



September 25, 2006

DNA Member News

Hello again! After our late-summer break, we're back...with news and more. DNA is still growing and our growth means more gatherings, more insider info, more perks, and more for you to look forward to!

Let's start with our growth...DNA has 331 members!

Welcome 28 new individual members: *Liz Buck & Tim Waddell, Greg and Sharon Chlebicki, C. Walter Clark, Jamie Constantine, Brian Conway, Grace Eckley, Steve and Dawn Eckley, John Florer, Paula and Jean Groben, Gene Harding, Richard Hermeier, Brent Holland & Erica Abell-Holland, Chuck and Jaina Johnson, Marjorie Jordan, Karen Karr, Amanda Kuhlman, Beverly Riess, Deborah Rinner, Jean Salz, Candice Sanchez, Mary Kay Tamasi, and Paul Whitmore*

Welcome 16 new business members: *54 Plaza Pantry (Sam Yavanam), Downtown Eye Care (Dr. Barbara E. Evans), East Village Barkery (Kathy Holden), Executive Forum Hairdressers (Scott Sales), Greater DM Convention & Visitors Bureau (Greg Edwards), Johnny's Hall of Fame (Hubbell Realty), Joseph's Jewelry (Toby Joseph), La Mie (Joe Logston), Lucca/Basil Proseri (Steve Logston), Orchestrate Management (Centro, South Union, 43, Raccoon River Brewing Co., Hotel Ft. Des Moines) (Christopher Diebel), Ritual Café (Denise Diaz & Linda Shepley), Riverfront YMCA (Scott Harris), Salon W (China Wong), Sue Clark Real Estate Services (Sue Clark), The Stadium Professional and Collegiate Apparel (Hubbell Realty), West End Holdings, LLC (David Llewelyn II, Jeffrey Morgan, Karin Sandahl & Steve Finnegan).*

Go to the last page of the newsletter for a complete listing of perks that our business members make available to DNA members. Support our downtown business and do yourself a favor as well!

If you know anyone who would like to join, send them to Paula Feltner (Paulajfeltner@aol.com) or to our new website at: www.desmoinesdna.com.

So much to do, so little time...

But that's why you live downtown, right? Fall is a happy rush downtown and this fall is no exception, with music for every taste, festivals and celebrations of the season, wonderful fall flowers and veggies at the Farmers' Market, dramas to move you, authors and a bunch of visiting smarties appearing for lectures, chances to feel good by doing good, and more. Get your calendars out and let's dive right in...

- Put on your walking shoes for a *Memory Walk for the Alzheimers Association* on *Sept. 30th*, starting at 8:00 am at *Waterworks Park*. It's easy -- make a donation and walk, or just cheer others on. For more information, call 440-2722 or 1-800-272-3900.
- Feel like staying indoors? Try *Knit and Crochet 2006* on *September 30th* at the *Central Library* from 10:00 to 2:00 pm. Let the Des Moines Knitting Guild and the Craft Yarn Council of America make a better knitter out of you with beginning knitting lessons, new techniques workshops, and help with knitting questions.

- Bird-watching downtown? Only in Des Moines! Come to [Gray's Lake](#) on [October 1st](#) at 5:00 pm for a slow, quiet stroll around the lake with birder [Ellen Pirro](#) to sight and discuss migrating visitors and permanent residents. Bring your binoculars and dress comfortably.
- Want another suggestion for a special Sunday afternoon? Wander over to [Ritual Café](#) at 4:00 pm on [October 1st](#) to sip a latte and hear [Alex Sweeton](#), touring with her new album, "Perfectly Broken". The [Village Voice](#) calls her "marvelous". What do you think?
- Think small and sustainable! On [October 4th](#) at 7:00 pm, [Sarah Susanka](#) comes to [Hoyt Sherman](#). The architect and author of [The Not So Big House](#) will discuss not so big steps toward a more sustainable community.
- Authors abounding! The new [Central Library](#) is welcoming [Kashmira Sheth](#), author of [Koyal Dark, Mango Sweet](#) on [October 5th](#) at 4:00 pm, followed by acclaimed social commentator [David Korten](#) on [October 7th](#) at 2:00 pm, discussing his new book, [The Great Turning](#). Local history buffs will enjoy [Penelope LeFew-Blake](#) on [October 14th](#) at 2:30 pm, discussing [Fort Des Moines](#). And don't even think of missing [Elizabeth Edwards](#), whom we all got to know during the last national primary election season, on [October 18th](#) at 2:30 pm, discussing her new book [Saving Graces: Finding Solace and Strength from Friends and Strangers](#). Following her, political scientist [Dr. S. Lance Denning](#) arrives on [October 18th](#) at 6:30 pm to discuss [\(Mis\)Understanding Today's Civic Life](#). Finally, another highlight, Des Moines native and wit [Bill Bryson](#) arrives at [Hoyt Sherman](#) on [October 21st](#) at 6:30 pm to talk about his latest book, [The Life and Times of the Thunderbolt Kid](#). It's free, first come first served.
- The [Science Center of Iowa](#) has a treat for you on [October 4th](#), from 6:00 to 8:00 pm, when the Court Avenue Brewing company will present a program on ["The Art of Brewing"](#), complete with samples of their beers and live music -- two of the [Nadas](#) will perform in the planetarium during the program. Admission is only \$5.
- Thank you for making our lives better! DNA member [Meredith Corporation](#) has organized almost 100 Meredith employees to spend October 5th to planting 62,000+ plants on the berms separating the [Meredith Trail](#) from Bell Avenue. Next spring will be a delight along the trail and we're grateful to Meredith for making such a big contribution to the quality of life downtown!
- Feeling a little scary? Join the [East Village Art Coalition and the Repertory Theatre of Iowa](#) on [October 7th](#) at [118 SE 4th Street](#) (just south of the Garden) from 1:00 to 3:00 pm to launch the [Gallery of Horror](#). Join one of 3 teams of artists competing to create live, interactive, *terrifying* "paintings" that will come to life on Halloween at a public exhibition where viewers can choose the winner, between shudders. Great way to make the most of a Bad Hair Day!
- When you're done giving others a chill, come chill yourself at the [Court Avenue Restaurant & Brewing Co.](#), celebrating their 10th anniversary on [October 7th](#) at a free party! Call 282-2739 for more details.
- Now you're ready for some exercise! Support the [Des Moines Marathon](#), scheduled for [October 13th – 15th](#), by volunteering to help. There are lots of different opportunities over the 3 days, from registering participants to handing out water. If you're not running, you can still be a part of it by calling [Chris Burch at 288-2692](#), or going to [www.desmoinesmarathon.com](#).
- After all that exercise, you're hungry, aren't you? Just in time, we have the annual [Wells Fargo Food Festival](#) in the [East Village](#), [October 13th – 15th](#), 11:00 am to 10:00 pm on Friday and Saturday, 11:00 am to 5:00 pm on Sunday. The Festival promises to be bigger and better than ever, with more cuisines, a larger site, international beers, and free entertainment.
- [Hoyt Sherman Place](#) is kicking up the pace for fall, with "A Tribute to Johnny Cash", on [October 7th](#) at 7:30 pm, and one-of-a-kind [Kris Kristofferson](#), [October 22nd](#) at 7:30 pm.
- Now add a little drama to your life. The [Civic Center](#) has some terrific things in store for us this fall, starting with ["Altar Boyz"](#) on [October 7th and 8th](#), followed by a London hit, ["The Rat Pack"](#), from [October 10th to 15th](#). "Annie" comes to town again in November, with another old friend, "Triple Espresso", at the Temple for Performing Arts in November as well.

Don't get tired yet! DNA will be announcing some new fall events to mingle with your neighbors including a social at City Lofts to view their fabulous new condos. Stay tuned for a date and details!

What you've been looking for -- DNA member perks, available only with your membership card (**new perks in red**):

- **Ameriprise Financial:** Free financial consultation
- **Beggar's Banquet:** 10% off on all items
- **Business Publications Corporation:** Business Record and DSM in welcome packet and a 6-week subscription to *The Business Record*
- **Central Iowa Pool and Spa:** 10% off on all regularly priced items
- **Cosmopolitan Lounge:** \$2.00 off Martinis at the Cosmopolitan Lounge
- **Court Avenue Brewing Co:** discounted pints, drinks, wine & appetizers from 4-7 Monday through Friday, \$4.00 martinis on Saturday, burger, side & pint of brew for \$6.00 on any game day
- **Des Moines Embassy Club**
 - \$73 monthly membership dues (regularly \$99) if you're over 30
 - \$67 monthly membership dues (regularly \$82) if you're under 30
 - Half price \$125 initiation fee (regularly \$250).
 - \$100 food and beverage credit after application is approved
- **East Village Barkery:** 10% off on all packaged treats
- **Eberle Animal Hospital:** Free pick-up and delivery for DNA pets, 10% off all services to DNA member pets, Doggie Day Spa package for all new first-time boarders
- **Executive Forum Hairdressers:** 10% off of all products and services
- **Full Court Press:** 10% off on every visit to Buzzard Billy's, the Royal Mile/Red Monk, Hessen Haus, High Life Lounge, el Bait Shop
- **Island Ink Jet:** 10% discount or \$2.00 off purchase for ink or toner
- **Java Joes:** 10% off on all drinks and food
- **Johnny's Hall of Fame:** ½ off any appetizer with entrée
- **Kelly Services:** one free Microsoft excel training course (basic, intermediate, or advanced)
- **Kitchen Collage:** 10% off our wide selection of kitchen gadgets
- **Lucca:** 25% off bar appetizers
- **Northland General Store:** 10% off of all shipping services, supplies & freight services; 10% off our Ebay service fee and 10% off the minimum charge for our services up to \$6.75
- **Ritual Café:** 10% off all coffee drinks
- **Riverfront YMCA :** one week free membership and 100% reduction of the joiners fee
- **Salon W:** Complimentary full-size bottle of Aveda Shampure Shampoo for first-time clients
- **Splash:** 30% discount on appetizers in the lounge ANY DAY OF THE WEEK
- **Suites at 801 Locust:** discount on rooms
- **The Stadium Professional and Collegiate Apparel:** 10% off any purchase

Downtown is better – and busier – than ever. Be a part of it and get to know your neighbors. Help us spread the news that DNA is making a difference! If you have news that would interest your downtown neighbors, email it to Isobel.osius@meredith.com.