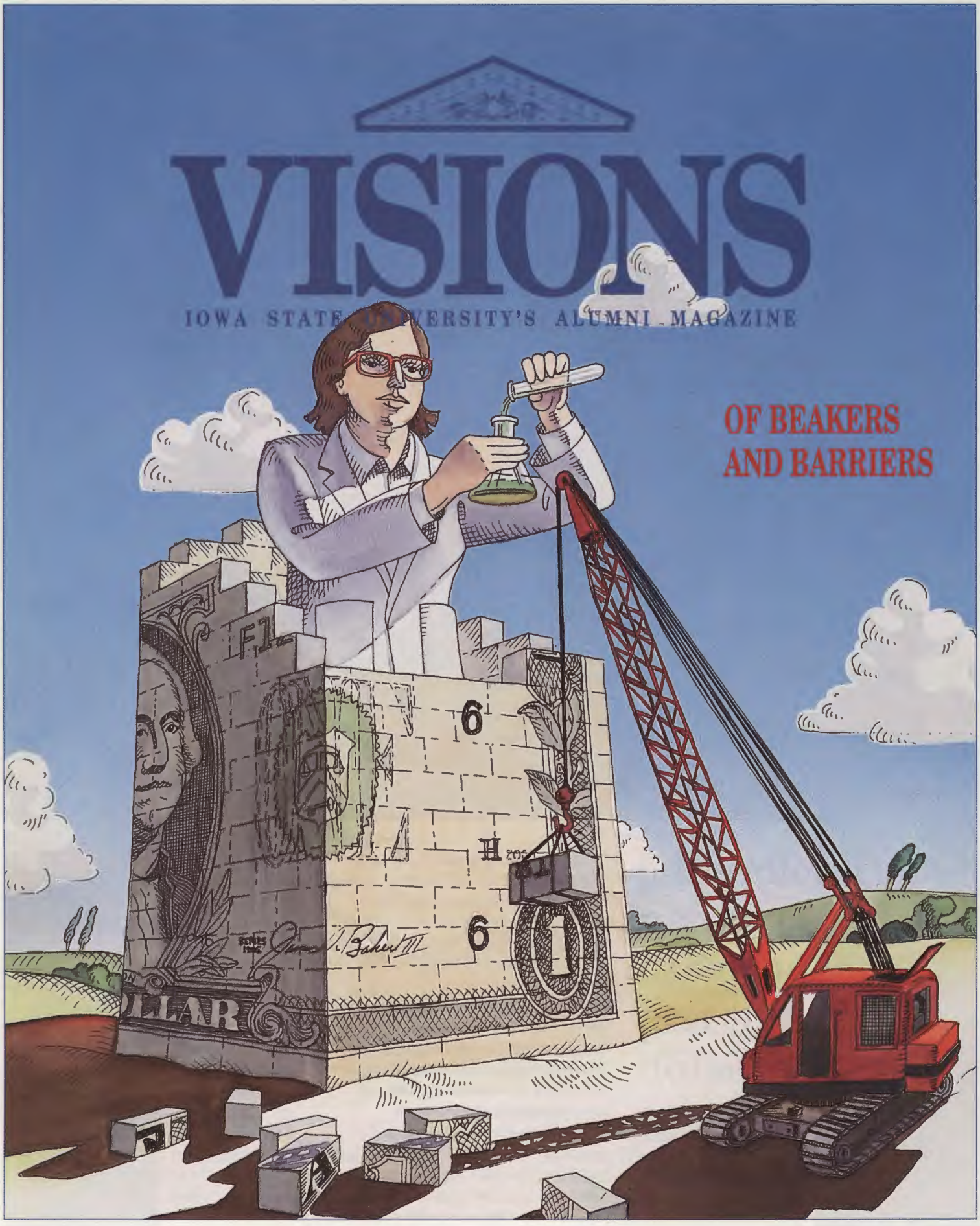
VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE

OF BEAKERS AND BARRIERS



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WHEN IS 'FREE TO BE' TOO MUCH TO ASK?

Campus debates prove it's more than memorizing the First Amendment

When I was growing up, I looked upon social studies classes with ambivalence. Lectures on map skills became a great opportunity to ponder how I'd ever get back into the good graces of the Clean Desk Club. But just talk about a hero, any hero, and I'd be putty in a teacher's hands. The gutsier the better, as far as I was concerned. I craved learning about the ones with moxie, the ones who spoke out when no one else dared. Even when freedom of speech was a concept too obscure for me to comprehend, I knew that's what social studies class was meant to be.

A Veishea bonfire...

The older I got, the more I took it for granted. I knew the Constitution was a big deal, but in my youthful arrogance, I also knew that the freedom to express oneself was a right I never had to worry about losing. That only happened in those cold, desolate countries you threatened to run away to if you lost stereo privileges for a week.

It wasn't until the late 1970s and my "university experience" that I began to grow in my appreciation of basic human rights as guaranteed by that same Constitution. And a decade later, I find myself pondering those same issues, again because of the "university experience."

Nutrition researcher Suzanne Hendrich relayed to the public widespread findings regarding red meat consumption and its potential effect on some aspects of human physiology. Certain state legislators took umbrage at her remarks and alluded to her possible conflict of interest in utilizing state funding while expressing criticism of Iowa products. Soon an entire campus was discussing academic freedom and the right to disseminate information without threat of retribution. The spotlight shined on conceivable controversies that could develop as escalating levels of support—both private and public— match rapidly expanding research activity at Iowa State. VISIONS examines those issues, beginning on page 12.

What happens when our treasured freedom of expression careens out of control? When acting out our own wishes and needs puts those around us in real danger? By the time Veishea '88 had ended, people across the nation were asking the same questions.

It was a scene out of the 1960s—police in protective gear walking en masse along the width of Welch Avenue while a white-hot bonfire raged in the middle of the street. Thousands of young people, many of them Iowa State students, chanted, cursed and expressed their "need" to party. Meanwhile, private property was demolished, innocent bystanders were injured and the Ames chief of police was quoted as saying, "At least in the '60s, students had a cause. These kids are just drunk." More about the debacle known as the Veishea Riots on page 6.

Expressing opinion, provoking dialogue, encouraging re-evaluation—all are most satisfying when they make a positive contribution. And that's what the premier issue of VISIONS accomplished, based on the outpouring of affirmative feedback received during the past several months. Our challenge now is to continue to foster that attitude and to build credibility among our readers by offering food for thought along with the rest of the smorgasbord that is Iowa State.

...becomes an ugly scene.

See Page 6

— Debra Gibson

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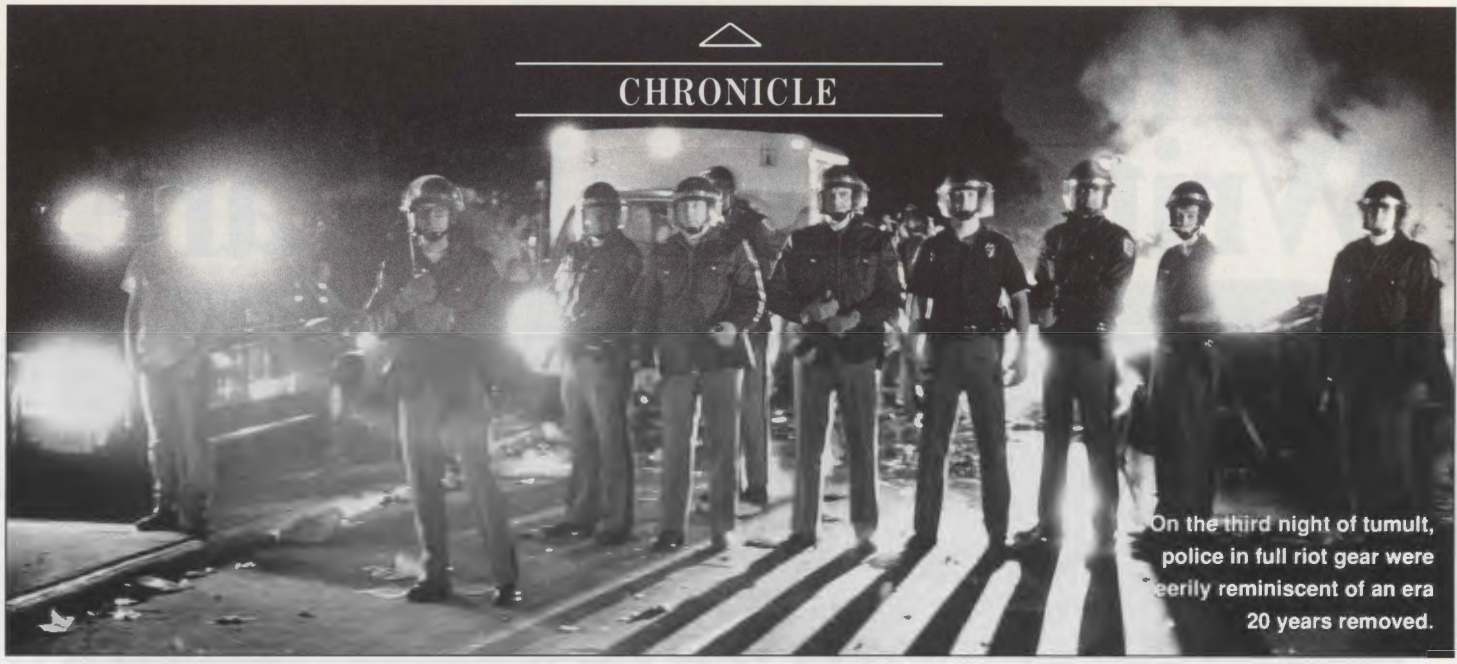


On the third night of tumult, police in full riot gear were eerily reminiscent of an era 20 years removed.

Veishea riots stun ISU

Veishea '88 left behind many unanswered questions, but one thing seems perfectly clear: Veishea will never be the same again.

Before the vaunted celebration began in May, reports of increasing financial troubles already had made it apparent some changes were in order. But after thousands of overzealous partiers turned into drunken, destructive rioters in Campustown for three consecutive nights—giving Iowa State, as President Gordon Eaton put it, "a black eye for the entire nation to see"—many were left wondering if the 66-year tradition would survive at all.

But Veishea, thanks to hours of post-riot dialogues, will certainly live on, albeit in a markedly different guise.

"We lost what was a very genuine sense of wholesomeness and goodness to hooliganism and uncivilized behavior, the only apparent reason for which was the abuse of alcohol," Eaton said in a May 9 press conference. "But it was very unlikely that we would consider that Veishea would not continue. I think we would be shooting ourselves in both feet if we thought we would solve the problem by cancelling Veishea."

On the evenings of May 5, 6 and 7, partiers built huge fires on Welch Avenue, using anything they could find—siding from houses, furniture, even their clothes—to fuel them. When the police

TURBULENT WEEKEND CLOUDS EVENT'S FUTURE

moved in on the final night of rioting, bottles, rocks and bricks began to fly. After having little success breaking up the mob, officials called in ISU basketball coach Johnny Orr and football coach Jim Walden at 4 a.m., and the two men finally were able to bring an end to the mayhem.

Barely 24 hours later, Iowa State administrators and students were meeting with Ames officials to search for answers. They agree the riots, resulting in tens of thousands of dollars in damages, more than 80 injured law officers and more than 50 arrests, probably had little to do with Veishea itself. More than half of those arrested were not Iowa State students.

"This is a much larger issue than just the Veishea weekend," said Ames Mayor Pro Tem Larry Curtis. "But we are not going to wait until this happens again—[the creation of] a bloodletting kind of environment."

Other officials used the term "war zone" to describe the scene. Ames Chief of Police Dennis Ballantine said of the Saturday night melee in which 45 were arrested: "If that wasn't a riot, I don't ever want to see one. Thank God no one was killed."

A Veishea task force made up of students, administrators and city officials will address the situation in full this summer or fall, but possible answers as to why it happened have been discussed:

▲New, stricter campus restrictions on drinking probably pushed many into the streets with anger toward the university. The state's raising of the drinking age to 21 also kept many out of the bars. "Some of [the violence] was almost totally related to hostility because of the interruption of what they perceived as their right to party," Curtis said.

▲Temperatures in the 70s made conditions good for huge outdoor gatherings.

▲Students have been quoted in local media as saying tuition increases and a perceived lack of commitment from the administration could have added to the volatility of the situation.

At least three preventive measures will be investigated thoroughly:

▲Reducing from two to one the number of days off students have from ISU classes during Veishea, a move that already had been discussed because of financial considerations. "It's a safe bet we won't have two days again," said ISU vice president for student affairs Thomas Thielen.

▲Developing more evening activities as alternatives to drinking. "We want to have [Veishea Central Committee] program more for Saturday evening, and program more for students," Thielen said. "We want to bring Veishea back on campus Saturday night."

▲Establishing stricter university and city

guidelines during Veishea. "After what happened, that's completely justifiable," said Government of the Student Body President Doug Martin.

In the meantime, a community tries to forget the past and look ahead. Though he's well aware of Veishea's tarnished reputation, Lynn Engel, student adviser for the event, said its future "is still looking good. There is some reorganizing to do, but we think with the cooperation we're getting from the university, we're not going to have to cut back much."

Engel said Veishea lost money in both 1986 and 1987, and that trend almost certainly continued this year. But while the losses have continued to grow, Engel maintains Veishea "can continue to be as big and as good, we'll just have some committees working on tighter budgets. We can work things out."

Trice statue dedication is victory for supporters

Though rioting tarnished Iowa State's Veishea celebration, the spirit of Jack Trice, a black man who has captured the hearts of thousands since his death as an Iowa State football player 65 years ago, shined brighter than ever.

After more than a decade of debate and controversy, many student leaders finally saw their dreams realized when a bronze statue of Trice was dedicated before about 500 people near Beardshear Hall after the Veishea parade.

Trice was Iowa State's first black athlete. In 1923 he suffered internal injuries in a game against Minnesota and died two days later. It wasn't until 65 years later, many believe, that he was justly memorialized.

The Jack Trice statue

Student leaders began pushing in the 1970s to have the football stadium named after Trice but won what they considered a hollow victory when administrators opted for "Cyclone Stadium/Jack Trice Field."

At the statue's unveiling, former Government of the Student Body Vice President Mike Keller, a key leader in the statue project that was funded solely by students, said the memorial made that victory complete.

"This is a statue to a great man and a symbol of the courage it takes to fight the evil of prejudice," Keller said. "Prejudice is evil, and I hope that students who look at the statue see that."

Also speaking at the dedication were former Des Moines Register columnist Donald Kaul, who took up the Trice cause in his writing; ex-GSB presidents Mike Reilly, Keith Stepp and Julianne Marley; and Marc Urquhart, a black Iowa State basketball player. Trice family members also were present, along with Robert Fisher, a member of the 1923 team.

State appropriations help put Iowa State 'in the right direction'

Carol Bradley, assistant to Iowa State President Gordon Eaton and the university's lobbyist, couldn't have asked for much more from the Iowa General Assembly.

Iowa State will receive nearly $17 million in appropriations funding, the same figure requested by Governor Terry Branstad. "And they honored all the commitments they had made while making some new ones," Bradley said. "A lot of things don't meet the need, but they get us in the right direction. Given the time we're in right now, with still some economic uncertainty, that's very positive. The General Assembly managed to come through with the governor's request for all of the [State] Board of Regents' requests, and in some cases exceeded the requests."

Bradley said the biggest highlight coming out of the 1988 session was the average 10 percent faculty salary increases in the general salary bill. "This is an area that is always precarious, and there had been tremendous doubt early," Bradley said. "This lets us continue on with the next [fiscal] year [which began July 1]."

Bradley noted some other "very important" results of the sessions, including:

▲$1 million for equipment that will bring the new Agronomy Building to its full potential;

▲$2 million to fund improvements in the livestock facilities at ISU;

▲$500,000 for the ISU-3M joint research project on campus.

Iowa State also will receive $4.25 million—the amount the General Assembly already had committed— from Iowa lottery funds. "A lot of appropriations in the line-item lottery bill were changed," Bradley said. "It's good to see that commitment kept.

"I wouldn't describe any single thing as a big disappointment. I think overall, though a lot of people don't realize it, the General Assembly has worked very hard for the Regent institutions the past few years."

Bradley said Iowa State received some more positive news in May concerning the Legislature. The Legislative Council has approved an interim committee on the coordination of agricultural research and funding that will hold four public meetings across the state. "That could be a very important committee for Iowa State and the entire state," Bradley said. "It could result in an affirmation by the people and the committee to make some significant investments in agricultural research."

Skivvies for the space age

B.K. LUNDE TAPS TEFLON TO FEND OFF RADIATION

There's silver in them thar underwear! At least there is in B. K. Lunde's unmentionables. Lunde is an engineer at Northwestern Bell, a temporary architectural engineering instructor at Iowa State and for the past one and a half years a wearer, manufacturer and seller of silver-coated underwear.

No, the 50 year old with a Ph.D. in physics hasn't gone new-wave in mid-life. She's not making any statements, but just trying to protect herself from what she feels is an onslaught of electromagnetic waves. Slipping into her space-age slip every morning gives the former NASA and MIT employee a sense of security, and she's found there are people willing to pay for that protection—even if it means putting a little metal between them and their trousers.

"I had read articles about birth defects and cancer and other problems caused by electromagnetic fields emitted from things like computers, TVs and microwaves," Lunde says. "It's been pretty well-documented. I'm not into biology or medicine, but from my engineering background, I knew how to shield that stuff."

Lunde, who had plenty of experience with electric fields when she and her ex-husband owned KLFM and KJJY radio stations in Des Moines, began searching for a fabric that would do the trick. After striking out several times, she located an East Coast distributor that could supply her with a gray, meshy, silvercoated fabric at a reasonable price. She soon donned underwear made from the material, and later began selling the garments to others concerned about the potential dangers in the airwaves.

"It was important that the garments wouldn't be seen," she says. "Things like lab coats and aprons make people say, 'What are you, some kind of space person?' I just want to know that I'm protected.

"And people that have responded to the product are those tuned in to the hazards. The others aren't used to the idea. A lot of people have said this might be a little ahead of its time. I think I can wait until its time arrives."

B.K. Lunde hopes her silver-lined underwear eventually leads her to a pot of gold.

Business has steadily improved for Lunde's company, Silver Lining. Besides clients in the United States, she also sells to consumers in Japan, Sweden, Finland and Canada. Customers in all four countries have shown interest in acquiring distributorships, but nothing has panned out yet.

Lunde sells camisoles, slips and briefs for women and T-shirts, athletic shirts and boxer shorts for men. Costs range from $12.95 to $19.95.

"[Silver Lining] has stayed fairly small," says Lunde, who has applied for a patent on the idea. "I wanted to start out slowly. I think the potential is great—there are millions of computer operators out there. I think it will improve even more when I begin marketing."

Located in Lunde's Des Moines home and employing a Newton seamstress, Silver Lining has yet to be promoted through paid advertising. But the underwear has gotten plenty of exposure in its brief existence, having been featured in the Washington Post and the Wall Street Journal and on the CNN cable network.

Lunde is happy to model the garments —albeit *over* her clothes. Since the fabric resembles gray pantyhose, it is perfectly transparent.

"I market it for protection, but I do say in my letter to clients that you better watch who sees you in it," says Lunde, adding that the underwear protects best when worn next to the skin. "Of course it's not its main purpose, but it's no secret that it can be sexy."

But will it play in Nantucket?

They tried to break the record for Twister,
"Come to Veishea," they said, "bring your sister,"
They fell short of their mission,
But showed some ambition,
Amid cries of, "Watch your hands, Mister."

This is one clipping penalty he'd rather have declined

As Iowa State's strength coach and the possessor of rather large bi's, tri's and pecs, Tom Wilson doesn't have to take any lip from anybody. But because of four of his heftiest pupils, he did have to take *from* his lip.

Offensive linemen Gene Harris, Ben Mitchell, Keith Sims and Gene Williams —combining to weigh in at more than half a ton—were told to trim down over the winter. Wilson added some incentive to the hairy task: If they dropped weight, he'd drop his mustache. The players came through, losing about 20 pounds each. Wilson answered with more than lip service, shaving the 'stache before a crowd of ISU players, coaches and athletic personnel and local media. Said the suddenly boyish Wilson, "I think I'll have to get my ID shined up so I can get into bars."

You'd have to 'C' it to believe it

Confident they'd cop a crown, a conglomeration of civil engineering students cooperated in constructing a concrete canoe to compete in a couple of contests. Costing 400 clams, the craft cruised 'cross calm, cool Lake LaVerne before coasting to Cardinal-ville (St. Louis) and a closely-combated competition. It captured second, causing contented coach Jim Cable to cackle convivially and congratulate his conquering crew. Their cachinnation quickly concluded when the 300-pound kayak, completely capable of keeping afloat, couldn't quite cut coming back to 'Clone country. Confined in a car, the cramped cruiser cracked into a couple of crumbled compartments, compelling Cable to contemplate: "We coulda been a contendah."

Battling for a breakthrough

Joseph Viles' artificial liver may provide hope to thousands in their battle against liver disease.

ARTIFICIAL LIVER HOLDS PROMISE FOR A SECOND CHANCE

It started out simply enough. A few friendly telephone conversations between an Iowa State professor and a former student.

Things have gotten a lot more complex lately.

"What we're working on here," said ISU zoology professor Joseph Viles, "someday could be saving lives. Pretty big stuff, huh?"

Real big. Viles and Dr. Paul Hart, a 1972 Iowa State graduate, have spent weekends, vacations and holidays—and a lot of those phone conversations— developing a potentially revolutionary artificial liver the past eight years. They currently have a workable apparatus, but are awaiting word from both the patent office and a commercial manufacturer.

"We're pretty much in limbo right now," said Hart, who is an emergency room physician for Emergency Physicians Staffing in Dallas. "But we're confident we'll have people using this one day. It's progressed to the point where it's an inevitability."

The scientists' biggest roadblock now is finding a manufacturer for the project. Viles and Hart have been soliciting companies for more than a year, and recently began using national listing publications to circulate the product through the biotechnology community. "Either way, I'd say we're still a good five years from the day somebody will be hooked up to this thing," said Viles, a cell biologist at Iowa State since 1969.

But when that day does arrive, both men think it could be one for the entire medical profession to celebrate. According to the American Liver Foundation, more than 25 million people suffer from some type of liver disease, and more than 27,000 die each year, many while awaiting a transplant. Hart learned of the severity of the problem while training in the University of Minnesota's transplant unit, and began thinking then that something should be done. Viles, meanwhile, "has been worrying about liver problems in my laboratory since the early '70s."

The problem is two-fold: Not only are there not enough livers available, but oftentimes those available aren't suitably matched. "So people end up dying while waiting for transplantation," Viles said. "This could prolong that wait."

Driven by that mission, Viles said the two became "really geared up" for the project in 1983. Their system is based on the same principle as kidney dialysis, with blood being removed from the body and diffused through a membrane. Achieving that diffusion was the biggest problem in the development of the artificial liver, and Viles' cell biology expertise was crucial. He devised a method of lining the membrane with a layer of immortal liver cells that serve the same function as the liver.

"We've still got some problems to be ironed out," Viles said. "There are problems with viruses, and we've got to have matched cells. When we do that, we'll be much, much closer to the function of an actual liver. But at this point, we've got to wait for the patent and the commercial manufacturer before we can challenge these other problems."

Funding also has been somewhat challenging. Viles and Hart have been turned down by several organizations, and have had to fund the entire project privately. "As far as the money goes, we haven't always gotten a great reception," Hart said. "But in terms of the scientific concepts or the need for this thing, we've gotten nothing but good responses. That keeps us going. As time goes by and you're still standing there with this thing in your hand and you're not kicked out the door and lying in the gutter, you tend to get more and more confident."

Ames Laboratory is recipient of extra $100,000 funding

The U.S. Department of Energy's Office of Energy Storage and Distribution has given the Ames Laboratory $100,000 in additional financing for research in the development of high-temperature superconductors.

The lab, operated by Iowa State and the Department of Energy, is one of 10 department laboratories that has received financing for expanded research.

According to Ames Lab associate director Douglas Finnemore, the main task of the laboratory will be to develop methods of turning the new superconducting materials into filaments.

Team looks to genetics to aid milk production

Don Beitz thinks he can help dairy farmers make great strides in milk production, and the Holstein Association has given him a $34,000 vote of confidence.

Beitz, an Iowa State professor of animal science, leads a team that has been studying genetic information relating to milk production since receiving $120,000 from ISU's Biotechnology Council in 1986. This recent grant from the national organization, he said, "shows us that industry recognizes our work is important."

The team's study centers on variations in the genetic information of mitochondria, the energy "powerhouse" of the cell. It hopes to determine how those variations relate to milk production and the health status of dairy cows, and how those variations are transferred by cows to offspring.

"This is a very unique way of studying the efficiency of milk production," Beitz said. "Nobody's looking at it this way. The initial gain will be to people working with genetic selection programs of dairy cattle in both farm and industry, and the ultimate benefit of increased efficiency in food production will go to all of Iowa's consumers."

Co-investigators with Beitz are John Mayfield, associate professor of zoology; A.E. "Gene" Freeman, professor of animal science and Alan Myers, assistant professor of biochemistry and biophysics. They lead a team of animal scientists and breeders, biochemists, nutritional physiologists and zoologists.

Fanslow receives research award

Alyce Fanslow has been chosen the 1988 recipient of the College of Family and Consumer Sciences' Research Excellence Award, an honor for faculty members who are recognized nationally for significant research contributions.

Fanslow, who joined Iowa State's home economics education faculty in 1960, is nationally renowned for raising the standards of research quality of home economics.

As a key member of the College of Family and Consumer Sciences faculty, Fanslow is an expert in nutrition education for elementary students. She has directed several projects that have included the development of nutrition achievement tests, food behavior inventories, assessments of food purchasing and a microcomputer program for measuring food intake behavior. These materials are used currently in thousands of grade schools nationwide.

Fanslow also is a recognized authority on entrepreneurship, particularly of rural women.

BRIEF INQUIRIES

▲Adjunct associate professor of economics Klaus Frohberg has received $184,000 from the U.S. Soil Conservation Service for his project, "Appraisal of Our Soil and Water Resources."

▲The State Board of Regents has awarded elementary education professor Gary Downs $58,146 for his "Practicing Scientists and Teachers of the Talented and Gifted Working Together: Implementing an Inservice Program for Excellence."

▲Engineering science and mechanics professor Jeff Huston has been given $12,000 by the Mercy Medical Center in Des Moines for "Investigation into the Engineering Feasibility of Using Hip Joint Protective Clothing to Prevent or Reduce Hip Injury."

▲The Iowa Department of Agriculture and Land Stewardship has given $489,812 to Jerald DeWitt, assistant dean and associate director of Cooperative Extension Services. DeWitt's project is "Education and Best Available Technology Assistance."

▲Brunnier Museum director Lynnette Pohlman's study, "The History of Glass," has received $20,000 from the National Endowment of the Arts.

▲The L.J. and M.C. Skaggs Foundation has given $3,000 to professor of foreign languages and literatures James Dow for his "Folklore Bibliography."

▲Jeanne Warning of the Cooperative Extension Service has received $50,000 from the Kellogg Foundation. She is conducting the Iowa Family Community Leadership Program.

▲The Grinnell 2000 Foundation has given associate professor of community and regional planning Jerry Knox $2,000 for his report, "Future Growth and Development of Grinnell."

SAME SONG SECOND VERSE

WHILE THE RECENT DEBATE OVER ACADEMIC FREEDOM FEATURED NEW LYRICS, THE FAMILIAR TUNE STILL STRUCK A WRONG CHORD

The more things change, the more they stay the same. Take the issue of academic freedom, for instance. Three or four decades ago, it wasn't unusual to pick up a newspaper or magazine and read about campus "witch hunts" or professors berated for voicing opinions that went against the mainstream. But those stories rarely appear these days. Academic freedom, as we've known it, has not seemed to be as prominent an issue to battle in the 1980s.

That's why a series of events that occurred on the Iowa State campus in February still seems out of place several months later. Although the scenario had all the makings of a true academic freedom issue, it was obvious that freedom of speech on campus has a new look, an '80s look. So typical of the era, dollars and cents play a major role. Even so, the outrage and confusion that accompanied the most recent events illustrate that, like 30 or 40 years ago, questions still need to be answered, and matters of crucial importance to the university must be addressed.

Just like old times.

BY DEBRA GIBSON

Suzanne Hendrich arrived on the Iowa State campus a year ago as one of the university's new biotechnology scientists. Equipped with a $150,000 grant obtained from lottery funds allocated by the Iowa Legislature, Hendrich immediately began her research on how certain nutrients, specifically Vitamins C and E, can work to prevent the formation of cancerous tumors. Several months later, Hendrich was interviewed by a student intern for the ISU Information Service's radio "Newsline" report on dietary factors that may be involved in cancer development. During that interview, she highlighted in particular those dietary recommendations endorsed by the National Academy of Sciences in its book, *Diet, Nutrition and Cancer*.

Though those recommendations were from research other than Hendrich's, she expressed her personal support of the suggestions, which included:

▲reducing alcohol consumption;

▲reducing the consumption of red meat broiled over charcoal because of the carcinogenic [cancer-causing] substances that may form during the cooking of high-protein foods;

▲reducing the fat content in the diet, and

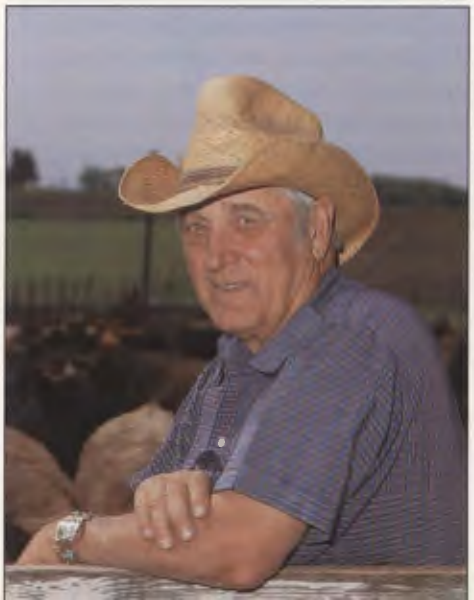
▲eating fewer animal products and more vegetable products.

Unfortunately, the overzealous student intern took the editing several steps too far, cutting and splicing the tape until the final 30-second report zeroed in only on Hendrich's suggestion to limit red meat intake ("It came off sounding like I said red meat causes cancer."). When the radio report was released statewide on February 19, phone lines began to flash all over campus. Irate callers who had heard the report were venting their collective spleens.

Their beef was simple: How dare a scientist at a state institution criticize one of Iowa's major industries, in this case the cattle business? And worse yet, rumor had it that this particular researcher was using state lottery money to fund her studies.

In no time, media across the nation picked up the story. The Chronicle of Higher Education made the flap a page-one story, and academicians nationwide began calling Hendrich with their votes of

"That whole issue of academic freedom was blown way out of proportion."
—Senator Berl Priebe



confidence. And so began the quiet, unassuming scientist's strange journey into the national limelight as academe's latest hero.

A few months later, the campus has quieted, and chronologies and details have blurred in the minds of many closely involved. Yet, basic questions remain: Is this just the beginning? As university research becomes increasingly dependent upon outside funding sources— governmental or industrial— are the rules changing? Are those who pay the academic piper calling a predetermined tune? And what happens when state-sponsored research leads to politically unpopular results? Certainly someone must pass down judgments on such policies— but who? The researcher? The legislature? The university's president? The state taxpayers?

Who decides?

"The recommendations that I mentioned have been known for a long time and have been discussed widely. But that didn't seem to matter."
—Suzanne Hendrich

The call to appear before the Iowa Senate Agriculture Committee three days after the radio broadcast came as a shock to Suzanne Hendrich.

"When I appeared before those men, what I really tried to get across was that they were making a big deal out of very little," Hendrich remembered. "The recommendations that I mentioned have been known for a long time and have been discussed widely. But that didn't seem to matter."

What mattered to at least some legislators was that a researcher at a state university would address publicly the possible drawbacks of one of Iowa's leading industries.

Sen. Hurley Hall of Marion was quoted in The Des Moines Register as saying to Hendrich during her meeting with the agriculture committee, "The university employs you, and we kind of expect you to help promote our industry in this state. That's what we're looking for." Another senator reportedly told Hendrich that she had done "irreparable damage" to the state's hog and cattle farmers.

It was the committee's chairperson, Berl Priebe from Algona, who addressed the fact that Hendrich's research is being funded by the state.

"We've worked hard to get some money for Iowa State," Priebe told The Des Moines Register, "...and right now we've got some [committee] members who aren't very enthused."

Priebe later reiterated his concern. "What Suzanne said on the radio was theory, not documented fact," Priebe said. "And it was research done by MIT six or eight years ago, which, Hendrich admitted in front of the committee, was flawed. Rather than talking about that study, she should have done her own.

"When the state appropriates $150,000 for her research, we don't expect her to give us MIT's study instead."

According to Hendrich, she didn't. She says her purpose was to review for the committee several studies, based on epidemiological evidence, that point out the association between a high level of fat

consumed in the diet and increased incidences of breast, prostate and colon cancer. And none of those studies she cited was derived from MIT.

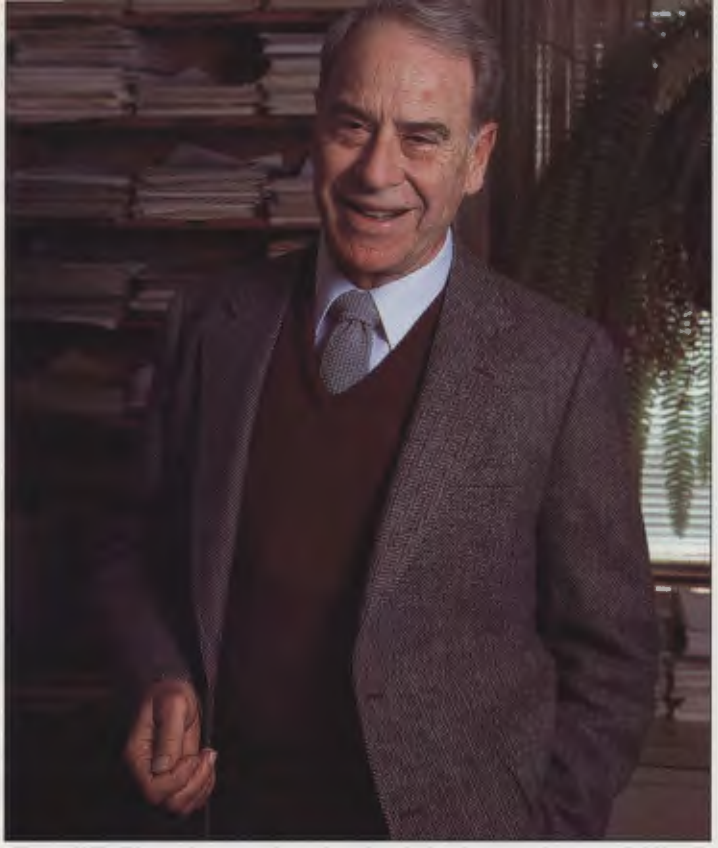
"Senator Priebe has his facts confused," Hendrich says. "During my meeting with the agriculture committee, I talked about a set of dietary recommendations the National Academy of Science endorsed back in 1982, and he started bringing up this MIT study. All I can think of is that he was referring to a study done several years ago that suggested there was an unhealthy amount of nitrosamines [carcinogenic substances] in bacon. Actually, I don't think the level of nitrosamines in bacon is that great a health risk in comparison to other things. But I wasn't there to talk about that."

Nearly to a person, the Iowa State community rallied around Hendrich during the ensuing days of discussion. President Gordon P. Eaton defended her actions in a statement: "The university's integrity is its very essence. [Its] unqualified advocacy of the freedom to investigate and to disseminate the findings of its research is its most fundamental contribution to society. Teachers and researchers require it, the administration demands it and the institution's reputation depends upon it."

Though Hendrich was buoyed by the strong show of support, she remains baffled about why the situation ever occurred. "I think it is critical for me to play a role in providing information to the public, not just to my students in the classroom," Hendrich explains. "If we just do our research and don't try to talk to people about what the significance of that research might be to them, then we're not doing our job. That has been a clearly established role of a university professor for a long, long time. Any other possibilities just seem so bizarre to me, and yet what some of those men were talking about that day was censoring certain information so it doesn't do too much damage to our critical industries.

"I had a conversation with one of those senators before I went down there [to the hearing], and he said he couldn't believe the legislature was paying Iowa State University to do research in this area of 'showing that red meat caused cancer,' which is what he thought I was saying. So I said to him, 'Wait a minute—you can't really mean that if someone did find carcinogenic substances in meat, that evidence should be suppressed?'

"His reply was, 'No, of course I don't mean that,' but it makes me wonder in what ways legislators can influence research."



"If graduate students can't publish their findings, then we couldn't use their services. And then we may as well become an industrial laboratory instead of a university."
—Daniel Zaffarano

Hendrich isn't the only one asking that question these days as legislators look to the state's scientists to work their magic on a sluggish Iowa economy. ISU received a $17 million commitment in lottery funds from the legislature in 1986 to start the biotechnology research program. Nearly a dozen new scientists have joined the faculty since then to pursue projects using those funds. Existing faculty positions have been reassigned to that area, and additional jobs will be filled soon.

But increased research activity at Iowa State can't be attributed solely to availability of state funds. As of June 30, 1987, research contracts and grants awarded to the university had increased by 43 percent from the previous year to $59 million. Slightly more than half of that total is derived from federal sources. Included in that figure is the U.S. Department of Energy's $19 million contract with the Ames Laboratory and a $6.5 million Air Force grant for microelectronics research.

Industrial funding netted $4.2 million for Iowa State during the 1986-87 budget year. The corporate haul for the fiscal year that ended June 30 already had reached the $4.1 million mark by March 28.

This dramatic surge in funding for research is no accident, according to Daniel Zaffarano, who retired June 30 as ISU's vice president for research and dean of the graduate college.

"The real growth in our work," Zaffarano says, "has been due to the fact that faculty members have broadened their funding base by applying more to industry, the foundations and proper organizations in order to try to be less dependent on either the state or the federal government. I think it's a very healthy development for Iowa State."

But the potential remains for a decline in that state of health. Attractive contracts or grants could threaten a researcher's academic freedom, as typified by the conflict that Hendrich encountered with the state senate's agriculture committee.

But the university works overtime to prevent such clashes from occurring, according to Steven Price, who joined the ISU staff earlier this year as the industrial liaison for the biotechnology program. He draws on his experience as a former group leader for Standard Oil of Ohio as he communicates to industry the biotechnology resources available at Iowa State and orchestrates technology transfer from the university laboratories back to industry.

"You cannot force faculty to do research they do not want to do," Price

says. "It's important that a faculty member knows going into an agreement what the expectations are. But there's no reason for that researcher to end up blindsided and surprised."

The fact remains: Possible conflicts could develop. "What-if questions" come to mind.

▲What if the funding source has determined its desired results before the research has begun?

"If you start out to prove a point rather than test a hypothesis, then I think you're in trouble," says Walter Fehr, professor of agronomy and coordinator of ISU's biotechnology research programs. "You're in trouble as a scientist because you are not likely to be very objective in looking at the results in the first place, and the persons you are conducting the research for [will be] dissatisfied with those results.

"Objectivity is the key. It's very critical that you conduct research to find the truth, not to prove a point of view."

▲What if a funding source is displeased with the results of its sponsored project?

Fehr himself has conducted research that produced results less than flattering to a sponsor. In his work for the crop hail insurance industry during the past two decades, he has studied soybean damage and recovery from hail storms, information then used to determine insurance adjustment procedures. On occasion, Fehr has discovered glitches in the procedures that adjusters use to strike fair settlements with farmers. In those cases, he says, the industry has used his findings to revise its procedures.

The official memorandum of agreement, which finalizes sponsored research, stipulates that university researchers "may publish anything we find out, positive or negative, about the product or process," Zaffarano says. "The only stipulation to that may be the funding source's preview of the publication to review for factual errors. If indeed our facts are wrong, they can point that out, but they cannot prevent us from publishing anything we found out with their research money."

Much of the research on campus is conducted by graduate students, Zaffarano points out. "If graduate students can't publish their findings, then we couldn't use their services. And then we may as well become an industrial laboratory instead of a university. We simply would no longer be fulfilling the functions of education," he says.

▲What if the university researcher is asked to handle confidential information, or "trade secrets," for the funding source?

Fulfilling that function of education often requires graduate students and faculty members to cooperate in determining strategies for research. Being unable to share critical information with colleagues or tap into that free exchange of information could be considered a threat to the researcher's freedom.

Zaffarano says that Iowa State enters into such agreements "with great reservation."

"We would accept trade secrets only when they are essential to the understanding of a particular research problem," he says.

For Fehr, it's a matter of delicate balance. "On the one hand, we're trying to maintain objectivity and freedom, while at the same time dealing with an industrial community that needs to have some protection of confidentiality. So then the question becomes this: *Can we continue to do research in an open way? Or are we moving into an environment where you cannot talk to others about your research because it's too confidential?* I wish I knew the answer to that question. But I don't."

"It's important that a faculty member knows going into an agreement what the expectations are."
—Steven Price

In Price's opinion, the answer lies with the researcher's ethics. "So long as a researcher knows up front what the restrictions are going to be, I don't see it as a problem," he explains. "Let's say an industry wants the university to test the efficacy of a chemical and it doesn't want the results published. All industry wants is for the university to use its resources to test the drug. Some researchers don't have a problem with that, they're glad to get the research dollars and they agree that they will not relay the information to any other party. That's where their professional ethics come into play—when they keep that information to themselves."

And if the trade secret could influence the well-being of society?

"If it's a health issue, for instance, then I think it would be the responsibility of the faculty member to bring it to the public's attention," Price says. "Again, because of his or her professional ethics, that researcher would need to work out some kind of release agreement with the industry."

Fehr, who has entered into projects that required him to sign confidentiality agreements, says, "It isn't as bad as you would think. But I was very, very uncomfortable the first time I signed one, because I thought to myself, *What if I learn something I want to share with my class and I can't? Is that being honest?* Luckily, I have never yet learned anything in those situations that was so exciting I thought I was really affecting their knowledge by not transmitting the information."

But what if he had run across such data during the course of one of those agreements?

"I don't know what I would have done," Fehr admits. "I guess you have to decide if

you want to continue in that arrangement. I think the university needs to deal with this issue on a case-by-case basis because it's difficult for me to imagine, with the hundreds of researchers we have here on campus, that we could establish some concrete policy on confidentiality.

"But it's also important to remember that if we are not willing to at least consider the possibility of dealing with confidential information, then there is some other institution out there that probably will."

▲What if a conflict arises over who owns the research data?

The university's position on this is clear, says Daniel Griffen, executive director of the ISU Research Foundation: Research data are the property of the principal investigator, and rights to use that data are obtainable through specific contractual agreements.

If patents are issued for a resulting invention, the patents are issued in the name of the inventor, and all rights are assigned to the Research Foundation. Corporations and others, in turn, must obtain license agreements from the Foundation in order to market a patented product. During the past 50 years, university research has resulted in about 350 patents, Griffen says.

Royalties derived from these patents are split between the inventor and the university. Though ISU scientists in the past have received 15 percent of the net, that figure is expected to be boosted to 33 percent.

▲What if the threat of academic freedom comes from within the university?

Much of the discussion regarding research and academic freedom at Iowa State deals with intervention from outside sources, but some contend that an equally threatening faction exists within the university itself.

When Iowa State received the lottery funds for the start-up of the biotechnology program, $50,000 was designated for the creation of a bioethics committee. This committee reviews all proposals for biotechnology projects and awards funds to those that meet the program's guidelines.

Though Fehr supports the need for such a committee, he points out that its very existence could be perceived as limiting academic freedom.

"If by academic freedom you mean the ability of a scientist to pursue whatever course of study he or she feels is valid, then you almost could argue that bioethics review is a constraint imposed by society to take away that freedom," he says. "For instance, right now we're looking at proposals that deal with transgenic research [moving genes from one species to another]. There is a lot of controversy over whether that is appropriate. If the bioethics committee should decide that research is not in the best interest of society, then should those researchers be prevented from pursuing their course of study? And if the answer to that is, *Yes, they should be prevented*, then hasn't the committee in a sense taken away their academic freedom?"

David Kline, ISU associate professor and chairperson of philosophy, is a member and past chairperson of the bioethics committee. He readily concedes that scientists fear such committees.

"Many scientists feel they should be able to pursue freely whatever research they want," Kline says. "They see a committee like ours as just another roadblock that is going to slow down innovation. My general response to that is that they are incredibly naive. If we don't play a role in deciding where the research is going, somebody else will.

"In a certain sense, there isn't any pure research, not any that isn't aimed at particular social goals. My message is that we should be explicit about that, that we should talk about it and think it through. But that's scary."

"Objectivity is the key. It's very critical that you conduct research to find the truth, not to prove a point of view."
—Walter Fehr

Shortly before he retired, Zaffarano received a letter from a faculty member suggesting that ISU should not permit any research that isn't consistent with the philosophy of sustainable agriculture [minimal use of chemicals]. Zaffarano says that a decision by ISU to do so would be a departure from previous policy.

"What he is saying is that we shouldn't even allow people to do research on the development of a new pesticide," Zaffarano says. "That's controlling research. Does that violate academic freedom? There is a big component of people on this campus, myself included, that says a faculty member may work on any research project that he or she is interested in because it is fundamental to understanding nature. So long as his or her colleagues agree that it is good, basic science, then it should be allowed to be performed at a university."

Zaffarano admits that certain kinds of research are not encouraged at Iowa State, and experiments involving the use of secret or classified government information specifically are prohibited.
Even so, the idea of faculty members fighting about what is proper research is a

"In my nine years in corporate relations on this campus, the university never has been compromised by these arrangements."
—Anita Serovy

scenario "much more serious than worrying whether we should be doing research with industry," Zaffarano says.

Suggested safeguards against loss of academic freedom are varied. One recommendation, according to Kline, is for the state to adopt a science policy.

"We need to think about what we are trying to do with science," he suggests. "The Suzanne Hendrich affair was the low point of a dumb policy, although maybe that shows that if the legislators start meddling in directing science, perhaps they won't do it very well. And if that's their idea of influencing the direction of science, it's pretty awful, right?"

Kline does think, though, that some directives need to be issued to state universities regarding their research.

"Not directing science policies isn't the answer, either," he says. "There is a spirit in which the legislature can urge Iowa State to guide its research. They could get this institution to pursue the study of various safety issues with respect to biotechnology, for instance. But the trick is to do this 'interfering' in a reasonable and thoughtful manner."

Negotiation is the key to avoiding ethical conflicts with corporations supporting research, according to Anita Serovy, industrial liaison officer for the Microelectronics Research Center.

"In my nine years in corporate relations on this campus, the university never has been compromised by these arrangements," Serovy says, "but I attribute that to the importance of negotiating. I never underestimate how long it will take or how very critical it is."

Fehr and Zaffarano note the importance of constant dialogue among all parties on these issues. "We must maintain the openness of exchange of information within the institution," Fehr says. "That's a principle we need to strive for. We must have the opportunity to publish results, and we must be able to publish them as they occur objectively. If we can maintain those two principles, then I think we can be reasonably safe."

Zaffarano concurs. "This isn't a decision for any one person to make, because the problems of the world are very complex," he says. "As the university has moved out of the ivory tower and becomes more and more involved in economics, politics and getting right at the core of human knowledge, Iowa State just has to sort out what truly is the right kind of research the university should be doing."

"In a certain sense, there isn't any pure research, not any that isn't aimed at particular social goals."
—David Kline

By mid-summer, many are ready to file away the Suzanne Hendrich incident. The Legislature has convened for another session, and Algona Senator Priebe views much of that February incident as a misunderstanding.

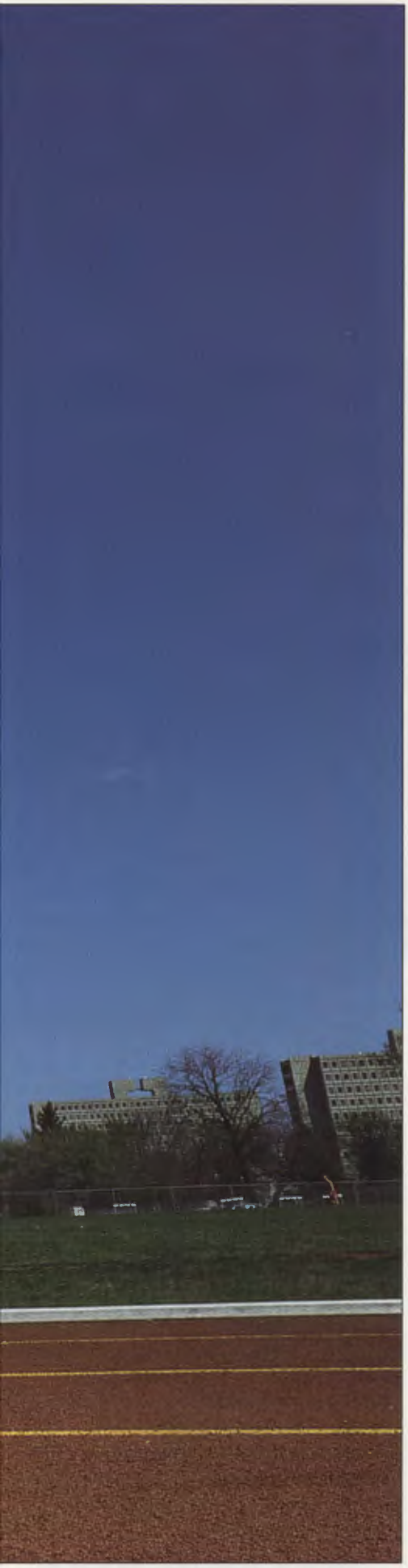
"That whole issue of academic freedom was blown way out of proportion," Priebe says. "I'd be the first to defend Suzanne 100 percent if she can document her facts. I feel every person has the right to speak and be heard. If that's not the case, then we all may as well move to Russia."

Hendrich has exited gratefully from the limelight, her research projects intact and their funding untouched. Citing "no professional fallout" from her experience, Hendrich, an assistant professor of food and nutrition, thinks her experience will help her chances for tenure. She's completing a manuscript of the results from her first year of research at Iowa State, shuttling between her cluttered office and the laboratory across the hall. She is excited at the prospect of additional grant funding for the coming year.

"I've said all along I'm here to stay," Hendrich says, "and I guess I feel that in some ways, this whole situation turned into an excellent opportunity to make some critical points and to continue the discussion of what the role of the university should be in economic development and in research.

"It made people think about some of the potential dangers and that we need to be vigilant if we want to maintain our freedom."

IOWA STATE
Danny Har



WHETHER OLYMPIC CONTENDERS, VETERANS OR BOTH, SIX IOWA STATERS ARE FOCUSING ON THE SUMMER OLYMPIC GAMES, ENGAGING IN THEIR OWN STYLES OF...

S·E·O·U·L SEARCHING

DANNY HARRIS

Super Bowl XXIII. Miami. Cleveland Browns vs. Los Angeles Rams. Rams 25, Browns 20. Seven seconds left. Browns' ball on the Ram six. Fourth-and-goal. Bernie Kosar takes the snap, rolls to his right and looks for Webster Slaughter knifing across the back of L.A.'s bright-yellow end zone. Kosar sidearms a pass that, as was the rule throughout the Browns' 17-1 season, is on the money. But just as Slaughter is ready to look the ball and the world championship into his soft, gloved hands, the ball is tipped away by a diving... Danny Harris?

The Danny Harris? The track *wunderkind* turned international superstar?

Relax, track aficionados. Neither have you lost, nor will you lose, your brightest rising star to the National Football League, i.e. Renaldo Nehemiah, et al. But even if Harris stood on the Olympic victory stand at 18 and beat the unbeatable Edwin Moses at 21, a fella can still dream, can't he?

There was a time in the not so distant past (of course at 22, an entire past is not so distant) that Danny Harris could dream of nothing better than to tip that pass away. But that was while he was growing up a troubled young man, before he came to Iowa State University to play football and run track (in that order), before he broke the world junior record the first time he ran the 400-meter hurdles. And before he became what ISU track coach Bill Bergan calls "the most remarkable overnight story ever in track and field" by winning the silver medal in the 1984 Games.

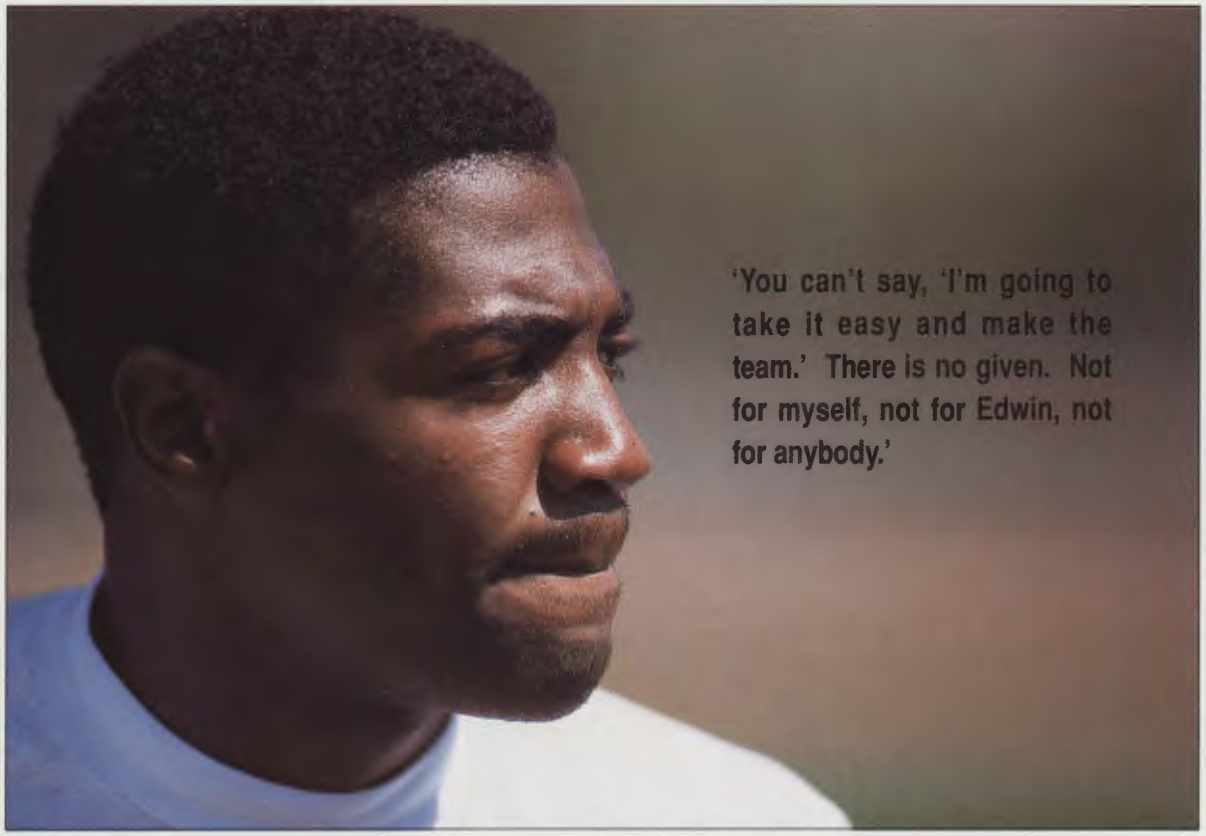
Since then Harris has given up football and become a respected veteran of the Olympics, three NCAA championships and two seasons of international competition. Along the way, he has faced more decisions and found more success than perhaps a 22 year old should have.

But as his second Olympics waits around the bend, Danny Harris obviously is no worse for wear, inside or out. He's in

BY DAN DAVENPORT

the best physical shape of his life and, despite an occasional 98-yard interception return for a TD in his dreams, the man could not be happier.

Happy? Yes. Content? Not on your life. Few are the mornings that Harris crawls out of bed without giving thought to the goals he describes as "all-consuming": the Olympic gold and Moses' 400-meter hurdles world record of 47.02 seconds. "Those are my ultimates," the confident, soft-spoken Harris says on a bright spring afternoon on the Iowa State campus. "Until I get them, I can't really say I've got a crowning, crowning achievement. Just pretty good ones."



Pretty good doesn't begin to tell this remarkable story. After finishing second to Moses in the '84 Games, Harris returned to ISU and, following his decision to give up football that fall, went on to win his second and third NCAA crowns. He then passed up his final year of collegiate eligibility to compete in the international circuit, running in big-money, high-pressure meets around the world. It was in one of those—in Madrid, last year—that Harris made track history by ending Moses' amazing 10-year, 122-race winning streak. The summer of '87 was a bittersweet one for Harris, though; he beat Moses again, in Paris, but lost to him twice, once at the World Championships in Rome, one of the event's most memorable races ever. Harris ran a career-best 47.48 but was .02 behind Moses.

Many track gurus feel that soon, such losses will become the exception. Track and Field News, the sport's most respected publication, has predicted that Harris will win the gold in September in Seoul, South Korea. Although 1988 U.S. Olympic track coach Stan Huntsman isn't going that far publicly, he does think the track world one day soon may be Harris' oyster.

"Moses and [West German Harald] Schmid [the 1980 Olympic gold medalist] are in the twilight of their careers," Huntsman says. "But Danny is just getting to where his experience will start making a big difference. He definitely looks like Moses' heir apparent. It's just a matter of when."

Four years ago, the question wasn't when, but who, as in, "Who is this guy?" Although Harris set the California state high school 300-meter low hurdles record and had the nation's fastest time in the event as a prep senior, few could have predicted he'd add 100 meters, two hurdles and three inches to each hurdle and maintain such a blistering pace. But perhaps the biggest surprise when Harris ran his first 400-meter race wasn't that he broke the world junior record, but that, in discussing the race with reporters afterward, he showed his naivete by asking in earnest, "How many hurdles are there, anyway?"

"There was so much excitement as Danny kept doing things we didn't know he could do," says Iowa State assistant coach Steve Lynn, also Harris' personal coach. "He didn't do anything for track until January [that first year] because of football. He just kept winning and going faster.

"Then, nobody knew how to take him. Now he's the guy that beat Edwin and [Track and Field News] has picked him to win. That's a lot of pressure."

The pressure starts well before Sept. 23, the first day of the 400-meter hurdles competition in Seoul. The stakes will be nearly as high in the Olympic trials July 15-17 in Indianapolis. Lynn says the United States has four of the world's top five competitors in the race, and Huntsman calls the event "as strong as any we've got." But when the top eight line up in the finals at Indy,

they'll know only three will make it to Seoul.

"On my calendar you'll see the days in July are circled in red ink just like in September," Harris says. "You can't say, 'I'm going to take it easy and make the team.' There is no given. Not for myself, not for Edwin, not for anybody."

The trials will kick up plenty of memories for Harris, who has continued to train in Ames the past three years while working on a telecommunications degree. ("I'd maybe like something in TV production," he says, then breaks into a grin. "But if everything goes right this summer, maybe I won't have to worry about a real job for a while.") It was at the '84 trials that he first met Moses and first lost a 400-meter hurdles race. It was also there that the master gave Harris his first lesson in greatness.

"I was in lane four and he was in eight for the finals," Harris says. "When we took off I heard the sound of him leaving his blocks all the way across [the lanes]. That shook me a little bit. Nobody else's blocks made that noise. Just his. I heard it and looked up and thought, 'Jesus, if he's taking off like that, he must have a lot of confidence in his finish.'"

Harris' finish turned out to be better, but not quite good enough. The same was true in the Olympic finals, where Moses won his second gold by barely holding off Harris' customary furious finish.

At 18, Harris could hardly grasp the significance of his Olympics accomplishment. It wasn't until he drove the 45 miles to his home in Perris, Calif., that it all started to creep its way into his consciousness. Today he's keenly aware of what he's getting into and what he wants out of the experience. Such knowledge could make a crucial difference.

"He knows the people, the event," Bergan says. "He's had to defend a lot of titles and run a lot of big races."

Says Harris: "I know a lot more about me, too. I know what I want and what I can do. But one thing hasn't changed. Before, I wanted to run my fastest and win. That's still what I want."

Even in '84, Harris insisted he didn't want to beat Moses because he was Moses. He wanted to beat him because he happened to be in the same race. That the one person who wasn't awed by the Moses Mystique should be the one to end his streak seems both fitting and ironic.

"That's a big part of why Danny's been successful," Lynn says. "He followed football. He never held Moses in huge esteem because he probably didn't know who the guy was until he came here. I'm sure he would've been more in awe of trying to cover [former L.A. Raiders wide receiver] Cliff Branch than beating Moses."

Joe Smith, Harris' football and track coach at Perris High School, knows that firsthand. He coached Perris' only future NFL player—Pittsburgh Steelers wide receiver Calvin Sweeney—and says Harris definitely showed more promise. "He loved football," Smith says, "but had that huge potential in both."

And he displayed it early on. "We didn't talk about track when Danny was growing up," says Marvin Williams, Harris' half brother. "It was mainly football. But once he got into track, we all felt he could be this good."

Danny's future didn't always look so bright. His father died when he was three, his mother 11 years later. He spent much of his childhood shuffling between homes and schools in L.A., where his mother lived, and his grandmother's home in Perris. It wasn't until after his mother died of a heart attack in 1979 that he stayed in Perris for good.

That turmoil took its toll. Harris was being tested at perhaps the most vulnerable time of his life, and, at first, he struggled. He had less and less interest in school. Troublemaking took more and more of his time. "And he got real hard to get along with," Williams says. "He wasn't a happy kid."

In time, Harris passed the test. But he still bears the scars.

"It sometimes bothers me," he says, "when people say how quickly I've come on. Overnight. Instant. For me, it was day by day. Yeah, a lot of things have gone my way. But a lot of things didn't go my way the first half of my life. Those are things people don't think about."

They think only of what they know: his success and the apparent ease with which he exploded onto the track scene. They don't know about his troubles and how he solved them with the help of his family and an intense love of athletics.

"We stuck together best we could," Williams says. "And I think for Danny's sake we can be grateful he found sports. They really straightened him out. It wasn't just football and track, either. He was a great baseball player. Hit left-handed. He could play basketball, too. Good at 'em all."

But now he lives to run and, at five figures for some meets, runs to live. He still enjoys basketball, but training intensely nine months of the year for perhaps the toughest 48 seconds in sport has taken some of the polish off of his jump shot. Between workouts and jaunts to Berlin or Zurich or London, he occasionally can be found piercing the quiet of an Ames summer evening with the incessant buzz of his model airplanes, while his jet-black BMW (retail $35,000) and his non-stop 10-inch miniature pinscher, Killer, wait in the parking lot east of Cyclone Stadium. Harris stands not far away, taking his plane to new heights and thinking about a land, a track and a man two months and 6,500 miles away.

Harris admits that such a spirit—the Olympic spirit—didn't exist in him until he entered the Los Angeles Coliseum on a warm August day in 1984. Given a choice, he would've put himself in Indianapolis Colts all-pro Eric Dickerson's place before Moses'. Well before.

"I often wonder what would've happened had I not run track," Harris says. "Why did I leave L.A. and come to Ames to play football? Would I have gotten a shot in the NFL? My job now is track, and I love my job. But no matter who you are, what you do or how happy you are, there are always times you look back and wonder, 'If I would've taken the other fork in the road, where would I be now?'"

Knowing Danny Harris, he just might be tipping away that pass in the Super Bowl—and dreaming of beating Edwin Moses in the 1988 Olympic Games.

JEFF GRAYER

THE SHY, SOFT-SPOKEN BASKETBALL STANDOUT WORKS TOWARD HIS SHOT

Annie Watson hasn't had much of a direct effect on her son's basketball career, unless you count those older-than-time maternal admonitions like work hard, set goals and keep your feet off the coffee table. Although her son, Jeff Grayer, hasn't made a secret of his devotion to her, she admits that he became a collegiate all-American and sure-fire National Basketball Association player mostly because of his own ability and determination.

"When he was in grammar school [in Flint, Mich.] he'd say, "Mom, you comin' to see me play today?'" Watson says. "But we never really talked much about him playing. Everybody [at Iowa State] knows he doesn't talk much. That's the same boy we've had for years."

But there was a time in the fall of 1984, Grayer's freshman year at ISU, when Watson saw the need to step in. "He's such a shy boy, and he was so lonesome, I knew that first year would be tough," Watson says. "To tell you the truth, I didn't think he'd stick it out." She pauses, then giggles a proud giggle. "He called me and said, *It's not the same as high school. Nobody knows me.* I said, *Can you still play?* He said, *I know I can.* I said, *Then you show 'em. Soon enough, they'll know you.*"

And soon enough, they did. They watched him score more points and lead the Cyclones further in a four-year period than any other player in school history. What a sight it was. Today, collegiate accomplishments *and* fame in tow, Grayer once again has that far-away freshman feeling in his stomach. As he works to earn a spot on the U.S. Olympic basketball team and prepares to make a name for himself in the NBA— two goals this reserved 22 year old has carried deep inside him for many years— he intends to rely more on motherly advice.

"He doesn't say much about the Olympics, but he wants it," Watson says. "I just told him, *You know what you can do. Show the rest of 'em.*"

Never let it be said that Jeff Grayer disobeys his mother.

After leading ISU to its third NCAA Tournament berth in four years, Grayer set

out in May to follow Mom's orders to the letter at the Olympic trials in Colorado Springs. Competing against the 105 best amateurs in the country, Grayer made the cut to 20 and now will play in exhibition games across the country in hopes of making the final cut to 12 in July or August.

Grayer wants to play in the NBA for obvious reasons. It's the hangout of the world's best players, guys with names like Kareem and Dominique and nicknames like Magic and Doc. Rumor has it that money can be made in the league.

But he also hears the Olympics calling, even more loudly, perhaps, because the Games will be held in September, before the NBA season begins in November. Though it's basically volunteer work, playing in Seoul, South Korea, has been more important to him since he watched Michael Jordan and the United States team slice up the world in 1984. But unless you come from Flint, where basketball reigns a notch or two above supreme, you probably couldn't understand his strongest motivation.

"No other guy from Flint has made the Olympic team," Grayer says. Flint, a blue-collar city of 200,000 about 75 miles northwest of Detroit, has produced, among others, New York Knicks player Trent Tucker, Iowa standout Roy Marble and former ISU star Barry Stevens, but it never has sent one of its own to the Games. "I feel like I'm close to doing it now, " Grayer says. "If I do, that shows I belong in an elite group and that Flint is a great place for basketball."

Anybody who saw the Cyclones play during Grayer's storied career knows how important winning is to the young man whom ISU coach Johnny Orr has called "the greatest player I ever coached." Listed at 6-foot-5 but probably closer to 6-foot-3 in his size-14 high-tops and three layers of socks, Grayer regularly battled players six or eight inches taller throughout his collegiate career.

"That was my job," Grayer says. "But I always have had confidence in my outside game, and now I think I'm starting to prove my abilities to everyone else." He did occasionally play guard, the position he'll undoubtedly play in the NBA, but most of his 2,502 career points and 910 rebounds came at forward.

"His abilities were limited in terms of his size," says former Cyclone Dick Breitbach. "But I've never seen anyone with the kind of determination he's got. When he wants something he goes after it with everything he's got."

That's undoubtedly why Olympic coach John Thompson kept him around after the trials in May, and that's exactly why it shouldn't surprise a lot of true basketball people if Grayer makes the elite dozen later this summer. Not only did he prove himself with some of the best numbers in the 1987-88 college season, but his style of play also seems custom-made for a Thompson-coached team. "He's my kind of coach, and I think I'm his kind of player," Grayer says. "He stressed two things: hard defense and playing for the team. He knows those things are important to me, too."

Indeed, pressure defense and fast-paced, balanced offense have made Thompson's Georgetown University team one of the most dominant of the '80s. That combination has been Orr's recipe for success at Iowa State, as well.

"Jeff's got the kind of things John looks for," says Larry Brown, the former coach at national champion Kansas, a longtime Grayer fan and himself a member of 1964 U.S. Olympic team. "Hell, those are the things we all look for."

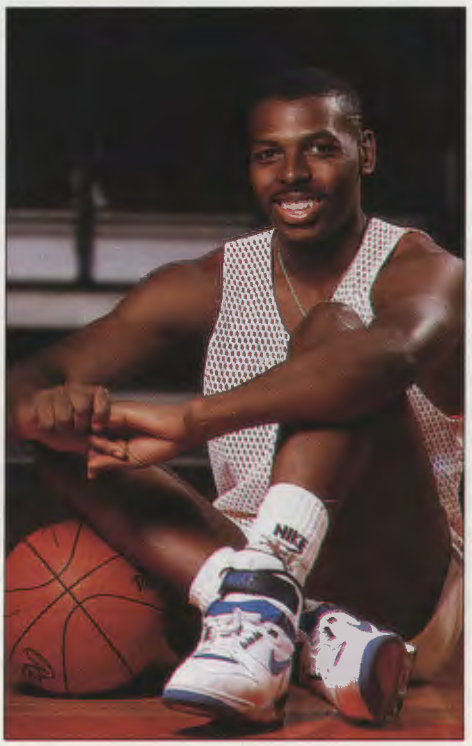
Said Gary Thompkins, Grayer's teammate at ISU for four years: "He's improved so much even since the season was over. Leaving him off the team would be a big mistake."

Despite such praise, it's obvious that Grayer is part of a sizable group of players living on the bubble. Though Thompson has vowed that his decision will be based solely on performances in workouts and games, it's hard to imagine guys like former Navy standout David Robinson and ex-Kansas star Danny Manning, the last two college basketball players of the year, not having a spot sewn up already. Right or wrong, Grayer, a second-team all-American and 25.3 points-a-game scorer last season, doesn't enjoy such a reputation. He will live or die strictly on his play.

"That's the way I want it," Grayer says. "I proved myself as a forward, and I'll prove myself wherever it takes now. I have to go on and work as hard as I did [in Colorado] and keep showing Coach Thompson I can do whatever he needs me to do. They're all great players, but I don't think any of them are more determined than I am."

And that, to Orr, is the amazing thing about the young man whose No. 44 never again will be worn at Iowa State.

"You never know how a kid'll handle success," Orr says. "The kid had just a miraculous career, man, but he still acts and works like he did four years ago."



After another question, there is a long, almost unbelieving pause, before Orr repeats the question and adds one of his own. "Did I tell him anything about the Olympics or the NBA? Coach, when you've got a kid like this, what do you need to tell him?"

Just go out there and show 'em what you can do.

SCOTT McCADAM & ERIC HANSEN

SWIMMERS HEAD FOR FINAL LAP TO SUMMER GAMES

Nine-year-old Scott McCadam stuck with swimming so he could tease the girls and pester the coach. "He was a little boy with a ton of energy," his mom says. "We *had* to find something."

Eric Hansen practically was doing the crawl in the pool before he crawled across the living room. He was in the water at two months, and at two years joined three-year-old brother Nick perched in the lifeguard's chair while their mom gave swimming lessons at the YMCA. "If we instilled a love of swimming in Eric," his mom says, "we did it only by putting him in the water. He took it from there."

Today these former Iowa State captains are just a lap away from taking this sport as far as it can go. The Aug. 8-13 Olympic trials in Austin, Texas, will bring McCadam, Hansen and the rest of the country's best freestylers together to fight for one of six 100-meter spots on the powerful United States team in the 1988 Olympic Games in Seoul, South Korea, in September. In trying to become Iowa State's first Olympic swimmers, they'll also compete in the 50-meter event, and Hansen will compete in the 100-meter backstroke.

Though their beginnings were vastly different, their amateur careers have followed remarkably similar paths. McCadam, a Waterloo native, set three ISU records and twice was the Big Eight Conference's Most Valuable Swimmer. Hansen, from Sioux City, set four individual marks and received the Big Eight's top award in 1987 and 1988.

The main difference between the two is in the timing. The 24-year-old McCadam arrived two years earlier and has advanced a couple of steps further. His lead-off leg in the 400-meter freestyle relay at the 1985 Pan Pacific Games in Tokyo put him in the world's all-time top 10, and helped the United States set a world record that still stands.

The 22-year-old Hansen completed his collegiate eligibility with three top-six finishes at the NCAA Championships in April. He has little international experience—he won two golds at the World University Games last summer in Yugoslavia—but is just now hitting his prime.

"People who know anything know Scott has a good chance," says '88 U.S. Olympic swimming coach Richard Quick, men's coach at the University of Texas and Iowa State's coach during the 1977-78 season. "Eric is very talented; this may be when he breaks into that new level."

McCadam and Hansen are two of ISU's best ever, but it's amazing how diverse their paths to Austin—and, they hope, to Seoul—will be.

McCadam was nine when he started swimming and, though he admits it was one of the few things that truly motivated him, he had little idea the sport would take him so far 15 years later.

"A coach told me once I could make the Olympics if I worked," says McCadam, who graduated in December with a degree in industrial engineering. "I guess I believed him. I just didn't care."

He didn't pay particular attention to Olympic swimming, even in the summer of '72 when a couple of young Sioux Citians named Eric and Nick had a life-sized poster on their bedroom door of Mark Spitz and his seven gold medals. McCadam continued to put more of himself into swimming than anything, but he hardly set the world on fire.

"Scott was very average," says former coach Bob Groseth, who left ISU this spring after 10 years to take over the Northwestern University program. "But he's got a burning desire to be good. He's one hell of a competitor."

While McCadam's strength is his ability to get up for race day, Hansen has come this far mainly on his tremendous work ethic. Still, like McCadam, he has come a long, long way.

"Eric's ability was obvious, but he hadn't really done much with it," Groseth says. "He lacked the physical maturity. But since he's been here he's absolutely worked his butt off."

That has been Hansen's trademark almost from that first splash at two months. He and Nick (a successful ISU swimmer himself from 1983 to 1987 and a team captain his senior season) were intense trainers growing up in a youth program led by their mom, Cleo Hansen. They were always well ahead of their

peers and, coached by their mom at Sioux City East, had successful high school careers.

Despite markedly different backgrounds and philosophies, McCadam and Hansen share a world of admiration and respect. Nothing they share, though, is more obvious than their desire to represent their country, their state and their alma mater in Seoul.

"The Olympics dominates everything I do," says McCadam. "I'm not going to lie and tell people I don't have my doubts every day, but I feel inside that I'll be in the pool in Seoul."

Hansen may be equally confident but, as Groseth points out, he rarely puts his emotions on display. "It's something I've always expected but didn't expect," says Hansen, who received his exercise physiology degree in May. "I want to swim fast in August, because I'm trying to make the Olympics. I can't think of a better reason to want anything."

▲

NAWAL EL MOUTAWAKEL

LIFE AFTER OLYMPICS HAS BEEN BITTERSWEET FOR MOROCCO'S FORMER HEROINE

In Arabic her name means "the winner." Today, nearly four years after becoming the first Moroccan to win an Olympic gold medal, Nawal El Moutawakel is wondering whether she should change her name.

In August 1984, after her freshman year at Iowa State, she won the Olympic gold medal in the 400-meter hurdles. While El Moutawakel carried her country's flag around the Los Angeles Coliseum track, Moroccans already were celebrating. Upon her return, she was met at the Casablanca airport by the country's royalty. Parents named their daughters Nawal. Her picture hung in government offices. The woman who had been chastised for going against generations of tradition by wearing shorts in public was suddenly a national hero.

But that, as they say, was then. This is now. El Moutawakel will find little joy in the 1988 Olympics, which she'll watch on TV as other Nawals become heroes for other Moroccos. For the past four years, El Moutawakel, whose innocent, effervescent presence both on and off the track made people feel good, has learned plenty about feeling bad.

She had knee surgery shortly after the Olympics and missed most of the 1985 season. Late that fall, Ron Renko and Pat Moynihan—the two men she says were her "coaches, friends and parents"—were killed in an airplane crash. The ISU women's coach and his assistant had been most responsible for helping El Moutawakel recover from her father's sudden death just a month after she came to Iowa State in 1984, and, "Boom," she says, "they were gone."

Soon, her motivation was gone as well. Her legs ran, but her spirit had vanished.

"I went to the track and felt like I'm going to take a nap," says El Moutawakel, her accomplished English in stark contrast to that of the stuttering, uncertain 21 year old who left the warmth of her family and the African desert for a biting Iowa winter in 1984. "When the man shoots the gun it's like I jog over the hurdles. I was destroyed mentally."

But she kept running, even if she would never beat the 54.61 seconds she ran in the Olympic final. "I haven't been below 55," she says. "And that pisses me off."

Things came to a head last August. With friends and family in the stands, she failed to make it past the preliminaries in the World Championships in Rome. "People were counting on me and I could not do it," she says. "They didn't know how I felt. They didn't know my coaches passed away." Nawal hurried back to the U.S. the same day, and has run only a handful of races since. "I hid my shoes, everything," she says. "I could not wear them anymore."

She concentrated on school, continuing her physical education major and looking forward to a career in physical therapy. She plans to graduate from ISU in December, then attend graduate school in Paris.

Perhaps best of all, her spirit is returning. She began training in the spring, hoping to be ready for the indoor season in Europe. She says she's moved to the 800 meters because, "Although I love the hurdles, it's kind of depressing when I can't perform."

"People back home have buried me. [Before], I could knock on any door and go in and they wanted to be around me. Now, I have to ask people, 'Do you want my autograph?'" she says, only half kidding. Despite her turmoils, she has maintained a tone of strength and hope in her voice and a smile in her dark eyes. "People use you like Kleenex, you know, use you and throw you away. I cannot change that, so I do not worry about it. And maybe now I can come from nowhere and pop out. It might come back or it might not."

Now 26, Nawal El Moutawakel might win another Olympic gold medal or she might not. Either way, in this country—especially at Iowa State—she has proven through her perseverance, her sincere, caring attitude and her natural charisma that Moroccans have made a grave error in judgment by considering her a "Kleenex."

And either way, her name still fits. ▲

ED BANACH

ASST. WRESTLING COACH WAXES PHILOSOPHICAL ON THE DISCIPLINE REQUIRED FOR OLYMPIC SUCCESS

Ed Banach is 210 pounds of Iowa State assistant wrestling coach who quotes from Michelangelo, relates life to painting pictures and is at his philosophical best when asked about his Olympic gold medal.

"The gold, in a very large sense, is what I lived for," he says. "But after earning it I found that I hadn't lived for the medal. I had lived for everything I put into winning it. Not the prize, but the effort."

Enter Michelangelo. "If people knew how hard I've had to work to gain my mastery," Banach quotes, "it wouldn't seem so wonderful at all." Then it's the work, Banach has learned—not the mastery or the prize—that becomes omnipotent.

That's why Banach is so quick to point out that his '84 Olympic medal is but four and a half ounces of silver covered by a half-ounce of gold. Its approximate street value, he says, is $250— about the cost of a 13-inch color TV or a plane ticket to Albuquerque.

"That's all it is, from an extrinsic viewpoint," Banach says. "But it's the intrinsic value, standing for all those other things that went into winning it, that's so important to me."

All those other things spanned 12 years for Banach, the 198-pound Olympic champion and three-time NCAA titlist at the University of Iowa. A dozen years dedicated to fulfilling a dream not at all unlike the dream of a zillion other seventh-graders.

As a 12 year old growing up in Port Jervis, Pa., Banach already was interested in wrestling. With a twin brother, Lou (who also would be an NCAA champ at Iowa and an '84 Olympic gold medalist) and an older brother, Steve, you might say Ed had become a veteran of the sport in his own living room.

But it was while watching the '72 Olympics on TV—in particular seeing a guy named Gable win the gold and change the very sport in the process—that Banach decided "being an Olympic champion was what I wanted to do with my life."

"Right then I made that commitment. I told my parents and my coach that I was going to do it. It took 12 years, but with every championship, every tournament, I painted part of that picture. I finished painting it in '84."

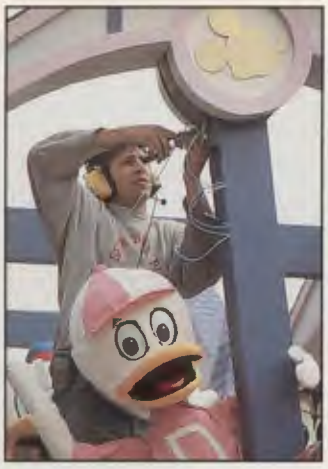
And a brilliant picture it was, thanks largely to the Gable fellow—*Dan* Gable, of course, the former NCAA champion at ISU, the Iowa coach, the '84 Olympic coach. Not only is he perhaps the sport's best motivator, Gable's storied career absolutely commands respect on both sides of the wrestling room door. Still a staunch Gable disciple after two years in the heart of Cyclone country, Banach hopes his own success also carries over to coaching.

"What I did in college and the Olympics," he says, "tells these guys, 'I know what it takes. I know what it all means. I've been there. And I'll show you how to get there.'"

VINTAGE VEISHEA

Veishea 1988. Take a look at the *other* side of the weekend celebration that has endured through nearly seven decades, the side that didn't make the national news. Enjoy the mixture of tradition and innovation that highlighted mud volleyball competitions, exhibits on central campus, the Stars Over Veishea rendition of "Hello, Dolly!," the rush for cherry pies and of course, the annual parade. *This* is what Veishea is all about.

A Photographic Essay by Mike Doolen



VINTAGE VEISHEA

VINTAGE VEISHEA

Mike Doolen will be a second-year student in ISU's College of Veterinary Medicine this fall.

Illustration by Dick Varney

ASHES TO ASHES

HARRY LANDO IS NOT JUST BLOWING SMOKE

BY DAN DAVENPORT

Scientists in Iowa State's Smoking Research Group have a catchy little statistical analogy that helps quantify their work in smoking cessation. "If you can help six people quit smoking," one of the researchers said, "it's the equivalent of saving one life. Like jumping into the water and pulling out a drowning person."

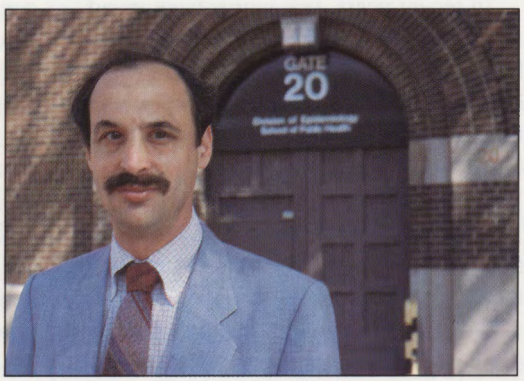
That being the case, meet Harry Lando, for almost 20 years a lifeguard *par excellence.*

When Lando began his work in smoking cessation in 1969, he essentially was patrolling the beaches alone. He was cessation, to steal from Barbara Mandrell, when cessation wasn't cool.

But the beach has become considerably more crowded since Lando came to ISU's department of psychology in 1972 and started the Smoking Research Group. More and more scientists jumped in to help prevent the leading preventable cause of death in the United States from pulling millions more under the surface. But all the while, Lando and his somewhat maverick methods have remained in a class of their own.

"I always felt a lot of people weren't really listening to the things I was saying," Lando said. "Now, all of a sudden, it looks like these people are starting to listen."

That newfound recognition began on May 16, when Lando shared the floor with U.S. Surgeon General C. Everett Koop for the release of the annual report on the health consequences of smoking. Lando was selected to the prestigious position as one of four editors of the mammoth 618-page report, the second-largest ever. Co-editors of the report were Jack Henningfield of the National Drug Abuse and Addiction Research Center in Baltimore; Neal Bromowitz, associate professor of medicine at San Francisco General Hospital and Neil Grunberg, associate professor at the U.S. Uniform Health Services in Bethesda, Md. Because only one such report is released each year, and because only three or four editors are usually selected for each report, Lando made effective use of the understatement when he said, "It sure ain't gonna hurt my credibility any."



Harry Lando

"Nothing else in terms of smoking treatment will have the effect of this report. Nothing," said Thomas Novotny, the managing editor of this year's report

and a medical epidemiologist for the Public Health Service's Office of Smoking and Health in Rockville, Md. "Because of all the public agencies the report has to clear before it is issued, we're saying it's the official position of the federal government. Oh, and don't forget another thing: These reports go down in history."

And based on early returns, this particular report— "The Health Consequences of Smoking: Nicotine Addiction"— could well go down with a bigger impact than most.

The 1987 report on second-hand smoke hit home with smokers and nonsmokers alike for obvious reasons. The very fact that the word "addiction" is in this year's title— Lando admitted that came as a surprise to him— has made this one an immediate attention-grabber, as well. But it was the sheer nature of the report's conclusions that gave it some potential shock value for smokers, nonsmokers and, if Lando and his peers have their way, state and federal lawmakers.

The report used those 618 pages of studies and reports gathered from experts around the world to reach these conclusions:

1) Cigarettes and other forms of tobacco are addicting.

2) Nicotine is the drug in tobacco that causes addiction.

3) The pharmacological and behavioral processes that determine tobacco addiction are similar to those that determine addiction to drugs such as heroin and cocaine.

In recent years, few words have invaded the nation's psyche more intensely than heroin and cocaine, even if smoking does kill nearly as many people in a week as those two much-publicized drugs— combined— kill in a year.

"The message is clear," Lando said. "It's addicting, and more needs to be done. There's no doubt whatsoever about that."

And there's even less doubt that something *will* be done as a result of the report. Typically, the surgeon general's report has resulted, directly or indirectly, in public policy change. Last year's report was crucial in the passage of smoking bans in public places across the country, like Iowa's Indoor Clean Air Act. (Lando's persistence was largely responsible for that bill's success.) The impact the 1988 report has on policy could be equally monumental.

On the day the report was released, Senator Bill Bradley, a Democrat from New Jersey, introduced legislation to add this warning to the series of rotating labels now required on tobacco packages: "WARNING: Smoking is addictive. Once you start, you may not be able to stop."

"That's obviously the most important thing about the report, that it helps us plan and implement policies that prevent the uptake of smoking," Novotny said.

Dr. Alan R. Nelson, chairman of the American Medical Association Board of Trustees, said the AMA is hopeful the report will compel federal and state authorities to "treat tobacco as the addictive drug it is" by:

. raising the age of purchase to 21.

. banning access to tobacco products through vending machines.

. labeling tobacco products as addictive.

. regulating all forms of nicotine delivery, including newly developed products.

Nelson said the report "reaffirms the importance of achieving the goal of a tobacco-free society and calls upon policy makers to give the problem immediate attention."

The report was met with both stern opposition and blatant disinterest from the tobacco industry. On the day the report was released, the Tobacco Institute released its own statement: "Smoking is truly a personal choice which can be stopped if and when a person decides to do so. The surgeon general's own Public Health Service figures indicate that about 40 million Americans are former smokers and that 95 percent of them quit smoking without help. These figures, and common sense, contradict any claim that smoking is an 'addiction.'"

In an interview, Tobacco Institute Vice President Walker Merryman took particular exception to the comparison of nicotine addiction to that of cocaine or heroin.

"I think it's pretty obvious that is highly doubtful," Merryman said. "With tobacco, the degree of motivation and commitment of an individual to stop are the key factors."

Lando admits that 10 years ago, when the battle against smoking was just beginning to heat up, he would've agreed with Merryman that nicotine probably isn't addictive. But with all the scientific evidence that has been produced in the last decade and all the advancements that have been made in the smoking cessation field, he said today it is shocking to hear somebody who believes smoking *isn't* addictive.

"But I think people that still think [it isn't addictive], those that are against smoking regulations, think we're trying to get prohibition. We're not suggesting that. Not at all. We're hoping for things like eliminating cigarette advertising altogether and doing away with vending machines that allow kids to get cigarettes and get addicted. We want to make an impact in this country. I saw a headline that said this [report] could be the most devastating thing for the tobacco industry in 20 years. I guess that's what you'd call impact."

Being involved so directly in making that impact is undoubtedly the career highlight for a man who was raised by two parents who smoked, whose first job was as a cigar clerk in a Washington, D.C. drugstore and who, while probably not addicted, certainly would not readily drop his habit of ingesting caffeine in the form of several bottles of cola a day. ("I would not be a happy man," he said, "if the surgeon general came out with a report saying caffeine is extremely damaging to your health.")

"First of all, to be asked to do that kind of work [be an editor of the report] is incredible," said the 41-year-old Lando. "But then, to be standing next to the surgeon general when the report is revealed was just tremendous. After all the work, after all the time, it was almost like giving birth. Too often when you're on the academic sideline as I am, you feel that you're not getting enough accomplished. But being involved like this in the public policy process, that's hard to describe."

Gathering and editing information was practically a full-time job for Lando from March 1987 until the report's release. Said Smoking Research Group associate Paul McGovern, who began studying in this field after his father died of lung cancer and whom Lando took under his wing seven years ago, "Harry always becomes somewhat radicalized by big projects, but this one, well, I think it's accurate to say it occupied almost every waking moment."

And that means the project stayed with him long after he clicked off the light each night and left an office full of empty pop bottles in the basement of Lagomarcino Hall. "It was something I could tell worried him almost all the time because he knew the impact [the report] would have on so many people," said Lois Hamilton, Lando's wife. "And not just scientists, but so many regular people everywhere. That was a burden for a long time. But I guess his hobby has always been his work, so this was just like another added hobby."

Although Lando recently began a year's leave of absence at the division of epidemiology in the University of Minnesota's department of public health— and is considering leaving Iowa State and staying at Minnesota permanently after this year— he stressed those months of work and burden were all done at ISU.

"As long as I've been here, it's important for me to be able to say that, " he said. "There is great opportunity for me in Minneapolis, I think, and there's a very good chance I'll be staying there. They've got a tremendous interdisciplinary program in prevention of disease and health promotion. The state of Minnesota is really on the forefront in those terms. It's very progressive, with a close relationship between the Department of Health and the legislature.

"But none of that would take away from the fact that all the work I did on this report was done at Iowa State. That says a lot about the university. To be able to do that for Iowa State is an unbelievable feeling for me."

Lando has experienced two decades of such feelings on varying levels. He's helped pull thousands of struggling smokers out of deep, choppy waters. His research program at ISU is regarded as one of the most innovative— and at times controversial— in the country. While many researchers insist on implementing a single area of treatment, Lando has been a proponent of variation. He constantly has modified his treatment programs, using what he calls "more radical" methods like prescribing four packs of cigarettes a day to two-pack-a-day smokers, encouraging people to pledge large amounts of money for every cigarette smoked to people and organizations they absolutely loathed and having smokers chew nicotine gum— 20 pieces a day, in one case— instead of smoke.

"My attitude is to look at a combination of treatments, practices and policy," Lando said. "Sometimes my treatments aren't the kinds of things others approve of, but I guess that makes me a pragmatist. But I think too many people think too narrowly, like blind people groping in only one direction. I want to see more of an impact made by my peers."

"You'd think," Hamilton said, "that after 16 years he'd just have this little program to plug into and he'd let it run itself. But that's not the way he does things."

In addition to his work at Iowa State, Lando also worked with the American Lung Association of Iowa to develop a statewide cessation program. In 1987 more than 1,000 people in more than 100 public service clinics participated in the 5-year-old program.

"Harry has a very sincere concern for people, and he has worked for many years to attack head-on this disease that is one of our biggest problems," said Wilbur Layton, chair of ISU's department of psychology. The numbers spell out just how incredible that problem has become.

Smoking kills 320,000 people in the United States each year. That's equivalent to three fully-loaded jumbo jets crashing each day, with all lives lost.

Conservative estimates say smoking— mainly in the form of emphysema, heart disease and lung cancer— kills 320,000 people in the United States each year. That's equivalent, the surgeon general's office says, to three fully-loaded jumbo jets crashing each day, with all lives lost. Worldwide, the figure is an implausible 2 million a year— more than 200 every hour. About 50 million U.S. citizens smoke, knowing well that their chances of dying are much better than winning $2 with a $1 Iowa Lottery ticket— somewhere between two and a half and four out of 10. "You might as well play Russian Roulette," Lando said, "because in that game, you've got a better chance to live."

When Harry Lando needs to be reminded of that fact— admittedly, he rarely does— he looks no further than his daughters' doll house. Though it has brought hours of enjoyment for Ruth and Beth, the children's laughter isn't always enough to wipe away the pain it represents for Lando.

Two years ago an Iowa State employee called Lando and asked for help with his smoking addiction. He said he had scheduled a medical examination, but he wanted to start a cessation program immediately.

Lando began working with the man one-on-one, as he often does when he is approached in that manner. The man was an accomplished woodworker, and since Lando doesn't accept payment, the man agreed to give Lando a toy for his daughters if the program was still successful after six months.

The man quit immediately, but what should've been yet another Lando victory soon became a tragic defeat. During that examination, doctors discovered the man had lung cancer, and though he already had quit smoking, the damage had been done. While the threat of heart disease and emphysema declines rapidly after quitting, the chances of developing lung cancer decrease quite gradually for up to eight smoke-free years.

"His wife showed up at our house carrying this doll house one day," Hamilton said. "The man was very sick by that time, and he didn't live much longer. It's such an elaborate doll house, you can tell it was important to him. It's obviously a sad thing for all of us, but especially for Harry."

"It's those kinds of things," Lando said, "that both discourage you and keep you going. It's when you look at these kinds of instances that it becomes very hard not to feel like you're on some sort of mission here. But I can say in complete honesty that I would love it if one day I would have to switch my area of study because there were no more cases like that and there was nothing more to be accomplished. But I'm afraid we all know I'll never see that day."

Royal weekend on tap for Homecoming '88

Iowa State truly is in for a royal homecoming celebration.

For the first time since 1972, Iowa State will have a king and queen reigning over its "Homecoming '88, A Splash of Spirit," Oct. 21-22.

Applications will be open to all full-time students, and a panel of faculty and staff members will select the royalty after interviewing the contestants. Along with the king and queen, an eight-member court also will be named. All royalty will be crowned at the Homecoming pep rally on central campus Friday, Oct. 21.

While selecting royalty adds a new twist to Homecoming '88, many of the traditional activities have been retained. Other events scheduled for the celebration include the Iowa State-Kansas football game, student dance in the Memorial Union, Yell Like Hell performances, lawn displays and banner construction and mass campaniling.

Activities aimed at alumni returning to campus include a pre-game tailgate sponsored jointly by the ISU Alumni Association and the ISU Athletic Department, college receptions and special events for the classes of 1948 and 1963.

This truly is a 'Mom and Pop' event

Parents Weekend '88 will be held Sept. 16-18, the weekend of the Iowa State-Baylor football game. Sponsored by the ISU Parents Association, the weekend will include a milkmaid contest, recognition of Parents of the Year, a pre-game tailgate party, a post-game buffet, a "Casino Night" and a Sunday brunch.

A special invitation goes out to alumni who have sons or daughters who will be ISU freshmen this fall. They are invited, along with their students, to the Legacy Reception, which will be held Sept. 17 in the Sun Room of the Memorial Union. The reception, sponsored by the Parents Association and the Alumni Association, will be held from 9 to 10 a.m. Featured speakers are Iowa State President Gordon Eaton and Alumni Association Executive Director Jim Hopson.

For more information on the entire weekend of activities, contact the Student Alumni Association at (515) 294-8488.

Membership in the ISU Alumni Association is your ticket to...

The 1988-89 complimentary ISU calendar! You'll enjoy colorful, nostalgic campus scenes as well as information on a variety of Iowa State events when you receive your calendar in August. And remember, though non-members must pay for their calendars, you receive yours absolutely free because you are a member of the ISU Alumni Association!

Say 'charge it, please' for your alma mater

Your Alumni Association has launched yet another exciting program! You will note the announcement of an Association affinity credit card on page 39 of this issue of VISIONS.

In an era when virtually everyone is offering a credit card program, why would the Association want to jump into the mainstream?

Well, there are a number of reasons, all good ones in my opinion. First, allow me to provide a bit of background.

The ISU Alumni Association staff and board of directors began looking at the possibility of providing a credit card program to our alumni more than two years ago. Since that time, affinity programs have improved tremendously, and a large number of alumni associations around the country have instituted such programs, including several in the Big Eight.

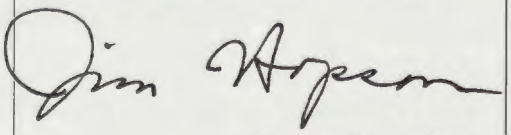
Our membership coordinator, Frankee Oleson, and a subcommittee of the ISU Alumni Association board of directors spent a great deal of time in researching the credit card options. After a very thoughtful and thorough investigation of the viability of such a program, your board of directors unanimously elected to initiate it this year.

Many of you have urged us to participate, and preliminary studies suggest that as many as 7,000 of you will sign up the first year. So, we see this program as yet another important service to a large segment of our constituency. We're especially pleased that Association members—YOU—will enjoy a lower interest rate, and eventual annual rate, than non-members.

The incentive for your subscribing to the credit card program is threefold:

1. The cost of the program is very competitive, especially for you, our members.
2. You will be supporting Iowa State each and every time you use the card. The profits we will receive will help us serve you even better through continued and new programming.
3. You'll have the opportunity to express pride in your alma mater whenever you pull out the cardinal and gold card bearing the likeness of "Cy."

I plan to be first in line for an Iowa State credit card. Won't you join me?



Jim Hopson, Executive Director

NEW LIFE MEMBERS

The ISU Alumni Association welcomes the following new lifetime members who joined during the months of January, February and March. A list of new members will be published each quarter.

Robert H. Alexander
Elizabeth J. Anderson
Larry A. Anderson
Bernadine L. Barker
Corliss C. and Susanne Baty
Elmer Billman, Jr.
Debra A. Boots
Van B. Brownlee
Robert B. Carter
Steven C. DeTar
Nancy K. Dittmer
Timothy R. Farmer
Eileen M. Feilmeier
Derek J. Fox
James H. Giese
Robert D. Granzow
Mark C. Hamilton
Franklin F. Hedrick
Steven G. Holl
Mary P. and Donald A. Hoy
Charles E. and Theo M. Judd
John C. Kamp
Beverly B. and John N. Karns
Patricia Klensch
Soo-Nyong Lee
Carl J. Martin
Sondra V. Mount
Laura R. Newby
Bob Newcomb
Breta C. Oswald
Randi J. Reinhart
Harold E. Richardson
Kevin O. Roberts
Bob Roeder
Nancy L. Sear
Donald L. Smith
Donald W. Stade
Robert C. Stecker
Bruce A. Thalacker
Frank A. Todd
Gregory E. and Lana K. Voga
Michael J. Von Ahnen
Bruce A. Weaver
Ruth I. and Lee R. White
William F. Wilcke
David N. and Ellen Kremers Youngers

WHERE ARE THEY NOW?

The ISU Student Alumni Association program has spawned some of the university's most innovative and productive young alumni. In each issue of VISIONS, the Alumni Association will catch up with an SAA alum.

Randall Wreghitt
Cyclone Guide 1976-77; Publicity Coordinator, Parents Weekend 1977.
Age: 32.
ISU Degree: Journalism/Mass Communications, '78.
Occupation: Senior marketing representative, Walt Disney World Co., Orlando, Fla.
Job Description: Work with military market programs, convention copyright, education programs and late night rock events and family parties in the Magic Kingdom.
Best Thing About My Job: The talent, enthusiasm and support at Disney World is incredible.
Hometown: Clear Lake.
What I Miss Most About ISU: The excitement of the future, the potential and promise of the students...and spring break.
Top ISU Accomplishment: Came up with the idea of mass campaniling while on a Homecoming committee in 1977. "I understand it's now an ISU tradition!"
Favorite Class At ISU: Hort 101.
Favorite Quote: "We are all in the gutter, but some of us are looking at the stars." —Oscar Wilde.
Advice To New Students: ISU offers an incredible number of extracurricular activities. Don't miss the chance to be a part of them.

Dow City's Joe Smith moonlights as ISU's maverick recruiter

The ISU Ambassadors program, an organization aimed at involving alumni volunteers in the recruitment of potential students, has existed for two years.

On the other hand, Joe Smith, a 1972 Iowa State graduate, has been doing ambassador work for ISU for more than 10 years.

"He's *the* original ambassador," said ISU alumni/admissions coordinator Mary Jo Banwart. "He was doing it on his own before Iowa State was doing anything."

And in many ways, some of Iowa State's ambassadors still could learn a lot from Smith, who farms near Dow City. Not only does he identify possible Iowa Staters from Dow City-Arion Community High School, but he takes the process one major step further—several times each winter he brings a group of students to campus, providing them with a true-blue, Joe Smith orientation.

Many students on his tours are those Smith feels otherwise may not even consider ISU. "If we can get them on campus and let them see the place," Banwart said, "that's usually it, the sale is made. That's why what Joe does is so neat."

Smith already knows most of the students he brings to ISU—he's been extremely involved in school and civic activities in Dow City since graduating from Iowa State—and he obviously can speak firsthand about the campus and the university experience. That combination, he said, is a natural for making nervous teen-agers more comfortable in an intimidating situation.

"A lot of the reason I do this is that I know how absolutely difficult it is for a boy from small-town Iowa to master this place," Smith said. "It's confusing. I'm just here to point these kids in the right direction, and hopefully let some people see and hear about the place they otherwise wouldn't be able to."

Smith is in close contact with Dow City-Arion's guidance counselor, and, after 13 years, has developed quite a network of his own. He started out by identifying prospects through friends and neighbors, and now generally is regarded as the school system's Iowa State connection.

Discovering a student who is interested in Iowa State but probably won't pursue that interest usually sets the process in motion.

"It all just mushroomed," Smith said. "We were losing a lot of kids who were Iowa State material, and I didn't like to see that. Now I've got it set up to where I can get to those kids I think need me most.

"And once I identify them, I think my main job is to pinpoint them into a niche. That's really all. I had such a tremendous experience there, and I just want a little of that to rub off on them. I just show them and tell them about my experience, and they've usually got to have their own personal gumption to go from there. I've found my success rate's much higher when I handle it that way."

Banwart and Smith both realize bringing one or two students a year to Iowa State is hardly a monumental task. "But we'd be thrilled if we could get Iowa Staters like Joe in a lot more communities," Banwart said. "He sees this as his way to pay back the institution for a positive experience he had, and I think his dedication could be a good example for others to follow. We'd always love to have more ambassadors like Joe."

But Smith is hardly interested in pats on the back. "I feel guilty taking much credit because I'm only doing it because I enjoy it," he said. "It's a labor of love. If these kids can get even a little feel for the great experience I had at Iowa State, that's plenty of reward for me."

CLIP OR PHOTOCOPY

Who do you think would make a great Iowa Stater?

Introduce us to a high school student who would like to hear from ISU. At the same time, use this coupon to let us know if you would like more information about participating in the ISU Ambassadors program.

Student name _____

Address _____

City _____ State _____ Zip _____

Your name _____

Address _____

City _____ State _____ Zip _____

____ Send me information about volunteering as an ISU Ambassador.
Send to: Mary Jo Banwart
Alumni/Admissions Coordinator
Iowa State University
Alumni Suite, Memorial Union
Ames, IA 50010
1-800-262-3810, ext. 6701 (in Iowa)
1-800-247-3965, ext. 6701 (outside Iowa)

A new way to ...Show Your School Spirit!

Now you can show your true colors every time you use your credit card. This special ISU MasterCard® or VISA® is available only to ISU alumni and friends. And each time you make a purchase, a contribution will be made to the ISU Alumni Association.

If you're a dues-paying member of the ISU Alumni Association, you'll receive a special interest rate of 16.8% APR and pay an annual fee of only $15.00, waived until June 1, 1989. Non-dues-paying members can also receive the card, with an $18.00 annual fee waived until December 1, 1988, and 17.88% APR.

You'll also enjoy all the benefits of MasterCard® and VISA® credit cards.

Take advantage of a great offer and help the ISU Alumni Association. For more information call 1-800-222-7458.

Iowa State University Alumni Association

Just how do you get to Sesame Street?

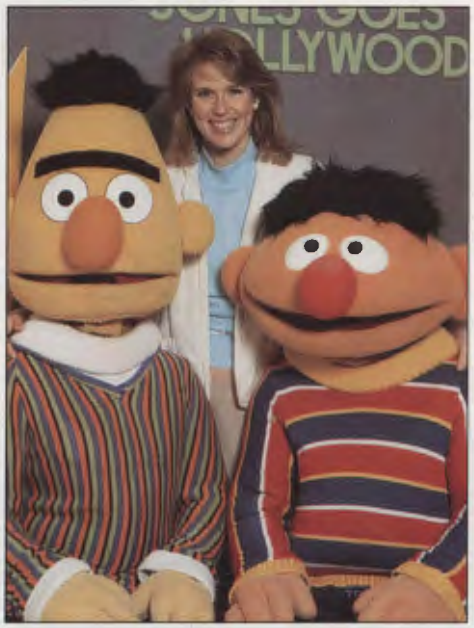
Ask Heather Watkins what she does for a paycheck and she'll rip off three words faster than you can say Snuffleupagus:

"I push Muppets."

That's right, Muppets. Those fuzzy little critters who teach us to count to 10 (in English and Spanish), recite the alphabet and prove that, with love, a hit series and three fat movie contracts, a pig and a frog *can* find wedded bliss.

So just how does one "push" these creatures? For starters, publicize might better describe Watkins' work. The 1986 Iowa State graduate is the publicity coordinator for the VEE Corporation in Minneapolis, which produces four touring shows with the Sesame Street characters. "Sesame Street Live" is the big draw.

"I work with the media, script commercials, I do a little bit of everything to publicize these guys," says Watkins, who



earned a degree in broadcast journalism but, with a little help from her friends (she's closest to Oscar the Grouch and Bert), found she's as crazy about Muppet publicity as Cookie Monster is about a deluxe chocolate chipper.

"It's so neat working with a product I really care about," she says. "I get to see thousands of kids react to their Sesame Street friends the same way I would to front-row seats to Bruce Springsteen."

Admittedly, "Born in the USA" isn't Bert's kind of song, and Oscar, while he doesn't look bad in blue jeans, can't carry a tune in a trash bag. While Watkins is a true Boss-aholic, those two somewhat underappreciated Muppets do own a piece of her heart.

"Oscar is really soft underneath it all," Watkins says. "He represents the darker side in us. And Bert is so eccentric. He collects paper clips, has a pet pigeon and is picked on so lovingly by Ernie. He's hard not to love."

But what we're dying to know, Heather, is this: Does a 24 year old with a bachelor's degree actually watch this stuff on her own time?

"Well ... yeah. It *is* my job, you know."

Sure. And Cookie Monster keeps that Oreo stash handy only because it's *his* job.

By design, architects pay tribute to astronauts

They entered one of the country's biggest-ever architecture competitions because they wanted to do something that had immediate impact. Though they didn't win, Keith and Kathryn Sanderson Rabuse, both Iowa State architecture graduates, accomplished their goal.

Both associates with Gromatzky, Dupree and Associates in Dallas, the Rabuses entered the competition to design a memorial to the 14 astronauts who have lost their lives in space flight or in training for space flight. There were 1,535 projects registered and 756 actually entered, making this the nation's biggest such competition since the Vietnam Memorial was designed.

The Rabuses' entry was one of five to receive honorable mention and a $1,000 prize. First-, second- and third-place entries also received awards.

"[Competition officials] told us that once you get down to the final eight, it gets very, very subjective," said Keith Rabuse, who graduated with a bachelor of arts degree in architecture in 1981 and a bachelor of architecture degree in 1982.

Said Kathryn Rabuse, who received her bachelor of arts degree in architecture in 1982: "This was a great competition, and we're glad to be considered in that final group. But once you get this close, you'd like to be the one."

The couple's design for the six-acre site at the visitor's center at NASA's Kennedy Space Center is based loosely on a sundial, with 14 stones surrounding it to represent the space program's 14 casualties. Seven were killed in the 1986 Challenger explosion, all three Apollo crew members died in a fire on the launch pad in 1967 and three others have died during training missions.

"We wanted to do something that would immediately mean something to people," said Kathryn Rabuse. "We felt we wanted to create a lasting memory. We involved a lot of associated imagery, but one of the main points is that the sun dial is thrusting upward, drawing your eyes to the sky."

Keeping a close eye on the eye of the storm

The scene is familiar to Midwesterners: It's late spring. Black clouds brew in the western sky. Air that minutes ago was miserably stifling now has an almost eerie chill. The wind blows hard, but with a feel and a smell that tells true Midwesterners the worst is yet to come. Televisions beep storm warnings across the bottom of the screen.

As a youngster growing up in Altoona, Ray Fagen relished that scene. It's not that he liked nasty weather—he just liked *weather*. For hours he'd stare out the window and at the TV, watching and listening for thunderstorms, blizzards and tornado watches.

"Someday," young Ray Fagen would think as he hauled out his maps to chart a storm's progress, "I'll tell people what the weather will do."

For young Ray Fagen, someday is here. Fagen, who attended Iowa State from 1973 to 1975 and whose wife, LaRue Courtney Fagen, is a '77 ISU graduate, is a satellite meteorologist with the National Hurricane Center in Coral Gables, Fla. For nearly six months a year he keeps a trained eye on potential tropical storms and hurricanes in the Atlantic, the Caribbean, the Gulf of Mexico and the eastern Pacific. Although he's been in the business for 11 years, his pulse still rises when the pressure falls.

"Things can get pretty exciting around here during the hurricane season [June through November]," Fagen says. "We've all got such an intense interest in this stuff and have had since we were kids."

In ninth grade Fagen decided he'd attend Iowa State and major in meteorology. Although he left ISU for the University of Michigan after his parents moved to the Wolverine State, he didn't leave his love for weather behind.

He's been at the Hurricane Center for a year after spending four years at the National Weather Service in Washington, D.C. and six years as a forecaster in the U.S. Navy. While stationed in Guam, he had his most memorable weather experience—he flew into a typhoon.

"A lot of people might think that's crazy," he says, "but that's where my interests are. I loved it."

He's now at one of just three national weather centers in the country. "This is the place to be if you love weather," Fagen says. "It's great to predict what these huge storms are going to do and to tell people what they need to know to protect their lives."

Meet the Big Apple's ISU Zoo Crew

As animal keepers at the Bronx Zoo, Gerard Stark Jr. is particularly fond of elephants and bats, and Trish Meehan has a soft spot for tapirs and gibbons.

Though they don't quite see eye-to-eye when it comes to animals, there's one thing these two born and bred New Yorkers couldn't agree on more: There's no place like Iowa State.

This zoo, plopped smack in the middle of 11 million or so people, boasts not one but *two* ISU graduates.

"When I was first here, I saw this guy wearing an Iowa State jacket and I couldn't believe it," Meehan says. "Then when I went up to him to ask him about it, I realized we'd had a class together. It was so weird."

Both came to ISU because of the College of Veterinary Medicine's academic reputation. Both graduated with animal science degrees, but neither went on to vet school. Thus explains their return to New York, where they're now living out childhood dreams.

"I've always loved animals and wanted to work with exotics," says Stark, who graduated in 1985. "The pay isn't great, but I love what I'm doing and the animals I'm working with."

Says '86 grad Meehan: "The Bronx isn't that great a place, but this is a world in itself. With these animals and plants, it's just beautiful. People from Iowa might not appreciate that. But we sure do."

Meehan works mainly in the zoo's Jungle World display, and Stark became a bat lover as a regular at the World of Darkness. Though Iowa State offers few courses in alligator physiology or lemur science, both are putting their educations to work.

"Directly, we didn't learn that much about what we're doing," Stark says. "But a lot of what we learned carries over. I don't think either of us would've done it any other way."

Hultgren ready to raise millions for Iowa State

Dayton Hultgren sees guiding the capital campaign as yet another in a series of challenges.

He's been the president of a theological seminary and a junior high teacher. He's preached from the Presbyterian pulpit and pounded the pavement for philanthropic prospects. And now he's preparing to lead Iowa State University into its largest capital campaign.

He's Dayton Hultgren, 55, who assumed the duties of ISU's executive director for development on April 4. And he's no stranger to the wonderful world of fund raising.

Hultgren joined the ISU staff following a stint as director of development for the University of Minnesota. While at that institution, he helped guide a $300 million capital campaign that achieved its goal six months ahead of schedule. For a man who thrives on challenges, the Iowa State opportunity was exactly what he was looking for.

"I was attracted to Iowa State's distinguished and very visible reputation as one of the major land-grant universities in the country," Hultgren explained. "And this university has as its president an articulate and inspiring leader who embodies the best of ISU's traditions. President Eaton understands marketing and development, and there's no substitute for that factor in an advancement program.

"Quite frankly," Hultgren continued, "from my first visit with the search committee, I have been impressed with the clarity and sincerity of the people I'm meeting. I think that reflects a set of institutional values that I prize. And finally, and I had heard this about Iowa State for many years, it has an enormous number of well-informed, committed and involved graduates. There isn't a long tradition among many public universities of taking volunteer leadership seriously, but that certainly hasn't been the case here."

Based on those factors, Hultgren now is in the midst of developing a comprehensive plan that will launch Iowa State into its first major capital campaign since the 1982 kickoff of "Excellence in the Eighties," which had a goal of $50 million but resulted in pledges of more than $57 million. While no one is committing to a specific goal for the upcoming campaign, an amount double that projected six years ago seems likely.

But gearing up for a major fund-raising extravaganza isn't the only pressing issue facing Hultgren these days. An ISU student group rallied several times during the spring in protest of the Achievement Foundation's current holdings in South Africa, and urged the Foundation, which abides by the Sullivan principles, to divest completely from those companies. On June 3, the Foundation's board of directors voted to do just that.

According to Hultgren, the directors had researched and debated the issue for several months. Although the vote was "difficult—there were differences of opinion," he personally supported the decision.

"While I don't think this decision will change substantively the economy of South Africa, I see it as a definite moral statement of affirmation for the self-determination of the people there," Hultgren said. "And frankly, I don't see how I could have explained or interpreted any actions other than divestment."

It's obvious that this former teacher turned minister turned seminary president turned consulting psychologist turned development director is utilizing all his life experiences in his new role as Iowa State's chief advancement officer. And it's readily apparent the value he places on philanthropy.

"While philanthropy in higher education has a long history, hundreds of years, the relationship between public higher education and philanthropy is very short, 25 years maybe," Hultgren said. "Public higher education has been working very hard to understand what philanthropy is and should be and what a university needs to do in order to form partnerships with philanthropic communities. Right now, the public institution is playing a catch-up game, but a growing number of those institutions are rapidly coming of age.

"We really are growing up."

"The Foundation" department is supported financially by the Iowa State University Achievement Foundation.

Balm puts his loyalty to work

Jerry Balm thinks he has the best of both worlds.

As an alumnus, he wants nothing but the best for Iowa State. And as a member of IBM's technology interchange program, he is able to put his loyalty to work, helping his company donate equipment and money where ISU needs it most.

Balm, who earned his bachelor's degree (1962), master's degree (1963) and PhD (1966), all in electrical engineering from Iowa State, says it is his job to "keep track of what ISU's needs are, and see what IBM can do to help out." He visits the campus every six weeks for what he calls "technical interchange."

"It's my job to scout around and see where equipment is needed or where there are graduate students who are deserving of grants or fellowships," says Balm, who has worked in IBM's Rochester, Minn., office since leaving ISU 22 years ago. "But it's a two-way street. I also do some 'spy work' [on prospective employees]. My motivation is to help Iowa State put out good students and to help them have a good relationship with IBM."

Balm has been working with Iowa State in the technology interchange program for more than five years. Along with helping arrange grants, scholarships and fellowships, he also has worked to bring a considerable amount of equipment to ISU. The Microelectronics Research Center has been the beneficiary of many of his efforts, having received a scanning electron microscope, diffusion furnaces, a sputtering system, oscilloscopes, a graphics printer and furniture.

"It's a good feeling to make something happen that can help both sides," Balm said. "Before [being named to his current position with IBM] I always was ready, willing and able to volunteer for events like Engineering Week and recruiting trips. This position took a personal interest and made it permanent. It's enjoyable work for me, and I happen to think it's for a darned good cause."

The first recipients of the John T. and Thelma V. McColm Scholarships were honored recently in Ames. ISU students Dalene Allen, Steve Lonergan and Denise Weinard met with John McColm, whose $150,000 gift to Iowa State established the scholarships.

ORDER OF THE KNOLL

The following individuals joined ISU's Order of the Knoll from Feb. 1, 1988, to March 31, 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.)

Marie H. C. Schlapkohl

Henry A. and Eldred R. Schlapkohl

Membership in Memory by Marie H. C. Schlapkohl

CAMPANILE GUILD

(Minimum of $50,000 personal gift, $75,000 corporate or matching gifts, $100,000 trust gift or $125,000 bequest.)

Roger S. and Joan Hanson

(moved from President's Circle)

PRESIDENT'S CIRCLE

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

Joseph C. and Elizabeth A. Anderlik
Mary Catherine Jackson
Clinton H. and Gladys T. Stevenson
Eldon D. and Mary Ann Amandus*
Bill C. and Katherine Fox*
Porter M. and Dorothy Jarvis*
J. Burton and Marj Jobe*

*moved from Order of the Knoll

ORDER OF THE KNOLL

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

Willis M. and Linda Bywater
Albert and Sue Duroe
Sidney Welles Gaylord
Robert W. and Elizabeth M. Gerwig
Earl and Johnie Hammond
John J. Lieb
G. Allen and Virginia Ferris Metz
Thomas D. Phelps
Alan and Marlene Tiefenthaler
David A. Tyckoson and Marilyn K. Moody

The secret of his success

Charm, integrity and dedication endear Walden to fans

"I think Iowa State's right for me. I just hope I'm right for Iowa State."
—Jim Walden, Dec. 15, 1986

Was Fred right for Ginger? Was golf right for Arnold Palmer? Was cream filling right for Twinkies?

Actually, the Walden-ISU match couldn't have been more heavenly. You had a beleaguered Iowa State football program, taking an eight count after being stung by a barrage of punches from its fans, its coach and the NCAA. You had Jimmy Carroll Walden (the resemblance to Jimmy Wade Criner is in name and drawl only) who was highly respected among football circles but a Rodney Dangerfield in Sansabelts at Washington State, where fans are as impressed with an eight-win season in football as they are in basketball.

Athletic Director Max Urick played Cupid in this marriage, charging Walden with just two things, really, in his first season: 1) Make dignity and fan support chic again; and 2) If you've got time, you might win a game or two.

With charisma and integrity oozing out his ears, Walden practically had No. 1 in his back pocket by Orange Bowl '87. Though expectations were never high, his team averaged over 1,000 fans a game more than 1986's 6-5 squad. Projections are even better for '88. As for his second mission, he used a recipe that included several parts patience and a pinch of athletic talent to go, in his words, a "miraculous" 3-8.

Which brings us to Year 2 of the Jim Walden Era, and these two questions: 1) Where do you go from here, Jimbo? and 2) Looking for an agent?

"With a huge lack of quantity and quality, I thought we'd be lucky to win a game," says the 50-year-old Walden. "We won three and I've never been prouder. But heaven knows we want more. If we win more than three this year, I can truthfully say it'll be just as fun. But then again the other teams might be better, too, and kick our brains out."

Such veracity initially shocked fans and players. Heck, they knew that after the embarrassment of NCAA sanctions, the program was as down and out as an Al Haig campaign volunteer. But they didn't expect to see headlines proclaiming 1-10 as the coach's wildest dream.

"We sat there and thought, 'What the heck is he saying?' says senior strong safety Jeff Dole, named the team's outstanding defensive player last season. "It didn't seem right. But we saw he wasn't giving up. He worked as hard as he could to win. It was a motivational thing. Deep down, he really didn't know. But he sure tells it like it is."

That, as much as his one-liners, his run-and-gun philosophy and his endorsement from Johnny Orr as a Good Guy made an entire community fall head over heels.

When the NCAA dropped its scholarship limit from 30 to 25 per year, Walden openly ripped the organization, then fought vehemently to return the limit to 30. (It was increased, but for only one year.) If a player didn't perform, Walden told the press and the entire state knew about it. When he felt he had screwed up—as he did in the Missouri game—he publicly pointed the finger straight into the mirror.

"It's a little egotistical to talk about yourself, but what you see is all me," Walden says. "I never worried about my reputation except that it's the best and most honest I am. Some call me a renegade. I guess they're right if that means I fight for what I believe in."

What Walden believes in is his young men. Not necessarily in their ability to win, although with 17 starters returning he does think things could get interesting. But most of all he believes in their ability to contribute to society today *and* 20 years down the road.

The hallway leading to the Cyclones' locker room traditionally has held coaches' inspirational signs: "All we ask is 110 percent," etc. The previous coach had an elaborate, sprawling pyramid on the wall with goals at each level leading to a national title. That coach went 17-25-2, constantly had players struggling with academics and the legal system and ended up

giving the entire university a black eye.

Walden has one small, unobtrusive sign in that same hallway:

WINNING IS NOT FINAL
LOSING IS NOT FATAL
DO THE BEST YOU CAN

"I accepted a long time ago that being the winningest coach in America was not the most important thing," Walden says. "My objective is that 40 years from now I hope to have left a string of people that are proud to have been in my presence. Being in a record book ain't enough. The top 10 winning coaches are scared to death they won't stay there. I'm not a bit concerned about getting there. I'm concerned about how much I love one of my right guards and how he did on a test today."

"If you play for him," Dole says, "you learn football's important, but there's a lot more in life to prepare for."

Sounds great, the fans are saying... now. But how far would that love and dignity stuff go after a few more 3-8's?

"I'm spending 80 hours a week out here and getting beat," Walden says. "However frustrated you get, I've beat you to it. But I know fans, and it was a shocker for me to see 40,000 out here, even if they knew deep in their hearts we were going to lose. And hell, I know if we sit here and go three, three, three and three [wins per year], we better be looking for the moving vans. But I don't intend to get to that point."

Ex-SMU standout is new swimming coach

Texas, a state laden with swimming tradition, was the training ground of Iowa State's new men's swimming coach.

In May ISU announced the hiring of former Southern Methodist All-American Eddie Sinnott, most recently an assistant at Louisiana State, to replace Bob Groseth. The Cyclones' coach for 10 years, Groseth announced last winter he would be leaving to take over the men's program at Northwestern.

After leading SMU to Southwest Conference swimming titles from 1973-76 and graduating from the Dallas university in 1979, Sinnott served as assistant coach for the Mustangs for five seasons. SMU placed in the top 10 at the NCAA Championships in all five of his seasons as a coach. The Greenwich, Conn., native then spent three seasons as an assistant at LSU, and last spring helped the Tigers to their first-ever Southeast Conference crown.

Sinnott, 33, also was head coach of the U.S. Swimming National Team in 1987, coached the East squad at the 1987 Olympic Festival and coached the U.S. team in the 1983 Pan Am Games.

Cyclone softball team makes NCAA playoffs

Iowa State's softball season began with questions marks galore. It ended with the team's first-ever trip to the NCAA playoffs.

Though they returned only three starters from 1987, coach Deb Kuhn's Cyclones received that unprecedented NCAA invitation after finishing third in the rugged Big Eight Conference Tournament.

ISU bowed out of the central regional play in Lincoln, Neb., after its first two games, losing to Creighton (3-2) and Nebraska (5-2). The Cyclones, one of 20 teams invited to the NCAAs, finished with a 35-25 record.

Johnny, Iowa State set for trip to the Orr-ient

Just call them the Samurai Cyclones.

Japanese athletic officials, trying to increase the popularity of basketball in their country, have contracted Iowa State and two other U.S. college teams to join their own national all-star team in the annual Suntory Ball Tournament in Tokyo Dec. 15-17.

Also invited on the expenses-paid trip are Bradley and Southern Mississippi, two teams that feature high-speed attacks similar to Iowa State's. Cyclone coach Johnny Orr said tournament officials were eager to land a team from the Big Eight Conference after this year's NCAA tournament final featured two of that league's teams.

"I think it's going to be a great thing for our kids to be able to go over there and play," Orr said. "It's a good opportunity for them to see another country."

The Cyclones will leave Ames on Dec. 13—three days after playing Iowa—and return Dec. 19. They are scheduled to play at Indiana Dec. 21, but Orr said there is a chance that game will be moved back a day.

In addition to the 15 players, four coaches, a manager and a trainer, Japanese officials also have invited President Gordon Eaton, Athletic Director Max Urick, six cheerleaders or pom pon girls and a Big Eight official. It has not been determined whether Eaton or another administrative official will make the trip.

Phenix NCAA Ball, the group underwriting the trip, has said it wants to give Japanese people "the idea of the big picture of college basketball in America." It will pay for transportation, housing and food.

BY ROBERT L. BARTLEY

Questioning House Rules

Since taking leave of the campanile and Lake LaVerne back in 1959, I've spent my professional life watching the American political system. The longer I look, the more I think most of our serious problems come back to our system of life tenure for congressmen.

Our current system, of course, isn't quite what Madison and Jefferson had in mind. They thought that having to face reelection every two years would make the House of Representatives highly responsive to passing fads, and that the Senate, the president and the Supreme Court would have to temper their passions with a longer view. But somehow over the years the system has reversed itself. Sitting presidents are regularly defeated or defrocked by scandal. The Supreme Court follows the election returns. Enough Senate seats change hands that both major parties get a chance to make leadership mistakes. But once someone is elected to the House, only death can intervene.

Well, I exaggerate. In the last congressional election, not every incumbent congressman who sought reelection won —only 98.4 percent.

How did Madison and Jefferson get overruled? Well, the election laws are not written by all Democrats or all Republicans, but they are written by all incumbents. With rare bipartisan unity, lawmakers have legislated themselves every advantage they have yet imagined against any possible challenger.

There is first of all the gerrymander. The Supreme Court's one-man, one-vote rule was supposed to bring more democracy, but state legislatures have taken it as license for evermore imaginative mapmaking. With the aid of computers to trade precinct-by-precinct voting patterns, they have redrawn districts to entrench incumbents of both parties.

Gerrymandering often is used to help one political party, the Democrats in California or the Republicans in Indiana, but it tends to produce safe seats for the incumbents of not only the majority party but the minority as well. The only thing lost is the voters' ability to throw the rascals out. Senators haven't yet figured out how to redraw their districts, which may account for the greater turnover there.

House incumbents have provided themselves with permanent campaign staffs; almost half of their staff members now work in their districts rather than in Washington. They make generous use of the frank; for every letter received on Capitol Hill, 12,000 go out. While the Federal Communications Commission has ended its "equal time" requirement, Congress keeps trying to reinstate it because it suppresses news coverage in which challengers might get their names known.

If these advantages aren't enough, there is always "campaign reform." While Congress hasn't yet been brazen enough to simply pass a law saying challengers can spend only 50 cents for every dollar spent by incumbents, it might as well have. No candidate can accept a contribution of more than $1,000, which makes it almost impossible to finance an effective challenge. In the first 15 months of the current election cycle, incumbents received 88 percent of the $53 million in campaign contributions by political action committees.

Lifetime tenure certainly does have political effects. In the 1984 congressional elections, of the 367 contested seats, Republicans won 500,000 more votes, but Democrats won 30 more seats. And many congressmen seem frozen in time, carrying throughout their tenure the attitudes they brought with them in winning their first seat.

Even more galling, though, is the personal and institutional arrogance. Congress, for example, routinely exempts itself from laws it applies to others. Though it has 38,000 employees, it is exempt from the Civil Rights Act, the Equal Employment Opportunity Act, the Equal Pay Act, the Fair Labor Standards Act, the National Labor Relations Act, the Occupational Safety and Health Act, the Freedom of Information Act and the Privacy Act. When a fire broke out in House Speaker Jim Wright's office, it was discovered Congress had exempted itself from local fire codes.

And of course, in recent years Congress has abandoned any pretense of orderly procedures, passing a year's worth of legislation in one last-minute "continuing resolution" and dumping it on the president's desk, leaving him the choice of signing it unread or closing the entire government with a veto.

This provides an opportunity for individual congressmen to sneak pet provisions into the law unseen. The last continuing resolution included a provision directed by publisher Rupert Murdoch that the courts overruled as a bill of attainder. It barred the use of any funds to collect an outstanding court judgment against one congressman's campaign contributor. But no one has yet determined who inserted in the continuing resolution, without any hearing or debate, a provision for a 20 percent pay increase in the top congressional staff salaries.

Short of dumping tea in Boston harbor, it's hard to see what can be done about this kind of entrenched power and arrogance. But I take solace in the thought that, whether or not a specific reform is on the table, excesses do tend to provoke their own cure. The beginning of this is public recognition, and one of the things I hope I've learned since 1959 is to spot an issue when it's on the horizon. Particularly after the last continuing resolution, my instinct is that cloud of congressional overreaching is blowing up into a storm. Keep an eye to windward.

Robert L. Bartley, a 1959 Iowa State journalism graduate, is editor and vice president of The Wall Street Journal. In 1980, he won the Pulitzer Prize for editorial writing.

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