

cityview

Swimsuit

EDITION

RUNWAY
model & talent

Brought to you by

Van Wall
POWERSPORTS



Welcome to our 2012 *Cityview* Swimsuit Edition. For the past two years, we published this as a separate magazine. This year we opted to bring it to the pages of *Cityview* — wrapped in a glossy cover — to expand the distribution of this great idea. We could not have done this without the incredible photography from Beauty In You. We thank our friends at Van Wall Powersports as well for sponsoring the issue and providing the motorcycles and their Indianola facility

for the photo shoot. We appreciate all the beautiful models from Runway Model and Talent, as well as the stylists and make-up artists at Pamala Gilmore Salon for making them look even more beautiful than they already are. And finally, we want to acknowledge Bella Boutique for providing the accessories seen on many of the models. But we know you didn't open up these pages to read, so enjoy the photos.



Kelsay



Ali



Elle



Sarah M.



Megan



Jordi



English



Sara B.



Sami

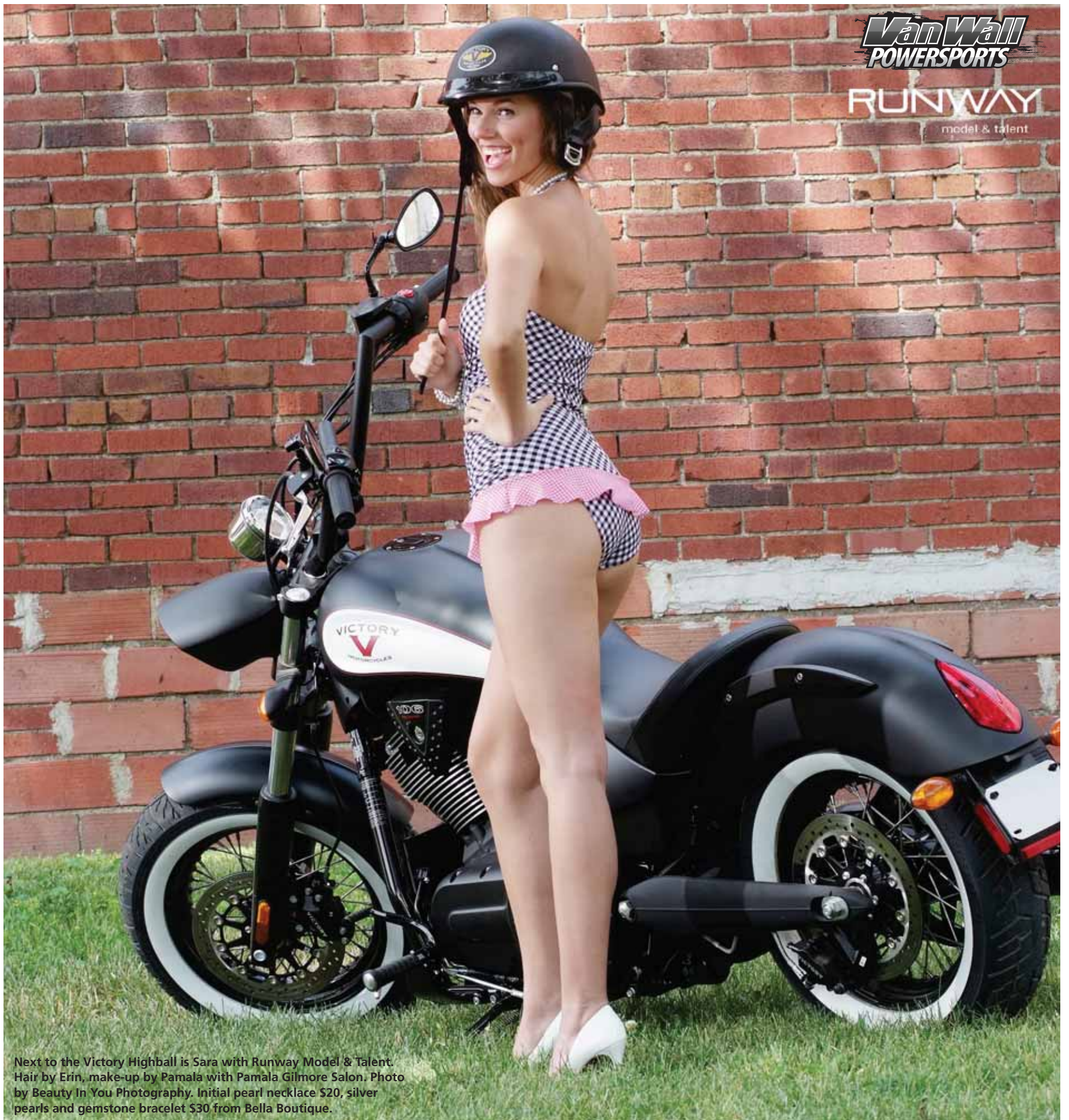


Kristin

VanWall
POWERSPORTS

RUNWAY

model & talent



Next to the Victory Highball is Sara with Runway Model & Talent. Hair by Erin, make-up by Pamala with Pamala Gilmore Salon. Photo by Beauty In You Photography. Initial pearl necklace \$20, silver pearls and gemstone bracelet \$30 from Bella Boutique.



**REBATES
UP TO
\$1000***



**FINANCING
AS LOW AS
3.99%****

VanWall POWERSPORTS

Indianola • 515.961.6288 | Perry • 515.465.5681 | powersports.vanwall.com



Offers good on new and unregistered units purchased between 6/1/12-7/30/12. *On select models. See your dealer for details. **Rates as low as 3.99% for 36 months. Offers only available at participating Polaris dealers. Approval, and any rates and terms provided, are based on credit worthiness. Other financing offers are available. Applies to the purchase of all new ATV and RANGER models made on the Polaris Installment Program from 6/1/12-7/30/12. Fixed APR of 3.99%, 7.99%, or 10.99% will be assigned based on credit approval criteria. Examples of monthly payments over a 36 month term at 3.99% APR: \$29.52 per \$1,000 financed and at 10.99% APR: \$32.73 per \$1,000 financed. Warning: The Polaris RANGER and RANGER RZR are not intended for on-road use. Driver must be at least 16 years old with a valid driver's license to operate. Passengers must be at least 12 years old and tall enough to grasp the hand holds and plant feet firmly on the floor. Drivers and passengers should always wear helmets, eye protection, protective clothing, and seat belts. Always use cab nets. Be particularly careful on difficult terrain. Never drive on public roads or paved surfaces. Never engage in stunt driving, and avoid excessive speeds and sharp turns. Riding and alcohol/drugs don't mix. Check local laws before riding on trails. ATVs can be hazardous to operate. Polaris adult models are for riders 16 and older. For your safety, always wear a helmet, eye protection and protective clothing, and be sure to take a safety training course. For safety and training information in the U.S., call the SVIA at (800) 887-2887. You may also contact your Polaris dealer or call Polaris at (800) 342-3764. ©2012 Polaris Industries Inc.

Tell us what you think. E-mail your letter to editor@dmcityview.com.

CITYVIEW • JUNE 21 - 27, 2012 **19**

Van Wall
POWERSPORTS

RUNWAY

model & talent



On the Polaris Ranger XP800 (clockwise from top) are Kristin, Sarah, English, Ali and Sami with Runway Model & Talent. Hair and make-up by Pamala Gilmore Salon. Photo by Beauty In You Photography.

Rock-n-Row Adventures

**FAMILY
FUN**



ROCK-N-RROW-ADVENTURES.COM

EVENT DATES BAND Opening Memorial Weekend

June 16 Richard Arndt, Acoustic & Beer Pong, Bikini Contest
 June 23 GoodCop/RadCop, Modern Rock
 June 30 Talon, Classic Rock Band
 July 4 FatCat, Rock Blues Band
 July 7 Joker Jenkins, Cover Band
 July 14 Urban Legend, Classic, Bikini Contest
 July 21 TBA Cover Band
 July 28 Never the Less, Cover Band
 Aug. 3 Home Grown & Aug. 4 P.O.W. Blues
 Aug. 11 Dennis Wanye Gang, Country & Rock
 Aug. 19 MC Monty B, Flippy Cup, Bikini Contest
 Aug. 25 Crunk Pigeon, Hard Rock
 Sept. 1 Filthy Sanchez, Classic Metal & Mardi Gras Party

Advanced Reservations Advised
All Dates Have Openings

TUBE CAMP MUSIC

1.5 hrs. North of Des Moines
23539 1st St.

ELDORA, IA 50627

**Reserved Tubing & Shuttle
Reserved Private Camping
RV and Tent Camping
Electrical Hook-ups**

**Right on the Iowa River
Fire Rings, Showers, Flush Toilet,
Volleyball, Music, Games,
Concession, Open 7 days a week,
Large Groups Welcome!**

NO PETS, NO GLASS BOTTLES

Things to bring: Lawn Furniture,
Bar B-Q Grill, 40 qt. coolers
& shoes to wear in the river.

CALL FOR RESERVATION

**641-858-5516
CELL: 641-751-3418**

www.rock-n-row-adventures.com



Hicklin Powersports

3160 SE Grimes Blvd Ste 700 Grimes, IA 50111 | Phone: 515-986-4880



- ATVs
- Dirt Bikes
- Motorcycles
- Can Ams
- Jet Skis and more

At Hicklin Power Sports, we have a passion
for all power sports!

We use what we sell. Come into the store and
share your passion for power sports with the
people who live it every day!



HICKLIN POWER SPORTS

3160 S.E. Grimes Blvd. in Grimes

515.986.4880 • www.hicklinpowersports.com

Ask about our booth at the July Iowa Speedway Sportbike Track Days and how to sign up!





VanWall
POWERSPORTS

RUNWAY
model & talent

Top left: Washing the Honda CRF450 is Megan with Runway Model & Talent. Hair and make-up by Jessica with Pamala Gilmore Salon. Photo by Beauty In You Photography.

Bottom left: On the BMW GTL1600 is Ali with Runway Model & Talent. Hair by Lacey, make-up by Jessica with Pamala Gilmore Salon. Photo by Beauty In You Photography. Silver Floralee bracelet \$22, silver floralee necklace \$15 from Bella Boutique.

Bottom right: On the Honda CBR 250 is Jordi with Runway Model & Talent. Hair by Lacey, make-up by Hilary with Pamala Gilmore Salon. Photo by Beauty In You Photography. Red leather zipper bracelet \$20, red leather charm wrist wrap \$15 from Bella Boutique.





**MOST BIKERS
ARE ALSO
SOMETHING ELSE.
GOOD THING WE
COVER ALL KINDS.**

Nobody insures more bikes than Progressive. So nobody knows bikers, or what they need, better. Ready to ride with America's #1 motorcycle insurer? Let us customize a motorcycle policy that fits your lifestyle. Call today for a free personalized insurance quote.

PROGRESSIVE®



Photos by Tim Calhoun

**LIGOURI INSURANCE IS YOUR ONE STOP SHOP
FOR ALL THINGS INSURANCE.**

We are your #1 Choice for Insurance. From Home and Auto to Commercial and Business Owner's. We have the resources and the strength it takes to meet your needs.

Auto Insurance ■ Homeowner's Insurance ■ Motorcycle Insurance ■ Renter's Insurance

Commercial Insurance ■ Business Owner's Insurance ■ Bonds of all kinds

SR-22 is welcome

**Ligouri & Associates,
INC.**

Ligouri Insurance

515-285-0370

4320-1/2 SW 9th Street ■ DSM 50315

Call us today for a FREE QUOTE!

amanda.ligouriinsurance@yahoo.com

www.ligouriinsurance.com





Van Wall POWERSPORTS

RUNWAY

model & talent

Top left: On the BMW S1000RR, in front is Sami with Runway Model & Talent. Hair by Erin, make-up by Hilary with Pamala Gilmore Salon. Photo by Beauty In You Photography. Kate Mesta love dog tag \$45, Kate Mesta floralee dog tag \$45, large hoop earrings with silver and black beads \$18 from Bella Boutique. In back is Kristin with Runway Model & Talent. Hair by Ashlie, make-up by Pamala with Pamala Gilmore Salon. Photo by Beauty In You Photography. Sunglasses \$10, Kate Mesta floralee dog tag \$45, large silver loop necklace with earrings \$42 from Bella Boutique.

Top right: On the Yamaha R1 is Elle with Runway Model & Talent. Hair and make-up by Ashlie with Pamala Gilmore Salon. Photo by Beauty In You Photography. Pink cuff watch with large face \$22, large hoop earrings with pink rhinestones \$12 from Bella Boutique.

Bottom left: On the Polaris Sportsman 850 is Megan with Runway Model & Talent. Hair and make-up by Jessica with Pamala Gilmore Salon. Photo by Beauty In You Photography. Indian beaded bracelet \$7, Indian multi beaded long chain necklace \$24 from Bella Boutique.

WHETHER YOU'RE LOOKING FOR A BIKE TO CRUISE THE CITY STREETS OR THE COUNTRYSIDE,

ON THE TRAILS

OFF ROAD



ON THE ROAD

COMPETITION

BIKE WORLD HAS THE PERFECT BIKE FOR YOU!



For 28 years Bike World has been Iowa's leading bike dealer. Bike World has been honored with the coveted TOP 100 DEALER IN AMERICA twice in the past three years for highest standards of performance!

Bike World invites you to join in supporting local cycling organizations and events



WEST DES MOINES
5950 VILLAGE VIEW DR. • 222-1880
PONDEROSA VILLAGE

URBANDALE
6600 DOUGLAS AVE. • 255-7047

AMES
126 S. 3rd ST. • 232-3669

www.bikeworldiowa.com



BOMBSHELL TATTOO

\$20 PIERCINGS

SUN and MON by appointment
TUE-THU noon-8pm
FRI-SAT noon-9pm

Ryan Anderson
Derek Hutchison
Aaron Duncan

MAKES OTHER SHOPS LOOK LIKE A HOLE IN THE GROUND!

o o o o o BODY PIERCING and JEWELRY o o o o o

4020 SE 14th Street • Suite C • 515.528.8111

Frank S. Mocerri, EA, LLC

Former IRS Agent • Federally-authorized tax practitioner

Need to file an amended return?

Contacted by the IRS or the State?

Call Frank S. Mocerri

M-F 9am-5pm • SAT 10am-4pm • SUN Noon-2pm
515-964-5727 • 314-276-4183 Cell
515-240-6007 OnStar

NAEA
ENROLLED AGENTS
AMERICA'S TAX EXPERTS

WE HAVE THE RIGHT SHOE FOR ALL YOUR SUMMER ACTIVITIES!

TEVA Live Better Stories

Alegria WALK

sanuk

THE WORLD'S MOST COMFORTABLE AND STYLISH BRANDS!

BIRKENSTOCK.

20% OFF ANY FULL PRICE SANDAL!

MUST PRESENT COUPON. EXPIRES 8/04/12.

FIT TO BE TIED
(A shoe store and more)

MONDAY-SATURDAY 10am-9pm
SUNDAY 11am-6pm

VALLEY WEST MALL • UPPER FLOOR • 221-2253 • WWW.FIT2BTIEDSHOES.COM



"I HAD MY FIRST 3-WAY AT ANGELO'S..."

"AND THEY CATERED TO ME!"

INTRODUCING ANGELO'S COMPLETE CATERING

Check out our complete menu at WWW.ANGELOSdsm.COM

For catering, contact Ron at Angelo's Downtown at 278-5603



Angelo's Pizza - Downtown
205 E 14th St.
Des Moines
515-278-5603



Tops Optional

Sales • Service • Rentals
Parts • Utility Vehicles

Club Car
Authorized Distributor



4509 NE 14th St.
Des Moines, Iowa 50313
515-264-1661
www.nbgolfcar.com

Simply brilliant!

Beautiful jewelry
you can wear
every day...
all year 'round!



HERMANS
FINE JEWELRY

2900 UNIVERSITY AVENUE

West Des Moines (by TJ Maxx)

515.222.2600

BUYING GOLD
for over 30 years

HAVE A COLD ONE WITH US!



HAPPY HOUR!

MONDAY-FRIDAY 3-6:30pm
SUNDAY-THURSDAY 9pm-close

\$1.50 Domestic Pints • \$1.75 Wells

\$5.00 House Wines

RUNWAY

model & talent



Runway model and talent is a boutique agency specializing in developing fresh faces and placing models nationally.

Do you have model potential?

We would like to hear from you!

5550 Wild Rose Lane, Suite 400 • West Des Moines, IA 50266
(515) 661-6149 • www.runwaymodelandtalent.com





VanWall
POWERSPORTS

RUNWAY

model & talent

On the BMW GTL1600, in front is Megan with Runway Model & Talent. Hair and make-up by Jessica with Pamala Gilmore Salon. Photo by Beauty In You Photography. Indian beaded bracelet \$7, Indian multi beaded long chain necklace \$24 from Bella Boutique.

In back is Ali with Runway Model & Talent. Hair by Lacey, make-up by Jessica with Pamala Gilmore Salon. Photo by Beauty In You Photography. Silver Floralee bracelet \$22, silver floralee necklace \$15 from Bella Boutique.

VanWall
POWERSPORTS

RUNWAY

model & talent

On the Yamaha Raider is Kelsay with Runway Model & Talent. Hair and make-up by Ashlie with Pamala Gilmore Salon. Photo by Beauty In You Photography. Rinstone Ring \$15, Black Leather wrist wrap bands with silver studs \$15 from Bella Boutique.





J AND J MOTORCYCLE REPAIR AND DETAILING



Full service shop
Free estimates
John and Joan

751 NE BROADWAY • DES MOINES
515-991-8532



A recent Des Moines survey stated that

cougar attacks

are up 85% due to the large quantity of appointments being taken by stylist PALMER at



Palmer's Salon

2440 - 82nd Place | Urbandale
205.2271

www.palmerhairdesigns.com

GAS PRICES ARE SOARING.

SO WHAT!



SPORTCITY 250

Sportcity 250
SALE PRICE
\$4199

MSRP \$4699

aprilia

All other
Aprilia
scooters
also on
sale!



SPORTCITY 50

Sportcity 50
SALE PRICE
\$1899

MSRP \$2099



Mid-States Powersports

Aprilia Motorcycles and Scooters, Arctic Cat ATVs and Snowmobiles

2340 Grand Avenue • West Des Moines
515.440.0056

www.midstatespowersports.com

© Piaggio Group Americas 2010. Aprilia® is a worldwide registered trademark of the Piaggio Group of companies. Obey local traffic safety laws and always wear a helmet, appropriate eyewear and proper apparel.

Gas mileage varies depending on weight, speed and riding conditions.



COOL OFF

AT DES MOINES' ONLY FLOATING BAR & GRILL

LIVE MUSIC
Fridays & Saturdays

Latitude 41
Bar & Grill
SAYLORVILLE MARINA

515-984-9512
6170 NW Polk City Dr.
Polk City

Hours:
Mon-Wed open 3pm
Thurs & Fri open 11am
Sat & Sun open 8:30am
for breakfast

GRAB YOUR SUIT AND HEAD TO




- FLOATING RESTAURANT
- BOAT RENTALS: pontoons
- BIKE RENTALS: adult, child and Burleys
- BANQUET FACILITIES: indoor and outdoor
- Slip and buoy rentals: seasonal, overnight
- Storage: inside/outside, summer/winter
- Children's play area
- Wi-Fi and more!

6170 NW Polk City Drive • Polk City • www.suntexmarinas.com • 515-984-6541





Point Studios

1800 NW 86th St Clive

515.270.6902

\$20 off any tattoo

\$5 off any piercing



Beauty In You PHOTOGRAPHY

– Capturing the essence of beauty that exists within YOU!

Genise Mortale has her own unique style photography business, www.foryouphotographybyg.com, where she has her own creative approach on capturing life's special moments in all styles of photography. This includes bellies and babies, children, families, high school seniors, engagement and weddings and special occasions.

Mark Veasman, photographer for 26 years, owns and operates Captured Expressions (www.ceportraits.com). He specializes in high school senior portraits, children, fine art, and family portraits.

Together, photographers Genise and Mark teamed up to create Beauty In You Photography. It was created from the desire to capture the true inner beauty and character of each subject in a photograph. In addition, Genise and Mark strive to compose an experience that reflects on inner beauty and self-esteem.

- For YOU Photography by G – Genise Mortale
www.foryouphotographybyg.com
- Captured Expressions – Mark Veasman
www.ceportraits.com

Genise and Mark's clients are always commenting on how comfortable they feel during their photography sessions. They believe this is due to, "Every one person and every one thing is beautiful. There is not any 'ugly' in what we see. There is no perfect. Imperfections, scars, shapes, and flaws are beauty spots. These imperfections all have a story and all have a beauty that not everyone sees or gets the chance to see."

The saying "Beauty is in the eyes of the beholder" takes on new meaning in their world as photographers. To them beauty is in imperfections. People only need the right attitude with their eyes through their minds to see the true meaning of beauty.

Beauty In You Photography offers boudoir, glamour, model portfolios, fine art, and pin up style photography for all women, all men, and all couples. They will take your ordinary beauty into extra-ordinary inner beauty and let you reveal your inner strength and beauty as YOU!

Beauty In You PHOTOGRAPHY

515.480.8193 • www.beautyinyouphotography.com



VanWall
POWERSPORTS

RUNWAY
model & talent

Left: On the BMW S1000RR is Kristin with Runway Model & Talent. Hair by Ashlie, make-up by Pamala with Pamala Gilmore Salon. Photo by Beauty In You Photography. Kate Mesta floralee dog tag \$45, large silver loop necklace with earrings \$42 from Bella Boutique.

Bottom: On the Victory Judge is Sarah with Runway Model & Talent. Hair by Lacey, make-up by Jessica with Pamala Gilmore Salon. Photo by Beauty In You Photography. Wide rhinestone cuff bracelet \$25, large hoop earrings with rhinestones rings \$21 from Bella Boutique.



Find it all at



CLOTHING • ACCESSORIES PURSES AND MORE!

*Clothing, jewelry, purses and gift items for all ages
including children and teens.*



**Find the perfect outfit
for a day in the sun!**

Cecico Long Maxi Dress – \$55
Doubles as a swimsuit coverup

Grandco Flip Flops – \$20
Available in many colors

Necklace & Earring Set – \$21

Sunglasses – \$10

Bracelet – \$22

Large Silver Tote/Beach Bag – \$45

Open Monday – Saturday

West Glen Town Center • West Des Moines

5515 Mills Civic Pkwy., Suite 160 • 440.3095

between Gino's and Tonic

contact@bellaboutiqueonline.com



actual clients at
Pamala Gilmore Salon



**any haircut, color and
conditioning treatment for \$100***



@weknowpretty
friend us
on facebook!

*first time clients and with select stylists

225-7777
pamala gilmore salon
50th and EP True Parkway, WDM

RUNWAY
model & talent

VanWall
POWERSPORTS



With the Victory Cross Country is English with Runway Model & Talent. Hair by Erin, make-up by Pamala with Pamala Gilmore Salon. Photo by Beauty In You Photography. Long black cross necklace with rhinestones \$39, medium hoop earrings with black rhinestone beads \$15 from Bella Boutique.



YOU COULD
WIN
A CUSTOMIZED
RIDING
MOWER

PLUS WINNING TEAM
WINS \$2,000!



60 QUALIFIERS • 6 TEAMS
6 RIDING MOWERS • 1 RACE

REGISTER JUNE 22 & 23
BETWEEN 5:30PM & 7:30PM

LAWN MOWER RACE JUNE 24
LIVE POST TIME: 1PM



We support responsible gaming. 1-800-BETS-OFF

VanWall
POWERSPORTS

RUNWAY
model & talent

VanWall
POWERSPORTS



With the BMW K1300S is Sarah with Runway Model & Talent. Hair by Lacey, make-up by Jessica with Pamala Gilmore Salon. Photo by Beauty In You Photography.

Lead.
Or
follow.



cityview



@dmcityview



cityview magazine



dmcityview



sign up at
www.dmcityview.com

THE GALLERY



We have what you need.
Stop in and explore your
50 Shades of Grey.

**1000 Cherry
Des Moines
515.244.2916**



LoversPlayground.com

**Massagers DVDs
Lingerie Games
Novelties**



Over **100** pounds
overweight?
Farrell's FitStart is for you.



BEFORE

10 WEEKS

12 MONTHS

Next Class Starts June 30th!
Space is limited – reserve your spot today.

(515) 255-0095 | JOINFXB.COM

\$100 off our next session!

*Offer good at Des Moines area locations only and not valid with any other offer. Expires July 7, 2012.

Residential Geothermal Heat Pumps



SAVE ALMOST

50%

OFF GEOTHERMAL

(after tax credits and rebates)

\$22,500 Unit and Installation*

- \$6,700 Federal Tax Credit*
- \$1,350 State Tax Credit*
- \$2,100 MidAmerican Energy Rebate*

\$12,350 *For a four ton system. Prices and savings vary.

THE SAVINGS DON'T STOP!

Geothermal heat pumps are 300%-400% more efficient than traditional systems.

*Ask your tax adviser for details.

**20 YEARS OF
GEOTHERMAL
EXPERIENCE!**



BOSCH
Invented for life

Dallas County's
**GRILL & SMOKER
HEADQUARTERS**

**GET \$100
IN ACCESSORIES**
with the purchase of a
large or extra large
Big Green Egg

**Wrangler
\$629**

**GET \$50
IN ACCESSORIES**
with the purchase
of a Holland Grill

**Maverick
\$529**

**Lifetime Warranty
on burners and
cooking grids!**

**ADEL
& WINTERSSET**

T.V. & APPLIANCE • HEATING & COOLING

QUALITY
SERVICE
SINCE
1960

916 Main Street, Adel, IA

515-993-4287

Hours: M - F 8-6 • Sat. 8-2

www.adelwintersettv.com

224 Hwy. 92, Winterset, IA

515-462-2939

Hours: M - F 9-5 • Sat. 9-2