PREMIER ISSUE

VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE

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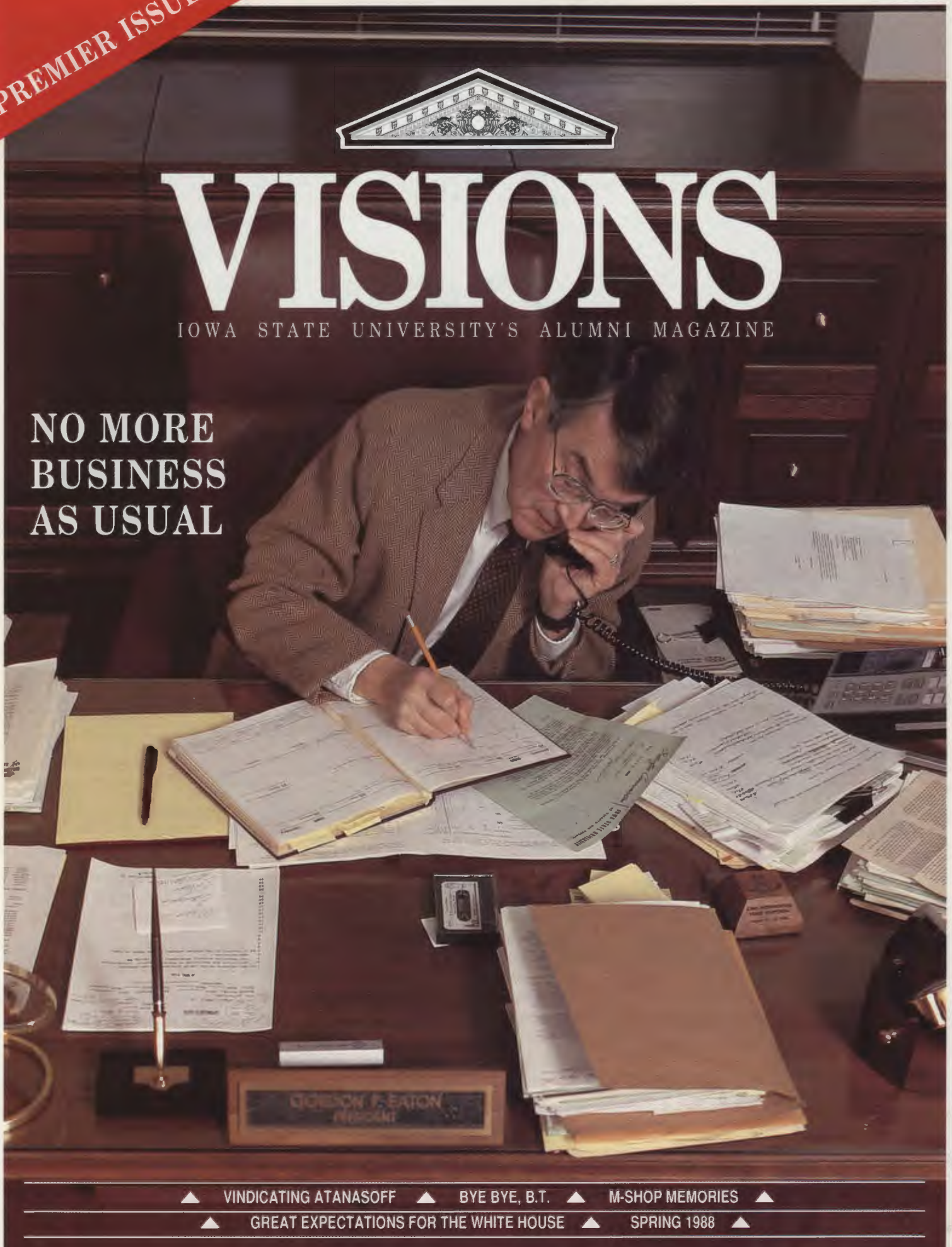

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SO WHERE'S DR. SPOCK WHEN YOU NEED HIM?

Delivering our first magazine has kept us pacing the floors

By Deb Gibson

So is this what it's like to have a baby? As one-half of a childless couple, I obviously can't use first-person experiences for comparison. But based on what I hear my friends say, it sounds to me as if getting this premier issue of VISIONS into your mailbox has involved a gestation process that would rival the best of coffee-klatch war stories.

Most families decide to leap into expansion only after considerable thought and discussion. Ours was no exception. People around here have considered starting an Alumni Association magazine since the original membership publication, The Alumnus, merged with News of Iowa State in 1974 to create the tabloid you know today as The Iowa Stater. About three years ago, the topic began to surface regularly, and we realized that it was time to seriously investigate the idea.

Like good prospective parents, we sought opinions. We studied the limited research on the subject. And we listened--to other colleges and universities, to commercial magazine publishers and, most important, to you, our prospective readers.

We kept hearing the same things. Iowa Staters are ready to learn even more about their alma mater. So begins our challenge, to offer you a quarterly package that, when opened, invites you to experience the sights and sounds of ISU.

Fortunately, Iowa State retains its cosmopolitan assortment of personalities and ideas--an assortment that VISIONS intends to showcase. Certainly, we'll bring you the lighthearted, the sardonic, the silly (it takes all kinds for a family to thrive). But we'll also examine the ideas, issues and people of the Iowa State family. Like all members of a family, we'll value the established principles of harmony, fairness, balance, perspective.

Our own nuclear unit here at VISIONS has been created to deliver all of the above. Dan Davenport, a 1984 ISU graduate and resident Dodgers fan, lends his ample feature writing and reporting skills--not to mention his quick wit--to many of the departments within the magazine. Award-winning photographer Tom Wallace pulls out from his magic suitcase strobes and umbrellas and cables that eventually transform celluloid strips into the visual images that capture the heart of our stories. Through the latest in typography, graphics and ingenuity, designer Dan Reeder choreographs our "look" from cover to cover. Editorial assistant Sandi Kellen types and transcribes and keeps us honest and always smiles no matter how crabby we become. I tend to wander around and worry aloud a lot. And publisher Jim Hopson grants us the privilege of editorial freedom even as he ponders our expense vouchers.

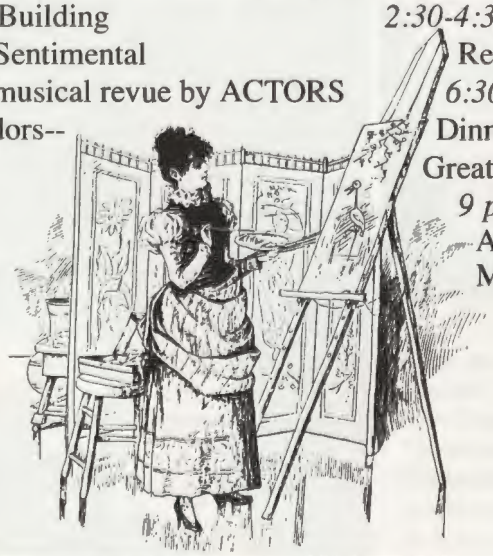
Like any proud parent, I want to boast ad nauseum about this first production. But I'll refrain. Until I see it stapled and labeled and lying under a stack of bills on the dining room table, I'll continue to wake in the night worrying about what it will look like and whether it will ever get here.

This **must** be what it's like to have a baby.

Dan Deb Sandi

THURSDAY, JUNE 2

10 a.m.-5 p.m.-- Class of 1938 Coffee Area--Memorial Union West Lounge
10 a.m.-5 p.m.-- Coffee for All Alumni--Memorial Union Harold Pride Lounge
10 a.m.-7 p.m.-- Registration--Memorial Union Lobby
11 a.m.-4 p.m.-- Brunnier Gallery and Museum Open--Scheman Building
11:30 a.m.-- Cardinal Room Open for 1 p.m Lunch--Memorial Union
12 noon-4 p.m.-- Farm House Open
2-4 p.m.-- City and Campus Tour
1-10 p.m.-- Alumni Art Exhibit--Memorial Union Gallery
5 p.m.-- Alumni Art Exhibit Reception--Memorial Union Gallery
6:30-7:30 p.m.-- Dessert Reception for the Classes of 1913, 1918, 1923, 1928,1933, 1938--Brunnier Gallery, Scheman Building
8 p.m.-- "Sentimental Journey,"musical revue by ACTORS Ambassadors--Fisher Theater

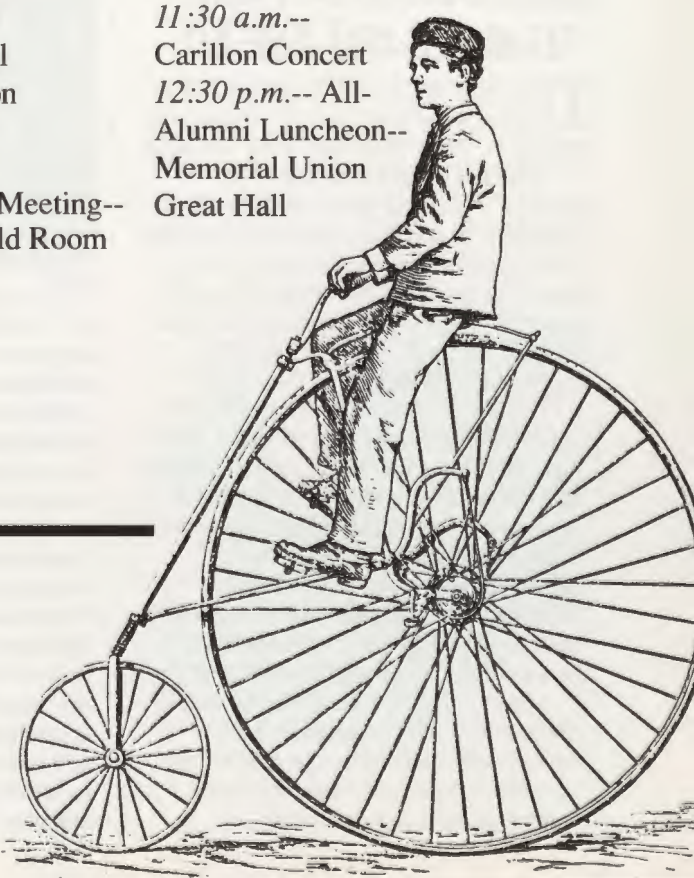


FRIDAY, JUNE 3

7:30-9:30 a.m.-- Informal Continental Breakfast Buffet--Memorial Union Sun Room
8 a.m.-5 p.m.-- Class of 1938 Coffee Area--Memorial Union West Lounge
8 a.m.-5 p.m.-- Coffee for All Alumni--Memorial Union Harold Pride Lounge
8 a.m.-6 p.m.-- Registration--Memorial Union Lobby
8 a.m.-10 p.m.-- Alumni Art Exhibit--Memorial Union Gallery
9:15-10:15 a.m.-- Campus Bus Tour
10-11:30 a.m.-- College Receptions
11 a.m.-4 p.m.-- Brunnier Gallery and Museum Open--Scheman Building
12 noon-- Class Luncheons--Memorial Union
1-2:30 p.m.-- Class Photographs--Memorial Room South Ballroom
2:30-4:30 p.m.-- President's Reception--The Knoll
6:30 p.m.-- Gold Medal Dinner--Memorial Union Great Hall
9 p.m.-- ISU Alumni Association Annual Meeting--Memorial Union Gold Room

SATURDAY, JUNE 4

7:30 a.m.-- Class of 1938 Electrical Engineering Breakfast--Memorial Union Gold Room
8 a.m.-12 noon -- Class of 1938 Coffee Area--Memorial Union West Lounge
8 a.m.-12 noon -- Coffee for All Alumni--Memorial Union Harold Pride Lounge
8 a.m-12 noon -- Registration--Memorial Union Lobby
8 a.m.-4 p.m.-- Alumni Art Exhibit--Memorial Union Gallery
9:30 a.m.-- Walking Tour of Horticulture Garden
9:30-11:30 a.m.-- Farm House Spring Coffee
10:30 a.m.-- Honors and Awards Convocation--Memorial Union Sun Room
11 a.m.-4 p.m.-- Brunnier Gallery and Museum Open--Scheman Building
11:30 a.m.-- Carillon Concert
12:30 p.m.-- All-Alumni Luncheon--Memorial Union Great Hall



Pedal back to Alumni Days '88

In his newly created position, Milton Glick will oversee research and instruction

Glick named provost

MISSOURI DEAN SET TO MOVE ISU AHEAD

Iowa State University is undergoing its biggest transformation in decades, and Milton D. Glick is thrilled to be involved.

Glick will take over July 1 as provost, a position created by President Gordon P. Eaton that combines offices of vice president for research and vice president for academic affairs. For the past four years Glick has served as dean of the College of Arts and Sciences at the University of Missouri in Columbia.

"This is a university that has had solid stability for the past 20 years, and now it's undergoing some major changes," said Glick, whose hiring culminated a nationwide search that began last year. "There's a feeling that here is an opportunity to move this institution forward in the national profile, and that's the most exciting part of this position -- to be a part of change and advancement."

Said Eaton, "[Glick] is an academic professional who brings with him exceptional credentials as a teacher and researcher, and as an innovative and communicative administrator."

Crom

Bradley

Glick said his priorities will be to improve teaching and research, "and in particular do it in a way that helps Iowa's future as a state." He said he has yet to refine those priorities, but, in talking with Eaton, he knows the direction he will work toward.

"I think one of the elements in any fine university is that it doesn't do anything it can't do very well," Glick said. "Excellence has got to be the standard. We have to aspire to be one of the best universities of our kind. That's the direction I hope to bring to Iowa State -- a commitment to excellence and quality, and insist on that in everything we do as an administration, as faculty and as students."

Glick received his undergraduate degree in chemistry from Augustana College in Rock Island, Ill., and his PhD from the University of Wisconsin. He also did post-doctoral work at Cornell University and was a member of the chemistry faculty at Wayne State University in Detroit before taking over the Missouri post in 1983. At Missouri he leads the largest division of the university with an operating budget of more than $20 million and a teaching load of more than 300,000 semester hours annually -- nearly 60 percent of the campus total.

Glick's salary at Iowa State will be $115,000.

In addition to the provost, a new assistant to the president also has been named. Carol Bradley, an administrator in the Iowa Department of Education for 15 years, assumed the position in February. She will perform lobbying duties for the university and the State Board of Regents.

The position is one of two created after Reid Crawford announced last fall that he would step down as assistant to the president. Another search has begun to find a legal adviser for the university.

February also brought word that Robert L. Crom, dean of university extension and director of the ISU Cooperative Extension Service, resigned. Crom, whose post in the College of Agriculture is considered second only to the dean, will leave June 1 to join the staff of the National Association of State Universities and Land-Grant Colleges as director of its extension office in Washington, D.C.

CARD plays key role in '88 food conference

John Helmuth thinks it's time the world fully addressed its hunger problem, and as assistant administrator of ISU's Center for Agricultural and Rural Development (CARD), he is helping create a forum to allow world leaders to do just that.

Led by Helmuth and CARD administrator Stanley Johnson, a 1988 World Food Conference titled "Hunger in

the Midst of Plenty: A World Policy Dilemma" will be held June 5-9 in Des Moines. Helmuth, the conference's executive director, said more than 1,000 private industry, government and academic leaders from nearly every country have been invited to participate in what he calls a "non-political, non-adversarial setting to exchange ideas on solutions to the world's food problems.

"I think if the developed countries in particular could come away with new approaches to food distribution and international trade that could help developing nations, we would have a successful conference. We're hoping to get things headed in the right direction."

Ames hosted a world food conference in 1976 at a time when the hottest issue was production. A dozen years later, the focus has changed dramatically: The world now has a food surplus, but many developing nations continue to starve.

"It's developed into a political-economic problem," Helmuth said. "How can the developing countries get these surpluses? We need to find ways for these countries to become more self-sufficient in food production or to use the resources they do have to obtain the food they need.

"We think this is at a turning point. It's time to get things going."

Co-hosts of the conference include Iowa State University, Governor Terry Branstad, the Iowa congressional delegation and other agricultural leaders.

ISU students observed Nuclear Madness Week in February with a peace march.

GSB enlists parents in battle against spiraling tuition

Julianne Marley, ISU's Government of the Student Body president, doesn't want to see students continue to pay larger and larger tuition amounts. So she's turning to a group that already pays a whopping percentage of students' expenses -- their parents.

Marley and the GSB currently send letters to nearly 15,000 parents living in Iowa in hopes that the word will be passed on to state legislators. "We think this is a good group to turn to for help," said Marley, pointing out that the campaign began three years ago under then-GSB President Keith Stepp, but had been virtually idle until December. "This cause is worth a lot of effort."

Of the 15,000 letters first sent out in December, Marley said only about 700 responses were received. "That's not a large percentage, but if those 700 are dedicated to writing letters, that's more than enough."

The GSB continues to send letters every three or four weeks. Marley said it's important that legislators constantly be reminded of the importance of funding Iowa's three state universities.

Besides tuition, the campaign is also concerned with several other issues, including passage of a bill to ensure a student always sits on the State Board of Regents and obtaining funds to refurbish buildings on campus. "It'd be nice to get some of these buildings like Gilman [Hall] and Morrill [Hall] up to fire code," Marley said.

"This [program] can pay off if a substantial number of people put the effort into it," she said. "We hope whatever we accomplish now is built on next year."

'Fitness awareness' is Wellness Center's goal

ISU students spend countless hours preparing their minds for a lifetime of challenges. Robert Patterson thinks it's time they start doing the same for their bodies.

To that end, Patterson, Iowa State's student health director, helped develop a wellness center that opened its doors in February. Located in Beyer Hall, the facility provides free information and testing to help students maintain fitness and be alerted to potential health dangers. Patterson hopes it also results in a lifetime of fitness awareness.

"Awareness assessment, getting people to know where they are and where they should be physically, is our most important goal," Patterson said. "Although the university spends a lot of money and effort in vocational training, there wasn't much available for students to learn to maximize their state of well-being. We want to help people form habits they'll keep for 30 or 40 years."

Costing $30,000 to $35,000 per year to operate, the center offers nutritional information, weight-control counseling, stress-management instruction and general fitness evaluation. It also is equipped with a computer that will aid in health-risk appraisal.

Patterson stressed that the center will also be a valuable resource for research, since it will staff paid graduate assistants from the departments of Family Environment, Food and Nutrition, Psychology and Physical Education/Leisure Studies.

ISU PROF STUDIES THE PAIN OF A *FATAL ATTRACTION*

Tracking Down Demons

While *Fatal Attraction* audiences across the nation cheered as Alex Forrest sunk to the bottom of the bathtub one last time, Harry Cohen sat silent in a theatre, emphathizing with the celluloid's disturbed victim.

When *Children of A Lesser God* theatre-goers went home content in the happy ending, Cohen reveled in the way the lovers' reconciliation illustrated yet another victory over the demon narcissism.

It's that demon that has had Cohen, a professor of sociology at ISU, intrigued the past three years. Contrary to the long-standing reputation of a vain, self-centered person, a true narcissist, Cohen says, is a "broken" person, one who has perceived since infancy that feeling of being "let down" by even the closest family members.

"The female villain in *Fatal Attraction* is an extreme example of a pathological narcissist," Cohen explains. "She spent all her life searching for the father who wasn't there for her as a child. Each man she finds she sees as "all good," the ideal father fantasy and a way to fill the void, until something he says or does fails to live up to that reputation. This is when she reacts in anger or rage, because suddenly he represents the "all bad" in life, bringing back the pain and shame of her past.

"The Jack Nicholson character in *Heartburn* is an example of the more commonly found adult narcissist," Cohen continues. "Here's this man who says he's marrying a bright, intelligent woman, but in actuality is looking to marry Mommy. All is well until their baby comes along--and then Meryl Streep ends up with *two* infants to care for.

"That's why 'Children of A Lesser God' was such a touching film, because you saw how the female character worked through the emotional voids in her life and was able to move on into a healthy relationship."

Narcissism isn't restricted to the silver screen. Cohen became intrigued with the subject when he began encountering its symptoms in his classroom.

"I would see students who were actively involved in classroom discussions, who would come up to me on a regular basis after class and tell me what a wonderful professor I was. And on it would go--until I gave them grades they didn't anticipate. And then I would see the rage, watching them turn on me in an instant.

"So I started watching people around me and reading everything I could find on this element of human relationships."

What Cohen found, among other things, was that contemporary psychiatrists are citing larger numbers of patients exhibiting these behaviors. Cohen himself says narcissism could possibly be attributed to many of the ills of the world--including Wall Street crashes, international disputes, terrorism, murders and war.

"The narcissist is addicted to perfection. He or she lacks humility, and could never admit to making a mistake. Oftentimes he or she will project a 'grandiose self,' one who knows everything, when in reality that person is someone very insecure and hungry for love."

Even increased incidences of malpractice lawsuits may partially be ascribed to narcissism, Cohen says. "The narcissistic patient transfers his or her needs onto the doctor, seeing that physician as a stand-in for the missing parental figure. When the doctor no longer can devote as much time to that patient, or perhaps delivers an unwelcome diagnosis, he or she reverts to that need to 'get back' at the doctor. It's that need to pull out content pieces from the overall context of the situation that best illustrates the true narcissist," Cohen explains.

Learning to "put together a broken self" is the most effective treatment for narcissism, Cohen says, most times requiring professional therapy. "The recovering narcissist first must learn to forgive the parents he or she holds responsible for not being there, and must learn to accept those parents as being 'good enough.' Eventually, the person in recovery will learn to see oneself in one's own mirror, and will accept that the self he or she has to work with is good enough, too."

Cohen, who has received a commendation award from the Institute for Advanced Philosophic Research for his work on narcissism, emphasizes the need to show compassion for those affected by the syndrome.

"It's so important to remember that each of us succumbs to narcissistic tendencies occasionally. Those individuals who display the behaviors on a regular basis are hurting, sensitive people. Unfortunately for them, narcissists get a bum rap."

--By Deb Gibson

Harry Cohen didn't see *Fatal Attraction* femme fatale as a villain at all.

It beats Basketweaving 101

The Regents probably don't have to worry about course duplication on this one.

Gregg Henry is leading students this spring in Speech Communications 504C, more commonly known as Stage Combat. Paying particular attention to swordfights, budding actors learn to foil the opponent with flair--and without springing leaks.

"We play out fantasies," says Henry, assistant professor of speech communications. "But don't forget -- we're waving pieces of metal around at people's bodies. We're not using Nerf swords."

"It's an art," says Henry, who attributes the large class size -- 22 students -- in part to the fact that this spring ISU Theatre will produce "Romeo and Juliet," a play directed by Henry and loaded with fight scenes.

Ray Jensen, a 504C student, agrees: "We're artists. If we're going to kill a guy, we need to know whether to do it upstage or downstage."

Don't fire till you see the whites of their eggs!

Most letters to U.S. Congress members usually elicit little more than a canned response. But Iowa State student James Anderson didn't write most letters. You might say his had an egg up on the rest:

To the honorable So and So,

After long deliberations I have concluded that our differences with the Soviet Union are quite irreconcilable. I therefore propose that we declare war on them immediately. No, not ordinary war, but limited war; limited in the sense of eggs. Yes, eggs.

... You might think my notion is quite ludicrous. Yet eggs are far cheaper than the nuclear weapons you continue to build ... Our problems with our Soviet friends are only psychological. Continuing the arms race will only heighten our mistrust and possibly bankrupt each country simultaneously. Mere eggs, that is the answer.

Anderson sent 535 letters at a cost of $135, and got some interesting feedback. Like this cracked letter from New Jersey Congressman William Hughes, who proved there's at least one good egg left in Congress:

...Although your idea is only in its embryonic stage, and is certain not to go over easy with Congress and the Administration, I prefer to look at the sunny side. The hard-boiled defense professionals may snicker, but I believe that your egg-war concept could help us avoid the yolk of communist tyranny.

What's next, the Cardinal and Gold Hornet?

Who was that masked man?

He's the CycLone Ranger, a storybook do-gooder who races around the Iowa State campus in the wee hours on his trusty horse Twister. He's delivered flowers to ISU volleyball players and first ladies, pumpkins to sick children and notes of encouragement to early-morning DJs. He's posted poems on snow fences and waged war on litter and criticism of the Cyclone football team.

The Ranger sports a cardinal and gold bandana mask, checked shirt and socks, a white cowboy hat and blue jeans. By day he's a mild-mannered grad student in agriculture who guards his superhero identity closely.

"I'd recommend the job to anybody," he says, grinning under his mask. With that and a hearty "Heigh-yo, Twister," he is off, to battle evil, preserve justice and, uh, try to pull a 'B' on that agronomy midterm.

Written by Claire Hueholt and Dan Davenport
Illustrations by G. Michael Maddock

IM-MURST IN MEMORIES

For MURST's founders, the reunion performances were like a journey back in time

The M-Shop's first theatrical ensemble comes home

For three glorious nights, everything old was new again.

While sub-zero winds howled outside, 22 of Iowa State's most dedicated former thespians dusted off their repertoires and staged a reunion that warmed the chilliest corners of the Memorial Union's Maintenance Shop, reminding audiences once again of the magic of MURST.

Officially known as the Memorial Union Resident Summer Theatre, MURST debuted in 1973 as the brainchild of John Alexander Lee, a bacteriology major-turned-theatre nut who looked at a cramped, decrepit machine shop and saw a glittering showcase for promising young talent. Fifteen years later, MURST pioneers turned back the clock and descended once again upon the Maintenance Shop in January for a trio of performances titled "As You Liked It."

"What we had here, the potential for theatre, is almost unsurpassed anyplace. We had talked often about a reunion, and I just decided this would be the best time for us to get back together," said Lee, who, along with his wife and longtime MURST choreographer Susan Thomas Lee, left the comfort of the Shop in 1979 for Southern California and all its glitter. John Lee is now a creative producer for Walt Disney Productions' Disney "Symphonic Spectacular," a two-hour musical show that performs with major symphonies across the country. Just more than a year ago, Susan formed "Stagings," her own performing arts company.

But MURST has continued to play a huge role in the Lees' lives. What was little more than an acronym to most was the season that fell between spring and fall for John, Susan and the 300 or 400 other assorted souls that called the Shop home during the summers of Lee's content.

"We lived in this building. How can

we not come back and have it be a tremendous thing?" said Penny Wright Allen, one of the 22 "anchors" John Lee said the three New Year's holiday performances "absolutely had to have."

"They were that vital," Lee said. "They are the people I knew we needed to pull this thing off, because the audience would expect them. With these people back, it's as much a nostalgia trip for the audience as it is for us."

And, oh, the nostalgia that drips from this place. Over there behind the back row of chairs next to the stairs is where a patron went crashing through a jukebox during one of "Cabaret's" most dramatic moments. "Maybe *the* most dramatic," John Lee said. "We had to wait as they lifted this guy out and pulled the glass out of his posterior end."

And over there by the downstage pillar is where another fellow, after a few too many trips to the bar, became a part of a MURST performance when he wobbled onstage and handed a prop to a befuddled Lee. "It might sound funny to you now, but I was furious then," Lee said.

"For me, for practically all of us, this was the most memorable experience of college life," said Steve Petska, who was involved in MURST's premiere show and was one of the Shop's cornerstones for seven years. In 1982, Petska followed the Lees to the world of Disney, but now works in the accounting department of an L.A. firm.

"Now that we're back, in some respects it doesn't even seem like we left. It's amazing how things start coming back so fast. The memories I have of that first year ..."

That was 1973, when in what he now calls a "total fluke," Lee decided to transform a machine shop full of cobwebs and raw lumber into the Maintenance Shop.

"I had taken a job as performing arts director for the Student Union Board," Lee recalled. "Then I went home (to Marshalltown) for the summer and completely forgot about it. In August, I got a call from the Memorial Union program director asking what I had planned for the fall. I was going to be married in three weeks, and I had no idea what to say.

" 'Uh, why ... don't we ... do a play?'

" 'What play?'

"I was pretty familiar with 'Man of La Mancha' at that time, so I just blurted it out. That seemed great, too, and we decided that I should come over to the Union the next day and find a place to do this thing.

"We walked through the Gallery, the Pioneer Room, all those places, and nothing seemed right. Then we came down here to this old machine shop. I remember walking down those stairs right there," Lee said, pointing to the well-worn steps in the back. "It was filthy. I had just done Stars Over Veishea in C.Y. Stephens Auditorium, and I'm looking at this place?

"But we sat on the steps, and the more I tried to think of a way to say no, the more it all started to make sense. We decided right there that we'd go with it. I wish I could say I was brilliant, but I guess all I get credit for is dancing my way into a program that was going to change my life."

The first year of MURST quickly turned into six years of MURST for the Lees and the hundreds of others that passed through the Shop's doors. Those summers were comprised of grueling 80- or 90-hour weeks, but in reflecting on those days gone by, most of the cast paraphrased the old Peace Corps slogan: "It was the toughest job we ever loved."

"It's hard to imagine something being this great," said Greg Hobson, now a professor of film at Chapman College in Orange, Calif. "So many of these people we practically lived with ... now we come back, the old lines, the old jokes, they're all right here. My cheeks are so sore -- I've been smiling for two and a half days straight."

Said Kathy Davies Taylor, "It's been a vacation into the past. We've taken three days and gone back 10 years."

Characteristically, Lee, ever the professional, coaxed the most from those three short days. In what most of the cast viewed as a welcome -- if challenging -- return to the glory days, Lee demanded 20 hours of rehearsal in less than 48 hours. As Wright Allen pointed out, "If we would've had enough preparation time, it wouldn't have seemed like MURST." "As You Liked It" ("We wanted a name that was nostalgic and not corny," Lee said) combined works from several MURST performances from summers gone by ("Two Gentlemen of Verona," "Man of La Mancha" and "Rocky Horror Picture Show," to name a few) and played before packed houses.

Of course, a bartender, a piano player and Johnny Orr's starting five practically pack this house, where Lee says the audience always was an extra cast member.

"Everybody bitched about the closeness, the lack of space. We were crammed in here with shoehorns," Lee said. "But the Union found out that when you allowed a little bit more room, you lost excitement. Because of this place, if there were seven actors on stage, there were eight in the cast. The eighth one was the audience collectively. That probably sounds corny, but what was almost more important than the shows we did was the chemistry between the audience and the performers.

"I've gone on in the arts and theatre, and I still don't always experience the intensity we had here. The Maintenance Shop was always a hard place to get in to and get situated, but once you were there, it was a pretty kinetic experience. I've been with this major entertainment company for eight years, and there isn't a day that goes by that I don't call upon my MURST experience."

Lee hopes the interest generated will help put MURST back on its feet after its cancellation in the summer of 1987 because of dwindling audience enthusiasm.

Lee said "As You Liked It" didn't cost a dime to produce; following true MURST tradition, nobody was paid. Lee is confident the money raised will be a boost to the Union Board Theatre, and that "As You Liked It" will help bring Ames audiences back to the Maintenance Shop.

"Throughout that whole evolutionary process after we left, I tried to watch from the side and keep a low profile," Lee said. "I didn't want to stick my foot in the water, but I had to when they canceled MURST last summer. There's too much blood on these walls from making this thing go, and I definitely didn't want to see it stop.

"For too many of us, so much that we have right now, no matter where we are, came from this room. I want to see it back in whatever permutation the current manager sees fit. MURST is not dead as long as I can keep it kicking."

--By Dan Davenport

The return of the flat-top

ISU veterans watch the campus come full circle

When it comes to milking cows, Bob Trager has always come through. With Bernard Randol around, the checks never bounce. And Marilyn Abbott has always made sure the gravy is smooth.

And recently, Iowa State University made sure those three and nearly 80 others got recognition worthy of employees who have given a quarter-century of service to the institution. This year's 25-Year Club inductees gathered for a banquet on February 29 where they were recognized individually by President Gordon Eaton for their dedication.

Marilyn Abbott

The club was chartered by the ISU Alumni Association in 1934 because, in the words of then-alumni secretary Harold Pride (today the only living member of that charter group), such employees "come to personify the college and her alumni." Said 1988 club president George Thomson, a 1973 inductee: "This may not be the most important organization on campus, but people who've given such faithful service are happy to have their years here recognized."

Doug Brown's years at ISU began in 1963 when he signed on as a WOI radio production assistant. There was a Hilton at Iowa State then -- not the coliseum but its namesake, President James H. Hilton. Today Brown is a senior producer of arts and performances for WOI-FM radio, and a commentator for public TV broadcasts of Iowa and Iowa State wrestling.

When Marilyn Abbott started as a cook in the residence system and Bob Trager came on as a milker at ISU's dairy science farm in Ankeny, tuition was $295 per year. Abbott still cooks and Trager still milks, but students now pay $1,564 annually.

When most of this year's inductees came to ISU, they couldn't see past JFK, let alone all the way to Reagan and 1988. Most of them admit they didn't set out to make a career of painting Iowa State's walls or teaching its students, but as the years flew by at hyperspeed, saying good-bye never seemed like the thing to do.

Doug Brown

Bernard Randol

Darwin Riddle

"I've had opportunities to leave," said Carl Vondra, who started as an assistant professor of geology and is now a Distinguished Professor of Sciences and Humanities. "I just never could see myself doing that."

"To be perfectly honest, I didn't intend to stay more than about three years," said Dennis Starleaf, who started as an instructor in the Department of Economics -- and now chairs the department.

Said Abbott: "I didn't plan to stay; I just never got around to leaving. Now I've only got five years till I retire."

But the 25-Year Club isn't about looking toward retirement, or, for that matter, toward the future at all. It's about looking back, about remembering the people and events, the triumphs and hardships that have helped create today's Iowa State University.

Obviously, not even a year can pass without innumerable changes in a community as diverse as Iowa State. But multiply those changes by 25 and you hardly recognize the place. The same university that had a record enrollment of 11,517 in the fall of '63 now has 25,707 students.

"There's no way you could have envisioned all the changes," said Randol, who came aboard as an internal auditor while the Dodgers were building toward a Series title in their second summer in L.A. "Physically, the changes are obvious. But there's also financial growth. I remember when the university's total budget was $12 million. Today we're at about $175 (million)."

When Randol, now ISU's controller, rewinds the tape and then fast forwards through his career, he thinks about huge growths in his staff and paperwork. But he also thinks about the little things that have made the past 2 1/2 decades much more than a job -- like the time the state support check came made out in his name instead of the university's. "We're talking in excess of $5 million," Randol said. "It's nice to hold something like that in your hand." (For the record, Randol had the check reissued.)

Other inductees have their own memories, still remarkably intact. Brown views the day the New York Philharmonic Orchestra kicked off the opening of C.Y. Stephens Auditorium as "monumental." Dick Horton, a professor and assistant chair of the Department of Electrical and Computer Engineering, has never forgotten the hollow feeling in his gut the day Clyde Williams Field came tumbling down.

Indeed, the more things change, the more they stay the same. Darwin Riddle wore a flat-top when he came to ISU as a locksmith several months before Lee Harvey Oswald squeezed a trigger and shattered a country. Riddle says his world of locks and keys and combless hair care hasn't changed a bit in 25 years. But the world around him sure has.

"People change, the campus changes," he said. "Me, I've still got my flat-top. I see kids wearing them again. Makes it seem like it hasn't been that long."

--By Dan Davenport

Agricultural research has been hampered by a severe lack of financial support

ISU can reclaim Ag research reputation

Iowa State hasn't kept pace with the myriad changes in agriculture, but the head of a committee that recently evaluated the College of Agriculture says that trend can be reversed.

James Anderson, vice provost and dean of the College of Agriculture at Michigan State University, headed a 13-member committee organized by ISU President Gordon Eaton. After assessing the university's agriculture programs, the committee stressed that ISU must strive to become "the beacon of hope for agriculture in Iowa, the nation, the world." That committee also said the university may not be able to accomplish such a task without increased resources.

"They [ISU] have got a severe funding problem," said Anderson, who received his PhD from ISU. "It's hard to respond to their needs with that kind of backing."

In an unrelated statement that coincided with the release of the committee's report, Charles Benbrook, executive director of the National Academy of Sciences' Board on Agriculture, painted a dismal picture: "Iowa State is solidly within the second tier of land-grant universities. [The College of Agriculture's] past is definitely brighter than its future."

Anderson said that while he and his fellow committee members did notice "a certain amount of negativism throughout our discussions," there is definitely hope for the future.

"My feeling is that there has been a lack of planning [within the college] over the years," Anderson said. "But it's a new administration and they're trying to figure out what needs to be done. I continue to look at ISU as one of the great ag colleges in the country."

Anderson said ISU's top priority should be to "get the faculty and staff involved in constructive interaction ... They've got to prioritize both within the administration and from freewheeling discussions of the faculty."

The committee, consisting of representatives from several Iowa companies and farms as well as six universities and the Agricultural Research Service of the U.S. Department of Agriculture, made several other suggestions, including:

▲ adding ISU's biological science programs to the College of Agriculture curriculum to form the College of Agriculture and Life Sciences;

▲ transferring the Department of Journalism and Mass Communication from the College of Agriculture to the College of Sciences and Humanities;

▲ combining the Departments of Food and Nutrition and Food Technology into the Department for Food Science and Human Nutrition;

▲ phasing out the environmental studies program due to waning student interest;

▲ improving communication with faculty members to ease fears of "changes under consideration or rumored to be under consideration;"

▲ improving public relations to strengthen ISU's reputation.

Army recruits ISU colleges

Four Iowa State colleges are "on call" with the U.S. Army for the next two years as a result of a first-of-its-kind research contract that could be worth up to $500,000.

The Colleges of Engineering, Sciences and Humanities, Design and Agriculture are involved in the contract, which has the potential for as many as 10 projects. ISU will work with the Energy Systems Division of the Army's Construction Engineering Research Laboratory in Champaign, Ill. When an engineering or other technical problem arises, the Energy Systems Division can request that Iowa State submit a cost proposal. If the costs are acceptable, ISU could proceed with the project.

Wallace Sanders, associate director of the Iowa State Engineering Research Institute and co-director of the project, said he expects the university to receive the entire $500,000 contract amount.

▲

Two profs win book award

Glenn J. Broadhead and Richard C. Freed, both associate professors, won the "Best Book" award presented by the National Council of Teachers of English. The award is for excellence in writing about technical and scientific communication.

The book, "The Variables of Composition: Process and Product in a Business Setting," was recently published by the Southern Illinois University Press in Carbondale, Ill. In the book, Broadhead and Freed describe the writing practices, especially the revision strategies, of professional business writers.

▲

Herbarium bears new name

The Iowa State University Herbarium has been renamed the Ada Hayden Herbarium in honor of its former curator.

Hayden, who in 1918 became the first woman to earn a PhD from ISU, was curator of the herbarium from 1932 until her death in 1950. She was an avid conservationist who campaigned for the state's best prairies to be set aside as preserves, and is recognized as the founder of the present preserve idea in Iowa.

Harry S. Truman
THE GOOD YEARS
SYRIA
IAN FLEMING
DICTIONARY OF
SOCIAL AND
ECONOMIC PAPERS

COVER ▲ STORY

CHARTING CHANGE

With Gordon Eaton at the helm, ISU ventures into new--and sometimes turbulent--waters

On Aug. 25, 1986, Gordon P. Eaton stood on the stage of C.Y. Stephens Auditorium, and facing a sea of curious faces, delivered his premier faculty convocation address. Opening his remarks with an upbeat "delighted to see all of you here this morning," he went on to reaffirm his choice to stand on that stage.

"I am confident that my decision to accept this opportunity...to serve you, to serve our students and to serve the citizens of Iowa and in doing so, to join in forging a bright future for this university was, indeed, a correct decision."

His optimistic tone was soon to change, however, as he cited the unavoidable dire straits of the university's economy. "...We can no longer continue to do business as usual."

Perhaps no one in the auditorium that day, including the president himself, realized the premonitory message contained in those words. Nearly two years later, strategic planning committees are struggling to design game plans to create a "meaner, leaner Iowa State," as one local newspaper describes their mission. ISU's faculty and staff members for the first time in years face a budgetary allocation process that, unlike the "golden days" when everyone received equivalent pieces of the pie, now rewards employees on a performance-based merit basis. For the seventh year in a row, students are required to pick up the economic slack with yet another tuition increase.

And in the eye of it all is a CEO leading the university his way into this century's final decade, stirring up controversy and support, criticism and applause with his every step. On the following pages, President Eaton talks openly with VISIONS about what it has cost to make a difference. And representatives from several university factions respond to the differences those changes have made.

If delegates from all these camps can agree on any one thing, it may be this: It truly is a change of course at Iowa State.

BY DEBRA GIBSON

VISIONS: It was apparent you had a personal agenda for the university when you assumed the presidency. What were the items on that agenda you wanted to pursue immediately?

EATON: I quickly saw there were two issues that needed to be treated as priorities early on: faculty salaries, which were dismal, and enhanced support for agricultural research. Regarding the latter, I observed that the level of sponsored research at this institution, considering its size, reported a distinct disadvantage relative to many other public universities of this size or even smaller. This is one of the two or three premier agricultural states in the U.S.; agriculture always is going to be part of Iowa's economic base, so it does not pay dividends to ignore it. And the state *has* been ignoring it.

Is it accurate to say that your creation of a long-range strategic planning committee for the university was an outgrowth of that personal agenda?

Yes, and let me tell you why I felt a need to create it. During a seven-year period, 1979 to 1986, this university had continued to approach its various tasks as though it fully believed the loss of funds it had sustained through five budget reviews was a temporary situation. Surely those budgets would be restored and ISU would get back on track and life would continue as normal. By the time I arrived in 1986 and had a chance to look at the state's budget and a variety of demographic concerns, I realized there was no way we would ever regain what was lost.

In the meantime, 3,000 more students had come into the university while Iowa State had seen the disappearance of some $30 million. It was obvious that we no longer could address this passively, but rather must admit that it wasn't going to turn around. It was clear we had spread ourselves too thin. To draw back from some of that, we needed a plan that was well-thought out, so I created the long-range strategic planning committee.

I gave those members, as a starting point, this goal: Create a smaller university with fewer funds. I then asked them to determine how to get there without a loss of quality of excellence; with enhancement, in fact, in at least some areas.

Now that the committee has been in place several months and has generated mission statements and basic principles for review, how close do you think its members have come to meeting those original goals?

They're on their way, but they're a long way from showing us a preliminary design of a new Iowa State. As you know, part of their charge was to create a number of different scenarios. I told them to be completely free in their thinking, that we don't have to have the structure we have now. We don't have to have the same eight colleges. They'll work their way through lots of scenarios, probably dozens, and reject most of them themselves, but eventually will come forward with a few for our consideration. I will, though, make the university's final recommendation to the Board of Regents, and of course the ultimate decision will be made by the board.

That committee has drafted a mission statement for which public hearings were held to gather input. Several faculty members expressed concern that the statement placed too much emphasis on research and high-tech economic development goals for ISU's future, and not enough emphasis on those programs that might not generate that kind of revenue for the university. One faculty member even wrote an op-ed piece that asked the question, "If Iowa State means business, can it still mean education?" How do you respond to that?

That statement takes the position that Iowa State can only do one thing at a time, and I disagree strenuously with that. There are good examples of universities all over the country providing solid undergraduate education and engaging vigorously in research, some of which benefits the state that supports it. It's not a matter of either/or; it's a matter of both.

It's also nothing new for Iowa State University. That's what the experiment station and the extension services have been all about. Economic development is a new catch phrase, but the corn gospel trains that Iowa State sent out a century ago were doing the same things. So I find myself mildly surprised that people haven't realized we've been doing this since we were created. And I'm a little puzzled by the uproar. Yes, there is a stronger emphasis on economic development, but certainly not to the exclusion of our first order of business, which is still education.

There needs to be emphasis on both teaching and research at Iowa State, but there hasn't been enough emphasis on research. I would like to get the research here up to a level commensurate with that of other land-grant institutions like Purdue or University of California-Davis. It's an obligation we have to the taxpayers. This is a land-grant university and that goes with the territory. This is not a liberal arts university. We are not the University of Iowa.

Vice President for Planning Wayne Moore confers with Dr. Eaton.

And I'd like to develop your question one step further. I think at no good university is the issue ever teaching versus research. The expectation is for both, and our most gifted faculty do both very well. The importance of teaching is that it brings to the classroom the enthusiasm that comes from personal discovery on the part of the faculty member. I think it makes a better teacher than it would otherwise.

I might add here that the creation of the office of the provost is specifically designed to erase those boundaries, perceived or real, between instruction and research. Instead of having a vice presi-

dent for academic affairs, who in effect was the vice president for instruction, and a vice president for research, we are combining the two and saying these are not separate, distinct and unrelated topical areas at the core of the university.

There seems to be some confusion lately on the status of the university's mission statement, especially since the long-range strategic planning committee has drafted one, and another committee chaired by George Christensen (executive director of international affairs and former vice president for academic affairs) has drafted its second one for the Board of Regents, the first of which the board rejected last year. Could you distinguish between the two?

The strategic planning committee took it upon itself to put together a mission statement of its own as a working document. It was never intended to be the formal mission statement of the university, and it was not intended to answer a series of questions the Regents had asked us to ask of ourselves in preparing a new mission statement. It's true the Regents rejected the first statement of the Christensen committee because of a lack of specificity. That was a criticism leveled at the mission statements of all three state universities; all were rejected for that reason.

What are the specific goals the Regents have set for these mission statements?

They want to identify the essence of each institution separately, and when you do that, you are speaking to the whole issue of duplication and triplication of programs. There is no argument that there is some unnecessary duplication; at the same time, there are very positive arguments that say on all three campuses you may need to be teaching some of the same things. The (Des Moines) *Register* for example, has raised the question of whether we need a graduate business program since there are two other graduate business programs at state universities. Now I happen to think we *do* need a graduate program here, but we can justify that only if it is specifically focused on the two mainstreams of this university's academic history--agriculture and engineering. The farm crisis of the 1980s shows that for people engaged in agricultural enterprises, an opportunity to learn business skills is critical. You want agriculturalists much more involved in the business world; that's going to have to be done by our having at least an MBA program.

Another area of confusion has been the two separate program audits that are being conducted at Iowa State. The strategic planning committee is sending out questionnaires to all departments for them to self-evaluate their programs, the results of which will be used for the committee's final recommendations to you on structuring, support, etc. At the same time, the Regents have authorized a program audit for all three state universities. Some disgruntled faculty and staff members have indicated that the strategic planning committee is wasting its time because the Regents' study obviously will make the final determinations on what stays and what goes around here. Is that the case?

Those two audits are significantly different. Granted, both will look at programs, and so there may be some overlap. But the Regents' audit is looking at all aspects of running a university. Let me give you an example. Let's say the Regents' audit comes up with the fact that there are three colleges of education or three colleges of business administration at the three state universities. The Regents might say if we are going to continue to maintain these colleges, there needs to be significant differences among them. The strategic planning committee, then, is charged with helping ISU's College of Business Administration and College of Education work their ways toward unique identities.

The outside audit is not going to get in and muck around with specific academic programming. They may comment about where too many resources are being put or where there is too much duplication. And frankly, I welcome that outside audit. I think it's good for us, particularly given the financial condition of the state. Every once in awhile, you need to have somebody from the outside come in and say you've gotten fat, dumb and lazy, and it's time to shape up.

What about the theory that these program audits will be used very directly in resource allocations?

I can tell you what the alternative would be. It would be for us to make those decisions ourselves. If the universities don't get about the business of eliminating unnecessary duplication and triplication, then we can expect the Regents to do it. We've got a challenge to rise to. And I think we'll be a lot better off if we do this ourselves than if we wait and have it forced upon us.

I still think there's a fear, at least in some areas of campus, that the strategic planning committee will prioritize programs and those that don't make the "Top 20," so to speak, will have to start scrapping harder for resources and eventually die on the vine. How do you respond to that?

First of all, the strategic planning committee has no authority whatsoever--it's just an advisory body. And there will be plenty of opportunity for deliberation and discussion. In answer to the specifics of the question, I do not anticipate the elimination of departments other than through mergers. One example of possible merging that comes to mind immediately are the Departments of Food Technology and Food and Nutrition. They are two programs that touch on many of the same areas; our visiting committee looking at the College of Agriculture mentioned that duplication, as well as the fact that a lot of food technology work is going on in the Department of Animal Science as well. I think it's very hard to defend that kind of triplication to a governor or a legislature or a tax-paying public.

So we may reduce the number of departments. We are certainly going to reduce the number of degree programs, because we've got many degree programs that aren't averaging more than two or three degrees each year. You can't afford to maintain a full program and a faculty all geared up and a set of courses when there isn't any student interest in the subject.

Some programs will be terminated without the elimination of faculty because those faculty members are involved in

"The overall goal of the committee is for Iowa State University to become one of the top five land-grant institutions in the country. We think that's a realistic goal.

I disagree strongly with those people who say President Eaton already has determined the university's agenda for the future, and that our strategic planning is a wasted effort. We still have no real idea of where the committee will come out. Believe me, there are days when the committee would love to know where it's going. But instead, we're having to feel our way around here.

I think the committee's final works will call for substantial strengthening of the liberal arts education for all undergraduates. In that we also are called the Iowa State University for Science and Technology, we need to make sure every graduate leaves here with at least some literacy in those areas as well. The science and technology focus differentiates ISU from the other state institutions, and the liberal arts focus makes us a university.

To what do I attribute the anxiety over what this committee is doing? I think a major factor has been that Iowa State perhaps was just too stable for too long. That's not meant to be critical of the Parks administration, but for the past 18 months at Iowa State, a lot of things have been changing at once. Some people suggest that we're afraid of change around here--I don't believe that for a minute. There may be very different ideas about the way to change, but everyone wants a solid future for Iowa State."

JEAN ADAMS
-Associate Dean, College of Sciences and Humanities and Professor of Economics
-Chair, ISU Long-Range Strategic Planning Committee

teaching in other degree programs as well. But we will start pulling in our horns in that way. We'll leave some positions vacated because of retirements or resignations. But I don't see, short of some kind of calamity, that we'll have any amputations.

I think it's safe to assume that the subject of salary allocations last year started a chain of events that culminated in some fairly heated and very public disagreements this fall between you and members of the faculty. There were some statements made that drew a direct correlation between the allocations given a department and the future of that department. Your response?

First of all, remember that was a one-time thing. Secondly, we achieved most of the balancing we needed to do in that one time. And the problems were with the allocations that took place from the colleges to the departments.

To give you a good example, the spread given to the eight colleges was under 5 percent from the smallest to the largest. The spread given by the deans, in turn, ran from about 7 percent up to above 18 percent.

I'll tell you exactly what happened. During the period of very high inflation and insufficient state funds, allocations for salary increases were just distributed evenly, more or less. To quote what (University of Iowa Acting President Richard) Remington said to an Iowa City Rotary Club, we leveled some of the greatest strengths we had.

We had nationally high-ranking departments like statistics, for instance, where the salaries had been leveled down to the point where there was no real relationship among the national perception of the quality of that department, what was being paid to professors at institutions with comparable programs and what we were paying our professors.

So I think what you saw in the deans' responses was a move to try to adjust all that and to pull back away from leveling and creating mediocrity everywhere by reducing everybody. It had been as though nothing at the university was any more important than anything else. If we go back to the 1950s, this institution made some very strong programs internationally known. Those are fast disappearing, and this is an attempt to shore some of those back up again so they don't lose the excellence they had at one time.

I wouldn't anticipate that we'd see anything like that again. Now we will continue to move in the direction of recognizing merit in faculty performance. We did that in spades this year--the range was 33 percent when it was distributed by the DEO's to the individual departments. We will continue to reward excellence in teaching, research and service, and will continue to give average salaries to average performances. And that will stick in some craws.

We've talked about many of the issues that have brought about change at Iowa State the past several months, but we haven't talked much about the reactions that accompanied those changes. When things were at their most heated this fall, you were quoted as saying there was a sense of paranoia on this campus. What do you think contributed to this attitude?

Intense anxiety. A misunderstanding, a misreading, a lack of communication.

Clearly communication was insufficient. I accept much of the blame there, but let me tell you where I was coming from. As it turns out now, comparisons are great things to make and after you've made them you realize how you went wrong. I came out of the system of another university (Texas A&M) where, when the provost, which I was, told the deans at a meeting they were now going to do this for that reason, the provost didn't have to repeat himself. The deans took the message to the faculty and the faculty knew within a very short period of time "we are now marching in this direction." The communication problem I had here was that I assumed once people like deans were told, that was the end of it. But I

didn't bother to listen to hear if the message was getting down to the other end of the pipe. And it was not.

So an awful lot of rumors of the wildest kind began circulating. It was though there was a machine that was manufacturing them, you know, and it was a random process until it really reached a peak in November. Granted, there were a couple of touch-off points.

One of them was the issue of the consolidation of the placement offices, which I, to this day, would insist is a tertiary administrative matter. I know placement offices do fine work; I also know a lot of students at this university don't have placement options as good as some of the other colleges offer. I attended universities that didn't have them. But suddenly they became the most significant thing going on at the university. You'd think the university existed and was focused on and everything revolved around the placement offices.

We debated this at the administrative level for eight months, made a decision and then somebody decided to make that a political ditch that I would die in. I was just surprised that it was a political ditch, let alone one that could be lethal. Because it didn't then, and it doesn't now, seem to me to be that significant in the greater scheme of the purpose of the university. It's a service we provide to the students, and we provide it very unevenly. It's done very well in some colleges and scarcely at all in others and intermediately in others. I wanted every student in the university to have access to the same quality placement. That was the whole idea.

So individuals will seize on issues and by virtue of playing the media, will blow these things up until they take on enormous proportions. That one will stand, I think, in my whole career as something that was blown up almost beyond human imagination. And it's not over yet.

Would you label these situations as turf battles?

Sure. Clearly.

"So an awful lot of rumors of the wildest kind began circulating. It was though there was a machine that was manufacturing them, you know, and it was a random process until it really reached a peak in November. Granted, there were a couple of touch-off points."

FAR LEFT: President Eaton listens as Warren Madden, vice president for business and finance, secures information.

As president of the university, are these situations you think you should have to deal with?

Yep. That goes with the territory. This one just surprised me because the uproar was utterly out of proportion to the decision to look at the issue.

Now the other touch-off point this fall was the issue of whether the long-range strategic planning committee meetings would be open. By the time I had put the committee together, I was aware that the rumor mill at Iowa State University was a very highly efficient rumor mill. It ran day and night and generated large volumes of material.

I thought if the long-range strategic planning committee was going to generate 50 different scenarios, and some were going to scare the living daylights out of faculty, why broadcast all of them, since we're only going to choose one in the end? Why shock people week in and week out? So I suggested to the committee that it close the meetings, and for awhile they went with that. And then the (Iowa State) *Daily* got on the issue of the old cover-up argument.

I guess if I'm disturbed by anything here, and I mean in the entire state, it's that atmosphere of distrust. I still haven't

"I think there's a difference in philosophy between what President Eaton feels are his prerogatives and authorities, and what faculty members think should be their involvement. Take the consolidation of the placement offices, for instance. Eaton sees that as strictly an administrative organization.

Faculty, on the other hand, see placement as a part of undergraduate advising, sort of the faculty's responsibility to see that the students they are educating have a chance at good employment once they graduate. There's no question that it's President Eaton's authority to make those decisions, but the faculty would like to have a voice in that decision-making process as well.

Faculty members need to know what is expected of them to get a certain raise. Eaton's goals are very laudable; I think you do need an incentive-based salary structure. If you do, productivity will go up and the university will strive forward. But again, what will be rewarded and how it will be rewarded needs to be well-defined. Because those who aren't as greatly rewarded end up feeling like second-class citizens.

I guess you could term some of the faculty's differences with President Eaton as a turf battle. The university is made up of two bodies--the students and the faculty. If those two don't have any voice, then you've got problems. Faculty end up running the academic programs. They set the curriculum, they decide what should get taught and how it should get taught. It takes money to do that, so that ties them into the budgetary process. There are some basic principles that have to be adhered to, otherwise you're not going to have a university."

JEFFREY HUSTON
-Associate Professor of Engineering Science and Mechanics
-Chair, ISU Faculty Council
-Member, Long-Range Strategic Planning Committee

"We have to come to the unpleasant admission that we no longer are a state-supported school.

One of the most important things President Eaton has done has been to quickly assess that the institution was not competitive in the area of faculty salaries. He has a relentless commitment to excellence and quality, and that's an easy thing to let slip as you deal with tough issues and scarce resources. He's tenacious, and he was courageous in the way he articulated that position with both the legislature and the governor.

I'm pleased to see he has recognized that with limited resources, you have to begin by focusing in on your areas of natural strength, reallocating resources to play to those strengths. And understandably, that is a very painful, very controversial thing to do. But Iowans, and Iowa State people, are thoughtful people. They are very protective of the things they have worked hard for over time, but at the same time, they can rise above their own special interests and do what is in the best interest of Iowa State.

A major part of his challenge is going to be finding new and alternative sources to fund programming at Iowa State."

STEVEN ZUMBACH, 1973, PhD 1980
-Des Moines attorney
-Director, ISU Achievement Foundation board of directors; member, ISU presidential search committee; former ISU Alumni Association president; former member, Iowa Board of Regents.

gotten used to that--it's going to take awhile longer.

Anyway, the committee debated and came back with their decision, knowing full well what might happen probably would happen. They thought it was best to open it; I said fine. About two weeks later the first three scenarios came out, one of which was very radical, and then there was a gestation period while rumor mills about that one cranked up. And then all the trouble started.

I had checked to see if it was legal to have those kinds of deliberations closed, and it was perfectly legal to do that. I think we've done more damage by publishing every scenario that successfully frightens different people on the campus. I'm really skeptical that's in everybody's best interest.

You've mentioned before that you pride yourself in being a very open person. Criticism throughout the past several months has ranged from your not telling anything to your saying too much. How do you respond to that?

I've also been told by one group that I'm far too slow at making change, and then there's another one saying I move far too fast. You know, when I tell this to people outside the university they say, 'Well, you must be doing it just about right.'

I think what it shows is that there is a great variation in values among members of the community. I wouldn't put it in terms of you can't win, but you've got to realize that you are going to have somebody mad most of the time.

When the various complaints about you and your decisions were circulating this fall, some of them were highly personal. How do you deal with that?

For awhile, I don't think I dealt with it very well. You move on to other issues, you do your best to explain and get on with other things. Once the provost is in place, I'm going to distance myself from internal aspects of the university. Looking back on it, I got far too involved in these issues, almost playing the role of provost, and the president really shouldn't do that. In an effort to continue to be open and get close to things, I also generated attitudes by decisions I made.

Things that I said were offensive to some, and I think that is not a proper role for the president. The president is one who ought to sit in a position where he or she can adjudicate differences, and instead I was on one side or the other of some of these issues, participating in the differences. Then who is the authority you take your differences to for the final decision? Well, it's not going to be the president if he is one of the antagonists. So, I'm adjusting my style.

"I seek a lot of opinion. And often, after having sought opinion from the conventional sources, I seek opinion from unconventional sources. And then I'll make a decision very quickly after I've heard all these different points of view. After I've made that decision, I'm not particularly interested in spending a whole lot of time going back over the same ground."

What is your management style?

I seek a lot of opinion. And often, after having sought opinion from the conventional sources, I seek opinion from unconventional sources. And then I'll make a decision very quickly after I've heard all these different points of view. After I've made that decision, I'm not particularly interested in spending a whole lot of time going back over the same ground.

I'm a goal setter. I'm action-oriented. There's a lot to be done, and I've probably been trying to do it faster than I should have. If I side with anybody, I guess I would side with the group that says that

maybe I'm moving a little too fast.

I'm also one who will talk about my own view on a subject, but that doesn't mean my point of view is the final one--I'm just letting you know what my thoughts are, and sometimes I think that has been mistaken for the position we'll take or the direction in which we'll move. I think if people had an opportunity to attend cabinet meetings they could see how a good logical argument can persuade me away from my own point of view. But I hate rehashing things.

Do you think yours is a management style that is growing on the university?

Hard to say. I guess my main concern is that people at least feel they have

had an opportunity to express their points of view. One popular criticism has been that the last person to get to me is going to be the one to persuade me. That's simply not true. I'm much more persuaded by logic than I am by loud harangue. Taking vitriolic positions in public on issues which are designed to get me to move in a certain direction have the effect of moving me in exactly the opposite direction. If you want to come in and by logical persuasion lead me to a point of view, I'm willing to go. But when somebody cranks up a noisy forum, calls the media and starts a campaign, that's when I dig in my heels.

We've talked a lot about your interaction with faculty and staff members. How do you view your communication with students?

I'd like to have more. The problem is time. When I was an undergraduate student, I saw a lot more of the president than I'm seeing of the students here. But that's because the president of a university has evolved and changed an enormous amount in the past generation and a half. I would say that the provostship of a university today is much closer to what the presidency used to be. The president has become more of an external officer, spending more time with the legislature, the alumni, with corporations in securing gifts, with Congress in securing research funds, and therefore off the campus a lot. And I *am* off the campus a lot.

Do you enjoy that?

Yes and no. I'd like a better balance, but if anything, it's probably going to go more the other direction as we begin cranking up for a major capital campaign.

We haven't talked yet about the influence the Iowa Legislature and Governor Terry Branstad have had on change at Iowa State. When you first took over the presidency, it seemed that you certainly weren't afraid to go in there and tell them exactly what the university needed. How do you feel about your relationships with them?

I think it's been good, and still is good. I think if I've gotten in trouble with the legislature or the governor, it's been because of my frankness more than my openness. If I was to identify an area where I don't think they've been performing up to snuff, then it would be the area of providing support for agricultural research. I mean, again, I look at what other states have done relative to the farm income in those states. This state has the second-highest farm income of any state in the Union, but the level at which it funds agricultural research is down around 18th. For most states there is a correlation.

What about the Board of Regents? That group appears in support of the changes you're making, expressed most recently by a public vote of confidence.

I have a good relationship with the Board of Regents. One-third of the board is new since I've been hired. The board is a really fine institution, I think one of the best boards of regents in the country.

I think they are fair, they are concerned, there is no political divisiveness within the board. Even when they differ with a university president, they do it in a logical and persuasive way. There is no rank.

Do you see that board perhaps wanting to become more involved in the workings of Iowa State University than

"The Board of Regents felt it very appropriate to issue a public statement of support for President Eaton this past fall. We felt it important that the public understand he is carrying out policy regulated by the board.

The audit mandated by the Board of Regents for all three state universities looks at programs and structures, and is not involved in courses and content. The audits are not tampering with academic freedom. I think the information resulting from this audit could be a very useful tool for ISU's long-range strategic planning committee.

I'm very optimistic that President Eaton is moving ISU down the right path, and that he will continue to lead the university down the path that will allow us to fully meet our objectives."

MARVIN POMERANTZ
-Des Moines businessman
-President, Iowa Board of Regents

"As with faculty, a great concern of P&S employees is salary inequity. As we reported to the Board of Regents last fall, half of all P&S salary increases at the state universities were generated from internal allocations this past year; less than one-tenth of faculty salary increases were obtained from within the system. If this continues, it is likely to result in the further deletion of P&S positions at the Regents' institutions."

MARK SETTLE, 1975, MS 1979
-Chair, ISU Professional and Scientific Council

"I think largely students are still trying to get a feel for what President Eaton is all about.

I know it does some good for his image when he appears on the front page of the *Daily* at a terrace party. I think it speaks well of Iowa State that he can show up at this party and have a beer and not be hung out to dry.

I think his relationship with students was obviously damaged with the stand he took last fall on the tuition increase. But I think I have a better appreciation now of the political situation behind that increase. If President Eaton had his way, he wouldn't support a tuition increase, I don't think. He knows he's got a Board of Regents that he has to deal with and realistically please if he wants to stay around here very long.

I think the issue of paranoia on campus is a misnomer. I think that's one of President Eaton's biggest problems. It certainly looks like he's addressing legitimate concerns of the faculty as paranoia. And he certainly seems to be treating people that are speaking out about their concerns as the vocal minority, when I don't think that's true. I think they are the ones verbalizing the concerns of a great many faculty. This place is really tense right now, and I think faculty let that feeling be known to students. But at some point that's got to ease up. It's intensified by the fact that it hasn't happened for so long. I think it will help that in time, Eaton will be here and things won't have fallen apart, and people will see that and relax a little bit."

JULIANNE MARLEY
-Senior majoring in philosophy
-President, Government of the Student Body; member, ISU Long-Range Strategic Planning Committee

it has in the past?

Yes, I would say this board is more involved, and I think I can understand some of the reasons for that. Like the economy, for instance, and the fact that they are concerned about their own credibility, because our institutions have been spared the kinds of cuts that other state agencies have taken. People are calling on the state government to make us more accountable than we were before, so they have to be more involved.

ISU's alumni body is yet another faction you're dealing with on a regular basis. What kind of feedback are you receiving from graduates regarding the changes you are implementing?

Generally it has been positive, particularly when I was taking a lot of hits in November. I got an incredible number of letters saying "hang in there, you're doing what has been needed for years, we agree with what you're doing," words to that effect. And I learned something interesting. People who support you will write and tell you of their thoughts and put it in an envelope that is marked 'Personal/Confidential,' so only you know they feel that way. People who are mad at you or want to tear you down go public and play the media. You get the impression that the only thing being said is negative.

How did all this affect your family?

It was hard on them. You think, who needs this? I don't need to have this job. There are plenty of other good jobs around the country I could qualify for. I think you hold that out as a reserve position. If it gets too bad and you get tired of it, the hell with it. These are all natural ways to cope.

And as I said, I'm still not used to all the attention. I'll give you a good example. At a recent Regents' meeting, during the discussion of a fairly serious issue, I leaned over to say something to Dr. McCandless. I looked up, and I was staring right into an enormous telephoto lens. And I thought "This person is 25 feet away and probably all she sees in her viewfinder are my lips. And that's an intrusion of my privacy."

My wife and I would just as soon nobody notice us. And there's always the constancy of appearance. Last week we didn't spend a single evening at home. We ate every meal out, many at which I gave speeches, and all the while we were just longing to have spaghetti at home in the kitchen.

Undoubtedly that pace will continue. What is it you want to do for ISU in the next 12 months?

Continue to chip away at the issue of quality. We were there once, but the economic vicissitudes forced us away from it. Because we thought it would end quickly, we didn't make any mid-course adjustments.

We need to improve the quality of undergraduate education. That's our first order of business. Our highest priority is undergraduate teaching. I think the evidence of our past success in that area are the 135,000 alumni who impress me every time I meet with a group of them.

Clearly, we also need to find sources of funding other than the state. The portion of our operational costs now being provided by the state is well under half, and it's going to get smaller. And so the capital campaign also becomes a major priority.

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"Clearly, we also need to find sources of funding other than the state. The portion of our operational costs now being provided by the state is well under half, and it's going to get smaller."

What about your goals for the next five years?

I want to have a strong faculty that is nationally recognized and competitive. I want a handful of programs that are the best in the country, and many other programs that are recognized as strong, demonstrable by the types of jobs students can get when they leave. We're going to have to, given our economic circumstances, become more sharply focused than we've been. We were more sharply focused before, but that's not to say the new focus will be identical to the old one. If we choose to be strong in some particular area, and a student out in an Iowa high school wants something else, he or she can go to the University of Iowa or

Northern Iowa.

Another goal: The issue of minorities is very important to the nation, and it is important to Iowa, whether Iowa realizes it or not. The minority population in the United States is growing by leaps and bounds, and yet minorities are inadequately represented on the campus--meaning faculty, staff and students. Over the next five years, the issue of minority recruiting is going to be an important one.

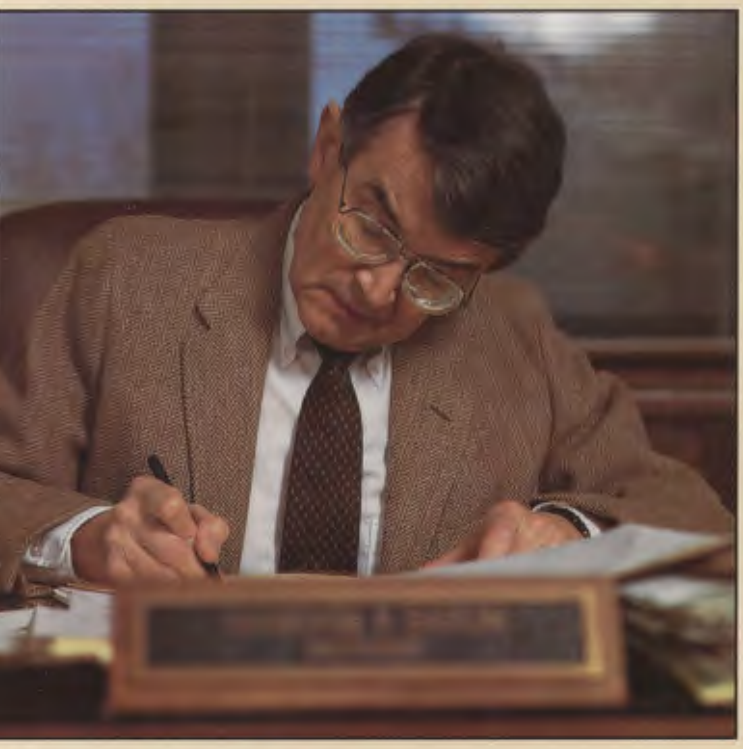
The issue of tuition is another priority. I have supported the tuition increases but I have done so with a set of objective data that indicates our tuitions have been low, even, when compared to the other farm states that have been hit hard like Iowa. While it is true that tuition at Iowa State has increased every year since 1981, the contribution the tuition made went down for a solid 10 to 12 years before that, and still isn't back up to the level it was in 1970 in terms of real dollars.

Nevertheless, increases in resources are going to have to start coming in more abundance upon this state. I think the students and their families have given and given and given and given and they have done their share. Now it's time for the state of Iowa to get back in there and prevent tuition increases from being necessary.

The legislature will perhaps tire of hearing me hammer on this issue. Most states now realize that the future of the state lies in the area of education, and that includes both instruction and research. And it includes not just basic research but applied research. Those states are willing to pay to have those solutions, and they look to the universities as the agents of change.

And as I've mentioned, the capital campaign is a large element in the five-year plan. This time, the emphasis will be focused on academic program support, scholarships, fellowships, laboratory equipment, etc., not so much on bricks and mortar. We have brick and mortar needs, but other needs are greater at this point.

I don't really see the change in the university being as cataclysmic as some people worry it's going to be. I think it will be evolutionary, not revolutionary.



Clearly we don't have the resources, and the state doesn't have the resources, and the implications of pretending we can offer everything to everybody and meet all their interests simply isn't possible. We'll have to make choices. But if we keep our eye on who we are most concerned about, namely the students who come here and the state that provides our bread and butter, then we won't go wrong.

(Editor's Note: As this story went to press, the Associated Press carried a story that quoted Eaton as citing the soon-to-be vacant presidency at Texas A&M as "very tempting." When asked by VISIONS to respond to that story, Eaton replied, "We're still steaming straight ahead at Iowa State. I am not a candidate for that position.")

(Was he quoted accurately? "Yes, I did say that job would be very tempting," Eaton replied. "But I turned down a second piece of chocolate cake the other night and said the very same thing.")

"We're now seeing an evolution in accountability. It's like we've hired Lee Iacocca to come in and make the place efficient.

There was great growth at Iowa State during the Parks years. He took this institution from an agricultural college to a real university. But in all this growth, some appendages grew that either need to be merged with some others or deleted.

I understand why President Eaton wants to make us efficient. But I think education is probably an inefficient system. You can't always get 30 miles to the gallon.

In a university, it's sometimes difficult to measure productivity. When you teach, just what is the product? If you evaluate your class at the end of the semester, you'll probably find 50 percent of the students like you, 25 percent hate you and 25 percent love you. So you end up average.

It's after some of those students graduate and go on to achieve that you realize what you might have accomplished with them. But you can't measure that at graduation.

I think faculty members are concerned about the educational process at Iowa State, and what we can do to make it better. Are we sending students out of here the way we should? Are we challenging them enough? Between the ages of 2 and 21, you can cram so much into the brain--we're probably not even close to approaching that level.

I think many of the tensions from the past several months have been smoothed out, but there probably will still be times when the going gets rough. It all depends on what President Eaton sees as the overall goal of the university, and then how faculty respond to that goal."

RICHARD ENGEN, 1954, PhD 1965
-Professor of Veterinary Physiology and Pharmacology
-President, ISU Faculty Senate

A flash of inspiration in a roadside tavern led to the invention of the digital computer, but it took more than 30 years to win J. V. Atanasoff credit for that creation. A Pulitzer prize-winning reporter chronicles the battles waged in securing J. V.'s...

MOMENT

E X C E R P T

A DRIVE, A DIVE AND A DRINK

The slim, handsome 34-year-old professor of mathematics and physics did not intend to go for a long drive as he piloted his Ford V8 out of his parking space near the Physics Building. Atanasoff had been home for an early dinner and had returned to his office to do some serious thinking about how to create a machine that would solve complicated mathematics, and it hadn't worked. He was more frustrated than ever as he pulled on a heavy coat and hat to leave Room 52 in the Physics Building.

(Continued on Page 26)

OF TRUTH

BY CLARK MOLLENHOFF

I have written of great men and courageous men, evil men and weak and compromised men who were responsible for events that made significant changes in the manner in which we are governed. However, none of those men, evil or courageous, has had the impact upon the lives of everyone in the United States and in the world that two men--Dr. John V. Atanasoff, once professor of mathematics and physics at Iowa State, and Clifford Berry, formerly an ISC graduate student--have had by creating the first electronic digital computer in the Physics Building at Iowa State College.

When Alice Atanasoff told me over

The excerpt beginning on Page 24 is from *Atanasoff--Forgotten Father of the Computer.* Reprinted with permission of the Iowa State University Press.

E X C E R P T

A DRIVE, A DIVE AND A DRINK

C O N T I N U E D

Although there was no snow on the ground, the temperature was 20 degrees below zero and the wind provided an additional bite. The motor of his Ford V8 car was still warm enough so he had no trouble starting it, and by the time he had driven the few blocks south to Highway 30, the Lincoln Highway, it was working smoothly.

Driving east out of Ames and mulling over other things than the frustrating problem of creating a computer machine, Atanasoff drove intently and at a fast rate of speed over the dry, flat and straight highway. The hours passed and the miles flew by, and before he realized how far he had driven, he was crossing the broad Mississippi River and was entering Illinois. He continued two or three miles beyond the Mississippi River before suddenly realizing that he had driven probably 200 miles from Ames. He saw the bright lights of a tavern on the right of the road and turned in the driveway as if drawn by the warm friendly glow of the garishly lighted roadhouse.

While it had not been his intention to drive to Illinois for a drink, he decided that since he was here he might as well get a bourbon and mixer before starting the long drive back to Ames. As he got out of the warm car, JV pulled the heavy coat around him as protection against the subzero weather. In the roadhouse he took a table in the corner away from the bar, removed his heavy coat and asked the waitress to bring him a bourbon and mixer.

When the waitress placed the drink before him, he suddenly realized that he was no longer nervous and tense. His thoughts turned again to the creation of a computing machine, and in the cool quiet

(Continued on Page 28)

the phone in 1973 that her husband had invented the first electronic digital computer, my immediate reaction was that of skepticism. Momentarily I thought it probably an exaggerated view of her husband's accomplishment, and I viewed it as a probable oversimplification when she said briefly that Dr. Atanasoff's ideas were pirated from him and used in ENIAC [the general-purpose computer constructed at the University of Pennsylvania].

But when she identified Dr. Atanasoff as having been a professor of mathematics and physics at Iowa State, I started to give her story some credibility, for I had heard from my childhood that Iowa State was an excellent educational institution with some of the most brilliant minds on the faculty. There was no doubt in my mind that its faculty members had the demonstrated capacity to push beyond the scientific frontiers in many fields, but to claim in the 1970s to be the inventor of the first electronic digital computer was almost unbelievable. If what Alice Atanasoff was telling me had any substance at all, why hadn't Iowa State called attention to this? Why hadn't *The Des Moines Register* and *Tribune* done something about this story? When Alice went on to say that there was a federal court decision established her husband as the inventor I asked why that had not been a front-page news story from coast to coast?

The Atanasoffs said that was why they were calling me. The decision of U.S. District Judge Earl R. Larson had become public in mid-October of 1973, and the Atanasoffs said they had been waiting for two months for the telephone to start ringing. They felt that it would be regarded as "too pushy" to take an initiative to stimulate news coverage. At that point, I became deeply interested in exploring the story, even as I believed it was too good to be true.

On my first visit to the Atanasoffs' Maryland farm home, I found the inventor interested and enthusiastic about getting his story written. His pleasant smile and benign demeanor gave little hint of the mathematical genius that he had been since his youth, and the moderate and reasoned tone of his comments about Dr. John W. Mauchly, the man who had stolen his electronic computer ideas, seemed unreal. (Mauchly acknowledged that he had been Atanasoffs house guest for five days in 1941 and had seen the Atanasoff-Berry Computer (ABC) and the computer plans, but said he had learned nothing from "the pile of junk" that he had seen.)

Initially, I could not understand why Atanasoff was not bitterly angry at this man who the court said had taken his electronic computer concepts from him and deviously and deliberately denied that truth for more than 30 years. Later, Atanasoff explained that periodically he had been bitterly angry at Mauchly and at the lawyers and corporate executives who had falsified and robbed him of credit and financial remuneration for one of the great inventions of the century. However, when the seven years of litigation was

"Driving east out of Ames and mulling over other things than the frustrating problem of creating a computer machine, Atanasoff drove intently and at a fast rate of speed over the dry, flat and straight highway."

concluded and Judge Larson published his detailed opinion, Atanasoff said he believed the record had verified that Mauchly "had derived" his electronic digital computer from the ABC.

With the trial concluded and with the opinion that Atanasoff invented--and with Cliff Berry had constructed--the first electronic digital computer at Iowa State, Atanasoff tried to stand back from the controversy and put his mind to work analyzing why Mauchly had done what he had in pirating the Atanasoff-Berry ideas and in his blatant denials. Atanasoff explained that he still does not believe that Mauchly came to Iowa State with the intention to steal the computer concepts, and had no plan to pirate the ideas for several months after he had gone back to Pennsylvania. The plan to actually use the information from the ABC probably developed after October 1941 when Atanasoff wrote Mauchly rejecting the suggestion of a joint computer project.

Atanasoff understood immediately why I wanted to read Judge Larson's opinion and review the relevant documents. That opinion was precisely as he and Alice had described it, and was even more detailed on important points than I had believed it would be.

In the process of lengthy discussions of the way the evidence was developed, Dr. Atanasoff went into extensive side discussions of his dealing with Mauchly and with lawyers for IBM, Sperry-Rand and other computer giants.

It was fascinating information, but I did not have time to check it and evaluate it for inclusion in the first story I planned for *The Des Moines Sunday Register*. Nor did I have time to find and read all of Mauchly's testimony that had covered the better part of two weeks of the trial.

While Judge Larson's decision seemed clear and solid on its face, for safety sake and for fairness I felt obliged to contact Mauchly to determine what he had to say that might change or to some degree modify my views on the litigation and decision. Primarily, I was interested in getting his general reaction to that decision.

Dr. Atanasoff had noted, as a kind of side issue, that Mauchly and a Sperry-Rand lawyer had visited him at his farm in August 1967, in an effort to test his memory and find out whether or not he had corroboration and documentation that might be used against Mauchly in a trial. Neither John nor Alice Atanasoff could remember what part of that particularly colorful and telling episode was in the trial record, although I had decided to ask Mauchly about it to see if he would acknowledge this purportedly futile and embarrassing visit to Dr. Atanasoff's farm.

When I finally reached Mauchly by long-distance telephone, he grudgingly admitted that he had visited Dr. Atanasoff in June 1941 and that he had seen the ABC. He referred to it as "a little piece of junk." He castigated Judge Larson's opinion as "wrong" and told me the judge did not understand some "technical" aspects of the suit. When I questioned him about his 1967 visit to Dr. Atanasoff's farm, Dr. Mauchly hung up.

My brief review of parts of the available record indicated to me that it was probably a solid decision, mainly because the Sperry-Rand lawyers had not appealed it. If the decision turned out to be flawed in some manner, that would be a story at some later date.

As the *Register's* Washington Bureau chief, I had a terrific story. A federal court judge had ruled that Iowa was the birthplace of the first electronic digital computer. It was constructed at an important Iowa institution, Iowa State College, by a professor and a brilliant graduate student (Berry), who had been born and bred in a small Iowa farming community.

The Sunday Register carried the banner line in late January 1974, and flowed over with pictures to showcase one of the longest stories I had written for the newspaper. Even as I wrote it, I was aware of the multitude of fascinating aspects I ignored completely or barely touched upon. Although I gave fleeting thought to a book on Atanasoff and Berry at the time, I was certain that the publication of this story in *The Des Moines Register* would be sufficient to spark the interest of many authors in this moving, dramatic and documented story of the invention of the first electronic digital computer.

After a few more minor stories dealing with Atanasoff, I turned my attention to investigations and politics in Washington, D.C., and, as it turned out, wrongfully assumed that all computer history textbooks would be

E X C E R P T

A DRIVE, A DIVE AND A DRINK

C O N T I N U E D

of the roadhouse he realized that his thoughts were coming together in a positive manner. Sometime between the first and second drink, all of his study and work started to pay off. His thoughts began generating ideas in a systematic way. The roadhouse was only moderately busy and it was quiet at the corner table. The waitress, occupied with other customers, did not bother him with repetitious offers of more drinks.

Quietly thinking at the roadhouse, Atanasoff visualized a black box with an internal mechanism that would be moved by electric or electronic means and would operate on a base-two system and on the principles of an abacus, the ancient calculating device consisting of beads strung on rods in a frame.

During that evening at the Illinois roadhouse, Atanasoff made four decisions for his computer project:

1. He would use electricity and electronics as the medium for the computer.
2. In spite of custom, he would use base-two numbers (the binary system) on his computer.
3. He would use condensers for memory and would use a regenerative or "jogging" process to avoid lapses that might be caused by leakage of power.
4. He would compute by direct logical action and not by enumeration as used in analog calculating devices....

The solution to the puzzle had been elusive, but now that the theory was in place the young professor wondered why he had not seen it earlier.

--Clark Mollenhoff

"Atanasoff visualized a black box with an internal mechanism that would be moved by electric or electronic means and would operate on a base-two system and on the principles of an abacus, the ancient calculating device consisting of beads strung on rods in a frame."

rewritten and the Atanasoff-Berry team would be universally recognized as having taken its place with Thomas Edison, the Wright Brothers and the inventor of the transistor. I expected that the federal court decision would result in almost instantaneous national and international acclaim, and that the Atanasoff-Berry team would perhaps receive a Nobel prize.

It didn't happen that way at all. Although Iowa State University recognized and honored Atanasoff and Berry, and the University of Florida, where Atanasoff received his bachelor's degree in electrical engineering, awarded him an honorary degree, computer textbook authors continued to repeat the now discredited thesis that Mauchly and J. Presper Eckert had invented the first electronic digital computer (ENIAC) at the University of Pennsylvania in the 1943-46 period.

Since I was busy writing three books about investigations of corruption and mismanagement in the Nixon, Ford and Carter administrations and getting a textbook on investigative reporting published, computing history and the ABC received only my casual nostalgic thought and no concentrated attention until October 1983, when I was asked to take part in an Iowa State University celebration of the 10th anniversary of Judge Larson's decision. In preparing a speech for that celebration, I had contact with the Atanasoffs and with Iowa State officials. In the process I learned that Mauchly and some of his associates were bad-mouthing Judge Larson and in a variety of ways disputing the court decision. Although Sperry-Rand did not appeal Judge Larson's opinion, some officials of Sperry-Rand and other computer firms were using their influence to undermine and discredit the finding that Mauchly had "derived" his ideas from the ABC. This campaign by some computer representatives surfaced as various institutions initiated efforts to honor Atanasoff as "the father of the first electronic digital computer."

"That isn't the way we hear it," was the blunt and sarcastic response of a sales representative for a large computer manufacturing firm in Colorado, for instance. Likewise, when the University of Wisconsin presented Dr. Atanasoff with an honorary Doctor of Science degree in May 1987, it was only after overcoming the objections of a few influential faculty members who were adamant in opposing the presentation of this degree to him.

My discovery in 1986 that many computer history textbooks were still crediting Mauchly and Eckert with the invention of the computer stimulated my interest in doing further research on the whole moving story. The best time to do this was while Atanasoff was still alive and capable of helping direct my research on the many other fascinating aspects of the case he had mentioned in 1974 that had not yet been checked out. While Atanasoff had put together a comprehensive outline of his early life, I wanted to fill it in with the kind of detail that would give the reader a real understanding of Dr. Atanasoff's years as a boy, his development as a

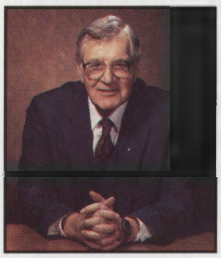
J. V. Atanasoff

mathematical genius, the picture of his arrival at Iowa State College in the 1920's, his marriage to another Iowa State student, his teaching and the things that motivated him to come up with the basic concepts that resulted in the first electronic digital computer.

Atanasoff's patience was put to the test as I raised the same basic questions time after time in trying to master the terminology of mathematics, physics and computer science to tell the story so it was technically accurate as well as clear to the lay reader. Throughout our association, Atanasoff went out of his way to praise the genius of Berry, who, as his graduate student, took on a major part in the construction of the computer. On many occasions Atanasoff said he did not believe he could have constructed it without him.

Atanasoff told me in general terms how the evidence was unearthed and the case developed, and then referred me to the lawyers for Honeywell and Control Data, who answered my questions and made available documents and trial briefs so I could take the reader through the evidence--documents and depositions--to share the disappointments and elation as the investigations and trials moved forward

Those days began a wonderful 15-year association and friendship with the Atanasoffs, and helped me embark on one of the most fascinating stories in my 45 years as an investigative reporter, a career that includes exposure of frauds and corruption in city, county and state government. *Atanasoff--Forgotten Father of the Computer,* is a book I hope will be helpful in setting the record straight.



Clark Mollenhoff, who received a Pulitzer Prize for his investigative reporting at the Des Moines Register & Tribune, is professor of journalism at Washington and Lee University. His book, Atanasoff--Forgotten Father of the Computer, *is being published this spring by the Iowa State University Press.*

TEMPORA

It was born in 1946, when GIs returned from halfway around the world to fill 100 trailers anchored where the polo field once stood. Marriage had come to Iowa State College, and its address was Pammel Court. Both -- marriage and Pammel -- were given five years to live. Hence the term "temporary housing."

More than 40 years later, the GIs have long since gone. The trailers rolled out in the 1950s, gradually replaced by more than 1,000 barracks units. As the world around it continued to evolve, Pammel Court was content to plod along, serving the most basic of student need: a roof, four walls and cheap rent.

They came from Ankeny, Bloomfield and Cedar Rapids. They came from Angola, Belgium and Colombia. Pammel accepted them all with open arms and low rent. But as it is wont to do, time was not so friendly to the world once known fondly as Silver City. After beating the odds and surviving five decades with one foot in the grave, Pammel began in 1986 to die a slow death.

Four-hundred and sixty-eight units stood wearily on either side of Stange Road then, but nearly 100 have since been relieved of duty. If all goes according to plan, Pammel Court will be no more than a warm spot in the hearts of thousands by the year 2000.

"Pammel has stayed around because people have cared," said Director of University Student Apartments Carl Moen, undoubtedly speaking for Pammel alums around the globe. "I'll miss that. And I'll miss Pammel."

RY HOUSING (Well, sort of...)

Left: The Lee family (l-r) -- Young, Mi Ok and Kwan Eung -- moved to Iowa State four and a half years ago from Korea.
Below left: Genia Morales of the Dominican Republic sweeps December snow. She studies water resources planning.
Below: Father and son trek toward home after a long day on campus.

Tom Wallace is photography director for the Ames Daily Tribune. He has received Photographer of the Year honors from the Iowa Newspaper Association.

Gotta Dance!

With typical flair, Betty Toman takes her final bow at ISU, leaving a unique dance legacy

BY PHYLLIS LEPKE

Germain Guiot, head of women's physical education at Iowa State College, drove to the Ames train station in the 90-degree heat that steamy day in 1948 to meet her newest faculty member, one of the University of Wisconsin's top dance graduates, whom she had hired by phone. Guiot knew that Wisconsin was the wellspring of American modern dance education, and this graduate came highly recommended by none other than Margaret H'Doubler herself, the nation's foremost university dance education pioneer and creator of the Wisconsin curriculum. Guiot arrived at the depot, her excitement and curiosity overshadowing the intense discomfort of the sticky humid air. Soon, amid the muggy masses deboarding, she spotted her. There stood Betty Toman, a 22-year-old, freckled-faced petite redhead dressed in a heavy, scratchy wool suit and hat and nylon hose. Leaning on a cane.

"I was a mite overheated by the time I got to Ames," Toman laughs today, recalling her unusually warm welcome. "But I wanted to make a dignified impression. After all, it was my first job! Unfortunately, I had concluded my summer of camp counseling with a show-off dive into a Wisconsin lake, one that temporarily forced me to use a cane. I won-

1930, Age 4
"I loved that costume -- solid yellow feathers. I was performing professionally in the Chicago area then, and when the show was over, the costume was a perfect fit for my Shirley Temple doll."

-Betty Toman

dered what Dr. Guiot must have thought when I got off that train."

Whatever the first impression, Germaine Guiot was soon charmed by the small (5'2"), strong, energetic and totally committed dance teacher, one whose gap-toothed smile could seldom be repressed even during the formality of getting acquainted.

Lucky for ISU--and literally thousands of its students--Betty Toman never really left that first job. In the 40 years that transpired after that steamy train ride, she built the university's dance education program tenderly and carefully, but with the same irrepressible exuberance that marked her entry into Ames.

And now, at the end of exactly 40 years, Betty Toman will retire in May. ("It's an early retirement," Toman wants all to know. "I must be one of the few people who has taught here 40 years and can still retire before age 62.")

And, as one of her colleagues affectionately remarked, "This is probably the first time in her life that Betty can be called retiring."

"Easy knees, easy knees. The answer to your problem is easy knees."

The chant filters out of the cavernous dance studio in the Physical Education Building, where another generation of modern dance students is pulsing to the beat, tuning up its "motors" while throwing away its cares. Betty Toman, now in her last year of teaching dance at ISU, is warming up yet another class of beginning dance students, working on a seemingly rag-tag group of would-be performers.

"Easy knees, easy knees..." The chant gets louder, then softer, ending with a whoop. The energy in the studio is palpable, and deftly Toman directs it, calling on a lifetime of masterful teaching experience.

"Betty was born to teach," acknowledges a faculty colleague with a hint of envy. Yet Toman's earliest dance experiences hinted that she would be a celebrated performer instead.

Never content to be part of the line, Toman stepped into the lights as a toe-tapping toddler of three, wowing audiences all over the Chicago metro area with a repertoire that included toe dancing, vaudeville tap and song and a globe-spanning array of ethnic numbers. A tag-along to her brother's dance classes, Toman was soon the darling of Gladys Hight's studio, and through that association she performed at the Chicago World's Fair, modeled, appeared on radio and was courted by Francis X. Bushman for films.

However happily and easily she performed, though, Toman's heart was set on teaching dance. An entry in her eighth-grade autograph book wished her luck on just such a career, and high school success (including winning one of Morton, Ill. High School's first modern dance letters) boded well for establishing a dance studio of her own.

Then Toman visited the University of Wisconsin. There she discovered the legendary H'Doubler had organized the nation's first modern dance education program within a college physical education department. Even more clearly, Toman saw she still would be a dance teacher, but now at a college or university.

The rest is history, as they say. A history that opened a new chapter when the train arrived in Ames, Iowa, on that hot September day.

"I chose the Iowa State job because my assignment would be teaching dance classes only," Toman recalls in an uncharacteristic moment of nostalgia. "I had a physical education degree that included all the sports and physics and the same anatomy classes that the medical students took. (Here she cannot resist breaking into a sing-song version of "Lava, Lava, takes cadaver odor away," complete with appropriate hand movements.) "But I really wanted to teach dance, and at that time every female student here on campus was required to take at least one term of 'rhythmic activity.' For two-thirds of them that was modern dance; the others took tap dance or American country dance, which I also taught!" As proficient as any professional caller, Toman can still improvise square dance patter, and her social dance skills, including a nearly naughty Lindy from the 1940s, make her the hit of every dance convention.

Glimpses of early Iowa State publications--the *Bomb*, the *Daily Student*--show that Iowa State College had an established dance program before Betty Toman arrived, but she introduced new dimensions with her unbridled enthusiasm and her unwavering belief that there is a little dance in everyone just waiting to get out.

"Of course there were men in the classes and in our dance club performances of Barjche (bar-shay), the annual concert," Toman responds emphatically to a question about the early years -- then adds with a wink that the campus in the late 1940s was overrun with war veterans. "Even in the early years there was a dozen, sometimes 15 to 18 men performing with the dance club, officially a part of the Women's Athletic Association."

Obviously these were future engineers, physicists, veterinarians or farmers who were drawn to Toman's classes and concerts. The same is true today. But why? Why do men on a traditionally conservative Midwestern campus relate so well to Betty Toman's modern dance?

"Betty has such tremendous enthusiasm for dance. She just doesn't take no for an answer!" says Thomas Haskell, a Connecticut architect who graduated in 1976. "But beyond that, she teaches with remarkable spontaneity. You're dancing--and enjoying yourself--before you realize it."

This same spontaneity is described as a "no-nonsense eagerness" by Mary

Meixner, a retired ISU Distinguished Professor of Art and Design and a frequent collaborator on dance projects.

"Betty has an incredible enthusiasm that is coupled with discipline," Meixner says. "Many brilliant, talented people don't realize that discipline is what keeps your talent going, that discipline and maturity open paths to freedom. Betty has not only a deep love for dance and the discipline to enjoy it for a lifetime, but she is compassionate as well; she loves her students. For a teacher, this is exactly the right combination."

And it's a compassion Miss T., or B.T. as she is fondly called, has shared in generous amounts. Remembers former student Gini Kaster Ennis, "Even though my experience with her was 20 years ago, each time I begin a dance unit with my own high school students I remember one thing she told me. She said, 'If you expect your students to like dance, you have to show them unconditionally that you, as a teacher, love dance and love them.'"

For 40 years, no one at Iowa State, from first-semester freshmen to guest dance artists of international renown, has ever doubted that Betty Toman loves dance. But back in 1948 Toman did not realize the intensity of her impact. She could not predict her days as president of the National Dance Association, as a Distinguished Professor or a master teacher from Iceland to Brazil and Denmark to Mexico. She knew only that she was doing what she wanted to do all of her life. And she was even getting paid for it.

"I loved those early days because we could experiment and try so many things," Toman points out. Besides being the only dance teacher at ISU for many years, she taught private children's dance classes and ballroom dance sessions, choreographed Stars Over Veishea (which in those days was actually performed outdoors under temperamental skies), and directed

Barjche, which featured, of course, her choreography and her own considerable presence as a performer. And while her choreography for Barjche explored the widest possible range of human emotions and dance styles, as a performer she always brought down the house with some fast tapping or mischievous jazz like the "Steam Heat" number from "Pajama Game." Classical ballet is the only medium she did not study in-depth. ("If I had wanted to be a ballerina, I would have changed my name to Bettina Tomankovich.")

"We did a lot of TV, too, when WOI was still something of an experiment," Toman remembers. "Spike Kratochvil, now retired and beloved dean of students, was host and I was the TV dance lady whose students demonstrated social dance. We were way ahead of Dick Clark!" Toman adds, demonstrating deftly with a whirl and dip across an office crowded with dance gifts, prints, souvenirs and mementos.

There was community theater, too,

1948, Age 22
"I had just graduated from college and was teaching at Camp Osoho in Wisconsin before coming to Iowa State. I had to go out and cut the grass so we'd have a decent place to dance."

-Betty Toman

and summer stock at Clear Lake. "I remember a scene in which a tardy actor missed his cue. After repeating 'Here he is with the news' several times with no result, I knew the show had to go on. So I said, 'The news. The news. Just thinking about it makes me feel like dancing!' Then I improvised a dance while the stage hands located the guy out back having a cigarette!"

Those who know Toman well are not surprised that her dance saved the show. According to Bill Evans, internationally known choreographer and dancer, "Betty is one of the few people I know who is never embarrassed to share her love of dance. Beyond that, she encourages people to be themselves, to be who they are and what they are without pretense. She encourages finding the joyfulness in dancing, and for that she is beloved by the dance community."

Those national and international dance communities are widely populated by Toman dance disciples, surprising perhaps since Iowa State has never had a dance department, offering instead an emphasis in dance within the physical education program. While many university dance teachers longed for separateness, Toman found acceptance in the sometimes combatant worlds of physical education and dance with her special philosophy of their relationship. In 1969 she wrote a national journal article that later became part of a physical education textbook and the basis of her teaching abroad: "In this rapidly changing world, the real need is for broadly educated persons who are physically fit, who are able to adjust to new situations and who are able to think imaginatively and creatively. Science and the arts are not competitive but complementary, and both must expand, in unison, in our educational system. Dance is a wonderful hybrid of two equal parental lines: The art and science of human movement, the physical and aesthetic, unique in its contribution to the education of youth."

Young people have a special significance to Betty Toman. She has no children, having devoted herself instead to her profession and the care of her mother Anna, now deceased. But "Auntie Betty's" refrigerator is covered with photos of kids of all ages, the children of former students who consider her a member of their extended families. Tributes from these past students are even tacked up in her garage. Sandwiched among posters from innumerable Toman concerts and shows is a yellow posterboard featuring the scrawled but touching,"I love your class... I wish you were my mother!"

"Somehow Betty generates a group feeling among her dancers," adds Marcia McGinnis McCaffrey, a 1980 graduate who teaches elementary school dance in New Jersey. "We learned to respect each others' work, give encouragement, accept each others' ideas and take criticism graciously. We learned to make something of nothing, like reusing those tie-dyed leotards in 10 different dances. Funny how they were always just right."

Those leotards traveled hundreds of miles beginning in 1969 when Toman and a handful of avid dance students launched the ISU Dance Company on Tour, a statewide outreach program. Often the towns visited were not large, Toman admits: Ogden, Audubon, Decorah, Creston. And the staging facilities were makeshift--a library in Mason City, a gym in Sioux Center, a splinter-ridden stage in Indianola.

But being on the road with Betty Toman meant spreading the joys of modern dance beyond the classroom and campus, and Toman and her students have eagerly given up nights and weekends for nearly 20 years to rehearse, travel, perform and offer lecture-demonstrations that explain the hows and whys of dance.

They have frequently used a unique program format, involving both improvisation and choreographed routines. The opening act may even involve audience members who stretch in their seats, tense and relax muscles or snap, stomp, and shout at Toman's commands as they learn about the dancer's use of space, time, and energy. Act II includes set pieces as wide-ranging as the Toman classic "Mitosis," a dance version of cell division, or "Transformers," created especially for children.

Essential to the improvisational yet educational performance approach Toman prefers is the equally imaginative work of an enormously talented composer/ accompanist. From 1963 until her retirement in 1986, musician Evelyn Jensen was a productive partner, often composing original lyrics, scores, or whole shows in her fertile mind and playing piano, drums, harmonica, or "found" objects with spontaneous and sensitive relationship to Toman's dance demonstrations.

"I did what I did because I didn't know I couldn't," Mrs. J. explains, unconsciously summing up the whole company philosophy as well as her own contribution to its success.

It's impossible to separate Betty Toman the dancer from the teacher or even from the private person. Because Betty Toman *is* dance.

When early September rolls around in all its heat and humidity, Toman officially will be retired, but the dance spirit she kindled in thousands will be her legacy. Says former student Marcia McCaffrey, "I look back on my dancing days at ISU with joy in my heart. Betty's gifts to me are always close by. They are well-used, but never worn.

"Her love of dance cannot be restrained. All those who come near her leave with a dancing soul."

Phyllis Lepke, who received journalism degrees from Iowa State in 1969 and 1974, is manager of arts development for the ISU Achievement Foundation.

Jim Hopson has led the Alumni Association since 1979.

Association director extends welcome

Thank you, Association members. Your loyalty to Iowa State University and your Alumni Association, through both life and annual memberships, has made VISIONS a reality.

Why a magazine? Because you deserve it! Since 1979 your Alumni Association boards of directors have considered the project, but only after intense research over an 18-month period beginning in the fall of 1986 was the magazine formally approved. Through VISIONS, we hope to:

▲Inform you of issues and events that relate to ISU
▲Remind you of alumni activities, services and benefits
▲Provide opportunity for feedback
▲Recognize alumni volunteers
▲Enhance the "margin of excellence" you've come to expect from Iowa State University, and
▲Better serve you.

And on top of that, your bargain just got better!

The creation of VISIONS, a members-only magazine, will add a premier benefit to those which you now enjoy. Others include:

▲A complimentary ISU events calendar
▲Car rental discounts with Avis, Hertz and National
▲Hotel discounts at Hilton and Ramada
▲Eligibility for group insurance
▲Discounts on selected merchandise
▲Discounts on selected Alumni Assn. registration fees
▲Eligibility for a membership in the ISU Credit Union
▲Eligibility for use of the Parks Library
▲Complimentary Bookstore catalog
▲Discount on purchase of alumni directory
▲Highlighting of name in alumni directory
▲Eligibility for credit card program with special advantages for members.

And, best of all, you will continue to receive *The Iowa Stater* 10 times a year!

Yes, we're excited about VISIONS and the future of Iowa State University. Under the capable leadership of Gordon Eaton, we'll all strive to enhance that "margin of excellence."

Jim Hopson

Jim Hopson, Executive Director

UST stepping up marketing efforts

Since 1975, the ISU Alumni Association and the university's Administrative Data Procesing Center have been national leaders in distributing alumni/development software to other universities.

In an attempt to expand that effort, University Systems Inc. has been created and is ready to further enhance its reputation.

"We're establishing a for-profit corporation which will be separate from the Alumni Association, more active in marketing software packages and possibly offering installation and maintenance of the programs -- something we haven't been able to do before," said Jim Hopson, executive director of the ISU Alumni Association. "This is going to be a big plus for the university."

UST's expansion will be aided by its January move into the Iowa State Innovations System (ISIS), ISU's incubator program for new businesses. ISIS provides businesses with affordable office space and access to a variety of on-campus services.

The software packages maintain detailed records of a university's alumni and supply information for fund-raising projects. Hopson said alumni/development software packages created at ISU have been purchased by approximately 35 colleges and universities.

"Iowa State is considered a leader in administrative information services in the country," said ADPC director Wayne Ostendorf. "It has been known for a long time for its computer quality, and [UST] is certainly no exception. We've got people that develop effective, efficient software that meets the users' needs very well."

Annual meeting set

The annual meeting of the ISU Alumni Association will be held at 9 p.m. Friday, June 3 in the Gold Room of the Memorial Union. Three newly elected board members will be announced at the meeting.

Senior Class Council hopes to leave a lasting impression

Once again dedicated members of the senior class will let their fingers do the walking to carry out a spring tradition at Iowa State.

The annual Senior Class Challenge will have phones ringing from the Towers to Schilletter Village as the Senior Class Council solicits pledges for the restoration of Lake LaVerne.

"It'll be satisfying for us to know that we played a large part in helping bring a lasting gift to Iowa State," said Jerry Lilienthal of New Liberty, who along with Mary Meline of Owatonna, Minn., co-chaired the Call-A-Thon.

At its wine and cheese reception in February, the Class of '88 voted the Lake LaVerne project as its gift to the university. For a pricetag estimated at $125,000, the project will include dredging, re-establishing the shoreline, plantings, improving the gravel and sidewalk path and adding stairs on the south side near Campustown. Gifts from past classes have included a facelift for the campanile (1987) and a marquee for the Iowa State Center (1985).

A successful trio: Jerry Lillenthal, Mary Meline and Ma Bell

Alumni Days '88 scheduled for June 2-4

The title of the weekend's musical revue hits the June 2-4 Alumni Days celebration right on the head -- it'll be one heck of a "Sentimental Journey."

That June 2 production at Fisher Theater will be just one of many activities scheduled throughout the weekend for the honored classes of 1913, '18,'23, '28, '33 and '38. Sponsored by the ISU Alumni Association, events will include college receptions, campus tours, the annual honors and awards convocation, a carillon concert, the all-alumni luncheon, a reception with President and Mrs. Gordon Eaton and other special class gatherings.

NEW LIFE MEMBERS

The ISU Alumni Association welcomes the following new lifetime members who joined during the months of October, November and December of 1987. A list of new members will be published each quarter.

Jacquelynn Eilbert Andrew
Carol A. Arnold
Allen B. Bryant
Arthur M. Budolfson
Jian-Dong Shao and Yao Chen
Carol A. Eccleston
Stacie H. and Steven L. Funke
Anne V. Fussell
Mary S. Hanger
Margaret E. Houlihan
Steven A. Kleinwort
Michael J. Kuhn
Michael H. Marti
Neil C. and Carol E. Olsen
Lyndi L. Petersen
Trudy K. and Gary M. Peterson
Patricia M. Schwartz
Harry W. and Frances Harding Theisfeld
James F. Vail
James K. and Mary H. West
Nancy J. Wickert
Mary G. and John R. Wolfe

Meet Your Directors

The Volunteers department highlights some of the people who contribute their time and effort to the university. It seems fitting then, that the first issue of VISIONS should profile those Iowa State alumni who played a large role in getting VISIONS off the ground. Meet the ISU Alumni Association Board of Directors.

Roxanne Beale Amendt, Vice President
Home Economics Education 1978
Cincinnati, Iowa

Director of Customer Relations and Communications for Iowa Southern Utilities Company. She has been named to "Who's Who in the Midwest" and was chosen an Outstanding Young Woman of America. Roxanne is involved with activities in the Iowa Utility Association and Missouri Valley Electric Association, and is a member of the Consumer Affairs Committee of the Edison Electric Institute. She is a member of the Society of Consumer Affairs Professionals in Business, Alpha Xi Delta, Sisters of Farm House, Alpha Zeta, Mortar Board and the South Central ISU Club.

▲**Linda Dial Glantz**, Secretary
Textiles and Design 1969
Ames, Iowa

Owner of Linda Glantz Interiors. Linda moved her furniture store and interior design service from Nevada to Ames in 1986. Before opening her own business nine years ago, she was the women's editor for the *Nevada Journal*, and a well-known fashion commentator in Iowa. She is affiliated with the American Society of Interior Designers, belongs to Questors and PEO, and was formerly a member of the Nevada Chamber of Commerce board of directors and the Story County Compensation Board.

▲**Donald E. Greiman**, President
Animal Science 1952
Garner, Iowa

Farmer and Angus cattle breeder. Don has been a leader in 4-H and livestock organizations, serving as a director of the American Angus Association and the Farmers Grain Dealers Association of Iowa. He organized the Iowa Beef Breeds Council and served as its first president.

Roxanne Beale Amendt

Keith H. Heffernan

Linda Dial Glantz

Adrienne Rickerd Herbert

Donald E. Greiman

Daniel L. Krieger

He is a nationally known beef cattle judge and a 23-year director of the Iowa State Fair Board, having served as president from 1977 to 1980. Don helped organize the North Iowa ISU Club and Cyclone Club, was an officer of both, and was awarded the ISU Service Key.

Keith H. Heffernan
Farm Operations 1969
Waukee, Iowa

Director of the Iowa Department of Commerce. He is chairman of the staff advisory committee for the Midwest Governors' Conference and past chair of the agriculture staff committee for the National Governors' Association. He is a director of the United Way of Central Iowa. Keith is active in his church, is a member of Rotary International and has received the Bronze Star, Outstanding Young Men of America and Honorary Master Pork Producer citations. He is a life member of the Alumni Association and active in the Des Moines ISU Club.

Adrienne Rickerd Herbert
Home Economics Education 1951
Des Moines, Iowa

Homemaker and active community volunteer. An ISU Ambassador, she helped sponsor the first ISU Academic Achievers Dinner for high school seniors. Adrienne is a member of the Civic Center board of trustees and serves in leadership positions for the Des Moines Symphony and Blank Hospital Guild's Festival of Trees. She is a docent and volunteer for the Des Moines Art Center. She is a member of the Order of the Knoll President's Circle and Cyclone Gold Club.

James A. Hopson, Executive Director
Industrial Education 1969
Ames, Iowa

Administrator of all Alumni Association service programs for alumni, students, parents, faculty and friends. He serves on the university commencement, orientation and records retention committees, and is secretary of the ISU Achievement Foundation Board of Directors and the Stanton Memorial Carillon Foundation. He is president of University Systems Technology Corp. and past chair of Mid-America District VI of the Council for Advancement and Support of Education.

(See page 37 for Hopson's photo)

Daniel L. Krieger
Industrial Administration 1959
Ames, Iowa

President and trust officer of First National Bank, Ames. Dan is a graduate of the University of Wisconsin Graduate School of Banking. He is past president of the Ames Chamber of Commerce, Mary Greeley Medical Center Foundation and Ames-Gilbert United Way. He is a member of the Order of the Knoll, Cyclone Gold Club, treasurer and director of Green Hills Residents' Association, officer of University Systems Technology Corp. and a life member of the Alumni Association and Memorial Union.

Joanne Seymour Kuster
Home Economics Journalism 1976
Des Moines, Iowa

President of Kuster, Ltd., a marketing communications company for agricultural and consumer projects. Joanne has published children's books, sponsors a catalog for home-based businesses and created the farm game A.G.G.I.E., which is sold internationally. Joanne is a consultant for the Small Business Development Center at ISU, life member of the ISU Family and Consumer Sciences Alumni Association and ISU Alumni Association, past president of the Warren County ISU Club, ISU Ambassador and recipient of the ISU Service Key award.

Dale W. Longtin
Doctor of Veterinary Medicine 1958
Muscatine, Iowa

General partner, Muscatine Veterinary Hospital. He is co-director of professional activities for the American Animal Hospital Association and a director of the Eastern Iowa Veterinary Medical Association. Dale is a member of Alpha Gamma Rho, Alpha Zeta, Order of the Knoll, Quadrangle Society, Gentle Doctor, Cyclone Quarterback Club and Cardinal Club, the College of Veterinary Medicine Dean's Advisory Committee, holds the American Farmer Degree in FFA, and was honored with the ISU Service Key in 1987.

Warren R. Madden, Treasurer
Industrial Engineering 1961
Ames, Iowa

Vice president for business and finance and ISU treasurer. Warren received an MBA degree from the University of Chicago and worked in private industry before joining the university administration in 1966. He is responsible for the business and fiscal affairs of the university and serves as treasurer for the university's affiliated organizations. Warren chairs several committees of the National Association of College and University Business Officers. He is past president of the Ames United Way and is a member of the Ames Utility Board.

Steven F. Mores
Science and Technical Journalism 1967
Harlan, Iowa

President and co-publisher of Tribune Newspapers Inc. in Harlan. Steve has an M.A. from the University of Iowa, is president of the Southwest Iowa Press Club and serves on the legislative committee of the Iowa Newspaper Association. Named Harlan's "Citizen of the Year--1979," Steve is president of the Iowa Western Community College Foundation, treasurer of the Harlan Industrial Foundation and a director of the Harlan National Bank. He is a life member of the Alumni Association.

Amy M. Peters
Social Work 1984
Bowling Green, Ohio

Graduate assistant in the Offices of Alumni and Development and acting assistant director of alumni services, Bowling Green State University. Amy is completing a master's degree in college student personnel administration. She began working in alumni relations as a Student Ambassador and president of the ISU Student Alumni Association. She was the student representative of the Alumni Association board of directors, vice president of her sorority and a representative on Panhellenic Council.

Donna M. Proudfit
Journalism and Mass Communication 1974
Tacoma, Washington

Vice president of planning and marketing, St. Joseph's Hospital. Her publications and programs have received numerous awards. She received accreditation and certification from the Wisconsin Hospital Public Relations Council in 1980 and in 1981 was named the youngest fellow recognized by the organization. A member of numerous professional and civic organizations, Donna has been honored as an Outstanding Young Woman of America and in "Who's Who in the Midwest." She also started Generosity, an executive gift shopping service.

▲ Dwight O. Seegmiller
Agricultural Business 1975
Iowa City, Iowa

President of Hills Bank and Trust Company. Dwight is a graduate of Rutgers University Stonier Graduate School of Banking and has been a faculty and advisory board member of several professional banking and agricultural credit organizations. He holds leadership positions in his church, Alpha Gamma Rho Fraternity, Johnson County Schools Vocational Advisory Council, the Iowa City Chamber of Commerce and is a member of the Cedar Rapids/Iowa City Airport Advisory Board, Iowa City Rotary and Mercy Hospital Foundation Board. Dwight is past president of the Johnson County ISU Club.

Joanne Seymour Kuster

Steven F. Mores

Dale W. Longtin

Amy M. Peters

Warren R. Madden

Donna M. Proudfit

Mary "Meg" Graf Speer
Dietetics 1946
Ames, Iowa

Registered licensed dietitian in health care in Story and Boone counties, and a collaborator in ISU's Department of Food and Nutrition. Meg has been

Dwight O. Seegmiller

Ray Underwood

Mary "Meg" Graf Speer

Jill Wagner-King

Edward L. Tubbs

Robert C. Wilson

active in committees and officer positions with the Iowa Dietetic Association, the American Dietetic Association and other related organizations. A frequent speaker and writer, she was awarded the Professional Achievement Award in Home Economics in 1986. She serves as chairman of the board of trustees in her church, is a member of PEO and a life member of the Alumni Association.

Edward L. Tubbs
Animal Husbandry 1941
Maquoketa, Iowa

Superintendent of Banking, State of Iowa, and Chairman of the Maquoketa State Bank. Ed currently is a director of Iowa Business Growth Corp., president of Ohnward Bancshares, Inc., chairman of the executive committee of First Central State Bank of DeWitt and a trustee of the 4-H Foundation. He received the Iowa Friend of Extension award, the Floyd Andre Award for Distinguished Service to Agriculture, and is listed in "Who's Who in the World." Ed belongs to the Order of the Knoll President's Circle and the Cyclone 250 Club.

Ray Underwood
Agricultural Education 1952
Atlantic, Iowa

Director of Western Operations for Walnut Grove Products, Division of W. R. Grace. He is past president of the Atlantic Community School Board, past president of Atlantic Lions Club and currently is president of the Atlantic Country Club. Ray served on the Governor's Commission for Inter-governmental Relations. He has served on the board of directors of the Cass County ISU Club, was its scholarship campaign chairman and was given the ISU Service Key award in 1973.

Jill Wagner-King
Industrial Administration 1976
Weston, Connecticut

Product line planner for voice and data telecommunications, IBM, White Plains, New York. Jill has a masters degree in public administration from Harvard University and has worked in telecommunications marketing, management and planning for AT&T and MCI. Her community activities include Junior Achievement adviser, Little League soccer coach, Professional Women's Club, Charter 100 and Junior League. She is a life member of the Alumni Association.

▲Robert C. Wilson
Animal Husbandry 1942
Leawood, Kansas

Consultant for Klughartt Thornhill Machinery Co., Inc. of Kansas City and retired president and owner of W. & A. Mower Co., Inc., distributor of agricultural equipment. Bob is past president of the Kansas City Livestock Exchange and Wilson Flynn Commission Co. He is a charter member of the Kansas City Agri-Business Club, a member of Rotary International, Kappa Sigma Fraternity and a retired colonel in the U.S. Army Reserve. Bob is a life member of the Memorial Union, is active in the Kansas City ISU Club and a member of the Cyclone 250 Club and Order of the Knoll.

▲Term expires in 1988

Ex-Officio Members

Mary Beth Vittetoe Kaufman
Home Economics Education 1981, M.Ed. '86
Earling, Iowa

Mary Beth is the 1987-88 president of the ISU Family and Consumer Sciences Alumni Association, which she represents on the Association board for a one-year term. An extension home economist in Shelby and Harrison Counties, Mary Beth was the 1986 recipient of the Margaret K. Yoder Extension Educator Award and the ISU Extension Association Achievement Award.

William D. Hoefle
Doctor of Veterinary Medicine 1966, MS 1974
Ames, Iowa

Bill is a professor of veterinary clinical sciences at Iowa State University and is serving his third term as the representative for the ISU Veterinary Medicine Alumni Association.

James and Linda Harmon
Cedar Rapids, Iowa

Serving a one-year term as representatives of the Iowa State Parents Association, Jim and Linda are co-presidents-elect of the ISPA board of directors for 1988-89. Jim is a staff engineer in the HF subsystems department of Collins Defense Communications and Linda is a volunteer for church and school organizations.

Tom Johanns
Agricultural Studies 1988
Osage, Iowa

As president of the Student Alumni Association, Tom is the 1987-88 student representative on the board.

College of Business receives computer lab

A fund-raising campaign orchestrated by the ISU College of Business Administration and ISU alumni from Arthur Andersen and Company has culminated in a state-of-the-art microcomputer lab for Iowa State students.

The campaign resulted in more than $100,000 in gifts and pledges from ISU alumni who are Arthur Andersen partners and employees and the Arthur Andersen Foundation. The university then matched the amount raised by the CPA firm. Arthur Andersen representatives and Iowa State graduates Randy Hendricks and Chris Paskach organized the campaign.

The lab, which opened its doors for the spring semester, contains 36 IBM PS/2, Model 50 microcomputers, one of the most technologically advanced systems available. This hardware, along with software for spreadsheets, word processing and database management, provides students with valuable "hands-on" training.

Charles B. Handy, dean of the College of Business Administration, called the facility "a giant step forward in the development of ISU's youngest college."

ISU's capital campaign will be directed by Ketchum Inc.

Ketchum Inc., a national fund-raising counsel organization, has been selected to conduct a capital campaign planning study at Iowa State University.

This study is considered the first step in the creation of a multi-million dollar capital campaign for the university, a project ISU President Gordon P. Eaton has advocated since arriving on campus nearly two years ago. The study will help determine goals, timing and strategy for the major objectives of the campaign.

During a period of several months, a team of Ketchum representatives will conduct numerous interviews with the key constituents on and off-campus, establish market parameters and produce a "blueprint" for launching a capital campaign. Costs for the planning study are estimated at $70,000.

Ketchum Inc. currently provides similar fund-raising counsel to institutions such as the University of Minnesota, Wichita State University, the University of Buffalo and New York Medical College.

ISU launched its last and largest major capital campaign in October 1982, aiming to raise $50 milion in five years. In just three years, more than $57 million was committed to the university.

RECENT CONTRIBUTORS

The following individuals or organizations contributed $5,000 or more to Iowa State University between July 1 and Dec. 31, 1987.

Aldrich Chemical Company
Mary K. Alexander Estate
Ames Story County Cyclone Club
Joseph and Elizabeth Anderlik
Ralph Wilbur Anderson
Donald L. and Martha O. Arends
David C. and Ann Arnold
Raymond F. Baker
Banks of Iowa
BASF Corp
Harvey R. Berke
Ronald J. Berkhimer
BG Management Co.
C. A. Bluedorn
Harriet and Oscar Bock
Robert and Roberta Boeke
Bonanza of Ames
Helen A. Burling Estate
Burlington Northern Foundation
Catharine Carroll
William E. Catron
Richard B. Collins
John Commons Estate
Cooperative Education Scholarships
Elizabeth Delahunt
Gerald A. Dorfman
Dow Chemical Company Foundation
Charles W. Durham
Enron Foundation
B. C. Fox
Malcolm and Kathleen Freund
Malcolm Freund
Edna Hellwig Graham
Grain Processing Corporation
Ralph Green
Dale Grosvenor
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Harry L. Hoak
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William L. Huebsch
Ingersoll Rand Co.
Iowa Corn Promotion Board
Iowa Resources Inc.
Iowa Soybean Association
Mary C. Jackson
Margaret E. Kaack
Hannah M. Kim
Helen Kuhlman Estate
Ann F. Lennartz
Lennox Foundation
Lever Brothers Co.
Lillian C. Lewis Estate
Charles T. Manatt
Marshalltown Trowell Co.
Larry and Diane McComber
Elaine R. Mickelson
Jack L. Middlekoop
Mobil Foundation Inc.
National Starch and Chemical Corp.
Dorothy B. Ness
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Norwest Foundation
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Dean and Betty Schilling
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Small Animal Medical Service
Barbara Spitzmiller Estate
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Cecil and Phyllis Stewart
Union Pacific Corp
Ben G. Vanzee
Edward L. Waldee
Wallace Genetic Foundation
Walter T. Wells Estate
John H. Wessman Estate
Pearl C. Williams Estate
Walter W. Wilson Jr.
Robert A. Wright Estate
Younkers

ORDER OF THE KNOLL

The following individuals joined ISU's Order of the Knoll from Sept. 1, 1987, to Feb. 1, 1988. Knoll members commit a minimum of $10,000 to Iowa State.

FOUNDERS CLUB

(Minimum of $100,000 personal gift, $150,000 corporate or matching gift, $200,000 trust gift or $250,000 bequest.)

Clem and Ann Arnold
Margaret E. Kaack

PRESIDENT'S CIRCLE

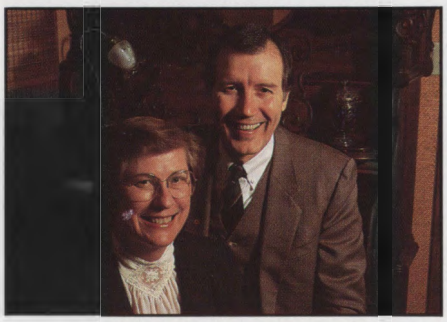
(Minimum of $25,000 personal gift, $37,500 corporate or matching gift, $50,000 trust gift or $62,500 bequest.)

Oscar L. and Harriet S. Bock
Bob and Sharon Granzow
Ivan H. and Casey Impson
Mary Catherine Jackson
Frederick and Ruth Kammeier
Ben and Bertie Van Zee

ORDER OF THE KNOLL

(Minimum of $10,000 personal gift, $15,000 corporate or matching gift, $20,000 trust gift or $25,000 bequest.)

Henry H. and Marjorie Albers
Avis Andre
William K. and Barbara Applegate
Charles S. and Joyce Bailey
Verle and Jo Burgason
Catharine Carroll
Melvin E. Coleman
Beverly and R. Jewell Crabtree
Charles M. Cumming
Carroll L. and Chantry Maxwell DeVries
Gerald A. and Penny Dorfman
Ruth E. Hall
Hale E. Hansen
Peter A. and Jan Hermanson



Roger and Joyce Mitchell of Columbia, MO, recently became the 1,000th members of ISU's Order of the Knoll, the university's premier donor recognition club.

Arthur and Louise Johnson
Roy C. King and Jill A. Wagner-King
Gerald A. and Karen A. Kolschowsky Foundation, Inc.
Robert F. and Jane Mall
Reed E. Maxwell
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"The Foundation" department is supported financially by the Iowa State University Achievement Foundation. For information on how private support enables ISU to excel, contact the director, ISU Achievement Foundation, Development Office, Memorial Union, Ames, Iowa, 50011, (515) 294-4607.

ISU's matching gifts rank seventh nationally

Iowa State University's matching gift program ranks seventh in the nation in income received, according to figures released recently from the Council for Aid to Education (CFAE).

Total matching gift income received by Iowa State during the 1985-86 school year equaled nearly $1.6 million. Topping the list was Harvard University with a total of $3.5 million.

In addition, Iowa State is the top-ranked public institution for matching gift income received. Those schools ranked above Iowa State (Harvard, Princeton, Yale, Dartmouth, University of Pennsylvania and MIT) all are private institutions. Rounding out the top 10 in that category are Cornell University, Columbia University and Pennsylvania State University.

Iowa State receives matching gifts annually from a total of 378 U.S. companies. Monica Porter manages the program for the university.

Many ways to give

Gifts may be given in the form of:

Cash / Securities / Real Estate / Life Insurance

Charitable remainder trusts / Bequests / Gifts-in-kind including books, collections, art objects and equipment / Memorials / Company matching gifts

Corporate and foundation gifts

For additional information on making a gift to Iowa State using these or other giving methods contact: ISU Achievement Foundation, Development Office, Memorial Union, Ames, Iowa 50011, (515) 294-4607.

Helping ISU overcome the hurt was a first-year priority for Jay Louderback

The tough rally back

A new coach helps ISU return a tragic serve

Jay Louderback looks as if he's home these days. "Home" is a disheveled office in 113 State Gym, where on this dreary winter morning he is searching frantically for the flight information of an Iowa State University tennis player returning from break the next day.

Just talking to the ISU men's and women's tennis coach, with his worn gray sweatshirt, his genuine smile and his warm Kansas drawl, you know this is a man most comfortable behind a cluttered desk. But listening to his words, you soon realize he hasn't always been so comfortable behind this one.

"Any time you take over a program you'll feel like an outsider," Louderback says, still digging for the scrap of paper he swears is right here. Somewhere. "But I think I felt it much more because of what had happened."

"We all liked Jay," says Ivan Srut, one of the Cyclone men's top singles players. "But we couldn't forget right away what had happened."

Says Todd Hollander, another veteran player: "Jay had some good ideas, but at first we thought it was too fast to change things, after what had happened."

The cluttered 113 State hasn't always been home to Jay Louderback. It was abruptly vacated the night of June 5, 1986, when Jim Doerr, the fiery ISU tennis coach since 1983, was killed in a two-car crash north of Ames.

Doerr hadn't led the Cyclones to particularly lofty finishes -- no ISU team has been in the top four in the Big Eight Conference since 1963. But he instilled a feisty competitiveness in his players, and shared a closeness with his athletes that arguably no coach on campus could match.

"Jim was one of us," Srut says. "It was hard to lose him. And it was hard to think of him being replaced."

And though he had been waiting for a job like this during seven successful seasons with the Wichita State University women's program, Louderback found it difficult to think of replacing Doerr. Louderback had always dreamed of coaching in the rugged Big Eight; his twin brother, Brad, had beaten him to it by taking over the powerful Oklahoma State University women's program in 1985. Still, stepping in and leading two small, close-knit teams that weeks earlier had been rocked by such tragedy was not easy.

"This was a great move for me, but I still figured I was in for a bad first year," Louderback says. "Jim was good, and he was close to his players."

But Louderback was prepared for the worst. He didn't push his players too hard or too fast. ("I felt if I pressed them it would've been easy for them to give it up. I like to win as much as anybody, but there were other considerations.") He relied on assistant coach Tim Wiser -- both a player and assistant coach under Doerr -- to ease the transition. And most importantly, the door outside 113 State was always open.

"Jay has been a real stabilizing force for us," said Assistant Athletic Director Elaine Hieber, who oversees the tennis programs. "He really came in and earned our athletes' respect."

Wiser, now an assistant teaching pro at the Shadow Mountain Racquet Club in Tulsa, Okla., says his biggest goal was to help Louderback earn that respect. "It was important for me to support Jay," Wiser said. "And Jay was great. He didn't want to drop everything (Doerr) had done."

On the contrary, Louderback made it known he wanted to build on the foundation Doerr had laid. "We'll never forget what Jim taught us, and that's the way Jay wants it," Hollander says. "Jim made us know that you had to give 100 percent all the time, that you never give up under any circumstances. And he taught us to never be happy if you didn't win."

Never was that more clearly illustrated than after the men lost a 7-2 decision to Iowa in 1985. "Some guys were happy with us winning two matches," Wiser says. "Jim was mad. He said, 'You can't be happy losing to *anybody*.' " In 1986,

ISU beat Iowa for the first time in 40 years. Later that season, the Cyclones defeated Oklahoma for the first time ever.

Those victories may have been the highlight of Doerr's shamefully short career. Nobody knows. But in Jim Doerr's last spring, winning and putting every ounce of effort into every stroke were paramount goals. In Jay Louderback's first spring, there were "other considerations." Like earning respect. And healing wounds. This spring, normalcy is making a comeback in the ISU tennis programs.

"I learned a lot from what Jim taught these players," Louderback says. "We use it every day. And now we're all more comfortable. We're all at home now."

--By Dan Davenport

Walden turns the tide in numbers battle

Jim Walden is enjoying his second spring as Iowa State's football coach much more than the first, mainly because he's got plenty of company this time.

After lobbying the NCAA for an increase in the number of scholarships allowed--and winning a tarnished victory in January -- Walden signed 28 players to national letters of intent in February. That brings his squad total to nearly 80, still far below the 95 allowed but well over the 57 he had when he led his first ISU team to a surprising 3-8 season last fall.

"You always need to build a foundation, and I think we got a good start on one," said Walden, who signed five junior-college players. "We feel like this was a good crop because it fits the description of what we need."

What the Cyclones need is defensive help, and what Walden got is 22 defensive players. "We did everything humanly possible to start shoring up the area of deficiency, and that's defense," he said.

The most sought-after prep players ISU landed include Andrew Buggs, a 6-1, 175-pound corner back from Carson, Calif.; Matt Fauser, a 6-3, 185-pound wide receiver from Peoria, Ill.; Omar Helm, a 6-5, 210-pound tight end from Chicago and Gary Pedersen, a 6-2, 195-pound defensive back/running back from Grand Island, Neb.

While Walden was able to put some of the extra scholarships to use, he's still upset that the NCAA decided to raise the limit from 25 to 30 scholarships only for this year. Next season, it drops back to 25.

"It's kind of like throwing a little piece of corn to a starving bird," he said. "I need help recovering, and they throw me a piece of corn. Five scholarships for one year isn't much help."

Walden drew national attention when he complained bitterly that 25 scholarships would make it virtually impossible for new coaches to build competitive teams. He spearheaded a move among several coaches to have the limit increased to 30. "But [the NCAA] is determined to keep down those that are down," he said. "But we'll keep fighting. Right now the only thing keeping us from being a top 30 team is attrition. But we're making progress."

Jim Walden: Cyclones will keep fighting.

SPORTS BRIEFS

In 1981, the Iowa State men's track team shocked the Big Eight Conference by winning its first league title in 43 years. Seven years later, with the conference meet returning to Ames May 13-15, one might say the only shocker will be if the Cyclones *don't* win.

Coach Bill Bergan's troops have won five straight outdoor conference crowns since that victory in '81. ISU once again boasts a wealth of middle-distance and distance talent, with enough ability in the remaining events to be considered the favorite. "We have as strong a distance group as anybody in the country," Bergan says.

Barnaba Korir, an All-American from Kenya, leads that crew. The senior was second in both the 5,000- and 10,000-meter runs at the conference outdoor meet last year, and should be a repeat contender. ISU has the defending conference high jump champion in sophomore Fuzz Ahmad, and senior Ron McPhee is the Big Eight's premier decathlete.

A conference title may not be in the works for the ISU women, but second-year track coach Dick Lee says his team is making great strides. "We've got a strong base, now we're looking to fit in a few of the missing pieces," Lee says. ISU's top three athletes are senior Natasha Thomas, the defending conference 400 hurdles champ; senior Monica Miller, twice in the top three in the Big Eight shot put and sophomore Maria Akraka, a Swede who was an All-American at 800 meters indoors in 1987, and should be a contender in the Big Eight 800 this spring.

Maria Akraka

The Cyclone softball team did plenty of contending in the conference a year ago, finishing second in the regular season and fourth in the tournament on its way to a 32-18 season.

That's the good news.

The bad news is coach Deb Kuhn has only three starters returning this season. "The key word is inexperience," Kuhn says. "We've got talent, but it's young." Two of the three returning starters -- shortstop Karen Brenner and outfielder Jenny Condon -- were the Cyclones' top two hitters last season. "It'll be a challenge," Kuhn says, "but I like challenges."

Never let it be said ISU baseball coach Bobby Randall backs away from challenges -- especially after he led a team with seven new position players to a respectable 25-27 record last spring. "We grew up last year," says Randall. "Hopefully, we'll keep growing. It could be a very exciting spring."

Senior catcher/relief pitcher Pat Heiderscheit, an Academic All-American in 1987, returns after hitting a team-high .344 last spring.

Casting A Vote For 'Good Enough'

Presidential politics is a business of glorious expectations forever propounded, almost never fully realized but perpetually and eagerly devoured by a people who are nurtured on the American staple of hope.

Out there someplace, they think, must be a man or woman of such transcendent intelligence, compassion and courage that with a new policy, a new cabinet and a speech or two, their kids will get A's in school, the bank will remain solvent, business will boom, AIDS will be cured, the ravages of nature will be contained and all the ogres of the world will be talked to the altar of sweet reason.

We are at it again, searching for the perfect person to be president. We were all handicapped by the early biographers and history teachers who burnished the images of George Washington, Thomas Jefferson and Abraham Lincoln so vigorously that any question about their performance was obliterated in the sunbursts of adoration. We just can't quite absorb the notion that flawed people become president, that they all have almost as many disasters as successes, that their misjudgments almost always equal their moments of triumph.

Somebody noted the other day that had Bob Woodward, the *Washington Post's* premier sleuth, been at Valley Forge during the disastrous winter of 1777-78, Washington surely would have been hauled before an investigating committee for the corruption and failure of his quartermasters and for bumbling military strategy. He never would have made it to the presidency. And the story-telling, melancholy Lincoln, had there been a Sam Donaldson in those days, would have been savaged so regularly he would have been rejected for a second term in 1864.

So far in this season of the great campaign we have assaulted Vice President George Bush for being a prissy Yalie with overdeveloped manners. At the same time, of course, we have criticized Robert Dole for being too tough, too slashing.

There are two very important questions now before the citizenry in this process of selecting the next president. The first deals with the media that has become a part of government, indeed, the single greatest power in public life beyond the laws and the courts. That question is whether we will examine and headline every human flaw of the candidates right down to the hangnails. The answer to that question is probably already in -- the media will. Nothing will be sacred. Bedroom confidences, adolescent indiscretions that become known will be published.

The second, and more important question, is whether the American people will accept the notion of human imperfections in the White House, make sound judgments about those qualities that matter and those that do not in the art of leadership. If Gary Hart finally washes out he probably deserves it. His transgressions were too great. But should Bush be diminished because he stood by his President in a disastrous policy-- Iran/contra?

Had John Kennedy's bedroom athletics been uncovered he probably would have been driven from office as readily as Richard Nixon was for his lying and law breaking. Yet Kennedy was, by almost all other measures, an excellent president for his time. He had courage, a profound sense of history and a way to inspire his fellow countrymen. It is fascinating, too, to consider that the poll of presidential greatness done by Robert Murray and Tim Blessing of Pennsylvania State University shows that Nixon, currently rated a failure, is the one out of the 39 presidents judged most apt to rise in the ranks of greatness as time goes on. Nixon's achievements in foreign policy rise like a monument out of the squalor of Watergate.

Dwight Eisenhower was just as bumbling as Ronald Reagan in the last years of Ike's terms. We reporters were contemptuous of the old, sick general. "He sits up in this bedroom reading Zane Gray novels and painting by the numbers," we wrote. What wretched journalism that was. He was a splendid leader who erred and failed like they all do but who held the world together on his talent for reconciliation and his abundant common sense born on the Kansas prairies. That was enough.

Lyndon Johnson was probably the best legislator this country has ever had but the world beyond Texas and the U. S. Capitol was a mystery to him. One night flying back from an Asian conference on Vietnam, LBJ fixed his baleful eye on the reporters gathered around him on Air Force One and made this pronouncement: "Boys, you know something? Foreigners are different from us." There followed the greatest political tragedy of modern times -- the Vietnam involvement.

No president has really been a total failure despite the penchant of historians to put Ulysses Grant and Warren Harding in the basement. Nor has any president been a total success. Managing freedom is a messy and expensive and inefficient business. But freedom still is with us, no place stronger than in the United States. There is every reason to believe we will survive the next president.

Hugh Sidey, a 1950 Iowa State graduate, works for Time magazine's Washington bureau as a contributing editor and columnist ("The Presidency"). He has authored four books on U.S. presidents and received ISU's first James W. Schwartz Award for distinguished service in journalism.

Summer in Canadian Rockies

Two of Canada's most dynamic and scenic provinces, Alberta and British Columbia, are featured in our July alumni "Canadian Rockies" travel opportunity. Famed resort hotels, stunning glaciers, crashing waterfalls, snow-capped peaks, meadows of wildflowers, forested valleys, raging rivers and tranquil lakes -- they're all a part of the breathtaking Canadian Rockies.

ITINERARY

July 23
Arrive Calgary, transfer to Bow Valley Inn

July 24
Travel through Canadian Rockies to Chateau Lake Louise

July 25
Cross Continental Divide, view Takaka Falls, Lake Louise and Victoria Glacier

July 26
Travel to Jasper Park Lodge in Jasper, viewing Athabaska Glacier in the Columbia Icefield

July 27
Boat trip to Maligne Lake

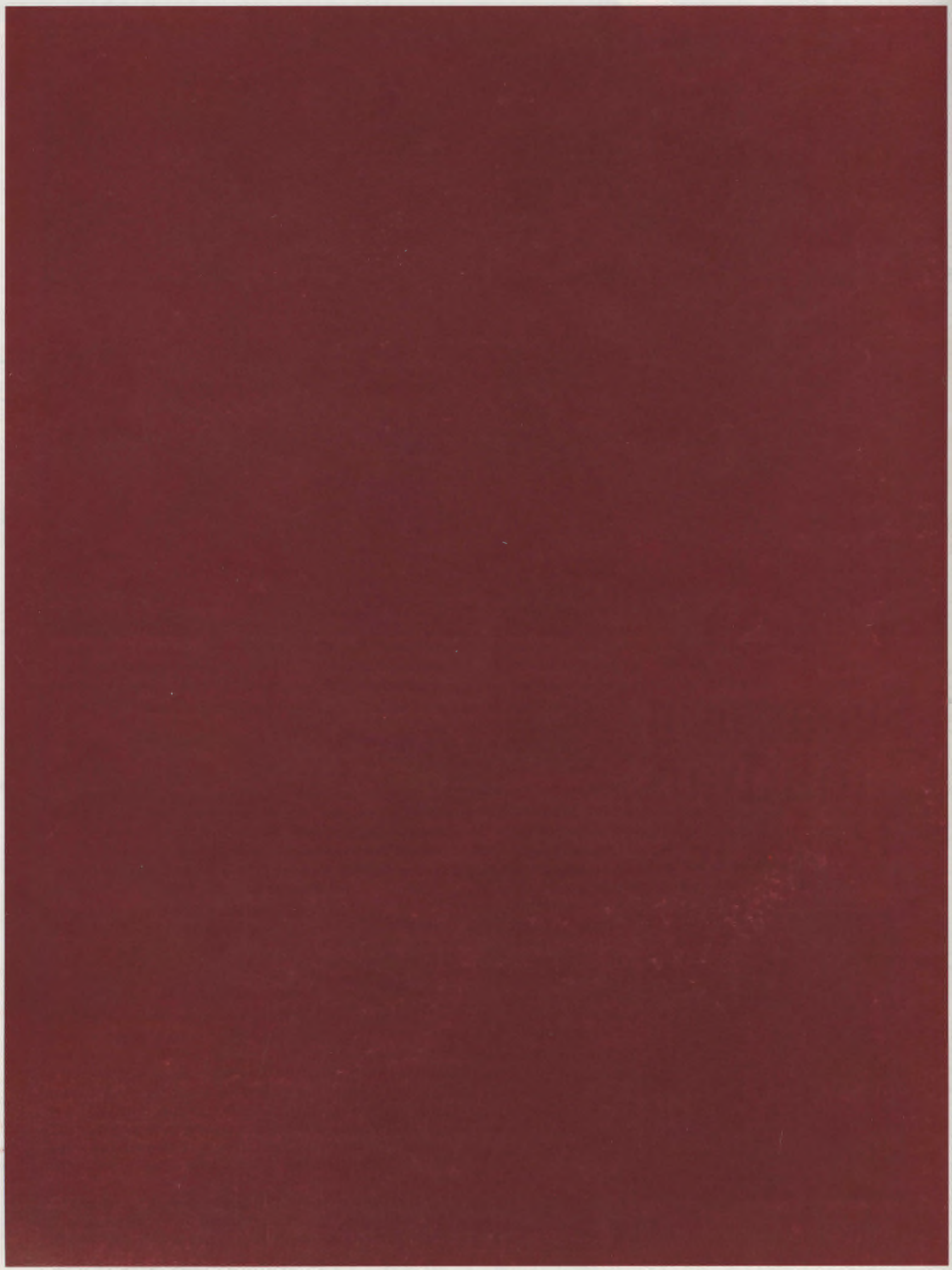
July 28
Travel to Banff Springs Hotel in Banff National Park, viewing Athabaska Falls

July 29
View Banff National Park

July 30
Depart Banff

PRICE

$1695 per person from Calgary, based on double occupancy, plus $30 additional per person occupancy tax. For more information, contact the ISU Alumni Association, Alumni Suite, Memorial Union, Ames, Iowa 50011, or phone 515-294-4607.



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