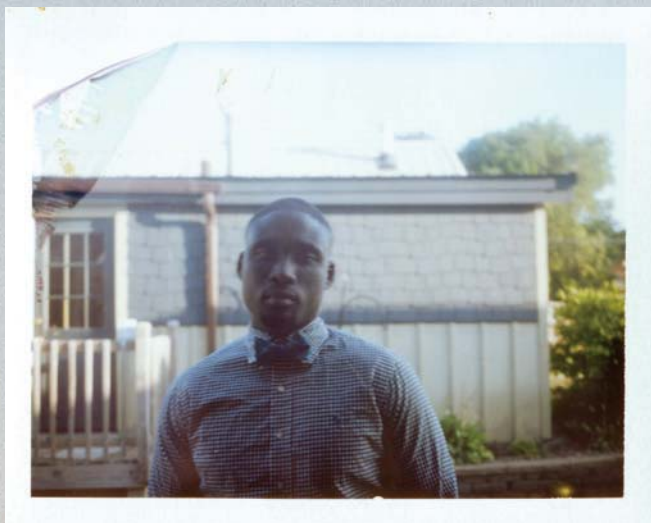
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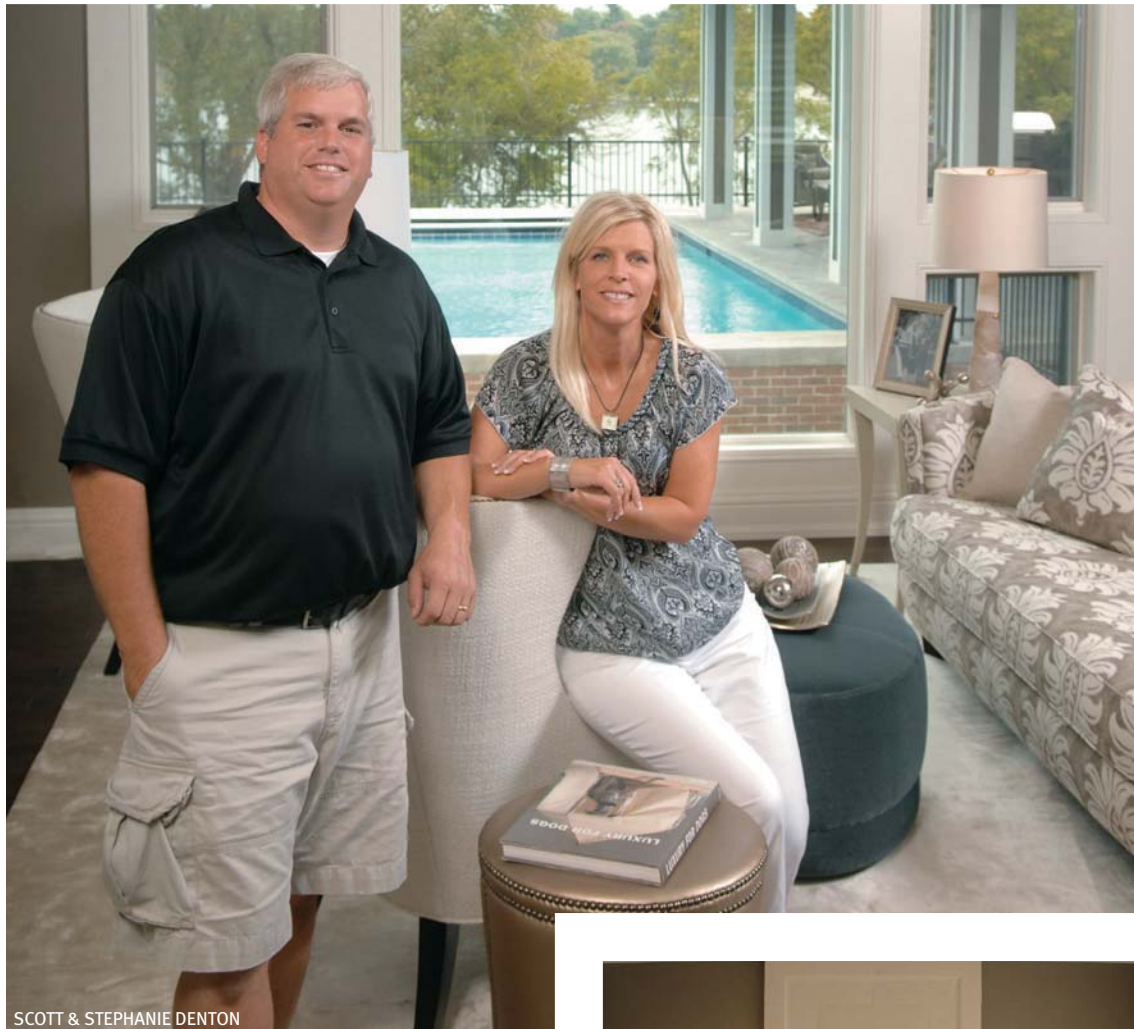
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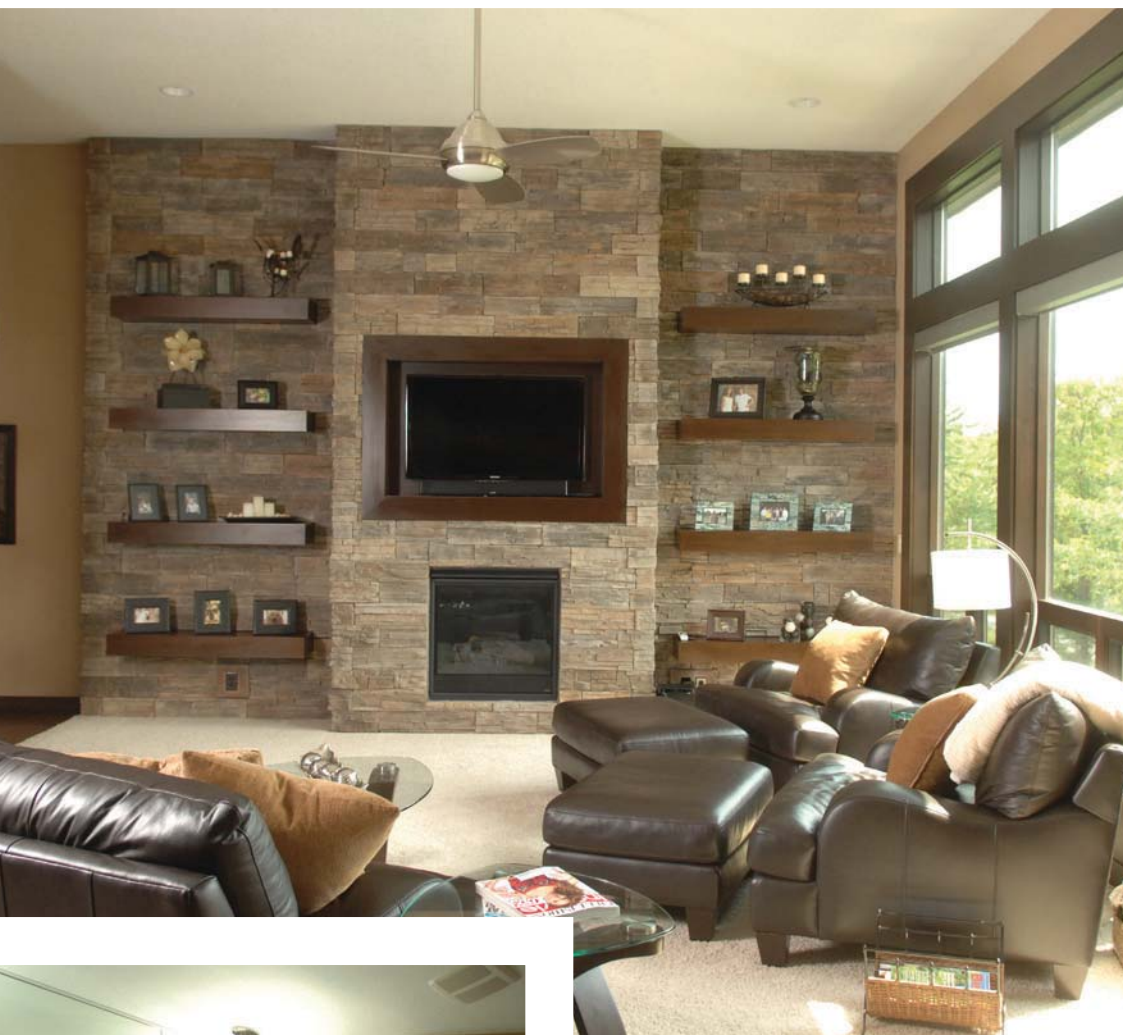
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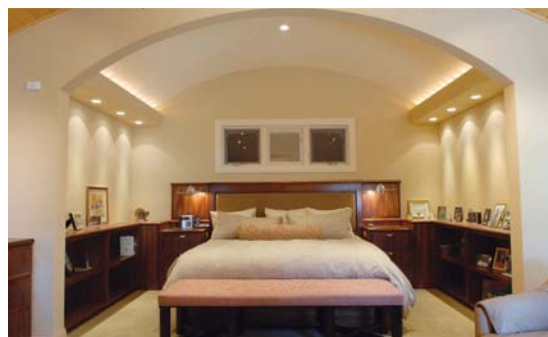
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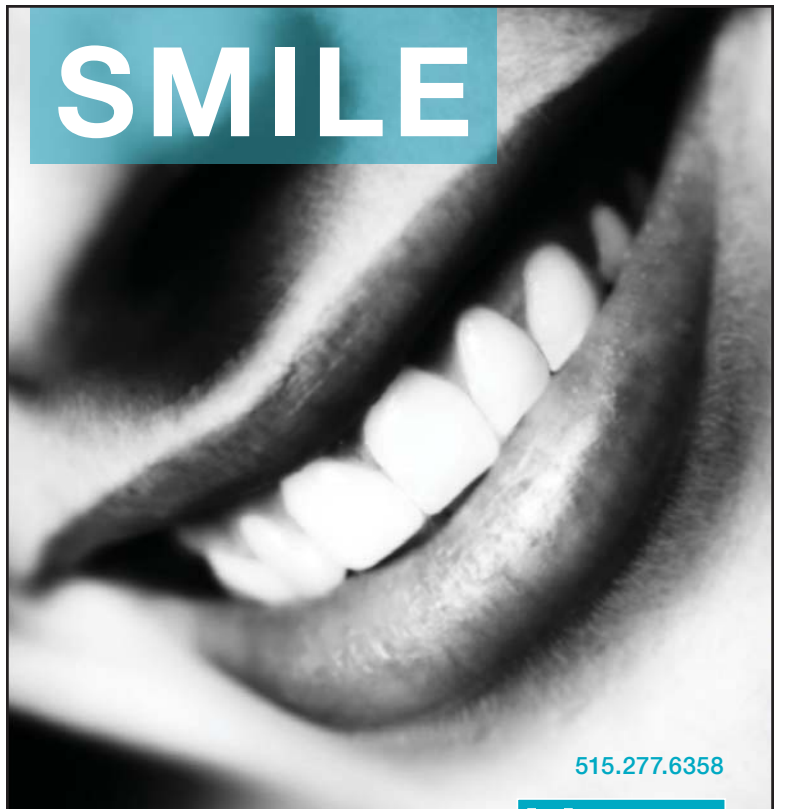


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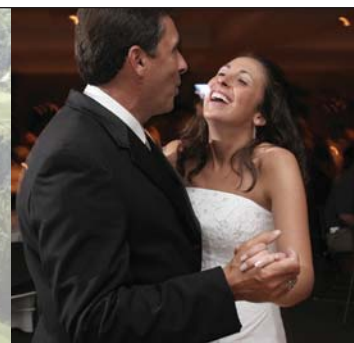
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CHRIS
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Nurture Your Crazy

I believe in equality for women. Be it at the polls, in sports or in business. But most especially in the bathroom.

Here's my theory: Man puts seat up. Leaves it up. Woman enters. Puts seat down. Leaves it down. Repeat.

We need it up. You need it down. Equality.

It's math. It's logic. And it's rejected, seemingly, by all women. A year or so ago, Kaci Kohlhepp, my then-girlfriend of five years, and I were testing out the whole living together thing. This seat up-seat down business became a source of contention.

I'm a pretty stubborn guy, and I had heard of legions of husbands before me who were forced into toilet submission. That wouldn't be me. Oh, never me.

So I left the seat up.

I'm married now, two months and going strong. But it's the crazy little fights, tiffs and struggles for power that I already see are an unwanted, yet unavoidable, part of marriage.

A quick sampling from my marriage: toenails, clothes and dishes.

For those of you much wiser than I, you know there is more of this ahead. And it won't be picking up clothes, but diapers and children instead.

It could get crazy, but crazy doesn't scare me. That's because I believe crazy love is the foundation of successful relationships. I mean, think about it. Think back to when you were

falling in love. You acted crazy. Or at least I did. Love does that to you. And it's a good thing.

When you are in crazy love, you'll do anything for the other person—perhaps even put a toilet seat down.

The danger, I think, is time. As you grow further away from the crazy, early days of your relationship, the thousands of little toilet seat-like debates chew at and erode that crazy love foundation from your memory.

The love part fades, and what remains is just crazy—the stereotypical feuding couple of 40 years burns in my mind. I don't want to be that.

Yet here I am, naive as can be.

So I'll put my crazy in print so I never forget:

I was set up on a blind date for my senior prom in Chicago—pretty crazy.

The date lived in Florida—really crazy.

One month into my freshman year at Iowa State University, I flew to Florida to see that same girl again. My dad said, "Son, you're crazy."

I was.

We maintained an Iowa-to-Florida long-distance relationship through college for nearly five years. It nearly drove me crazy.

To see each other, we spent about \$12,100, on 88 flights, to fly 132,000 miles. When you put it like that, yes, definitely crazy.

I once Dumpster-dove for 320 promotional soft-drink cups at Wendy's—I stunk like crazy. But those

cups earned us five free round-trip AirTran Airways plane tickets—we saved like crazy.

We were forced into 44 painful airport goodbyes. We cried—yes, even she cried—like crazy.

After 1,750 days apart, and never spending more than two weeks together, I finally moved to Florida—to be crazy together.

So, think back to your crazy.

Remember all those times you did something crazy for your wife or husband. Think about your current crazy. Embrace it, nurture it, strive for crazy love.

Then, go do something crazy.

Oh, and as for that toilet seat ...

Without consulting me, my wife bought a big fluffy cover for the toilet seat lid. The seat no longer remains up; instead, it immediately crashes down.

This poor newlywed now holds the seat up when he pees.

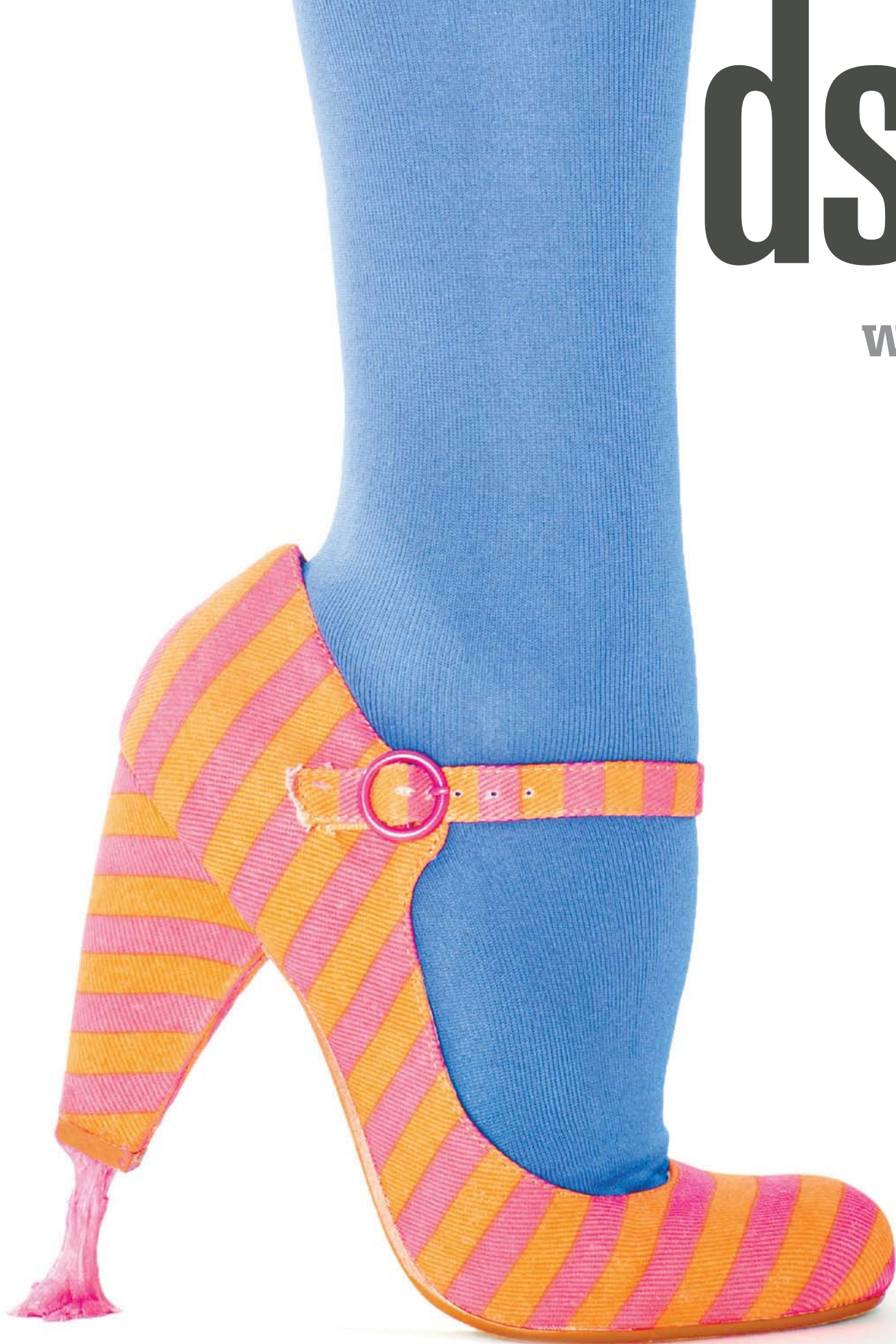
Yeah, she's smart. The seat is always down. I'm still crazy in love.

And that's how I intend to keep it. ■

Chris Conetzkey is the editor of the Business Record. Originally from the Chicago suburbs, he earned his journalism degree from Iowa State University and married Kaci Kohlhepp, a Florida native, last May. The two moved from Florida to their downtown Des Moines apartment in May 2011 and are praying for a repeat of last winter's forgivingly warm weather.

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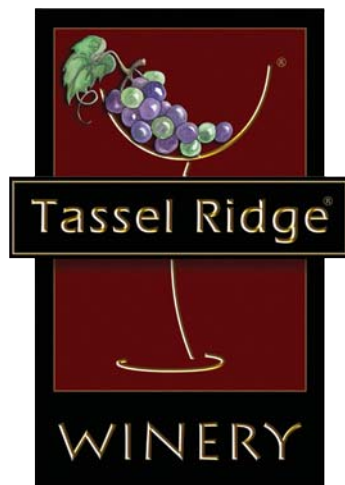


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THE WOMEN'S BOOK 2012



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Model Emily Wurst of Des Moines in Poetic License shoes (\$99 at True Style in West Des Moines).
Photo by Kathryn Gamble. Styled by Lindsay Berger.

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Add some flavor—and plenty of fun—to your wardrobe with these accessories.

30 ROCK SOLID

Smart, driven and bold, Bonne Finken, Sharika Soal and Jen Allen are making their mark on Central Iowa's music scene.

38 A FEAST FOR FRIENDS

Is it your turn to host ladies' night at your house? Here's an easy dinner menu idea that balances nutrition with indulgence.

44 WOMEN WHO WINE

What started as one Des Moines transplant's quest to meet new people has turned into a lively monthly meetup where women enjoy wine and the company of new friends.

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A panel of community leaders talks about mentors and motherhood, education and the workplace, dreams and disappointments, even the word "feminism" itself.

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Waiting to see.

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OCTOBER 2012, VOLUME 3 NUMBER 1

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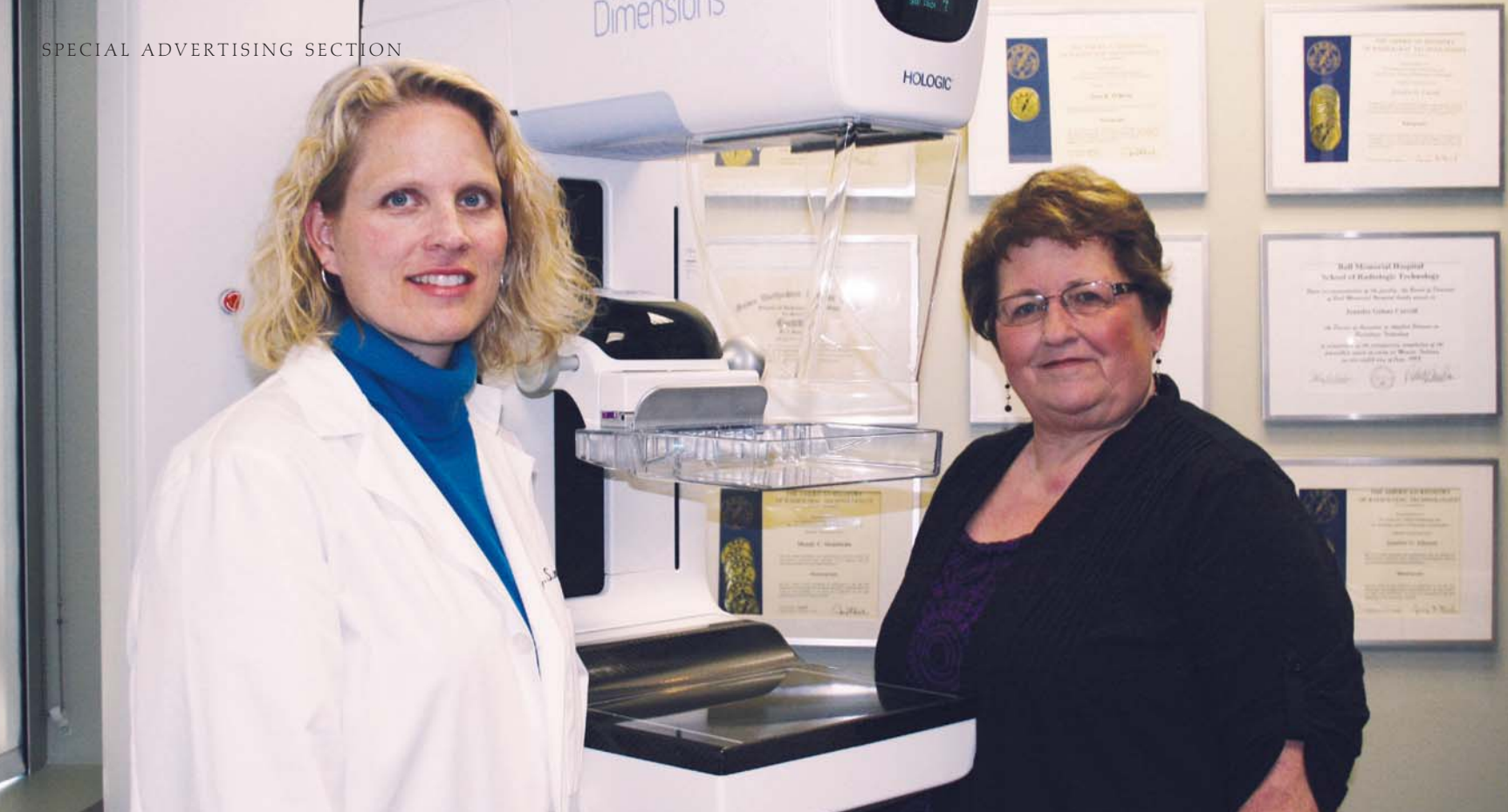
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Dr. Jill Westercamp M.D. Medical Director of Women's Imaging
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With deliveries arriving daily at K.Renee, September is the perfect time for a refresher on the season's top trends for you and your home.

8

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2

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10

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7

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1. MODERN FLUFF

The most contemporary way to wear fur is as an accent piece. We love the sleekness and versatility of this Theory crop jacket - a must!

2. THE NEW RIDING BOOT

Everything this season is about the short boot. This rugged Frye bootie updates all your skinny jeans and leggings for fall.

3. WINTER WHITE

This is always on trend for us - we love the confidence it takes to command this head-to-toe Tibi look - and the texture mix is gorgeous!

4. TEXTURED ACCENTS

Give new life to any piece of furniture from modern to traditional with this velvet burn-out feather pillow.

5. BORROWED FROM THE BOYS

Masculine and modern lines combine in this striking faux pony hair bench - we love it in the foyer paired with the elegant Watteau Chandelier.

6. SOFT STATEMENT LIGHTING

The Watteau Chandelier whispers a grand statement. Graceful lines and soft metallic finish give it subtle glam that is timeless.

7. WHIMSICAL ACCESSORIES

There's something irresistible about polkadots... layer it with another pattern, add it to a serious suit... the possibilities are endless!

8. IMPACT JEWELRY

Designer Dean Davidson presents the new "statement jewelry" of the season with seriously inspired earrings, necklaces, rings, and cuffs.

9. ROLE REVERSAL

Instead of reserving your beaded clutches for cocktail or formal attire - we love pairing these darlings with denim for fall.

10. INDUSTRIAL REFLECTIONS

Dinnerware gets a makeover with this fabulous pin-dot coffee cup and saucer set - a great conversation starter at your next dinner party!



Vintage purse
(\$26 at Hill Vintage & Knits in Des Moines).





SWEET PIECES

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PHOTOS BY KATHRYN GAMBLE STYLED BY LINDSAY BERGER

MODELS: EMILY WURST AND JAMES SANIGULAR

HAIR BY GIOVANNA MORANO, ATELIER/HAIRSPACE MAKEUP BY JILL WITTE



This page: Clutch purse
(\$70 at Dornink in Des Moines).

Opposite page: Gold Lollipop necklace
(\$118 at Leona Ruby in Des Moines).





Ettika bracelets
(\$99 at True Style in West Des Moines).
Lattice laser cut acrylic cuff
(\$30 at Leona Ruby in Des Moines)
Bracelet
(\$38 at Dornink in Des Moines).






This page: Earrings
(\$15 at Dornink in Des Moines).

Opposite page: Black corn necklace
(\$285 at Accenti in Des Moines).





Aquamarine, tanzanite and pink tourmaline 18-carat and 14-carat gold rings, designed and created by Ann Au (\$4,900-\$8,400 at 2AU Limited in West Des Moines).

Photographer Kathryn Gamble and stylist Lindsay Berger, both of Des Moines, have been collaborating on fashion and lifestyle features for seven years. They've worked together on photo shoots for Meredith Corp., Von Maur and other companies. Gamble says the two have an uncanny ability to read each other's minds, and Berger says that when they collaborate, "we make magic." ■

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A black and white photograph of a woman with short, dark, spiky hair, singing passionately into a microphone. Her eyes are closed, and her mouth is wide open. She is wearing a light-colored tank top with a dark trim around the neckline and large hoop earrings. A tattoo is visible on her left forearm. The background is bright and out of focus.

FINKEN

On stage, Bonne Finken displays an energy level that's surprising even to her. Photo by Justin Cooper.



ROCK SOLID THREE WOMEN ROCKERS MAKE THEIR MARK ON IOWA'S MUSIC SCENE.

WRITTEN BY CHAD TAYLOR

WOMEN ROCK. Really, anyone with a mother should be able to confirm that for you, but in this case, I'm talking musically. For as long as people have been making music, women have been putting their indelible stamp on it. We've always had a soft spot for women in music because they face the two-headed dragon of not just needing to be good musicians, but doing so in a male-dominated industry and putting up with all the hardships that can sometimes entail. Maybe that's why the women who succeed in music tend to stand out and shine so brightly. From the commanding, dominating voice of Billie Holliday, to the sneering punk of Debbie Harry; from Siouxsie Sioux's goth, Lady Gaga's glam and all that came before and will come after, the women we love in music are always forces to be reckoned with.

So too, are the women who rock our very own sound in the capital city. Much like the music industry as a whole, Des Moines' music scene is largely a sausage-fest. But the women with the chops and the guts to make a go of it stand out like oases in the desert. There are brilliant women in Central Iowa bringing the heat in most any style of music you'd care to try. Here are three you should know.

BONNE FINKEN

"I call this my full-time job, and that's a pretty wonderful thing."

If there's anyone in the Des Moines music scene who understands how wonderful life is, it's Finken. Diagnosed with cancer in late 2004, the Knoxville native was faced with the prospect of her own life story finishing before her 30th birthday. When she was given the news the next year that she was cancer-free, it was a life-altering moment.

"I'm a single mom, and when I got sick, it really did scare me," says Finken, who has a 12-year-old son. "When I was given the 'you're clear,' I thought, 'What do you want to do?' and I love to sing."

Finken, now 32, hit the ground running.

"I had a major surgery at the beginning of June 2005," she says. "By July, they had said, 'You're clear,' and by the end of July, I was in my first band. So it was a very immediate response."

Finken understands that life is a constant state of flux. That understanding is reflected in her backing band, the Collective. "Some of the musicians I had recorded with kind of had their own projects, (and they said) 'OK, we're not necessarily going to give up those projects, but we'll play with you too,' " she recalls. "Nobody would commit, but everyone wanted to play."

It's easy to see why. Over six years and three albums, Bonne Finken and the Collective have earned a reputation for putting on a rollicking live show. Finken's a dervish on stage, moving with reckless abandon and displaying an energy level that's surprising, even to her.

"It's not (conscious) at all," she

says. "If anything, if I had control over it, I probably wouldn't, because sometimes I'll see pictures and it just makes me cry. (Guitarist) James (Biehn) calls it my 'Bonne trance.' I'll go out for a song and I'm trying to get certain emotions through, and I'm just gone for three minutes at a time."

The joy on stage and the passion that goes into her music are Finken's true core. Being a woman in a male-dominated business is sometimes difficult, but Finken knows you can't be afraid to crash the boys' club.

"You don't get as much respect. You do not," she says. "You have to earn it, where sometimes the guys are given it. But the main thing I've found as an issue—and this is probably the main reason why I'm openly looking for a manager right now—is the innuendo. There's a lot of that. The stereotype of the music scene is that they're going to hit on you, and how you respond to that could make the difference (in the gig), and that's real. That exists. I've never played into it, and I know it's hurt me in some places. I know I've lost gigs because of it."

She's currently working with the Collective on her fourth album. "I want to focus on my music for a while," she says. "We'll probably do a few gigs around town, but I do have to choose what I focus on month to month. So now I'm getting ready for this fall and winter to just be an artist and really focus on my music and spend time on it."

SHARIKA SOAL

Sharika Soal understands the concept of fighting from the minority position. Being a woman in the male-dominated music industry can be difficult enough, but Soal is also one of the local scene's few African-Americans as well.

"People outside of the African-American community may not be able to relate to what I'm saying, but I'm a dark-skinned woman," the Chicago native says. "I'm not Rihanna. There are so many Beyonces, who are all light-skinned women, and in society, black people in general are told that if your skin is dark, you're not pretty. So when I saw Tracy Chapman and Lauryn Hill being successful, it really gave me hope. It made me believe."

Luckily, the 28-year-old Soal is no shrinking violet. From a YouTube channel that draws tens (or hundreds) of thousands of hits per video, to a band whose sound is loud, empowering and sassy, Soal's *modus operandi* is all about tearing through preconceptions.

"I have had to break these doors down. (I said) 'I'm just going to do awesome shit, and you guys are going to have to notice me,'" says Soal.

That plan of attack seems to be paying off. The Ames-based Ladysoal, made up of vocalist Soal, bassist Mallory Crain, lead guitarist Mike Meier and drummer Justin Whisler, is grabbing attention.

"I have had to work really hard, and that's great, because now, major labels are like, 'Hey, girl,' Soal says. The band took a trip to Nashville earlier this year, and after a couple of intense meetings, they drove back to Ames with the ink drying on a new development deal.

"(The development deal) entails everything," Soal says. "The first step is working with a producer. They will redo everything from our marketing to our

SOAL

Sharika Soal's modus operandi is all about tearing through preconceptions. "I have to break these doors down," she says. Photo by Duane Tinkey.





ALLEN

Jen Allen says when she's on stage with a band, "it feels like being home."

Photo by Greg Waldrop.

JEN ALLEN

image and merch. Then there's the production side, and putting out an EP that's so well produced that not only will our fans be really stoked but people who've never heard us before will be like, 'damn.'"

The band will make several trips back to Nashville over the next year, working with a producer (Soal has requested that the label's name be withheld for now) and fine-tuning Ladysoal into a major market force.

As of press time in August, production was beginning and Soal and the band were perfecting the new songs. "We need a more cohesive sound," she says. "I want to stick to blues. People love a good beat, and people love the ... blues. I want to combine those two under my vocals. Kind of Tina Turner meets The Black Keys."

Musicians, be they male or female, typically approach their craft with a best-case scenario in mind for themselves. The idea of fame and fortune is something most musicians think about but are unwilling to hang too many hopes on because, if nothing else, they fear jinxing it. But listening to Soal, one gets a sense not so much of hopes and dreams, but rather of manifest destiny.

"It started when I was living in Atlanta and doing open mics," she says. "But I didn't start the band until I was 23 and I came back (to Ames) from Atlanta. (At first) it was just me and my guitar and it just progressed from there. It started as an idea that I know that Shakira (who is 35) is a rock star, and I know how I'm going to make that happen."

Jen Allen is not afraid to put herself out there. Over the past two years, the Hath No Fury front woman has developed a reputation as a tireless promoter. If you've spent time around the local music scene, you've definitely heard her name, even if you've never heard her music.

"(Promotion) has been extremely important," the Des Moines native says. "A couple of years ago, nobody knew who I was, and at (the) very least I knew that if that stayed the same, nobody was going to be at our shows either. So it became a networking thing. I became friends with as many bands and band members as I could. I just tried to learn. I spent a lot of time reading marketing and promotion blogs and reapplying things toward bands."

Aside from constantly updating the information on her band's Facebook page, the 29-year-old Allen has further developed her brand by freelance writing for the music blog "The Bigfoot Diaries," as well as entering herself in the 2012 Lazer 103.3 Rock Girl contest (she finished third).

Another thing that makes Allen memorable to the people she meets is a more-than-passing resemblance to one of the longtime queens of rock. It's a comparison Allen appreciates but doesn't actively cultivate.

"I'll be honest and say that I don't own a Joan Jett CD and never have," she says. "But I love what she's done. She's one of those early bad-ass chicks of rock who went through a lot to get there. But it's not like I have a room devoted to her or anything."

Being in such public view, however, does come with its drawbacks, and all of our women rockers have handled

their fair share of conjecture, freshly ground from the rumor mill. Not surprisingly, it doesn't stop them.

"Mostly I think (the rumors are) funny," Allen says. "From what I can tell, most of the time, the rumors are incredibly off base. But people are going to talk, and it doesn't really matter. Best-case scenario, maybe people come to a show and see what's going on."

Another trait all three of our rockers share is motherhood, and each is raising her child on her own. As the mother of a 5-year-old girl, Allen understands the importance of a strong female role model in the lives of young girls.

"I was shy for a lot of years, so I think that just being out there talking to people and doing what I love is a pretty positive role model," she says.

Despite outward appearances to the contrary, confidence is something that Allen has had to cultivate, a process made easier through the comfort and shelter of bandmates. "When I played my acoustic solo shows, I was terrified and would often hyperventilate before I'd go on," she says. "And even now, if I play a show by myself, I'll always walk off stage with my hands shaking. But when I walk on stage with a band, it feels like being home."

In some respects, Allen is looking for a new home at the moment. Hath No Fury has undergone an overhaul to its lineup that sees Allen standing as the band's lone original member.

"I've got a number of people I'm practicing with right now," she says. "We're not quite ready to throw it out there for the world to see yet, but it's going to be more cohesive than it was." ■

Chad Taylor, a Des Moines freelance writer, has covered music for *dsm* magazine and for Cityview for the past year. He also recently hung out with Joan Jett and, at the slightest provocation, will not hesitate to tell you all about it.

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A FEAST FOR FRIENDS

Is it your turn to host ladies' night at your house? Balance your meal by serving something nutritious along with a big dash of indulgent. By mixing store-bought specialties with simple recipes you cook, this three-course menu makes a fuss over your friends without making you crazy in the kitchen.

WRITTEN BY DIANA McMILLEN
PHOTOS BY DUANE TINKEY

LADIES' NIGHT MENU

(based on four people)

MEET AND GREET:

- Chocolate Martini

MAIN DISH SALAD:

- Harvest Salad Masterpiece with Tangy Apple Cider Dressing
- Sparkling water with slices of lemon and orange

DECADENT DESSERT:

- Extreme Chocolate Sundae
- Espresso or coffee

All recipes developed by Diana McMillen



Meet and Greet

Following the notion of “eat dessert first,” greet your friends with a chocolate martini as they arrive. The chocolate-coated martini glass rim adds a touch of flavor to each sip.

Chocolate Martini

Chocolate syrup and grated chocolate

3 ounces chocolate vodka

1 ounce clear creme de cacao

Dash of maraschino cherry juice

Maraschino cherry with stem

On two small plates, make a circle of chocolate syrup on one and a circle of grated chocolate on the other. Rim stemmed glass with grated chocolate by first dipping in the chocolate syrup, then the grated chocolate; set aside. In a shaker with ice, pour vodka, creme de cacao and cherry juice. Cover and shake. Strain into the glass. Garnish with cherry. Makes 1 or 2 martinis.

Main Dish Salad

This dinner salad spills over with some of the season's best produce. Greens, other veggies, apples and feta cheese bring a crunchy-tender and sweet-tangy contrast to the plate, which also features chunks of so-easy rotisserie chicken. See what raw choices you can find, such as yellow carrots instead of orange, along with a texture/color palette of

lettuces and greens. Salted, roasted pepitas (pumpkin seeds with the shells removed) and crisp purchased wonton strips finish the salad, which is then splashed with a light apple dressing. Every bite brings with it a new, refreshing taste. Keep the flavors clean with a glass of iced sparkling water.

Harvest Salad Masterpiece

Tangy Apple Cider Dressing (recipe below)

6 to 8 cups salad greens (look for a mix of crunchy and tender, mild and pungent)

2 medium apples, cored and sliced into thin wedges

1 cup baby yellow carrots or regular baby carrots, halved

1/2 cup sliced celery

1 2-pound rotisserie chicken, meat removed and coarsely chopped

1/2 cup crumbled feta cheese (2 ounces)

1/2 cup roasted pepitas (pumpkin seeds)

Freshly ground black pepper

Wonton crisps or other crunchy salad topper

Make your dressing and chill. Place greens on oversized individual dinner plates. Arrange remaining ingredients over greens. Drizzle with dressing and serve with wonton crisps. Makes 4 salads.

Tangy Apple Cider Dressing

Blend 1/4 cup apple cider vinegar, 1/4 cup thawed apple juice concentrate and 1/4 teaspoon dry mustard in a blender or food processor. Slowly add 1/4 cup canola oil, blending until the mixture thickens. Transfer to a small container and chill until serving time. Shake before serving. Makes about 1/2 cup.



Decadent Dessert

Just when you're feeling smug about the nutritious salad, your sassy side rejoices at leveling the meal with a decadent sundae. It's not just any sundae, though. This everything-chocolate fantasy dessert layers chocolate ice creams, dark chocolate fudge sauce (microwave easy) and chocolate whipped topping in a tall sundae glass. Crown it with whatever chocolaty tidbit you find—candy, chocolate-covered treat, cookie. Finish with a steaming cup of espresso or coffee.



Extreme Chocolate Sundae

2 to 3 kinds of chocolate ice cream

Fast Fudge Sauce (recipe below)

Chocolate Whipped Cream (recipe below) or purchased chocolate whipped topping

Chocolate candy or cookie

Layer scoops of assorted chocolate ice cream in sundae glasses. Spoon warm fudge sauce over the ice cream. Top each with Chocolate Whipped Cream and a candy or cookie. Makes 4 sundaes.

Fast Fudge Sauce

Combine a 14-ounce can of sweetened condensed milk with 2 tablespoons of milk and 4 ounces of a dark chocolate bar (broken into pieces) in a microwave-safe bowl. Microwave on high (100 percent power) for 1 minute; stir. Microwave on high for 1 to 2 minutes more, stirring after each minute until the sauce is smooth and hot. Don't overcook. Makes 1 1/2 cups sauce.

Chocolate Whipped Cream

Beat together 1/2 cup chilled whipping cream and 2 tablespoons chocolate syrup until soft peaks form. Makes about 1 cup.



Pie-to-Go

Sometime during the evening, after everyone arrives or between the salad and sundaes, encourage each guest make her own edible craft: a mini apple pie. You supply refrigerated pie crust, apples, sugar, spice and a streusel-like topping. Each person can peel and slice her apples while fitting the unbaked pie

crust into an individual aluminum pie tin. Like a modeling clay project, each pie looks a little different. Bake the pies (it takes 45 to 50 minutes) and let them cool. They're a parting gift to take home, a remembrance of an evening with good friends.

Mini Apple Pie

1 single refrigerated pie crust or enough homemade pastry for a 9-inch single-crust pie

5-inch disposable aluminum pie pan

2 cups peeled, cored and sliced baking apples, such as Golden Delicious, Cortland, Jonathan or Granny Smith (2 to 3 apples)

1/4 cup granulated sugar

1/2 teaspoon apple pie spice

Crumble Topping (recipe below)

On lightly floured surface, roll out the pie crust and fit into the pie pan. Trim crust about 1/2 inch beyond edge of pan, fold under crust edge and flute or decorate with pie crust cutouts. In a bowl, toss the apples with the granulated sugar and spice. Transfer that to the pie crust. Apples will be piled high. Top with Crumble Topping.

Place all pies on a baking sheet and bake in a 375-degree oven for 30 minutes. Cover with foil to keep from pies from over-browning. Bake 15 to 20 minutes more or until the filling bubbles. Cool pies on wire rack. Makes 1 mini pie.

Crumble Topping

In a bowl, mix 1/4 cup rolled oats, 1/4 cup all-purpose flour and 2 tablespoons brown sugar. Cut in 2 tablespoons butter to make a crumbly blend. ■

Diana McMillen, a Des Moines freelance food writer, has been known to get carried away creating and presenting main-dish dinner salads. One time the unwieldy amount of greens, vegetables, fruit and meat for four required a turkey platter for the presentation.



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Women Who Wine gathered at IKONIX Studio in July. Every month, the group meets at a different downtown Des Moines business.





WOMEN WHO WINE

WHAT STARTED AS ONE
DES MOINES TRANSPLANT'S
QUEST TO MEET NEW
PEOPLE HAS TURNED INTO
A LIVELY MONTHLY MEETUP
WHERE WOMEN ENJOY
WINE AND THE COMPANY OF
NEW FRIENDS.



WRITTEN BY SHAWNNA STIVER
PHOTOS BY TOM WOOLERY

The scene in Tom Woolery's IKONIX Studio in late July resembled a busy, lively fashion photo shoot. More than 50 glammed-up women piled in at various times to take advantage of a free head shot while enjoying wine and conversation with other women. Some of the women claimed they hadn't had a professional portrait taken in years. Some enthused about the impressive photography displayed, vowing to return to the studio for a future sitting.

On the other side of the room, groups of women struck a more casual and playful pose in the "photo booth" setup. Loud chatter and laughter made it difficult to hear the photographer's instructions. Others were content to maintain conversations rather than stand in line for the head shots.

The women had gathered at IKONIX as part of Women Who Wine DSM; some were attending for the first time, while others were regulars, excitedly returning for the monthly two-hour getaway.

Women Who Wine's only agenda is for women to get together to enjoy wine and one another's company; the presentation or activity is secondary. With wide-ranging backgrounds, ages and interests, the women assemble to build new relationships through conversation and wine.

The women's diversity is key to the group's magic, notes Women Who Wine founder Rachel Formaro. "It works because there isn't a barrier between the working mom and the stay-at-home mom," she says. "There's no barrier between older women and younger women."

Abbe Hendricks, the group's wine expert, agrees. The way women of different ages mix at the gatherings "contradicts the idea of not befriending people unless they're in your same age bracket," she says.

Formaro's vision for Women Who Wine started in San Francisco before she migrated to Des Moines, but she says it was surprisingly difficult to get such a group together in that city because there is too much going on there. "It's been much easier to succeed here in Des Moines because it's so friendly, welcoming and not so big," she says.

At the urging of her sister-in-law, Sheila Formaro, Rachel formed the group in Des Moines. With Sheila's restaurant connections (she works at Orchestrate Hospitality and is married to chef and restaurateur George Formaro), they had an automatic friend base. Hendricks, who knew Sheila, came to the table as a certified sommelier for Gateway Market.

The three women bonded instantly and held their first event in September 2011 at Django. As the group grew, Vicki Campos-Dimmer joined the organizing team to help run the social media and business side.

The events occur downtown; Hendricks chooses the wine and Sheila Formaro handles the food. Meetup, Facebook and Twitter announce the pertinent details. They strive to keep the events informative but lively. At a recent

Right: Women Who Wine organizers (from left): Sheila Formaro, Rachel Formaro, Abbe Hendricks and Vicki Campos-Dimmer.

Right, bottom: Each gathering features a selection of wine from Gateway Market and hors d'oeuvres.



“I LEAVE THESE EVENTS ON SUCH A HIGH, AND NOT JUST FROM THE WINE.”

KRISTEN SMITH

gathering at Salon Spa W, for example, members were treated to pampering stations, including color consultations and makeup demonstrations. Josephs Jewelers gave a presentation on diamonds and offered an item to raffle. There's been no shortage of area businesses to host the group (which pays special attention to businesses owned by women) because of the exposure the event provides. In fact, West Des Moines businesses keep requesting to host an event, but the founders believe meeting in the suburbs would change the dynamic.

“It's flattering to be asked, but we are Women Who Wine DSM and Des Moines is downtown, so that's where we stay,” Rachel Formaro says.

Campos-Dimmer says the size of the group keeps growing. “Every day, we get another member,” she says. The first event had about 15 attendees; now the gatherings average 25 to 30 or more, and the group's “membership” through various social media platforms totals anywhere from 125 to 180.

Kristen Smith, a stay-at-home mom, heard about Women Who Wine DSM through Twitter. Meeting new women and connecting over wine is a great combination, one that keeps Smith coming back each month. “I went to my first meeting in November and was hooked,” she says. “Women and wine, how can I say no to that?”

Smith recalls one event at Café di Scala where the conversation lingered until after 9 p.m., much later than expected. “I was sitting with these women I met that night, and we all looked at the clock and said, ‘Hold on; let's finish

this story,’ ” she recalls. “We sipped our wine a little slower and ambled over to the door, not wanting to leave. I leave these events on such a high, and not just from the wine.”

The group's founders plan to spread that cheer beyond just monthly events. The \$20 cost to attend covers the wine and food, but anything left over will be donated on behalf of the group to a woman-focused charity of their choice.

Rachel Formaro, along with the other organizers, is proud of how the group has evolved. “At one of our early events, I remember looking around the room and seeing so much happiness among the women,” she says. “The goal was to build a community of great women, and I thought, ‘Wow, this is amazing. We really did this.’ ” ■

Shawonna Stiver, a Des Moines freelance writer, is a reverse wine snob. As a self-described beer aficionado, she refuses to drink any wine *not* poured from a box. For this issue, she threw caution to the wind (and the box to the side) to hang out with Women Who Wine.



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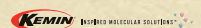
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FROM HERE TO WHERE?

WRITTEN BY CHRISTINE RICCELLI PHOTOS BY DUANE TINKEY

dsm recently invited five community leaders to participate in a round-table conversation to explore ways women are—and aren’t—making progress toward gender equality, in Iowa and elsewhere.

Why a discussion on equality now, in an era when women are more educated and arguably have more opportunities than ever before? Because two new local studies show that equality—both in the professional and personal spheres—remains elusive.

“She Matters: 2012 Status of Women and Girls in Iowa” was released by the Iowa Women’s Leadership Project, a collaboration of 15 Iowa organizations and businesses. “The

Nexus Index 2012” was produced by the Nexus Executive Women’s Alliance in Des Moines. Both show that educational achievement among women has yet to translate into equal paychecks or representation in the top levels of business and government. (Turn to page 58 for highlights from the reports.)

Gender issues recently have been in the national limelight as well:

- In July, Marissa Mayer, who was seven months pregnant with her first child, was named CEO of Yahoo Inc. At the time, she said she planned to limit maternity leave to a few weeks and to work throughout her time off. Although Yahoo drew praise for its progressiveness in hiring

Mayer, her comment whipped up a storm of controversy. An even fiercer reaction followed Anne-Marie Slaughter's article, "Why Women Still Can't Have It All," which appeared a few weeks earlier in *The Atlantic*.

- In August, U.S. Rep. Todd Akin from Missouri said that the female body somehow blocked unwanted pregnancies in cases of what he called "legitimate rape."
- In May, the U.S. Senate passed the reauthorization of the Violence Against Women Act, the landmark 1994 law that helps protect victims of sexual assault, stalking and domestic violence, but the House of Representatives passed an alternative bill that significantly weakens the act's provisions. As of press time, the bill was stalled.

With such headline-grabbing issues as the backdrop, the following five leaders gathered in late July at *dsm*'s downtown office: Dr. Angela Walker Franklin, president of Des Moines University; Terry Hernandez, executive director of the Chrysalis Foundation and author of the "She Matters" report; Lorraine May, an attorney with Hopkins & Huebner P.C. and a Nexus member; Amelia Lobo, director of the Iowans for Social and Economic Development's Women's Business Center; and Leisha Barcus, a project manager at Kum & Go and a Nexus member who is facilitating the effort to develop a plan of action to respond to the "Nexus Index" results.

The lively, thought-provoking and wide-ranging conversation covered motherhood and mentorship, education and the workplace, internal versus external pressures, even the word "feminism" itself. Excerpts from the discussion, edited for length and clarity, follow.

***dsm*: Let's start with the "Nexus Index" and "She Matters" reports. How did they come about?**

Lorraine May: The first "Nexus Index" came out in 2004 to look at 10 indexes of accomplishment that we could measure year to year, such as educational achievement, economic parity and political power.

Terry Hernandez: For the "She Matters" report, the (Iowa Women's Leadership Project members) agreed that it was important to get a statistical snapshot of women and girls' lives in Iowa. We plan to revise it every year so we can see if we're making progress.

Leisha Barcus: The making progress part is why I became so interested in the "Nexus Index." Between 2004 and now, we've not made progress. The fact that we're not moving the bar concerns me. I graduated from Creighton University in Omaha with very smart women, women with leadership capabilities and big personalities. When I went back to a college reunion, so many of them were no longer in the work force. They had made the choice to stay home. I wondered about the lost potential that I felt was no longer in the work world. At that time, I had two small girls; now they're 14 and 16, and I'm in this quandary of what's a mother to do? How do I mentor them? I want them to be economically viable and yet be able to balance motherhood and family life.

Hernandez: In the "She Matters" report, I think the thing that surprised me is that entering college, a lot of women major in STEM (science, technology, engineering and mathematics) subjects, but the number who graduate in a STEM program drops off, and those who do graduate often don't pursue a STEM career. I was looking at some of the barriers in college and at the workplace, and suspect it may be a cultural or hiring issue. If a woman looks for a position with career growth potential, the track for growth happens at the child-bearing age, so she may forego this path. How do we begin to find ways for companies to offer job flexibility or family leave so that women professionals can stay on the promotional track?

Angela Walker Franklin: I think that inherent in all of this is an internal conflict that women have, an expectation or perception that we must be all things to all people. I remember always doing the juggling act, trying to figure out which ball to drop. But I think it makes a difference how we choose to respond to that internal pressure and the external pressures that go along with it.

There's peer pressure with teenagers, but there's also peer pressure with professional women. There were times when some of my colleagues in academia who chose the slower route (to advancement and tenure) perceived those who chose the faster route to be neglecting some of those other (personal and family) duties. Then you'd have a sense of guilt for choosing the faster route and letting some balls drop. Sometimes we succumb to external pressures and decide we have to do what others expect instead of going with that strong internal sense of doing what's best for us.

May: I had a fascinating 48 hours when our middle daughter was about 3 years old. One Friday afternoon, I was chatting with one of my law partners and started to tell him how anxious I was to get out of the hospital after she was born because I couldn't keep her in the hospital room with me. I got far enough to say that I couldn't wait to get out of the hospital after she was born. He interrupted and, assuming this working mother wanted to get away from her baby, said, "Well, Lorraine, other women like to spend time with their children." Ouch. Then, Sunday morning, when I tried to leave that same daughter in the church nursery, she wrapped both arms around my neck and started screaming. The woman who ran the nursery said, "You stay-at-home moms create such dependency!" Again, ouch.

After the condemnation from both sides of the "working mother" issue, I decided I just didn't have time for guilt or to inflict it on anybody else. I learned to let it go. You aren't going to meet other people's expectations, nor should you assume that anyone else is walking in your shoes.

Franklin: I have a similar funny story. When my youngest son was born, he came sooner than expected and I didn't get everything I wanted to take home with me from the office. So on the way home from the hospital—my husband and mom are both with me, and I'm feeling OK—I tell my husband, "Let's swing by the office, so I can pick up a few things." When people saw me run into my office, the glares I got from other women—they thought I had lost my mind. I was confident knowing that I'd be able to do the work I needed to





LEISHA
BARCUS

do on my own terms, and I was OK with that. But the reaction from other people was, “Shame on you.”

Hernandez: Occasionally when we visit with legislators and ask them to think of women and girls as they’re making decisions, I’m surprised at the number that say, “Women should really be home raising their children.” I don’t know whether that’s an Iowa mentality or just a lack of understanding among some legislators of today’s reality.

Amelia Lobo: One of the things I always thought when I was in school was that technology would set us free—that workplaces would become more flexible and women could work more from home. But workplaces have not become significantly more flexible. ... Companies continue to measure productivity by how many hours you’ve clocked in the office or by how much time is spent in front of the computer screen.

(Among lawmakers), I don’t see a concerted policy around developing women as an important intellectual resource for the state. Women who become highly educated in Iowa tend to leave. So what do we do as a state to develop a policy to retain these women right after college and then promote them once they’re in the work force? If you can keep women in Iowa through those first five years after graduating, maybe through scholarships or other incentives, they may be encouraged to stay here.

Barcus: Can we talk about the economics of education? My daughter needs to start looking at colleges. If she incurs debt of \$45,000 a year and is strapped with that debt after graduating, she might not be able to have the choice later to (leave) the working world and spend time with her family. What do we (as a society) do with that investment in her?

Franklin: It’s sort of a Catch-22, because if you invest that money in undergraduate education and you want her to go forward to medical school or dental school, then there’s another doubling or tripling of that investment, and 10 or 20 years later, she may choose to not practice. I’d like to believe that regardless whether she will stay in the work force or not,



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LITTLE
MOVEMENT.”

LORRAINE MAY

LORRAINE
MAY



the fact that she's an educated woman will have an impact on the next generation and the community.

Barcus: I absolutely understand what education will do for her personally. But the reality is there's a loan to pay back. Given the economic investment that we're asking these young women or the community or the parents to make, we need to find a way to keep them in the work force.

Lobo: I think one of the keys is that the work force has to be more attractive to women in general. I think women get to my age—I'm 35—and they thought they could have a high-flying career, but that didn't happen and now they're frustrated. So then they say to themselves, "If that's not my plan, then what do I do? Well, I've always wanted to have kids, and I'm not

happy in my career, so why don't I just give that up for a few years and focus on my family?"

May: I think there's a real element of women learning to not want what they don't believe is possible—that if you don't see it happening and you don't have any role models, you think that you better learn to want something you can have.

Franklin: That's where mentorship can come in, because if those role models aren't out there, it's hard to imagine what that career path could be. So you go back to the traditional images that are more readily available.

May: What if you broaden the scope? Instead of looking at opportunities for women, let's look at opportunities for every

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To witness gender equality in Iowa, walk the halls of the state's schools and universities:

More than 90 percent of girls attending Iowa's high schools graduate. In Polk County high schools, 63 percent of the students who graduated in the top 3 percent of their class in 2011 were girls.

Females make up 61 percent of Iowa college and university enrollment, and at Iowa's three state universities, female graduates received about 60 percent of the top honors in 2011.

At the University of Iowa College of Law, 46 percent of students are female, and at the university's Carver College of Medicine, 48 percent are female.

In many areas, though, that equity stops once students leave the classroom. To wit:

Of the 50 highest paid employees at Iowa Board of Regents institutions, 10 percent are female.

At Central Iowa law firms, 24.6 percent of the shareholders or partners are female.

Women make up 11 percent of the most highly compensated executives at the 10 largest Iowa casualty insurance companies.

At Iowa's 11 largest companies, 16 percent of the membership on boards of directors is female.

No woman has ever been elected governor or to Iowa's congressional delegation, a distinction the state shares only with Mississippi. Women make up 21.3 percent of the Iowa Legislature.

A third of Iowa women do not have health insurance.

On average, U.S. women who work full time earn about 80 cents for every dollar a man earns. In Iowa, the median income for women working full time in 2010 was \$34,534, compared with \$43,872 for men.

Iowa ranks last in the nation in the number of women-owned businesses.

Sources: "Nexus Index 2012," a report by the Nexus Executive Women's Alliance; "She Matters: 2012 Status of Women and Girls in Iowa," a report written by Terry Hernandez and presented by the Iowa Women's Leadership Project.

human being. Let's include looking at opportunities for men to stay home with their children, having that be a socially acceptable option. Because whether you look at sexism or racism, you are identifying a symptom, not treating the problem. Unless and until you broaden all of those "isms" into a cohesive approach and stop focusing on any one in isolation, I think it's going to be a difficult row to hoe.

I'm fascinated by the word "feminism." Think about that word. What are the other "isms" you think of—racism, sexism, ageism—all describing bigotry and lack of tolerance. Why did we get stuck with that word? When you think of the negative connotations and associations of similar words, it's fascinating to me that "feminism" is the word used to describe the search for gender equality.

I am also intrigued by the development of feminism. When I was in my 20s, it was the "feminist movement." It seems to have devolved into a feminist philosophy with very little movement. And that is just incredible to me. We've got to move. We have to link arms with everyone else who wants to get rid of the "isms."

dsM: And how do we move?

Barcus: With the Nexus group, we started (that movement) by framing a problem statement: What is our problem and what are we trying to solve? And what we've come up with is that opportunities are unequal. So, as Lorraine articulated so perfectly, this isn't about just women. It's about everyone having equal choices and opportunities. Once we frame our problem, we can start to address it.

Franklin: One way to frame the question to some of the challenges we're talking about is to ask, what does a woman, or anyone, need to be successful in a career? What are the basic elements that define success? Then you're talking about how we get there as opposed to what the roadblocks have been and why we haven't gotten there.

Lobo: I'd like to talk about that a bit. Part of the problem with feminism is the perception that it's for the upper middle class

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and upper class. I think we have to be mindful to the fact that there's a difference between having difficulties and making decisions because you have a lot of choices versus having these difficulties because you have few choices. Women with a lower education or income level have far fewer choices and face more challenges that will limit them.

But I do think that whether you're a well-educated, middle- or upper-middle-class woman or a lower-income, lower-educated woman, some of the things you need are the same: quality child care, preschool, a year-round educational system. We have an education system that's based on a model that's 100 or more years old. ... We have to consider what we are willing to pay as taxpayers in order to keep productive people in our labor force. It needs to be seen as an investment.

dsm: Some of the things we've been talking about—whether year-round school or more flexibility in the workplace or ensuring there are opportunities for everyone—obviously can't be addressed by women alone. How do we draw men into the conversation?

Hernandez: I think you have to find some champions who are male and who get it. My sense is that a lot of men don't even realize they're being sexist ... and we need to call them on it when we (witness) it.

May: Let's focus on the benefits of equality, to factually demonstrate the success that is possible if all of us get to play the game. Statistics show that corporations and societies that provide opportunities for all people to use their skills and contribute are more successful. They make more money. Maybe that's the mechanism that we ultimately have to use: It is in your best interest that all of us be able to participate.

Barcus: I think another important question to touch on today is do young women even think

there's a problem? My daughter thinks that she can do anything in the world and that there are no barriers. On the one hand, wow, what a great attitude to have, but on the other, where are the young women who will continue the work of the generations before us?

dsm: Yes, and what can we do to encourage young women and engage them in the conversation?

Lobo: In general, women tend to become more radicalized as they become older, largely because of their experiences. I think that it takes being discriminated against or knowing you're in a work force that's dominated by men or knowing that you're not getting the recognition that you deserve in order to realize that by golly, I'm a feminist.

The other thing I'd say is that a lot of time we have role models who are really high. If I'm hitting a ceiling at 30, I'm immediately going to think, "I'm never going to be Hillary Clinton." I don't have that role model who's 40 who said, "I struggled with these issues and this is how I resolved them."

May: I don't think we should expect others whose life experiences are different from ours to take on causes in the same manner that we addressed them. In some ways, the Civil Rights Act simply drove sexism underground and therefore younger women have not been exposed to the same overtly discriminatory conduct that permeated our experiences. That doesn't mean that sexism is gone. It does mean that the experience of younger women makes it more difficult to identify and quantify.

Nor should we expect only women in their 20s to be leading this charge. When I was in college in the 70s, two of the greatest leaders of the feminist movement were Bella Abzug and Betty Friedan, both then in their 50s. There is a certain

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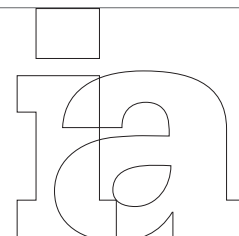
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“opportunity factor” that comes with age.

Besides, I have complete faith in the younger generation, including our own amazing three daughters. As they grow and mature, their insight and dedication will move our society forward farther and faster than we even perceive possible.

Hernandez: Mentoring is so important for women of all ages, but particularly so for young professional women. Those of us who have spent years in the workforce can share stories, counsel younger women in our offices, and provide some informal coaching when they struggle. Even though I've worked for years, I still like to sound things out with other women, and reaching out is not often comfortable for younger women, so we need to start the connection.

dsm: Which goes back to what you were saying about mentorship, Angela.

Franklin: A lot of women who are in that in-between step are just trying to find their own way. That was one of the struggles for me. I never had a female mentor in academia. I was looking for that woman, but my mentors were all male until late in my career.

May: Interesting question that several of you have hit on in a variety of forms: Do we have to adopt male characteristics to be successful? Or is it possible to change the paradigm?

Franklin: There's also still the double standard. The same traits that you see in a man—he's a go-getter, he's aggressive—would be described differently with a woman—she's manipulative, she's controlling.

May: Which is why I don't think becoming male is the answer.

dsm: I don't, either. So how do we change the paradigm?

May: You be the best you. I believe that's good enough. I so do.

“WHEN WOMEN
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AND SEE
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CHOICES ARE
ALL OURS.”

DR. ANGELA WALKER FRANKLIN

Barcus: Women leaders have fantastic characteristics that are generally associated with women, like listening skills and empathy. Traits like confidence are generally associated with males. But all those skills should be on the list. We should look at what makes a great leader so the characteristics are no longer gender-specific but are ones that apply to everyone.

dsm: Are there any final thoughts that anyone would like to express before we adjourn?

Franklin: I just want to make one comment. ... We talked a little about insulating ourselves from this perception that we should be something different than what we really are. ... When women get to the point that they can feel comfortable in their own skin—and I believe the psychological phrase is where the locus of control is, internal versus external—we can begin to insulate ourselves from attack and see that the choices are all ours. ■

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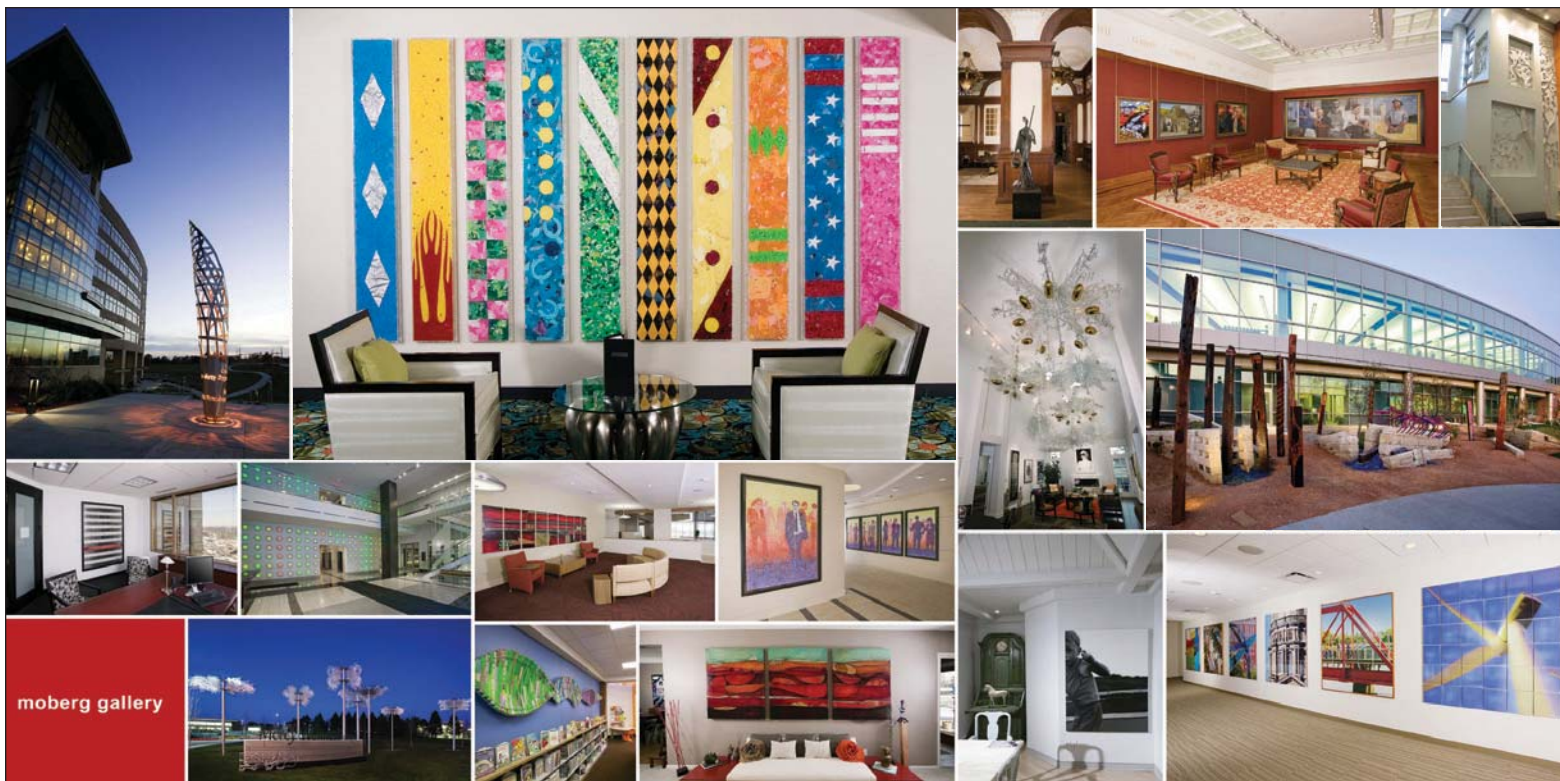
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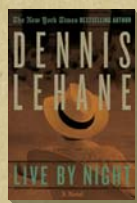
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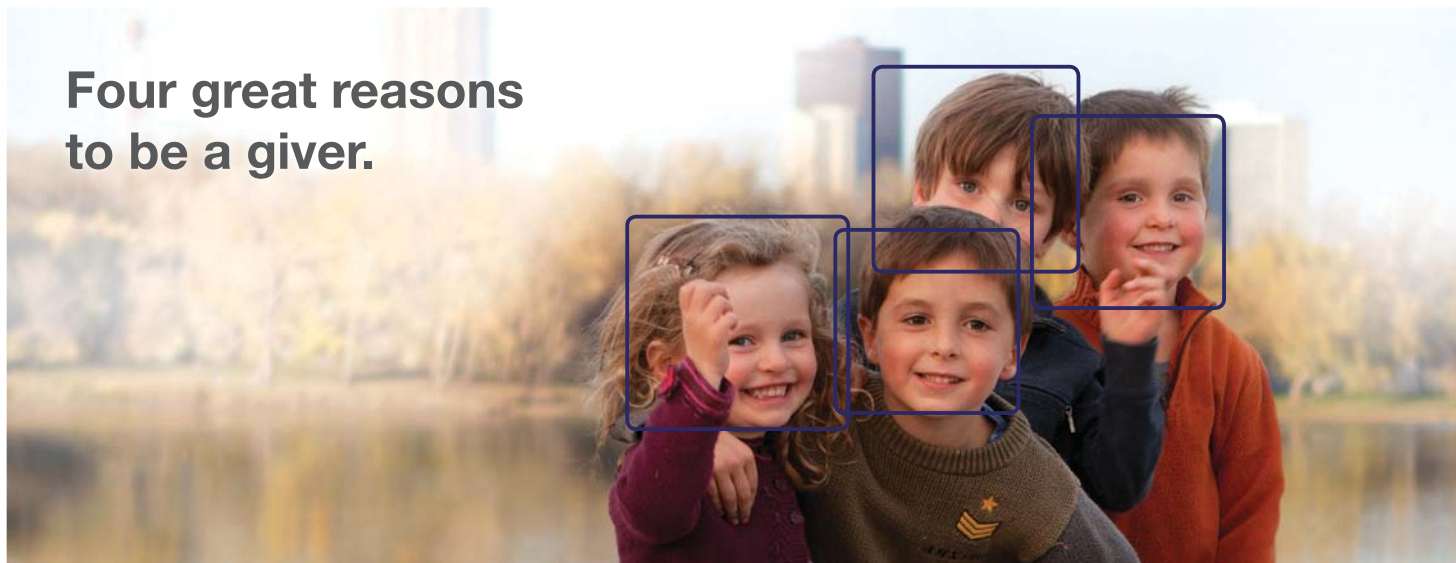
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Waiting to See

Here are three things that annoy me about Joe Meisner, my husband of 20 years: He squeezes too much toothpaste onto his toothbrush. He sometimes wears white T-shirts inside out. And he never tells me I look nice.

But Joe has a legitimate excuse for his behavior. He is legally blind.

Diagnosed with retinitis pigmentosa (RP) in his teens, Joe's peripheral vision has gradually deteriorated until now, at age 58, he sees only through one spot in his right eye.

Back when I met him—*wait for it*—on a blind date, Joe just didn't see well at night. Still, it was scary committing to a man who eventually could be sightless.

Joe was an electrical contractor when we married, but he soon retrained to become a licensed massage therapist, figuring he could handle that occupation even if he was totally blind. Turns out, his default career is immensely gratifying for him.

It's said that when one human sense diminishes, another becomes more acute; and that's surely true with Joe's magical touch. Now one of the elders among massage therapists in town, he's remedied clients' sore muscles, relieved migraine headaches and dissolved decades-old scar tissue.

Joe's clients are loyal and appreciative of his skills and genuine

concern, sometimes even forgetting he has a vision problem. But I don't forget.

I know all too well that accepting blindness has not been easy for Joe. He agonized over forfeiting his driver's license—and with it, his independence. He stubbornly resisted getting a white cane to help him navigate, and more than once battled anger and frustration infiltrating his usual gentle spirit.

Meanwhile, I prayed for patience and understanding. Alas, be careful what you pray for.

Two years ago, specialists scrambled to stop sudden hemorrhaging in my right eye, assuring me that my totally blocked vision would slowly clear. But for five months, the only eyesight I had was impaired vision in my left eye. Welcome to Joe's world!

My husband could have chastised me for whining, but he didn't. He taught me to pour milk without spilling and lent me his talking bathroom scales. He empathized with my challenges and was elated for me when surgery eventually restored my vision.

Joe's eyes have been analyzed by doctors from Boston to Oregon. But it was experts at University of Iowa Hospitals in Iowa City who stunned him in 2007, saying they intended to someday restore his eyesight.

Advances in research now have given RP patients good reason to be hopeful, they said. Stem cell trials are being conducted, and computer chip implants are progressing for humans.

But in the meantime, I walk in sync

alongside Joe's white cane, deftly diverting potential mini-disasters. I mow the lawn, read restaurant menus aloud and do the driving. In turn, Joe vacuums, sets the dinner table and waits for repairmen who promise to come between 8 a.m. and noon—which makes me the envy of my girlfriends.

To ease his guilt about avoiding social outings, Joe encourages me to go without him. To ease my guilt about leaving him alone, I bring home his favorite pizza.

He wishes he could take me around the world. I wish he could take me to my employer's holiday party.

Like most married couples, we've learned to operate in tandem. Still, if Joe regained his vision—oh, the possibilities!

Years ago, I asked Joe what he would do first if suddenly he could see again.

"I would look up at the stars," he said in a heartbeat. "I haven't seen the stars since I was 13 years old."

All things considered, I guess I can handle his little annoyances. ■

Jane Schorer Meisner's communications career has included stints as a reporter and editor for The Des Moines Register, as a freelance writer and currently as public relations director at AIB College of Business. Her 1990 story of a rape victim won the 1991 Pulitzer Prize for public service.