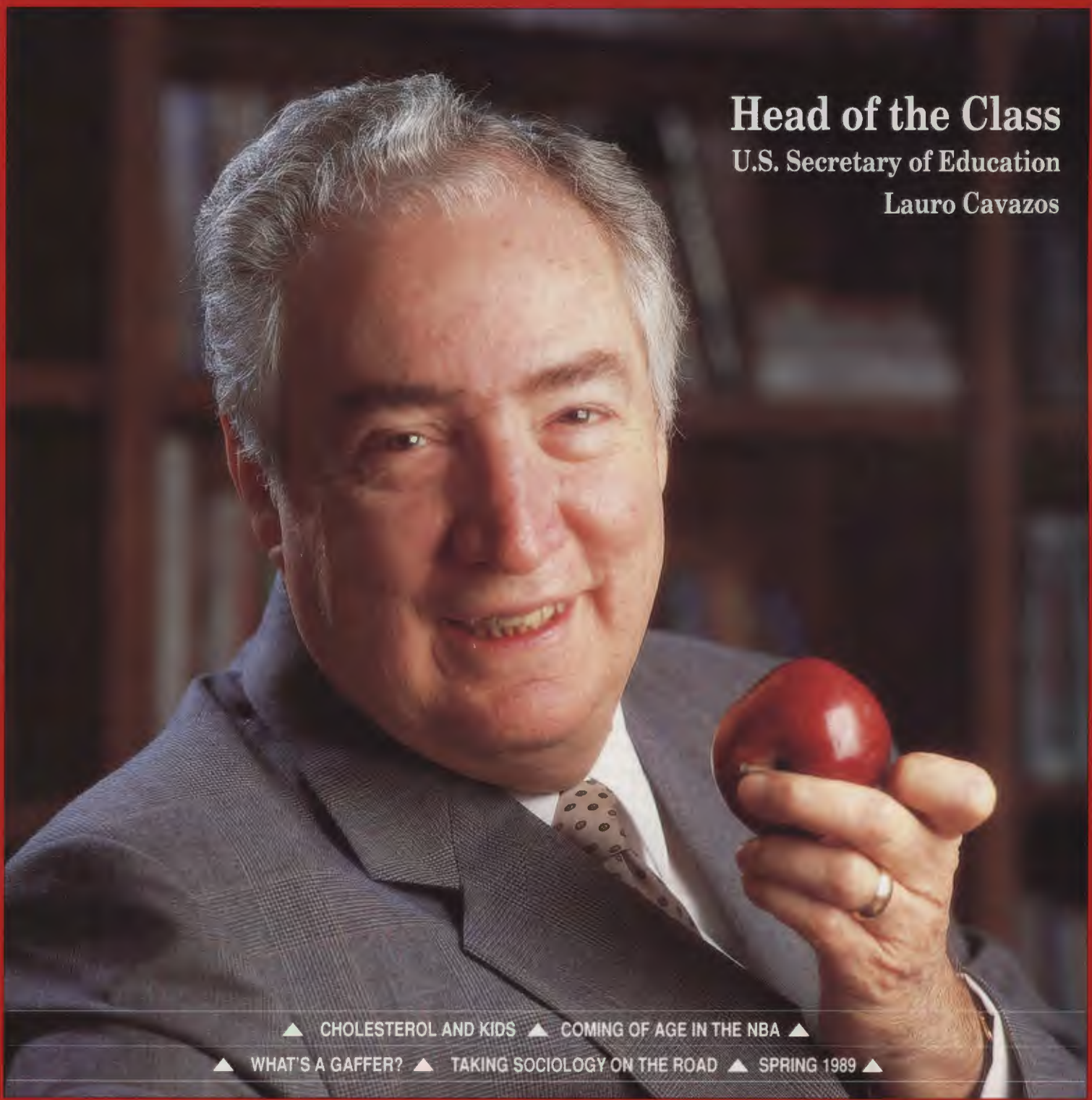
VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE



Head of the Class

U.S. Secretary of Education Lauro Cavazos

▲ CHOLESTEROL AND KIDS ▲ COMING OF AGE IN THE NBA ▲

▲ WHAT'S A GAFFER? ▲ TAKING SOCIOLOGY ON THE ROAD ▲ SPRING 1989 ▲

THIS IS THE SECOND IN A SERIES OF MESSAGES EXPLAINING THE MANY PROGRAMS SUPPORTED BY YOUR MEMBERSHIP IN THE ISU ALUMNI ASSOCIATION.

YOUR MEMBERSHIP MAKES A DIFFERENCE

Remember the Green Gander? North Woods picnics? Freshman Mixers?

So do Dorothy and Joe Picken of Ames, both members of the Class of '39. But they're not content to just browse through their copy of the *Bomb* — they want to actively relive the good times. So they're helping to organize Alumni Days '89, the ISU Alumni Association's annual reunion weekend for members of the 50, 55, 60 and 65-year Iowa State graduating classes.

Each year, Alumni Days attracts 500 Iowa Staters back to campus for a glorious June weekend of receptions, banquets, special tours and lots of entertainment. But the best part of Alumni Days isn't printed on any schedule. It happens when an attendee catches a glimpse of the roommate she hasn't seen in 50 years. Or when the best football game in ISC's history is relived one more time with the old gang. Or when reminiscences of the "good old days" are just as fun as the real thing.

Maybe you really can go home again.

Alumni Days: Just one of dozens of programs made possible by your Alumni Association membership.

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COVER PHOTO BY LEN RIZZI

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IT'S FUNNY WHAT A DIFFERENCE ONLY ONE YEAR CAN MAKE

THINGS YOUR MOTHER NEVER TOLD YOU ABOUT STARTING A MAGAZINE

The kid's a year old.

In some respects, it's hard to believe VISIONS is ready to commemorate its first year of being. And then there are times when we face another new challenge, another late night and another loud cry, and we wonder if we'll survive infancy.

As we page through the past year's scrapbook, we see moments that make us fairly beam: the ebullient face of dance professor Betty Toman as she packed up the toe shoes for an adventurous retirement; the steely look of sheer determination set on the face of Jeff Grayer as he prepared for the Olympics; the quiet, elegant concentration of the Ames Piano Quartet as it tunes up for national recognition.

And there are pages that give us pause because of the impact they carried: President Gordon P. Eaton's dreams for ISU's future; implications for the loss of academic freedom; the nation's shortage of scientists. And there certainly are passages that we would have given anything not to report were it not for our editorial responsibility, like the Veishea '88 disturbances.

Like all parents, we've experienced the challenge of making decisions that will have effects for many years to come. Most times we've walked away from those decisions knowing we've done the right thing. We've embraced the accolades sent our way—and realized that once the outside world lays eyes on your creation, everyone and his mother has an opinion on how best to nurture it.

But listening to those opinions—and more often than not, learning from them—results in growth. By the time you receive this, we will have the findings of our first VISIONS readership survey, mailed to a random sample of 500 Association members. The scientific discovery of what you read, what you don't read and what more you'd like to see will contribute significantly to our next stage of development.

We now look to the "terrible twos" and all the upcoming year will hold for VISIONS. We'd like to think this issue sets us off to a good start. Credit is certainly due writer Dan Davenport, who, within a week's time, found himself tracking down Jeff Hornacek in the arid Arizona desertlands (see page 30) and seeking out Secretary of Education Lauro Cavazos in a comfortable federal office (page14).

We're equally pleased to have the best-selling byline of Robert Kowalski in this issue of VISIONS. Kowalski, an ISU alumnus, is the author of *The 8-Week Cholesterol Cure*, a regular on the New York Times Bestseller List for more than two years. Kowalski's latest interest, cholesterol and kids, is featured beginning on page 26.

As we allow ourselves one last look at VISIONS' first year, we see that we've won a few awards and wooed a few more readers. We've brought you the unusual (metal underwear?) and the controversial (Don Smith with socks). We've prompted your laughter and incited your wrath. But most important, we've shared with you our perspective of the all-encompassing Iowa State community. And you've shared with us your opinions of that perspective, tempered always with your immense loyalty for your alma mater.

On behalf of the VISIONS staff, I thank you for your support and I encourage your continued involvement. Now go out there and find yourself the thickest, gooiest piece of birthday cake available, and eat it in celebration of VISIONS. We've all earned it.

–By Debra Gibson

LETTERS

A CASE OF US VS. THEM?

Reading [Running On Empty, Winter '89] several times, my initial unease became stronger and stronger. Unease not about the prediction of a severe shortage of U.S. citizen scientists, but about the view/slant of the writer. That unease alone would not prompt a letter from this ex-scientist except the forum — VISIONS — suggests university concurrence not only in what was said but also how it was said.

The article states that fewer scientists and science teachers are being developed. I'm reasonably certain there are fewer students being produced by the mommies and daddies of this country. Perhaps we won't need as many? I don't know, but I do know that it will take a much more cogent, tightly written, better-reasoned presentation to make anything happen. The article is replete with gratuitous comments, many having little or no relevance to the subject:

▲ "No longer do we await an explosion of technological advancement." No one was waiting in the '60s.

▲ A reference to bright grads tucking their diplomas into the glove boxes of their BMW's and zooming off to yuppiedom. An inkling of "it's us vs. them?"

▲ Joe Widder (National Science Foundation) saying, "We can't dominate anymore just by saying we dominate." Does anyone really believe that was ever the case? Nonsense!

What I got was a feeling that the writer/university perceives the world as "us vs. them" — teachers vs. non-teachers. Solving the problem will require the cooperative effort of a great number of people within and without the education field.

Dennis Hart, '59
Belmont, California

FOR THE RECORD

About that Puerto Rican TA who couldn't speak English [Why Johnny (or Juan) Not Only Can Speak But Also Can Teach, Winter '89]. Yes, the statistics department was caught flat-footed when he showed up. But he was never used as an instructor. TOEFL scores and the SPEAK test are not required for U.S. citizens! Eventually, this minority student obtained his M.S., so the story had a happy ending.

Herbert A. David
Distinguished Professor of Statistics

'ARTIFICIAL' MARKET

Your story about the downsizing of Vet Med [For ISU's College of Vet Med, These Days Less Is More, Winter '89] was interesting from the point of view that this technique is being used to artificially adjust the job market for veterinarians to keep earnings high and unemployment low.

I don't see why this innovative concept could not be applied equally to all professions. If applied to unskilled and technical-type jobs, it could solve this nation's unemployment and low-wage problems almost overnight! Why didn't we think of this when I was in journalism back in the '60s! Think of the additional bucks I could have made!

Bill Freiberg, '63
Cedar Falls

SAY YES TO DRUG TESTING

As the only physician member sitting on the NCAA Drug Testing and Education Committee, I found your article [Three Strikes and You're Out, Winter 1989] extremely interesting. I applaud Dave Cox for the work that he has done in anticipation of probably the greatest single problem facing college athletics today. As a team physician for Michigan State University, I understand the problems he has faced. I am proud of my alma mater for its vision.

I have two comments: 1) I am somewhat disturbed that the results of the medical testing go to a non-physician. I may be biased, but I believe a knowledgeable physician should be involved. 2) The article does not address who actually is being tested for anabolic steroid use. The cost tends to prohibit random testing of anabolic steroids across an entire sports program. However, if certain "at risk" positions on various sports teams are isolated, then the steroid testing problem can be addressed.

Douglas B. McKeag, M.D., '68
Okemos, Michigan

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Survey results show that most alumni still reflect fondly on their ISU experience.

PETER KRUMHARDT

A DEFINITE THUMBS UP

Alumni survey response: Loyalty remains a constant

Some things never change.

That, strangely enough, can be said for the Iowa State alumni body, despite the fact that it is a diverse group that adds several thousand members each year. Obviously, the group that now numbers more than 130,000 gets a little younger every year, and certainly other demographic facts change regularly. But after completing its first comprehensive alumni survey in 10 years, the Iowa State Alumni Association found there is at least one constant: loyalty.

Indeed, 90 percent of the nearly 60,000 respondents to the survey conducted in 1988 indicated positive or very positive feelings toward Iowa State. Carried out over all of ISU's alumni, that means almost 115,000 still are harboring warm feelings.

"That's one thing that didn't surprise me at all," said Jim Hopson, executive director of the Alumni Association. "That great attitude is very typical of Iowa State alumni. They are very loyal people."

When asked to choose from a list of 14 factors that contributed to that loyalty, the positive feelings were found to be rooted, by an overwhelming margin, to academic quality (cited by 46,364 respondents). Professors and instructors (29,246) and course offerings and curricula (24,874) also played key roles in forming respondents' attitudes.

That wave of good feelings makes it no real surprise that, given a chance to turn back the clock and choose their higher education paths again, three-fourths of the respondents said they would still find their way to Ames. That fact certainly is reflected in the way Iowa State was rated in terms of effectiveness in meeting the respondents' needs:

- 85 percent said their ISU experience met their needs for intellectual growth either well or adequately;
- 90 percent said Iowa State did the same for their career training needs, and
- 91 percent said the university met their needs in terms of personal growth.

Besides learning *how* alumni feel, the survey is a valuable tool in learning *who* they are:

- The group of respondents is heavily male populated, by nearly a 2 to 1 margin (63 percent to 36 percent);
- Most ISU alumni are married (78 percent);
- The majority are under 45 years of age (54 percent).

As far as the Alumni Association is concerned, the opportunity to learn the whos, whats, whens, whys, wheres and hows of the alumni body couldn't have come at a better time. Last September, the Association organized a long-range planning committee to address future needs and priorities, and Hopson said the survey results will be valuable to the committee.

"[The survey] is going to be very helpful as we begin planning for the future," Hopson said. "It gives us good insight into what people want, as well as which people are the best to target for various programs."

To make that targeting process even more effective, respondents were asked about their opinions on their own role and the role of the Alumni Association in supporting the university and its alumni. Most (64 percent) think it's important for alumni to support their alma mater financially. Almost half (49 percent) indicated they would assist ISU in some way if they were asked.

And what are respondents' expectations for the Alumni Association? They have many—when asked which activities and programs should be sponsored by the Alumni Association, five were selected by at least 30 percent of the respondents. (Respondents were given a list of 15 programs and asked to check all that applied.) An alumni directory (44 percent) and alumni clubs (43 percent) were the most frequently chosen items, along with reunions (36 percent), continuing education (33 percent) and publications (30 percent). The Association has developed two of those areas—the alumni directory and publications—within the last year. The directory is now available, and VISIONS began publication in April 1988.

A further, more in-depth analysis of the survey likely will be completed by this fall. "We've got to take full advantage of something like this as we try to do a better job of targeting and marketing for our alumni," Hopson said.

Education dean set to 'retire' in January

Virgil Lagomarcino, the only dean the College of Education ever has had, will retire from that position next January.

But his service to the university will continue. In February, Iowa State announced that Lagomarcino would begin immediately heading the faculty and staff division of its $100 million capital campaign. After his retirement from the College of Education, he will work full time for the campaign.

"I'm excited about the possibilities ahead," Lagomarcino said. "The campaign we're going to undertake ought to give Iowa State University a competitive edge. It's an important venture for all of us."

Lagomarcino, who joined the Iowa State faculty in 1955 after receiving his Ph.D. that same year, has been dean of the College of Education since its inception in 1968. What began as a college with no full-time instructors evolved into a college that now has more than 2,000 students and 180 faculty members. He is the senior dean of the ISU administration. In 1986 the building housing the College of Education was renamed Lagomarcino Hall.

"It's been an exciting two decades," Lagomarcino said. "The college has grown and the quality of the faculty has been greatly enhanced. I knew 20 years ago that the deep roots of this university in preparing teachers was part of our heritage, but as I look back now I'm still amazed at the growth and the changes that have taken place."

PETER KRUMHARDT

Virgil Lagomarcino

Said Iowa State President Gordon Eaton: "Virgil Lagomarcino is and has been deeply involved in the life of the university, he is intimately acquainted with the institution and its people and for many years, he has been exceedingly loyal to them. His abiding affection for Iowa State and his deep commitment to its welfare will serve him and the university family well in this important campaign."

February also brought word that George Christensen, Iowa State's vice president for academic affairs before stepping down from that post in 1987, is leaving the university.

Currently executive director for international affairs, Christensen has accepted a position as vice president for academic affairs for the University of Alaska's three main campuses and eight branch campuses. Christensen will oversee academic and international programs.

George Christensen

Christensen came to Iowa State as a professor of veterinary anatomy in 1953. He also served two years as dean of the College of Veterinary Medicine before taking over the vice president position in 1965.

ISU in cooperative that investigates design technology

For several years, Iowa State has been the only institution in the country researching how computer-aided technology can help manufacturers reduce design problems. Now, a cooperative agreement with Northwestern University and the National Institute of Standards and Technology will enable ISU to take a greater leadership role.

"This is a unique idea, one that we're trying to develop right here," said Don Thompson, director for Iowa State's Center for Non-Destructive Evaluation and director of ISU's research efforts in this three-year, $9.6 million project.

The Program for Integrated Design, Non-Destructive Evaluation and Manufacturing officially began in February. Its goal is to help manufacturers improve the quality of their products by enabling them to eliminate potential design flaws at the design stage — and not at the production stage.

"Now, even though a manufacturer like an aerospace company does a lot of inspections on its products, it still hasn't integrated those inspections back to the design cycle," said Lester Schmerr, a professor of engineering science and mechanics at Iowa State and an associate director of the cooperative project. "So this is an area that's been developed [at ISU] that really shows a lot of promise for growth."

The program will include 18 Iowa State faculty and nine from Northwestern. The NIST has committed $7.5 million to the project, while ISU will contribute $1.5 million and Northwestern $650,000.

VISIONS wins awards in district competition

In its first year of publication, VISIONS magazine has won second place in the overall magazine division of the Council for the Advancement and Support of Education (CASE) District VI competition.

In addition, the magazine garnered two writing awards in the CASE competition. Writer Dan Davenport received a first-place award in the sports story division for "Seoul Searching" (Summer '88), a story on ISU Olympic hopefuls. Editor Debra Gibson won a second-place award in the in-depth story category for her article on academic freedom, "Same Song Second Verse" (Summer '88).

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GREEN HILLS

His job is on shaky ground

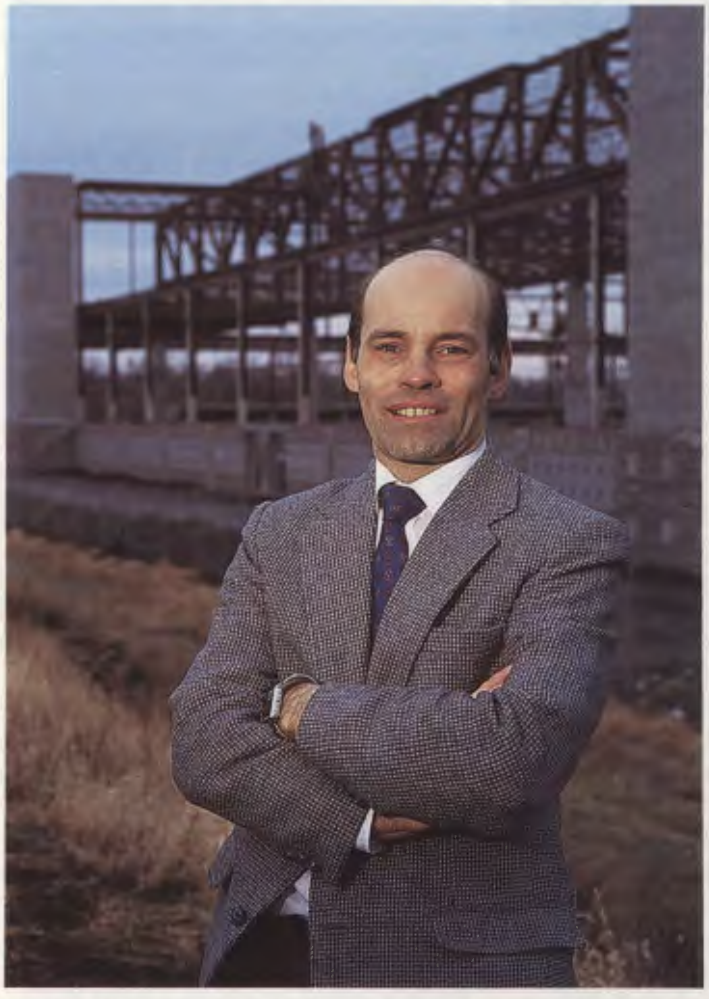
Earthquakes are an almost unheard of—and unfelt—occurrence in the Midwest, where floods, droughts and tornadoes are much more frequent natural disasters. But millions of people do live with the threat of earthquake, and an Iowa State professor is working to help them be prepared.

Max Porter, a professor of structural engineering, is one of only a few scientists in the country researching diaphragm floor slabs and how they hold up under earthquakes. That distinction qualifies him for U.S. research projects and, for the past three years, has taken him halfway around the world.

PROFESSOR JOINS FORCES WITH JAPAN TO STAND UP TO EARTHQUAKES

Since 1985, Porter has been a member of the U.S.-Japan Joint Technical Coordinating Committee for Masonry Research. He is one of 12-15 researchers from both the U.S. and Japan who were chosen to develop ways to help buildings endure earthquakes.

"Most of the buildings in the world are not built to withstand the major forces these earthquakes are producing," said Porter, who has been conducting floor slab research at ISU since joining the faculty in 1965. "I think we're getting smarter in the U.S., but we haven't done enough yet."



EARL RICHARDSON

Max Porter starts at the ground floor in preventing excessive earthquake damage.

Porter will be the first to point out he's not an earthquake engineering expert. What the director of the U.S. contingent saw in selecting him to be a part of the program, though, was proven expertise in floor slabs. Porter's research is limited to that area, while the other participants in the National Science Foundation-funded program are principal investigators in their own fields. Team members from both countries meet each year to present their findings and redirect their work, if necessary.

"When we get together, it's a grueling session," said Porter, who will make his third trip to Japan this fall. "I'd say it's more intense than Ph.D. preliminary oral examinations. [Executive committee members] really put you on the grill to see exactly what you're doing and what you know about it."

Porter, who also conducts research on other types of floor and wall construction, said Iowa State is the only institution in the country doing such extensive study in the area of diaphragm floor slabs. This particular type of floor slab transmits lateral forces —such as wind or earthquakes—from one wall to another to keep buildings stable. Porter said the university's diaphragm testing frame located in the Town Engineering Building is the only one in the world that can create 400,000 pounds of force.

"We're proud of the work Iowa State has done in the floor slab area, because there's none more extensive anywhere," said Porter, who received his bachelor's ('65), master's ('68) and doctoral ('74) degrees from ISU. "And the research we've done in the composite floor slab area has resulted in national design specifications. It's because of Iowa State's reputation in these areas that we're doing this work [on the earthquake program]."

The U.S.-Japan project's goal, Porter said, is for its design recommendations to be incorporated into codes and policies—and thus result in safer buildings. "I'm confident we'll be seeing many major code changes in the future," he said.

Porter pointed to a recent example of what can happen when design recommendations aren't met. He said he has heard official reports of the earthquake that killed thousands in Armenia last December, and follow-up investigations only reemphasized the importance of the design concept.

"It looks like a lot of shortcuts were taken [in construction of buildings]," Porter said. "There's a tremendous need for engineers to put forth design recommendations today so our building structures can resist earthquakes in the future. There's not always enough effort put into that concept, and as you saw, that can be disastrous when an earthquake comes along."

Gerald Klonglan (seated) hopes teaching in China will enhance the U.S. classroom experience for profs Wendy Harrod, Charles Mulford and Brent Bruton (standing, left to right).

EARL RICHARDSON

ISU SOCIOLOGISTS HELP CHINA RESURRECT A LOST DISCIPLINE

Sociology, a discipline that was practically non-existent in China for more than three decades, is making a comeback in that country. And Iowa State University is promoting its return.

In 1984, several years after Communist leader Mao Tse-tung died and China began the task of "modernization," the state of Iowa established a sister-state relationship with Hebei Province. That same year, Iowa State negotiated agreements with four universities in the province. In 1985-86, ISU professors Joe Hraba and Robert Schafer taught three-week sociology courses at Hebei University in Baoding. And since 1987, ISU's department of sociology has had an agreement to help Hebei University start its own such department, under a program initiated by Gerald Klonglan, the chair of ISU's department, and H.C. Chang, who retired as an Iowa State sociology professor last year. As part of the agreement, ISU has sent one faculty member per semester to teach undergraduate level courses at Hebei University.

Since Mao's revolution in 1949 brought an end to the teaching of sociology and some other social sciences, sociology professor Brent Bruton says ISU's goal "is to establish the rudiments of a sociology department where there were none."

Bruton's introductory sociology class was the first six-week course taught at Hebei University. Charles Mulford taught social organization in the spring of 1988, Wendy Harrod taught social psychology last fall and William Woodman is teaching research methods this spring.

The program includes 10 Hebei University students. Interpreters helped Bruton and Mulford with their 14-hour-a-week courses, but by last fall the students asked that Harrod teach strictly in English. Woodman is doing the same. In addition to their regular classes, all four also taught related seminars. After the two-year program, the Chinese students will have completed, in essence, Iowa State's undergraduate sociology curriculum, and will graduate from their university's philosophy department.

"Relative to us, they don't have a sociology department yet," says Mulford, whose wife, Mary Ann, taught conversational English to the students. "But they're on their way."

The ISU faculty members are optimistic about the future of Hebei's program, but they stress this is an *exchange*. The institutions have provided equal funding, and are benefitting accordingly. While Hebei University has been exposed to a previously prohibited field of study, ISU's faculty received, in Bruton's words, "an awesome kind of learning experience, especially for a sociologist."

Unlike the capital city of Beijing just 100 miles away, Baoding, an underdeveloped city of 500,000, has had little Western influence. Harrod talks of such inconveniences as having the water supply cut off on occasion and being without electricity one day a week. She, Bruton and Mulford all point out the poor living conditions students endure. As many as seven students live in a dormitory room similar in size to those found at Iowa State. But in looking back, the ISU professors found the opportunity to live as a citizen—and not just a tourist—greatly enhanced their experiences. And they emphasize that even the most difficult situations could not detract from the rewards of personal interaction.

"I was having trouble with back spasms, and my students felt hot tea would help," Mulford says. "So they brought tea every day. In 25 years, I've never had an American student bring me tea. I'll never forget those kinds of experiences with the people of China."

Klonglan hopes the agreement will allow ISU students to be exposed to new experiences as well. "We hope to better educate our students now," Klonglan says. "This interaction can only help us give our students more to think about, especially as [Iowa State] continues internationalizing itself."

With the completion of Woodman's class comes the end of the basic two-year agreement, although Klonglan hopes for a long-term exchange. He says ways to continue it might include inviting a Hebei student to do graduate work at Iowa State, sending an ISU student to China and arranging comparative

research. "We hope to look at a 15- to 20-year framework," he says. "We're looking at every option of how to make this a lengthy building of ties."

ISU will host students in 'Honors Semester'

Twenty honors students from across the country will be selected to participate in a study program at Iowa State this fall based on the topic "Crisis in the Homeland: The Politics of Food."

The program will be offered at ISU and other institutions as part of the Honors Semester program, which is sponsored by the National Collegiate Honors Council. This year's topic was chosen from a list of subjects proposed by colleges and universities across the country. One such topic is selected for the Honors Semester each year.

Nationwide, the curriculum will include the study of food availability in various countries, the power associated with control of food production, biotechnology and rural and ethical issues. Participants at Iowa State will concentrate on Midwest agriculture, and also will study the agricultural, social, economic and political links to food production. Students will earn a full semester of credit for the program.

Iowa State students frequently have participated in the program in the past, studying other similarly vital issues in various parts of the country.

Departments plan for upcoming curriculum changes

Several Iowa State academic departments have been doing some adding and subtracting recently.

In the former category, a new graduate program in ecology and evolutionary biology will be offered beginning this fall. The program will involve six cooperating departments: agronomy, animal ecology, entomology and forestry from the College of Agriculture and botany and zoology from the College of Sciences and Humanities.

Ecologists graduating from the program could be employed by businesses, private and government agencies, consulting firms and academic institutions. Evolutionary biologists potentially could be employed by colleges and universities, private research institutions and government agencies.

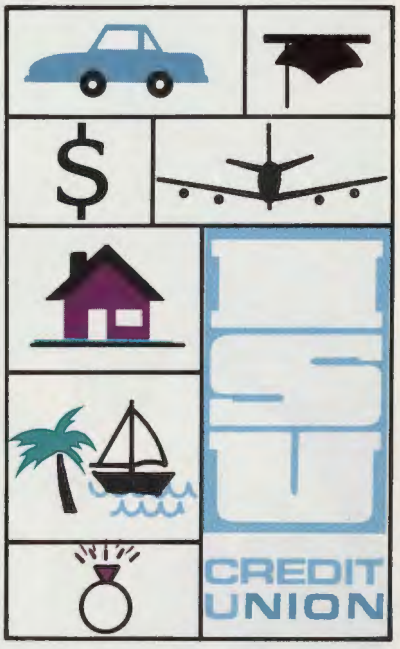
While that program will be added, two others will be discontinued. The department of food and nutrition no longer will have a curriculum in community nutrition, and the department of civil and construction engineering will drop its surveying engineering program. Officials from both departments cited low enrollment and the ability to accomplish the same goals through other programs as the reasons for discontinuing the curricula. Students currently in the programs will be allowed to complete their studies.

Biotechnologists will hold conference

The National Agriculture Biotechnology Council, an organization formed in 1988 to promote safe development of agricultural biotechnology, will hold its first conference May 22-24 at Iowa State.

The council is an alliance of ISU and three other institutions: the Boyce Thomas Institute for Plant Research in Ithaca, N.Y., Cornell University and the University of California, Davis.

The upcoming conference is titled "Biotechnology and Sustainable Agriculture: Policy Alternatives." Participants will consider policies on biological pesticides, herbicide resistance and animal disease control and growth promoters. The economic, environmental, ethical, social and technical aspects of biotechnology in these areas will be examined. Walter Fehr, coordinator of ISU's biotechnology research programs, is the conference chair.



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Debra Wicks and Gregg Henry bring a new commitment to ISU theatre.

EARL RICHARDSON

STEPPING INTO THE SPOTLIGHT

Hey, everybody, let's do a show!"

But what happens when not everybody can relate to the show? What happens when the parts cast for the shows consistently are geared toward the WASP? How can an aspiring minority performer gain the necessary theatrical experience when there are no roles available?

ISU theatre faculty members asked themselves those same questions a few years ago. Out of their discussions was born the Black Theatre Workshop, coordinated by assistant professor Gregg Henry.

While Henry admits he had no expertise in producing black theatre, his exposure to it while a student at the University of Michigan attracted him to "the energy of the productions." The Workshop officially began in the fall of 1986, and following a series of one-act plays performed in class and in the Maintenance Shop, Henry decided to attempt a full-scale production.

While attending a black theatre conference in Massachusetts, he learned of the P.J. Gibson play, *Long Time Since Yesterday*, the story of several black women who reunite about 10 years after their college graduation. Henry recruited black director Ken Nixon, who had just left a minority theatre program in Kalamazoo, Mich., and the production was staged in December 1987.

Marcia Thompkins, an ISU junior majoring in industrial engineering, was part of that cast. She remembers that, "In the beginning, none of us could believe we could memorize all that material, we were mad about having to stay at ISU over Thanksgiving to work on it, and we were tired of 12-hour rehearsals. But finally it all clicked, and we realized that we had learned a lot about patience, not to mention good theatre techniques."

The success of *Long Time Since Yesterday* and subsequent smaller productions has been followed by an even stronger commitment to minority theatre at Iowa State. Earlier this year, Debra Wicks joined the university as an assistant professor, and her work focuses specifically on expanding and strengthening the existing program. Her first big test debuted March 30, when she directed the ISU Theatre production, *To Be Young, Gifted and Black*, the department's first fully-integrated performance.

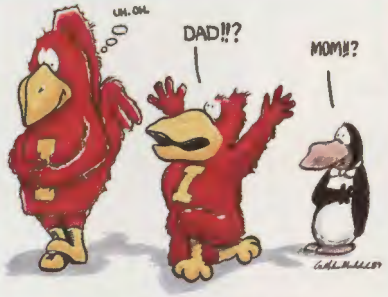
Wicks, herself a veteran actress, director and educator, exudes energy and enthusiasm when discussing her new challenges. One catalyst for her future productions will be the new minority theatre course she's created.

This semester, five black and 12 Caucasian students are taking the course, which Wicks says may be the first of its kind in the U.S. According to the Missouri native, the assignments include the study and experimentation of black theatre ("It comes from straight emotional response, a kind of blood-and- guts acting."), Hispanic productions ("We'll explore the problems of American actors having to do plays in Spanish.") and Kabuki theatre, a Japanese art form ("It's all relaxation and muscle control.").

"But it's not enough if we just discuss the literature and do the scenes," Wicks says. "We need also to study what happens to the person performing the material, and we need to determine if that student really understands what that expression means and where it's coming from within the history of that minority experience."

In the next year, Wicks wants to take her shows on the road and continue developing the program Henry created.

"I want our students to take their minority material and share what they've learned with other students. We're all frightened of one another on a black and white and brown and yellow basis. The only way you get over that fear is to learn more and more about the people you're dealing with."



IT'S A BOY!

Name: Clone
Hatchday: Jan. 18, 1989
Time: Halftime, ISU-Oklahoma men's basketball game
Place: Hilton Coliseum, Ames
Father: Cy
Length: 78 inches
Weight: 186 pounds
Feathers: Red fake fur
Eyes: Black plastic
Shoe size: 26 EEEEEE

Holy syllabus!

Riddle us this, Bat Fans: When can ISU students read comics for credit? When they take English 205. Among the required readings in Professor Steve Horowitz's propaganda analysis class this spring is *Batman, The Dark Knight Returns*, an Egg-xemplary four-volume Cat-alog. Think we're Jokers? Tut tut. Shane on you. Right off the Bat author Frank Miller makes some dynamic political statements (heard of the nuclear Freeze, Mister?). And before the Sands run out on the book in the Wayning moments, Miller leaps tights-first–Biff! Whap!–into a Bat-tery of contemporary issues. Boy, Wonder if we should reread our Archie's collection just for the ideological fun of it?

Illustrations by G.Michael Maddock

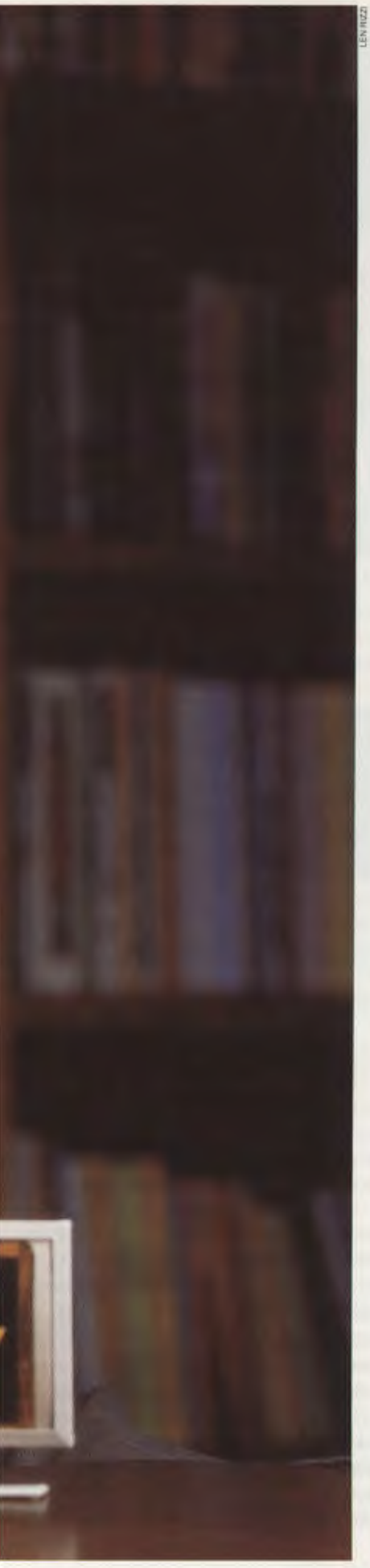
And here we thought we were only good for pork bellies and caucuses

If you're looking for the man of your dreams,
The bachelors in Ames fairly teem.
Cosmo magazine reports
There's enough single Morts,
To make worried mothers truly beam.

Its survey shows readers where the boys are,
And that there's "corn-fed beef" to die for.
The city's "big husky men"
Are game for new friends
If you can stand ripe manure and no shore.

So forget those potlucks and mixers,
And dreams of Philadelphia 76ers.
Just move to Ames
And play those silly Cosmo games
And land yourself a good ol' Iowa-boy hickster.

ERASE
READ



LEN RIZZI

REWRITING AMERICA'S LESSON PLAN

Lauro Federico Cavazos wheeled his pickup truck out of the bus station parking lot in Corpus Christi, Texas. His oldest son, Lauro Jr., newly discharged from the Army, sat on the passenger side, watching the Gulf of Mexico disappear through the rear window.

They took full advantage of the 37-mile drive to their home in Kingsville, talking cattle and horses and whatever else ranchers and their sons talk about. But just as they entered Kingsville, Lauro Sr. abruptly changed subjects, coolly popping the classic paternal question: "So what do you plan to do now?"

Pause. Stammer. "I guess I hadn't really decided," said 19-year-old Lauro Jr. Pause. "I've kind of thought about being a commercial fisherman."

That certainly didn't seem like a strange choice. This was the 1940s. This was a Hispanic teen-ager, the son of a ranch foreman with a 10th-grade education and a hard-

BY DAN DAVENPORT

working mother with only three years of schooling. But to the elder Cavazos, it was the *wrong* choice. At that moment, in a twist Lauro Jr. still finds too coincidental, they drove past Texas A&I College. "What we'll do," Lauro Sr. said, as if his son had never answered, "is sign you up at the registrar's office tomorrow."

And so it was that the fishing career of Lauro Federico Cavazos Jr. was sunk before a single worm was wet. Based on the way his second choice has progressed, that's probably too bad — for the fishing industry. Because Cavazos and his father opened more than just an office door that next day. Their trip to the registrar began a journey that would take Cavazos across the spectrum of American education. In those 43 years he has been an impassioned friend of education, be it as a Ph.D. physiology student at Iowa State University in the '50s or president of Texas Tech University in the '80s. But now at 62, he has taken his advocacy to the highest plane — the office of the United States Secretary of Education. Last August, Ronald Reagan nominated Cavazos to be the fourth person to hold the Cabinet post. He

Will Lauro Cavazos be a kinder, gentler Secretary of Education?

was confirmed by the Senate in September, and in November was asked by then-President-elect George Bush to remain in his Cabinet.

Five eye-popping months later, the first Hispanic to hold a Cabinet position admits that while he is the country's supreme educator, he is a student nearly as much as a teacher. He came to Washington with proven experience at the higher-education level, but with a pre-college background that concerned some. So he's spent time doing what he's always done best — listening, to critics and fans. "If there's one thing I am," Cavazos likes to say, "it's a listener."

Were his father still alive, he would attest to that. Although the elder Cavazos didn't graduate from high school, he made it clear that his children would make education a priority. "When your dad constantly tells you to get an education, you develop a good perspective," says Richard Cavazos, Lauro's brother and a retired four-star Army general — the nation's first Hispanic general. "That was a mandate. All five of us graduated from college, but even way back, Larry [Lauro] was the scholarly one of the bunch."

Says Lauro Cavazos: "There are things from your childhood that always stick out. My father's words, 'Children, get an education,' have stuck for me."

odified somewhat, those four words spoken nearly 50 years ago by an undereducated ranch foreman became his son's credo. Since Cavazos succeeded William J. Bennett with a unanimous Senatorial confirmation, he has been consumed by what he sees as his singular mission: To give every person the opportunity to become educated.

Such Pollyannish remarks — "We're all on the side of the angels, so we have no problems," is another — have been called banal and lacking in edge. One Washington analyst went as far as calling them "soft, squishy, huggable ideas." Conservatives accustomed to Bennett's confrontational, headline-grabbing style particularly have been skeptical of Cavazos, whose image isn't toughened by his soft Texas drawl and his grandfatherly persona. If Bennett is a "classroom bully," as he has been called, Cavazos is the teacher's pet. He is a big man, solidly built and well over six feet tall, but he is a gentle man. One of his favorite hobbies, his friends say, is lapidary, cutting and polishing stones. Washington conservatives fear such a disposition won't cut it against a Democratic Congress when it comes to educational policy making.

To be "the education president," George Bush will need Cavazos' help.

The silver-haired Cavazos, a lifelong Democrat who has remained professionally apolitical throughout his career, will concede this: He is no Bill Bennett. He will not make new enemies at every speaking engagement. He will not antagonize a college president just to make the six o'clock news. "Larry won't come in on a white charger," says Byron Fullerton, former dean of the Texas Tech Law School and a boyhood friend of Cavazos'. "He doesn't operate that way."

That doesn't mean, his family, friends and co-workers say, that he is easily steamrolled. "He's a listener," Dick Cavazos says, "but he's got a steel rod for a backbone. He fights for what he believes."

Indeed, sitting in his office on the fourth floor of FOB 6 — the Federal Office Building housing the Department of Education — he won't apologize for his demeanor or his approach to his post. Granted, he says, early in his tenure some of his goals may seem general and obvious. But he stresses that behind each there is a firm conviction, with roots stretching back to the million-acre King Ranch.

"I guess you could look at my ideas, at my hopes to decrease illiteracy and dropouts and to educate every person, and ask, 'What makes this person different from anybody else?'" says Cavazos, sitting on the edge of a small sofa in his spacious office. He pauses, wraps both hands around his right knee and leans back, raising his dark eyes toward the ceiling. He would seem to be mulling his own question. "I don't really know. But for many years I've had this deep commitment to seeing people have better opportunities for education."

Pollyannish? Huggable? Maybe. But in many respects, this father of 10 would seem to be an ideal education secretary for a president who walked over his Democratic opponent last November largely on a vow to bring about a "kinder, gentler nation."

n ream upon ream of newspaper and magazine articles appearing after Cavazos' appointment, it is all but impossible to find a single piece that didn't refer to him as a "consensus builder." He fairly beams over his being called "the nation's schoolmaster" in a recent New York Times story. "What I want to do," he says, "is bring people together, bring together all elements of this nation."

"[Cavazos] recognizes the need for the cooperative approach," says Robert Atwell, president of the American Council on Education. "The American educational system needs someone as secretary who will build bridges and help develop a national consensus on goals and problems."

Says Bella Rosenberg, assistant to the president of the American Federation of Teachers: "We're encouraged by [Cavazos'] statements that, like it or not, he works well with the educational groups, rather than beating them over the head. If you want to change things, you change them by working with people, not casting them as enemies."

In that sense, Cavazos won't go about the task of revitalizing American education any differently than he did in running Texas Tech. His colleagues at the 24,500-student university in west Texas say his has always

COMPARATIVELY SPEAKING

DAVID C. SNYDER

William J. Bennett

JIM HEEMSTRA

Lauro F. Cavazos

Lauro Cavazos has been called the antithesis of his predecessor, William Bennett, with good reason:

- ✓ 45-year-old Anglo, born in Brooklyn, raised in Washington
- ✓ Ph.D. in philosophy, Harvard law degree
- ✓ Critical of higher education; said some universities and colleges have "ripped off" students with poor courses
- ✓ Worked against student aid increases throughout his tenure as secretary
- ✓ Called bilingual education- "a failed path"
- ✓ Once flirted with far left, but as secretary was "doctrinaire Reaganaut"
- ✓ Maintained that the secretary of educa tion post was unnecessary
- ✓ Loyally backed Reagan's efforts to slash education budget
- ✓ Others call him: Acerbic, classroom bully, dynamic, irreverent, ideological
- ✓ Quote: "If you don't put yourself on the offensive, setting the terms of debate around your agency, then you're on the defensive"

- ✓ 62-year-old Hispanic, born and raised in South Texas ranch town
- ✓ Ph.D. in physiology
- ✓ President at Texas Tech for eight years; feels university administrators are "doing a very good job"
- ✓ While at Texas Tech, publicly disagreed with Reagan's aid cuts
- ✓ Says he is a "very, very strong advocate" of bilingual education
- ✓ Always has been professionally apolitical, but is a Democrat
- ✓ Calls the strength of the department of education vital
- ✓ Says he will do "everything possible" to maximize funding
- ✓ Others call him: Low-key, healing, consensus builder, establishmentarian
- ✓ Quote: "I want to bring people together; I want to listen to them, and I'll bet most of the time we'll agree on things"

been a collegial approach. At the personal level, "He treated the custodians just as kindly as his vice presidents and the alumni," says Sharon Nelson, his former secretary. Professionally, he has shown equal respect. "He's absolutely as good as anybody I've ever seen at dealing with the people around him, whatever the situation," says Eugene Payne, the vice president for finance and administration at Texas Tech. "He'll often depend on others to take care of how. Those around him know what's expected of them. He's concerned with the big picture, the what."

In Cavazos' case, the "what" should go a long way toward determining whether another of Bush's well-chronicled campaign promises — that he will be "the education president" — will wash. With a $160 billion deficit greeting him at the White House doorstep on Jan. 20, Bush clearly will have difficulty increasing the education budget substantially, if at all. In Reagan's "farewell budget," he called for freezing the education department allotment at $21.9 billion for the 1990 fiscal year. That included a 2 percent cut in student aid programs. Although Cavazos publicly lauded Reagan's request, he earlier had said he will "do everything in my power" to secure the best possible funding. In Bush's initial budget proposal to Congress in February, he asked for $22.5 billion, $6 million more than Reagan's proposal. And he indicated that he plans to stick to three new or expanded federal programs he proposed during the campaign: $500 million to be awarded to "merit schools" for exemplary achievements; an additional $38 million in educational research and $50 million in federal matching funds for "magnet schools" that offer special programs not available in traditional schools. He also had proposed a costly plan that would offer tax-free savings bonds if used for college educations.

"I know it's tough in terms of resources, given this budgetary crunch that we're living under," Bush said at a Washington gathering of U.S. teachers in January. "But there are lots of ways I can be helpful [to education]."

Many in the education community feel he and Cavazos can help without necessarily spending more money. The federal government normally accounts for only about 7 percent of this country's education budget, with the remainder of the tab — about $300 billion — picked up by state and local governments. For that reason, many see the secretary's responsibility as one of shaping and defining the country's educational policies, not spending all his time battling for more funds on the Hill.

For the past three and a half years that philosophy has been practiced, some feel, to extreme. One education publication referred to Bennett as a "doctrinaire Reaganaut when it comes to reducing the federal government's role in education." More than once he proposed sweeping cuts in the education budget, including an attempt to slash $5.5 billion from the $19.5 billion budget in 1987. But a funny thing happened as again and again, the former college football player used his "bully pulpit" to rail on the educational community: His boisterous nature was so successful in stirring up national discussion that the position he originally had called unnecessary became more powerful and more recognized than ever before.

The secretary of education post was created in 1979 to fulfill Jimmy Carter's campaign promise to the National Education Association. Previously, education was housed in the old Health, Education and Welfare Department. Shirley Hufstedler was the first secretary, followed by Terrell Bell and then Bennett. When Reagan took office in 1981, one of his campaign promises was to abolish the position. Bennett, tabbed in '85, took the same tack. Though Reagan didn't get that accomplished, his view of the federal role in education — limited, at best — was made clear during his eight years.

JIM HEEMSTRA

On a visit to Iowa, Cavazos and his wife, Peggy, talked education with Governor Terry Branstad.

September: "Por favor, ninos, no dejen la escuela." ("Please, children, do not leave school.")

"You start out by saying, 'Here's a problem: 30 percent of our students are dropping out,'" Cavazos says. "People might say, 'We already know that.' But our numbers of illiteracy and dropouts continue to increase. [With Cavazos and Bennett] you're talking about differences of style. People have a different way of saying things, but we've got the same commitments to getting this country to notice these problems."

Policy initiative for educational leadership shifted greatly from the federal to state level during the Reagan era, leading many educators to call it a period of "policy stalemate." But while Cavazos practices shrewd politics in publicly backing Reagan, neither he nor Bush will downplay the office. Indeed, because Bush favors an active federal role, many in Washington speculate that Bush — an "adopted" Texan and a friend of Cavazos' — was the force behind Reagan's choice. It is largely believed, but denied by both Bush and Cavazos, that although Cavazos was a political appointee because of his heritage and his roots to an electorally rich state, Bush had promised in September to keep Cavazos on if he won the election.

Whatever the scenario, this much is known: Neither Bush nor Congress will give a lowly education secretary *carte blanche*. Still, the optimist in Cavazos ("He lives by the slogan, 'When life gives you a lemon, make lemonade,'" says Jim Douglass, assistant director of the Texas Tech Ex-Student Association and a friend of Cavazos') makes him confident his years will be known as a time "when we turned a lot of inertia back in the other direction."

"This has been an evolving department," Cavazos says, "and I think now you'll see it become a mature department, with good programs and directions."

He often refers to those directions and programs as "setting the educational tone" for the nation. Although he prefers to talk in generalities about that tone — "raising awareness," "coming together as a nation" and "raising educational expectations" — he has made his specific priorities known. He will fight for many of the themes pushed by the Reagan administration, including giving parents more school choices and holding educators accountable for school improvement. But he has stressed nothing more adamantly than the need to improve educational opportunities for the disadvantaged. That includes battling the dropout rate, further student aid cuts and illiteracy. First Lady Barbara Bush has promised to make illiteracy her pet project, and already Cavazos is helping develop a campaign that will place the message "Erase Illiteracy" on 10,000 billboards nationwide.

He often makes special mention of the plight of minority students, including what he sees as an urgent need to make bilingual education a national priority. *(This is yet another issue on which Cavazos and Bennett take opposing sides. For a scorecard of their viewpoints, see page 17.)* With nearly 40 percent of this country's rapidly growing Hispanic population dropping out of school, Cavazos issued this nationwide plea during his first press conference last

style notwithstanding, the knock against Cavazos that may be heard loudest is his aforementioned lack of pre-college experience. Higher education officials must be tickled at the sight of Cavazos, the first former college president to hold the secretary post. While colleges and universities were one of Bennett's favorite targets — he ripped universities for watering down curricula and raising tuition, among other things, and criticized greedy students for using college loans for stereos and trips to the beach — Cavazos brings what one educator called "the perspective that comes by making tough decisions while you're there on campus." He still occasionally says "we" when referring to college administrators, as in, "I think we have been doing a good job and will continue to do so." Many have voiced concerns that he doesn't hold that same perspective of pre-school, elementary and secondary education.

"He's done a very good job [at Texas Tech], but I get the distinct impression he's quite unaware of what's going on in other areas," says Jeanne Allen, an educational policy analyst at the Heritage Foundation, a conservative Washington think tank. "There's been a great deal of movement in the elementary and secondary areas over the

last few years, and it's yet to be seen whether or not he is very cognizant of that movement and the key players in it. That's the area we're all going to be watching closely."

Cavazos has heard those concerns since the day the moving vans pulled up to the federal education building on Maryland Avenue. He also has had answers. During his tenure at Tech, he regularly worked with elementary and secondary schools in Lubbock. At the national level, he made illiteracy and the dropout rate his business, taking every opportunity to talk about issues other than higher education. He is, he insists, fully prepared to tackle education deficiency at every juncture.

"I don't think it's so relevant that the secretary have experience at every level," says David Merkowitz, a spokesman for the American Council on Education. "Not too many elementary teachers or principals have risen to Cabinet positions. The important thing is that the secretary has demonstrated a commitment to all levels. This one has."

Says Cavazos: "I've got the experience of raising these issues and talking about these issues. I also bring to this job the experience of being a parent of 10, of watching my own children's education. (All but one of his children graduated from college, including eight who attended Texas Tech.) I understand quality education, period."

This man is not professing to be the perfect secretary. He knows his weaknesses as he knows his strengths. But more importantly, he says he knows the enemy — "the education deficit," as he calls it. "I want what everybody wants: quality education for every person in America," he says. "And remember, I said I will listen, I will welcome debate. That's part of the job. But I also said I will bring together all elements of this nation. You can't do that without listening to all sides. I see it as good, healthy debate that only goes with the territory."

ow foreign this territory would have seemed to King Ranch foreman Lauro Cavazos. Walking the Mall in a dark business suit and attending posh D.C. dinner parties aren't activities the elder Cavazos would have related to easily. Branding calves and breaking horses on the largest cattle ranch in the world were more the fifth-generation Texan's style. But while he may have fought in the last major Texas gunfight and been an Army artillery battery sergeant at 21, he had other plans for his children. It was he who moved his family off the ranch and away from the two-room schoolhouse and into Kingsville when Lauro Jr. was in elementary school. It was no coincidence, the children now know, that the home their father built was within two blocks of both the elementary school and Texas A&I. Although the schools weren't integrated, the elder Cavazos enrolled Lauro, "without any incident at all," says Sarita Cavazos Ochoa, the oldest child and a retired home economics teacher in Laredo, Texas. "Not even a ripple," childhood friend Fullerton adds. "It was a pioneer venture, but because that family was such a class act, they were accepted right away."

Theirs was hardly a lifestyle that bred scholarship. Dick Cavazos characterizes it as "a hard life, in a hard country; we always said the cattle eat on the dead run. But it made for some great people. We had our hunting, our fishing, and maybe raising a little hell. And we had books." With no radio ("and definitely no television, thank goodness," Lauro says) the most popular activities in the Cavazos household were talking and reading. The Saturday movies were also a hit. Dropping out was never discussed, even though, as Cavazos points out, the dropout problem was considerably worse then than now. The children readily accepted their parents' views of education, but Lauro was always "more sober," Dick Cavazos says, "with a natural bent for keeping his nose in a book."

"He was kind of the big brother of our bunch," says Weston Prejean, a boyhood friend who still lives in Kingsville. "He might go out drinking beer with us, but he'd be the one to dole it out and make sure the rest of us didn't get carried away."

After graduating from high school and joining the Army — he enlisted at 17, and served 18 months as a scout dog handler — Cavazos went into that now-storied meeting with the Texas A&I registrar set on a career in journalism. But a biology professor showed him the fascination of science, and when that professor accepted a position at Texas Tech, Cavazos followed. He earned his bachelor's (zoology) and master's degrees (cytology) at Tech, then came to Ames to work on his Ph.D. Cavazos' parents attended commencement exercises in the spring of 1954, where Cavazos remembers being hooded by Jay L. Lush, an internationally renowned animal science professor who often had visited the King Ranch while doing genetic research.

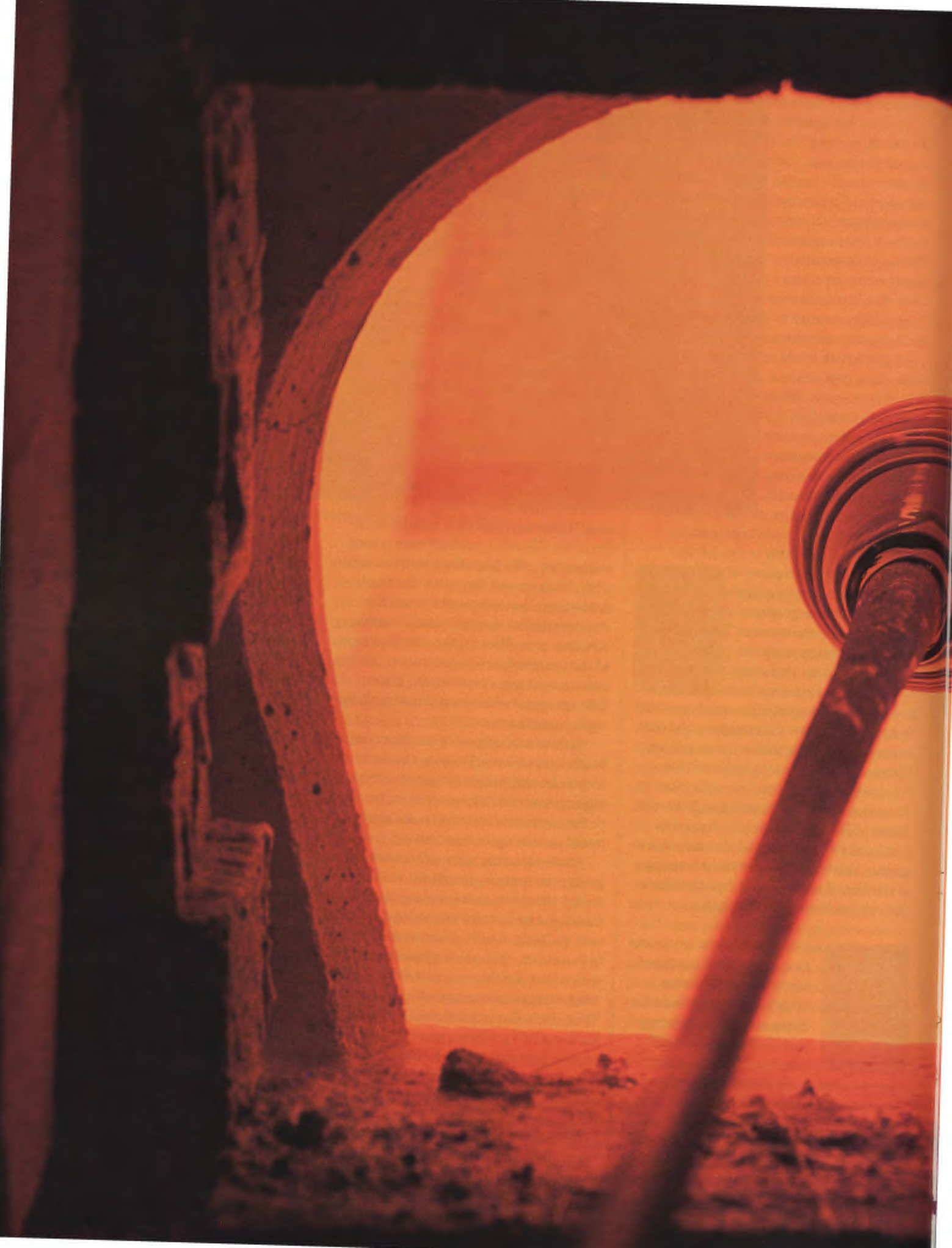
Cavazos, by now with his new wife, Peggy Murdock Cavazos, went on to teach at the Medical College of Virginia before going to Tufts, where he taught and later was dean of the School of Medicine. Then came the opportunity to return to Texas Tech, and, although to this day he often thinks he would be equally happy "just being a working anatomist," he felt it was too good to pass up. Even three inquiries from Reagan about taking over the secretary of education post in 1981 couldn't lure him away. "At that time, the ties were too strong," says Douglass of the Tech Ex-Student Association. Cavazos spent eight years as Tech's president, while Peggy worked full-time as a surgical nurse at Lubbock General Hospital, and they both finished raising their children, who are now ages 23 to 33.

When Reagan dialed Cavazos' number last summer, Lauro admits the offer blind sided him. He already had announced that he would be stepping down as president July 1 of this year, and had planned to return to Boston, where he and Peggy still own a home. The timing would have been perfect, because the Tufts professor who was leasing their house was leaving July 1. "But then [Reagan] called and kind of messed up the schedule," Douglass deadpans.

Given what many feel is the near-emergency state of education in this country, Cavazos says he can have no schedule to put America's schools on their way to recovery. He's optimistic, but realizes even lemonade may be too much to ask, given his shortage of lemons. Still, he often thinks of his father's words: "They can put you in jail and they can take away your wealth, but they can't take an education out of your mind." Before he exits FOB 6 for the final time, his hope is that America will take those words to heart, much the way a 10-year-old rancher's son did half a century ago.

"When you get to be my age you tend to be realistic," he says. "But you've still got to dream, you've still got to hope for the future. This must happen. Otherwise, I cannot believe we can continue to have the kind of nation that we all expect.

"When I leave here, I'd like them to say, 'He helped the nation focus on a problem: Lack of education. And he gave leadership to ideas that would help solve that problem.' Because all I'm doing here is laying the foundation. It's going to be a long haul, but we must start today. Our children can't wait any longer."



SHAPING FIRE

Tucked away in the northeast corner of the Engineering Annex building is a dingy, dusty room filled with benches, garbage cans and two multi-patched brick furnaces. An old cement mixer is stashed in an adjoining room, a space just big enough to turn around in.

But on frequent occasion, what emerges from this gray setting are spectacular flashes of color, pulled and coerced and wooed into permanent configurations. They are the works of the Gaffers' Guild, ISU's resident glass-blowing troupe.

Led by David Martin, professor of materials science and engineering, the group meets weekly. Old gaffers (from the Old English word meaning "old guy") teach new gaffers the tricks of the trade, and

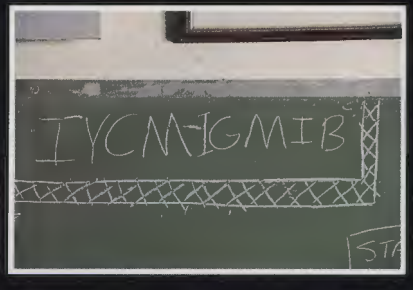
Text by Debra Gibson
Photos by Earl Richardson

by Veishea weekend each year, 2,000 to 3,000 passersby can observe masters in action.

"You have to be a fanatic to do this, 'cause you sweat," Martin says. And no wonder—the furnaces kick out heat measured at 2,300 degrees Fahrenheit. For the first 2,400 years that glass blowing was in existence, temperatures only could be estimated by the color of the fire.

Consistent practice is necessary before a gaffer can transform the sand, soda ash and limestone mixture into a work of art. One must master how to make glass flow in the right way by gauging precise temperatures and rotations of a rod, or "punty," as it is known. But for longtime gaffers like Martin, there's a magic involved once the process has been conquered.

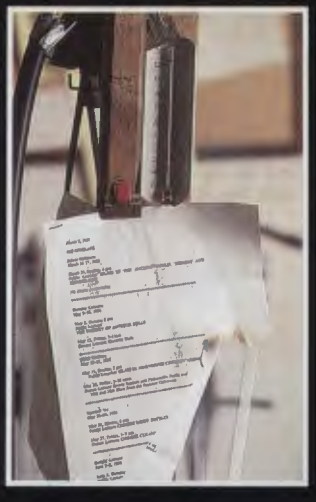
"It becomes almost erotic, the way the glass moves and flows," he says. "Blowing glass is like shaping fire—you coax it into beautiful shapes and trap its fluidity forever."



For "old gaffers" like David Martin, intense heat is just part of the job. The gaffers' motto, right: If You Can't Make It Good, Make It Big.

He's hardly a disc jockey, but Martin, left, occasionally spins a platter. Below, he uses jacks to form a parason's neck.

The morning newspaper, above, is a useful tool in shaping molten glass. Right, the thermometer and charred paper tell the story.



Above, the master in action. Molten glass, near right, is applied to the "gather." Below right, jacks are used to flatten the bottom of the parason. Student Don Bloyer, far right, is well aware that the heat is on.

Student Rick Millis shapes molten glass on the "marver."

From raw materials to end product– truly a work of art.

Above, Millis uses a fruit-wood block to shape glass and, left, shows the effects of the 2,300-degree furnace.

ILLUSTRATION BY MIKE OTT

TAKING KIDS! TO HEART

THE AUTHOR OF *THE 8-WEEK CHOLESTEROL CURE* WARNS THAT HEART DISEASE ISN'T FOR ADULTS ONLY

BY ROBERT E. KOWALSKI

Here's the bad news: Heart disease begins in childhood.

Now here's the good news: It doesn't have to. You can give your children a future free of heart disease. We're well on our way in the Kowalski household, and you can be also. What better legacy to leave your children than the gift of life itself?

The sad fact is that in America we're literally sitting on a time bomb of heart disease that, left disregarded, will explode during the lives of the next generation. Our kids have risk factors for heart disease which are unprecedented.

Item: Half of all boys and girls have elevated levels of cholesterol, thanks largely to poor diet.

Item: Our children are more overweight than ever before.

Item: The kids are physically unfit, unable to pass simple fitness tests, owing to sedentary behavior.

Item: Blood pressure levels are high in many children.

Item: Stress levels increase with single parent families and with double-income families, leaving kids to cope on their own.

I became acutely aware of these facts when my son, Ross, had a cholesterol check during his annual trip to the pediatrician's office prior to the new school year. His reading was higher than it should have been, placing him in the 75th percentile of children in his age group.

Although I had done a massive amount of research on cholesterol and heart disease for my book, *The 8-Week Cholesterol Cure*, there were many questions left unanswered about risks for children such as my son. So I plunged into the medical literature, looking for some answers.

I found that autopsies performed on our fallen soldiers during the Korean and Vietnam wars showed the presence of significant clogging of the arteries. Not surprisingly, autopsies on enemy soldiers, who consumed a much different diet, revealed no such blockage.

A number of studies subsequently have been done with our American children and with children around the world. The findings are very similar. Children in Western cultures have elevated cholesterol levels, placing them at future risk of heart disease.

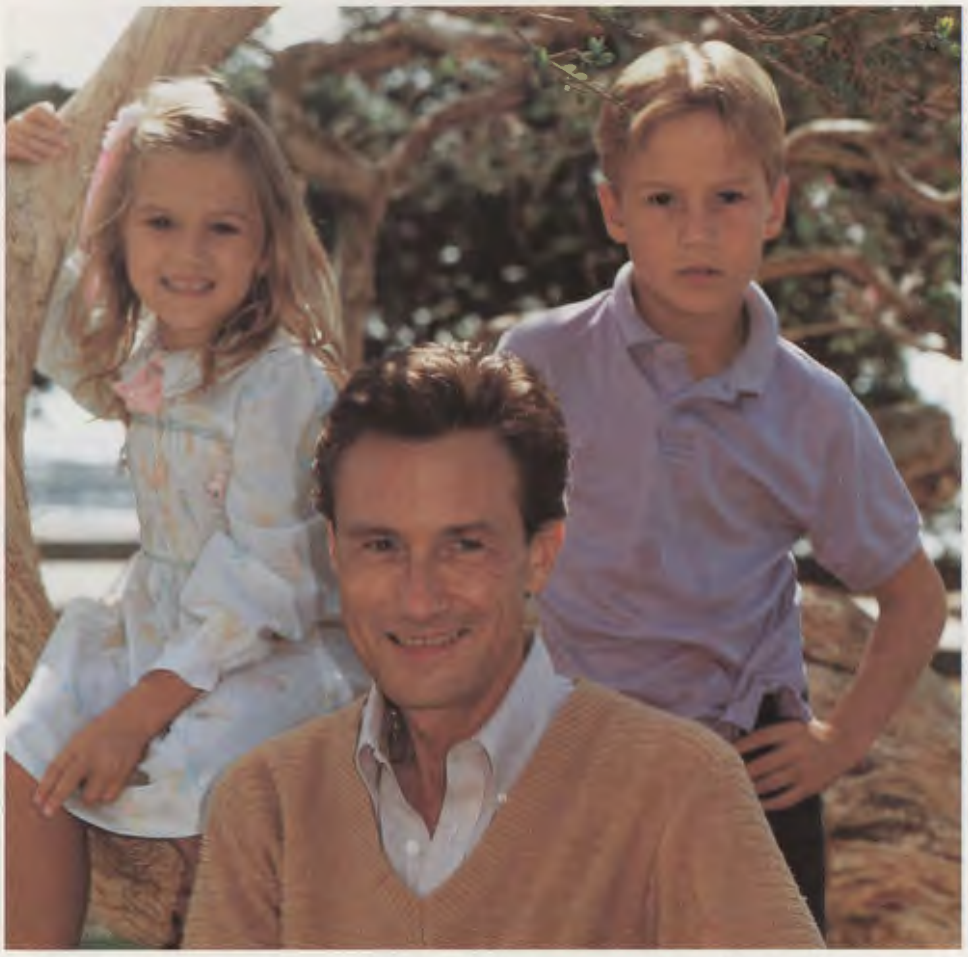
Probably the most revealing research of all was the Bogalusa Heart Study conducted with children in the town of Bogalusa, La., just outside New Orleans. Each year children were given cholesterol tests along with other examinations, and careful records were kept. Significant numbers of youngsters, both black and white and of both sexes, were shown to have elevated cholesterol levels. During the course of that 16-year study, a number of children died of accidents, sui-

cides and homicides. Autopsies revealed the beginnings of artery blockage in children as young as 10 years of age. And the blockage was directly related to the levels of cholesterol in the children's records. The founder of that study, Dr. Gerald Berenson of Louisiana State University, stated unequivocally that heart disease begins in childhood.

During its annual meeting in 1988, the American Academy of Pediatrics issued a statement recommending that pediatricians test the cholesterol levels of all their patients with histories of heart disease in the family or knowledge of elevated cholesterol levels. The World Health Organization went even further during its 1988 session held in Geneva, Switzerland, urging the testing of all children. And in his research, Dr. Dennis Davidson of the University of California at Irvine has shown that half of all children with elevated cholesterol levels would be missed if testing were limited to only those with established family histories. The handwriting is on the wall: Test the children for this major risk factor.

Cholesterol levels for children will be lower than for adults. We can extrapolate from those numbers to see that if a child is in the 90th percentile for his age, he'll likely grow up to be an adult in the same risk strata. Ideally we'd like to see all the children with cholesterol levels in the 140 to 150 milligrams/deciliter range. Those numbers correspond to adult values under 200 mg/dl.

If your children or grandchildren are found to be in the safety zone, that's wonderful. Keep them on a healthful lifestyle regimen that includes a good diet, plenty of exercise, and, of course, lots of hugs and kisses.



Robert Kowalski's children, Jenny and Ross, already realize the importance of eating healthy.

And if the kids test high for cholesterol, this is the time to start doing something about it. That doesn't mean that we want to panic, or to make children feel they have some disease. They don't. Their arteries are currently clear and you simply want to keep them that way.

You talk to children about not getting into cars with strangers and about looking both ways before crossing the street. Of course you don't try to frighten them when having such discussions. And the same applies to talks about diet. Stress the positive aspects of eating a good, low-fat variety of foods. Point out how everyone in the family will benefit in terms of weight control, athletic performance and health.

Then start getting the kids involved with food. The place to begin is the supermarket. Plan an extra 20 minutes or so when you bring the children along. Allow them to pick

Feeling Your Oats

An Iowa State University plant breeder is trying to pack more of what's good for you into oat kernels.

Ken Frey, director of ISU's oat breeding program for 35 years, says that some scientists believe beta glucan, a fiber component in oat bran, can cut cholesterol levels. Some studies also suggest oats may reduce insulin needs of diabetics by preventing erratic swings in blood sugar levels, according to Frey.

The oat breeder says those findings, coupled with his research, may make oats Iowa's oldest new specialty crop.

"Your stomach wouldn't handle the amount of whole oats you'd have to eat to do any good. That's why oat bran is in demand," Frey says.

That's also why Frey, a C. J. Curtiss Distinguished Professor of Agriculture, and colleagues at the U.S. Department of Agriculture Crops Utilization Laboratory in Albany, Calif., are hoping to pack some future oat varieties with high levels of beta glucan. They currently are testing lines of oats for high concentrations of the fiber. "You hardly would recognize some of the strains we're looking at as being oats," Frey says. He adds that domestic oat varieties were developed from wild oats in the Mediterranean.

"We know nothing about the variability of beta glucan in various strains of oats," he says. "We're a decade off from even having a gene pool to work from in developing new varieties with high beta glucan contents."

The only grain that rivals oats in beta glucan content is barley. Beta glucan is concentrated in the seed coats, or bran, of both

out some fruit and vegetables. Teach them to read the food labels found on most foods, and to avoid high fat items as well as those made with offenders such as coconut and palm oils. You'll be amazed at how quickly they'll pick up on all this. My daughter Jenny can now read food labels better than most adults!

Involve them in the kitchen as well. They'll enjoy the independence of being able to whip up their own Egg Beaters omelets, spaghetti and other meals.

One of the ingredients you'll want to cook and bake with is oat bran. Just a few years ago, no one had heard of this cereal product. Today nearly everyone has heard the message that oat bran can significantly lower cholesterol levels by way of soluble fiber. That fiber forms a gel as it moves through the digestive tract, binds onto the byproducts of cholesterol and literally shunts them out of the body.

Try replacing half the flour in baking recipes with oat bran. This works particularly well with heavy cakes such as spice cakes and carrot cakes. And, of course, you'll want to replace eggs with egg substitutes and butter with oil or margarine. I've found that oat bran cookies, granola bars and other kid favorites are a great way to get some soluble fiber into my children.

Probably the most important aspect of changing eating habits during childhood is that you're establishing a lifestyle for the future. And, in any effort that will have long-lasting effects, you'll want to take things one step at a time.

If your family drinks whole milk, switching to nonfat milk overnight is likely to cause screams of rebellion and protest. So, using milk as an example, switch first to low-fat, 2 percent milk; then, after a few weeks or even a few months, move down to 1 percent, then graduate to nonfat.

Actually, as a member of the Heart Corps, you're probably already following a low-fat diet yourself. There's no reason not to share the benefits of your own diet with your children and grandchildren.

Most pediatricians and nutritionists feel, and I agree, that there's no reason to change dietary habits in those younger than two years of age. In fact, since there's such a growth spurt during the first two years of life, it's probably best to stay with whole milk, cheeses and meats until the child's second birthday.

On the other hand, there's no reason to introduce such unnecessary foods as Twinkies or potato chips. Needless to say, there's no minimum daily requirement nutritionally for such snack foods. Ironically, six-month-old children don't ask for those goodies. The parents bring them into the house. Don't start bad habits in those you love.

But cholesterol control is only part of giving children a future free of heart disease. Centuries ago, the Greeks educated both the mind and the body; physical fitness was a natural part of life. We can learn much from that ancient wisdom. Praise your children's physical accomplishments.

Cigarette smoking is a well-established heart disease risk factor. Yet many youngsters are picking up the habit. Do everything in your power to keep your children from tobacco. Start, of course, with your own good example. Talk about how foolish smoking is. Encourage your children to never start—or to stop now if they've already begun.

While stress levels and so-called Type-A behavior is a less clear risk factor, many authorities believe such behavior traits do have an impact on heart disease. Once again, the place to begin is in childhood. Spend a little time with your children to show them the value of relaxation. Show them, quite literally, to stop and smell the roses. Teach them to cope in a calm manner with frustrating tasks. If you haven't already started to seek relaxation and stress modification, you'll profit right along with the children.

My dad died at age 57 of a heart attack; medicine at that time had little to offer to help him. By the age of 41, I'd had a heart attack and two bypass surgeries; medicine kept me alive long enough to change my own lifestyle for future health. And today we know enough that my children need never develop heart disease. No longer will heart disease be a part of the Kowalski legacy. Instead we'll have the legacy of life. You can too!

♥

Robert E. Kowalski graduated from Iowa State University with a bachelor's degree in science journalism in 1966 and a master's degree in journalism in 1967. He did additional graduate work at ISU in physiology. His The 8-Week Cholesterol Cure *has been on the New York Times Best-Seller List for nearly two years. He also wrote* Cholesterol and Children: A Parent's Guide To Giving Children A Future Free of Heart Disease. *A third book,* The 8-Week Cholesterol Cure Cookbook: Cooking With The Foods That Lower Cholesterol Levels, *will be published this summer.*

PETER KRUMHARDT

Ken Frey is turning his attention to oat bran.

grains, Frey says.

"The hull that covers the oat seed falls away easily. Barley's hull adheres to the seed, and nobody wants to eat the hull. The only way to get rid of the hull on barley is to grind it away, but when you do that you also get rid of the seed coat," Frey explains.

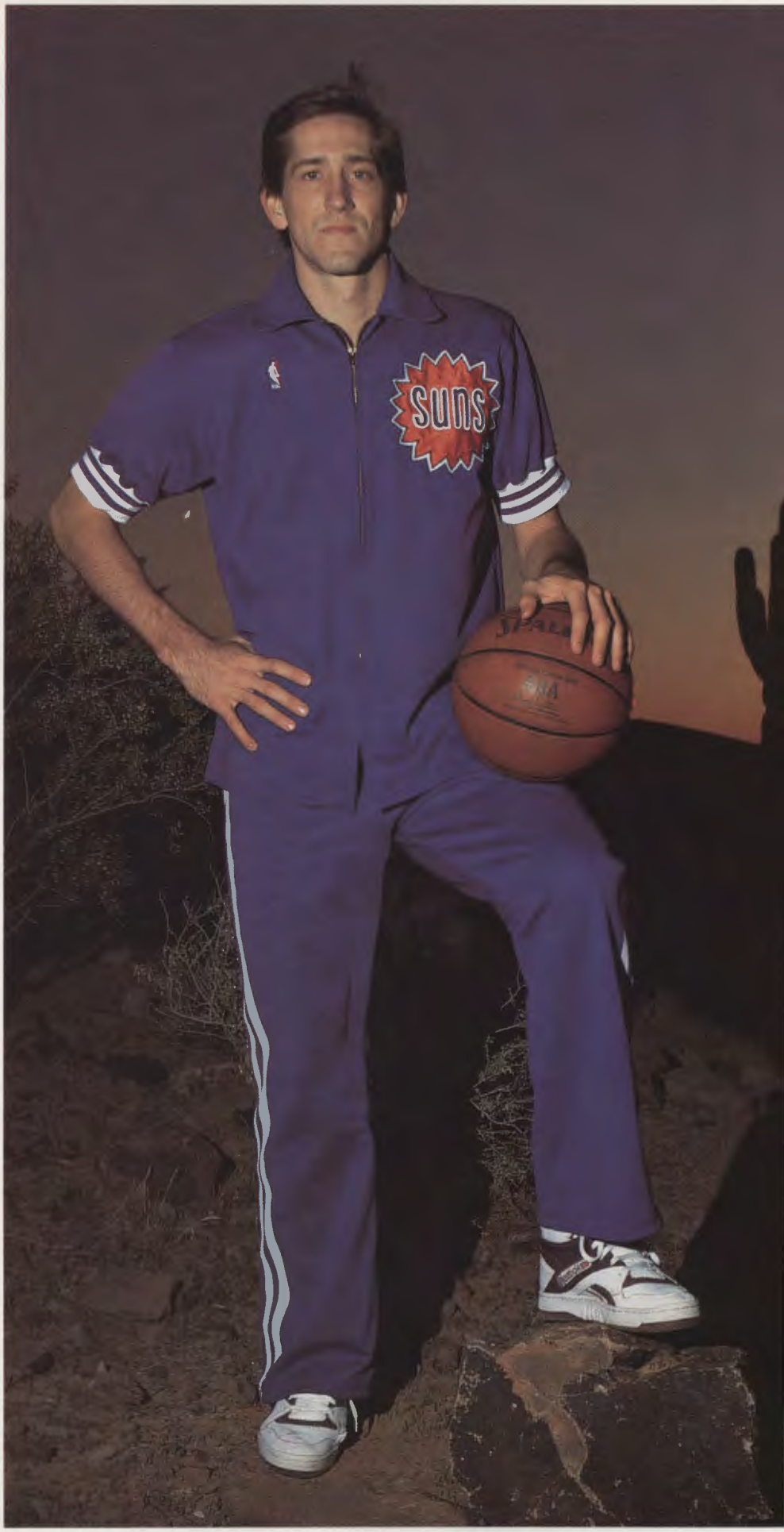
"If we can get the beta glucan concentrated in some of these oat varieties, I think there is a market for many more acres of Iowa oats. [Currently, there are only about 600,000 acres harvested in the state each year, compared to the 6 million acres of oats grown in Iowa before soybeans became popular.] It basically will be a new specialty crop. But the potential for payoff will be much higher than some other alternative crops because the oats crop already is adapted to Iowa and we know how to grow it here."

Frey notes that elsewhere in Iowa, oat bran has become a hot item in health food stores, and the Quaker Oats Company, Iowa's largest oats processor, recently added 60 new workers in Cedar Rapids to produce oat bran.

—By Tom Jirik

RISING SUN

WITH HIS DAYS IN HILTON BEHIND HIM, JEFF HORNACEK CONTINUES TO PROVE HE'S UP TO THE CHALLENGE



EDWARD McCAIN

The ball hangs agonizingly on the rim, then wobbles out and goes *thwack!* on the Phoenix Suns' blazing purple lane. For that, Jeff Hornacek is not happy.

Forget that the Los Angeles Clippers' Quintin Dailey had been hanging on him like a bad suit. Forget that it was amazing Hornacek's left-handed grenade toss even came close.

Still the Suns' guard fumes. He smiles on the outside, but inside it's a scowl that, inexplicably, he turns upside down on the way out. Heading for the free throw line, where he'll get his two points, he swings his long, thin left arm down and slaps the floor. *Thwack!* He wanted three points.

"When Jeff doesn't meet challenges, it gets to him," says John Hornacek, Jeff's father. "But I guess there really haven't been many he hasn't met."

Not in this game, where Hornacek has rammed through a decade of brick-wall challenges like so many houses of cards.

With no colleges showing serious interest after he graduated from a suburban Chicago high school in 1981, he began working for a company that made paper cups. Later that summer a scholarship to Cornell University fell through. Finally, helped by an Iowa State assistant coach from the Chicago area, he finagled a midseason tryout at ISU. Bingo: That was the break this too-slow, too-scrawny kid needed. He went on to start

BY DAN DAVENPORT

for three and a half seasons, accumulate a Big Eight Conference record 665 assists and lead the Cyclones to 22 victories and a spot in the NCAA's final 16 in 1986.

A couple of months later, the Suns picked Hornacek in the second round of the National Basketball Association draft. He was the 46th overall choice, and no moron. He knew the odds were he'd be putting his accounting degree to work by fall. Nobody had to tell him that in the NBA, second-rounders usually have the life expectancy of a popsicle on the equator.

So of course he made it. What else would you expect from a kid with below-average speed, an average jump shot but enough determination to fill the Grand Canyon?

"[Hornacek] is such a hell of a competitor, all he needed was an opportunity," Iowa State coach Johnny Orr says. "He got his chance, and boy, he made it work."

Now a relative veteran—he's played in more than 200 games as he finishes his third season, and amazingly is the longest-tenured player on the youngest team in the league—Hornacek is the Suns' top off guard. He has a new contract, a new home and a new baby, but he carted that same old Windy City work ethic to the Valley of the Sun. Indeed, the kid pulling on his No. 14 jersey for the Suns today is pretty much the same one who wore that number at Iowa State five years ago: Still ramming through challenges with a scowl and a roll of his pallid blue eyes.

On this Phoenix winter day—at 77 sun-soaked degrees, Phoenix winter is as much an oxymoron as jumbo shrimp or military intelligence—Hornacek's challenge is breakneck traffic on Interstate 17. Two days before that game with the Clippers, he is heading home after practice. Last August, he and his wife, Stacy Nelson Hornacek, moved into their first home, a four-bedroom stucco house in an upscale area of northern Phoenix known as Moon Valley. It's a 25-minute drive from Arizona Veterans Memorial Coliseum, and though it's only noon, I-17 hums in every lane. But while conversing in his abrupt, almost monotonic Chicago dialect, Hornacek maneuvers his two-year-old Honda deftly, much the way he guides a Suns' fast break. "We rented our first two years, one of them a place over there," he offers, pointing east toward the Phoenix skyline. "This year we decided to get a house. We figured it was time."

By all indications, it does appear Jeff Hornacek's time has come. His new contract more than tripled his previous salary of $93,000. (Before noted sports agent Bob Woolf renegotiated for the reported four-year, $1.4 million deal last summer, The Sporting News called Hornacek one of the most underpaid players in the league.) He and Stacy bought the house. And in their most memorable transaction of the year, they added Ryan Jeffrey to their roster.

"When I first got in the league, it was fun and games," Hornacek says. "I spent a lot of time in the gym. Now practice gets over and I get out of there so I can be with Ryan."

Says Stacy, with only a smidgen of jealousy: "When Jeff's on the road, he calls to talk to Ryan now. Not me. And the first thing he does when he gets home is get up in Ryan's face and say, 'Remember me?'"

If Ryan absorbs as much basketball knowledge from his father as Jeff remembers learning from his own dad, it might not be a bad idea to pencil in the little guy for the 2015 NBA All-Star Game. Mention Jeff Hornacek's name to anyone with a gram of basketball sense and one of the first responses you'll get is that he plays like a coach's son. Just as he did at Iowa State, Hornacek has dug a place for himself not with a great athletic talent, but because throughout his 25 years he has OD'd on effort, chutzpah and an innate ability to *feel* the game.

"My dad [a freshman coach in Westchester, Ill.] always said, 'Look at the whole court. See it all,'" Hornacek says while sitting in his living room, waving his left hand back and forth while holding Ryan in his right arm. "That's stayed with me."

"Jeff has a tremendous awareness for things like the clock and game situations," says Dallas Mavericks coach John MacLeod, who coached the Suns in Hornacek's rookie year. "You need that in pro basketball."

Says Orr: "I remember many times [the opponent] would be coming down on a break and have Jeff three-on-one or two-on-one. It was amazing how many times he'd steal that ball. He's got terrific awareness."

Hornacek always had that sense for most sports. Somewhere in John and Sue Hornacek's home, for instance, you'll find the trophy nine-year-old Jeff won in baseball's National Pitch, Hit and Throw Contest. But the whole family rarely missed its daily requirement of sports, starting with Sue Hornacek's mother, Claire Stock, a captain on the University of Iowa women's basketball team in the early 1930s. John played basketball and baseball at Illinois State. Son Jay is a minor-league catcher in the Los Angeles Dodgers organization. Jim plays basketball at St. Ambrose College in Davenport. Johnny, the youngest, started for Lyons Township High School in LaGrange, Ill., the school where Jeff was an all-stater.

Though the kids were encouraged, both parents insist they never pushed their children into athletics. "I guess the only rule we had was that they couldn't quit something they started," Sue Hornacek says. Jeff, of course, hopes his own son follows his lead. But he, too, vows to not get carried away. "You can imagine the pressure," he says. "They'll say, 'Your dad played in the NBA, how come you can't do this or that?' We'll see what he likes, and we'll try to pick up on that and encourage him."

Early on, John Hornacek had no trouble picking up on Jeff's inherent basketball intelligence. The elder Hornacek was the freshman coach at St. Francis High School in Westchester, Ill., and could hardly hold a practice without his No. 1 son tagging along—especially after the arrival of a student named Isiah Thomas. "Jeff idolized Isiah," says John Hornacek. "He always was getting in pickup games with him, patterning himself after him." And in many ways, he's still trying to emulate the Detroit Pistons' superstar guard.

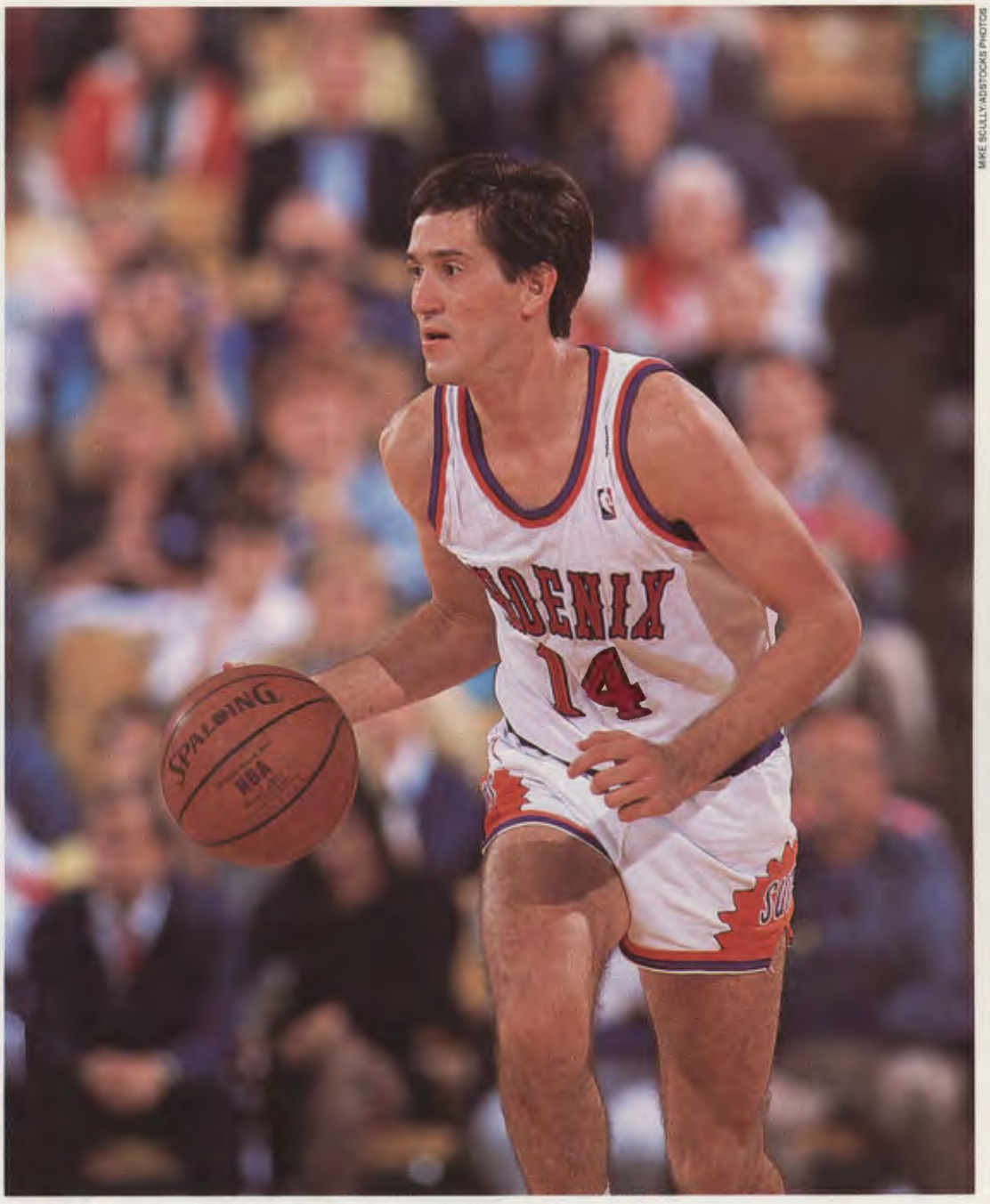
But Hornacek never will be an Isiah. And for those closest to him, that's OK. When it comes to his career, only two things are important: 1) He's in the league, and 2) He's still Jeff. "With all Jeff's done," Sue Hornacek says, "we're most proud that the pros haven't gotten to him. His head's still on straight. Not all the kids can say that."

For proof, look at the BMWs and Jaguars and Mercedes in the Suns' parking lot east of the coliseum. Then look at Hornacek's nice, practical, $15,000 '87 Honda Accord LXi , and realize it's a giant step up from the

ugly yellow '77 Granada he brought to Phoenix from Ames as a rookie. He sold it only last November, to team trainer Joe Proski. "There was really nothing wrong with it," Hornacek says, "so we didn't see any reason to get rid of it."

"What you've got," Orr says, "is a kid who's too smart to go off the deep end with that life."

But there are noticeable differences in the guy they call Horny. He's still 6-foot-3, still got those cat-quick hands on the ends of those long, sinewy arms. If your jersey is a different color than his, he still battles you as if you'd just called his mother a Celtics fan. He weighs about 186 pounds now, a few pounds less than he did at Iowa State. But even in street clothes—today it's a pale green Suns polo shirt, baggy jeans and worn loafers *sans* socks—his devotion to the team's weight program is evident. As Hornacek quickly learned, the strength needed to maintain this rarefied level of play for 82 brutal games is a facet of NBA life even the most devoted fan cannot fully grasp. The Suns also strengthened his shot, taking away that peculiar side spin he used to score most of his 1,313 points at Iowa State. And though Hornacek still can be tight with his words, he has opened up. Facing big-city media 82 nights a year has helped, but so has the confidence reaped from being a productive player in what's generally considered the best basketball league on Earth.



MIKE SCULLY/ADSTOCKS PHOTOS

Now in his third season with the Suns, Hornacek has established himself as a team leader.

"He doesn't say a lot," says Suns' forward Eddie Johnson. Although Hornacek isn't overly chummy with his teammates off the court—especially since Ryan made the scene—Johnson is one of his closest friends on the team. "You think he's a quiet, innocent kid. Uh-uh. He can be a jokester as bad as the rest of them."

Just ask Kenny Gattison, who was released by the Suns this season. Because he and his wife, Wanda, were close to the Hornaceks, Stacy and Jeff couldn't resist a farewell practical joke. Knowing the Gattisons weren't home, Stacy left a convincing message on their friends' telephone answering machine: She and Jeff had just won $10 million in the Arizona Lottery. "I acted like I was crying, and Jeff yelled in the background," Stacy says. "We thought it was a great one."

As did thousands of Phoenicians. After the Gattisons finally swallowed the story—with Johnson's help—it quickly spread across the valley. Before Jeff and Stacy could stop chuckling, their good fortune was being reported by local TV and radio stations and drawing calls from more reporters. "I guess it got a little out of hand," Stacy says. "But Jeff loved it."

She's never shied away from fun, either. But when it comes to style, the Manning, Iowa, girl is hardly the quintessential Mrs. NBA. The woman who didn't even know

Hornacek played basketball until their fourth date at Iowa State now has the rule book memorized, and she certainly appreciates hubby's $20,000-plus monthly check. But she hasn't gone Uptown Girl. She goes grocery shopping on double coupon day, and is a self-professed maniacal price shopper. She does freelance writing at home, in a bedroom-turned-office that, on this day, is somewhat disheveled as another deadline bears down. But that room belies the immaculateness of the house. It is a spacious, comfortable home. But like their gray Honda and their stereo from J.C. Penney, it is hardly lavish or extravagant.

When they came to Phoenix—Stacy calls this "the adventure part of our lives"—they made a pact. Their budget would not exceed the salaries they would have made by putting their Iowa State degrees to work: Jeff's accounting degree, in '86, and Stacy's journalism degree, in '85. The rest goes in the bank. "We know [his career] can all be gone in a minute," Stacy says. "We know what matters. One time a guy from the Portland Trail Blazers [Kevin Duckworth] teased Jeff about driving a Honda. With what Jeff makes, we could buy a Mercedes. But not with our budget." She turns to Jeff, who still holds a completely disinterested Ryan. She softly touches her husband's arm. "We can't lie and say it wouldn't hurt if Jeff had to quit playing. But if it meant losing our son or losing each other, we'd give all this up in a second."

There have been times, particularly during the first year, that they almost would have given it up for a lot less. Although Phoenix looks to have a lock on a playoff berth this spring, it hasn't had a winning season since 1982-83. Making the playoffs hardly is a monumental occurrence — 16 of the league's 25 teams do, some with losing records—but this year would be Hornacek's first in post-season. The Suns have been that bad. "We won 22 out of 33 games [at Iowa State] my last year, and then I lose 50 here," he says. "I know it's a business, but you want to win."

So it's not easy for a lifelong winner to get pounded three nights a week. Nor, though, do rookies on winning teams find this a smooth transition. Hornacek says going from 30 games to 82—half on the road—was the toughest part. Jetting first-class to Los Angeles, New York and Miami might seem like a glamorous lifestyle, and yes, some of these players have more money and fame than Michael Jordan has dunks. But spend a week in Hornacek's high-tops and he says you'll never view professional sports the same. In March, the Suns had a killer stretch when they played 17 games in 28 days. Six of them came in eight nights on the East Coast. "I thought it would be a big, glamorous thing. *The NBA*," Hornacek says, mocking the awe in which outsiders hold his business. "But once you get here, you go to these cities, practice, sleep in the hotel, sit around, play the game and go home or to another city. If you want to have your best performances, you can't run around doing stuff all the time."

It's of that mentality MacLeod speaks when he calls Hornacek a "complete professional with a professional attitude. He'll have fun, but he takes care of himself for what's important."

To help him kill time, Stacy got Jeff hooked on reading. Non-fiction mysteries —accounts of cases like Son of Sam and Hillside Strangler—are his favorite. (Always an avid reader, Stacy helped establish a Reading Is Fundamental program in the Phoenix schools. It's one of the Hornaceks' many community activities.) Last winter, she also got him interested in crafts. They painted miniature houses for Christmas gifts, with Jeff doing the "easy stuff," as Stacy calls it, on the road, and she filling in the detail work at home. Flashy activities like watching TV and walking malls also highlight his road trips.

If Jeff found life on the road a tough adjustment, loneliness in Phoenix was equally trying for Stacy. "I'm from a safe little town," she says. "I was petrified when Jeff was gone that first year. I slept on the couch every night."

But they adjusted, mainly with help from newfound friends feeling the same growing pains. But those same friends also have been a different source of pain. In the NBA, where friends can be hard to come by anyway, the good ones can come and go more often than New York Yankees managers.

The worst for the Hornaceks was Gattison's release. Gattison had missed the '87-88 season with a knee injury, and, seeing the writing on the wall, made plans to play in Italy before the Suns cut him late last fall. "I wrote a card to Wanda," Stacy says, "and I said, 'There are so many good things about this league, because it has introduced me to friends like you. But it can be bad because it takes friends away just when you get close.'"

Still those are the cards professional athletes play with. They know it before they sit down at the table. It's one reason they make millions for pulling on short pants and throwing a ball in a hole. But sometimes, like two years ago this month, they find themselves staring at a stacked deck.

In late April of '87, four players, including longtime Sun Walter Davis, then Hornacek's closest friend on the team, were involved in a drug and gambling scandal that hit the club like a Mike Tyson uppercut. Four Suns and several former Phoenix players were the targets of one of Maricopa County's biggest, most intense investigations. Indictments were handed out and evidence was heard, but the case eventually was dropped because of a lack of evidence.

The unknowing Hornacek learned of Davis' involvement when Davis phoned him to cancel their golf date. It was all Hornacek could do to hold onto the phone when he learned his first friend in Phoenix was attending a press conference to announce his intention to testify before the grand jury. "Jeff doesn't usually say much about how he feels, sometimes not even to me," Stacy says. "But that hurt him."

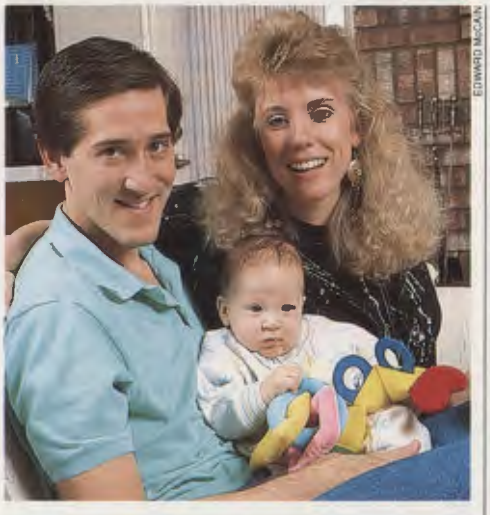
Says Hornacek, who ironically now occupies Davis' old position: "A lot of people think we all [do drugs], anyway. Well, I was with Walter a lot, and I couldn't tell. But it made me realize that even nice guys can get involved. Not just jerks."

From their owner, Jerry Colangelo, to their mascot, The Gorilla, the Suns were looking for the ropes. But in the words of Phoenix Gazette beat writer Steve Weston, Hornacek "just shook his head and kept on playing." MacLeod says Hornacek handled it because "he's a fighter who always manages to persevere."

Still, the valley was unusually hot that summer. And the turmoil couldn't help but

EDWARD McCAIN

EDWARD McCAIN



EDWARD McCAIN

Above, working with crafts has become a family affair for Hornacek and his wife, Stacy. Left, Ryan is the center of attention in the Hornacek home.

spill into the following season, even though most of the players involved were gone. The Suns had fired MacLeod after 13 years, but still lost 54 games under John Wetzel. Of 41 road games, they won six. But during that season, management made it clear it would cut the team to the bone, if necessary, to prevent further trouble. By last fall, after "the purge," as another Phoenix writer calls it, only one player—No. 14—remained from the last two seasons.

Players with more talent and experience were shipped out; Suns management says Hornacek was kept because he plays hard, keeps his nose clean and wants to win. "The team struggled, but all the time Jeff just got more determined," says coach Cotton Fitzsimmons, who was the Suns' player personnel director last season. "He cared. He would never give up on this team."

There were also the intangibles, like this from MacLeod: "After Jeff made the team, he came to our offices to look at film of our players. He wanted to learn everything about them. That tells you about his intelligence and his devotion. I've never had a player do that."

Over the past three seasons his stock also continues to climb because he's what basketball folks call a "tweener," a guy who can play either the point or the off guard position. "The league has evolved to where the versatile players are very valuable," says assistant coach and former Suns All-Star guard Paul Westphal. "You hold on to those guys."

So Hornacek never was in jeopardy. Only somebody forgot to tell him. "It was scary

EDWARD McCAIN

As Ryan has found, a Hornacek is never too young for basketball.

for us because I didn't have a guaranteed contract," says Hornacek, who was rumored to be involved in trades with Detroit and Milwaukee last season. In the deal with the Bucks, the Suns finally said a flat-out no to a trade for Craig Hodges; they later swapped guard Jay Humphries—one of those involved in the drug case—for Hodges. Hornacek stayed, and wound up averaging 9.5 points and 6.6 assists per game and leading the team in minutes played. Heading into this season's last month, he's raised his game a notch, consistently averaging in double figures.

But his contribution can't be measured fully by statistics. "It's more important how the team goes when he's in there," says forward Tom Chambers, a former All-Star Game MVP with the Seattle SuperSonics who signed a multi-million dollar contract with the Suns last summer. "I think we go better." That's why Hornacek was named the Suns' Schick Pivotal Player of the Year last season.

"We had some good guys [before], and maybe more talent, but a lot of them didn't care about winning," Hornacek says. "Just so they got paid. You can't build a winner like that. The fact that I'm here, and that other teams wanted me but the Suns said no [to their offers] helps my confidence. I think they feel I'll be in the league awhile."

When Fitzsimmons' whistle echoes into the corners of empty Veterans Coliseum, Hornacek knows exactly what to do. As the team's leader in its stretching and warm-up drills, he surely is one of a small number of third-year NBA players given such responsibility. His sheer nature—strong-willed, focused, confident—smacks of leadership. And his style is the same one he displayed in LaGrange and Ames: He plays hard, expects teammates—rookies and stars alike—to do the same and lets them know if they don't. "He came to play every game and every practice," Orr says. "They don't all do that. He was willing to make the sacrifice every day, and now you can see where it got him."

Says Dan Majerle, the Suns' top draft pick last year, an '88 Olympian and Hornacek's roommate on the road early this season: "When you're a rookie you have to have role models. He's earned my respect, because he's shown me what hard work will do."

Most people who've followed Hornacek's career know that, without that ethic, he might well be punching numbers back in Chicago. Over the past eight years he must have felt he had the words A STEP SLOW emblazoned on his forehead. He heard it from college recruiters, opponents, the press, pro scouts, probably even his dad. "You can talk about the things he's great at for hours," Orr says. "But there's that one thing they always said about him: that he lacked speed." Today, Hornacek says it was such talk that pushed him this far.

"I've never had the jumping ability, the speed, the strength a lot of other guys do, but I've been determined to play and win," Hornacek says. "I learned that if I give my best, I can overcome areas where players might have an advantage. If I outplay another guy who's supposedly an All-Star, that gives me a great feeling. In this league you have to have the confidence that you can whip any guy any night, no matter who's got the most talent."

After three years, it seems apparent this game long will have a place for such an attitude. "He's emerging and he'll continue to emerge," Colangelo says. Should he do so, Hornacek stands to make a haul in this game, more money in a few seasons than his dad ever will make. Not seven figures a year, like an Isiah or a Magic Johnson, but he can live with that. Hornacek knows Superstar never will precede his name, and although MacLeod ranks him among the league's top 10 point guards, Hornacek knows making an All-Star Game is probably asking too much. That honor is voted on by the fans, who generally put stock only in scoring statistics and national headlines. He'll live with that, too. You see, being a star never has been one of the challenges. For him, the big test always has been "taking your talent and seeing how far you can run with it."

So while he's not wont to be content with achievements, a nice little 10- or 12-year career sounds pretty good as he ponders life from his living-room sofa. He once viewed accounting as his post-NBA vocation, but now he leans toward coaching after he has no more to offer as a player. As Jeff Hornacek cradles his son and dreams of the day when Ryan Jeffrey follows daddy to practice, he can't help but tilt his head back and smile. And it's a real smile this time.

Board members provide link between ISU and alumni

That unusual extra cover on this issue of VISIONS is the ballot for choosing three new members of the Alumni Association board of directors. But more than one reader probably is asking, "What on earth do these people do?" Here's an opportunity to get it straight from a director's mouth.

Jill Wagner-King, '76, is finishing the second year of her five-year term on the board. She is a product administrator for voice network management at IBM, and she lives in Weston, Conn., with her husband, Roy King, '76, and their daughter Michelle. Wagner-King, 34, plays an active role on the alumni board's publications and public relations subcommittee and on its editorial advisory board.

So why does the former GSB president travel 2,376 miles at least four times per year to attend Association board meetings?

"I wanted a means to contribute back to ISU," Wagner-King said. "Money is interesting, but giving of one's self is certainly better."

The Harvard graduate believes strongly that Iowa State is "a global university," and she looks forward to the institution's continued expansion of its missions beyond the state of Iowa into the national and international sectors.

"I think it's very important that we broaden the scope to let everyone know all that the university does for the state of Iowa," Wagner-King said, "and I see President [Gordon] Eaton working to accomplish that."

The members of the Alumni Association board represent a variety of educational and professional backgrounds. According to Wagner-King, that is a true benefit to all alumni.

"Our board representation touches many of the broad areas the university offers," she said, "so therefore, we can speak for all graduates. We're able to serve as a sounding board for the administration and at the same time, serve as ambassadors back to the alumni."

Jill Wagner-King

The Minnesota native sees herself as "the beneficiary" of her tenure on the board. "My personal volunteer and philanthropic goals are to assist education," she explained, "and I get personal satisfaction in trying to do something to help. I'm also gaining great professional experience while serving on this board by working together with others from all backgrounds in producing a product—the alumni relationship with the university."

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

Hotel discounts from Ramada and Hilton! By contacting the companies and identifying yourself as an Alumni Association member, you'll receive a discount. Contact the Alumni Association for details. And remember, this benefit is yours because you are a member of the ISU Alumni Association!

Annual meeting set

The ISU Alumni Association will hold its annual meeting at 9 p.m. Friday, June 2, in the Gold Room of the Memorial Union. Newly elected board members and board officers will be announced at that time. All Association members are invited to attend.

Stanton Foundation helps keep the bells ringing at Iowa State

Those of us here on the campus take it for granted. Whether lunching in the Campanile Room, sitting on the front steps of Beardshear, studying on the top floor of the library or even tossing a frisbee in the shadows of Curtiss Hall, it's always there. We may not always consciously acknowledge it, but we're always aware of its presence.

I'm referring, of course, to Iowa State's foremost landmark, the campanile.

How fortunate we are to have had, over the years, this marvelous eternal monument to our institution. And, we're particularly fortunate that all Iowa State presidents (including Dr. Gordon Eaton) have vowed to make sure that central campus remains just as you and I have known it, spacious and beautiful—and graced by the sights and sounds of the campanile.

Jim Hopson

The structure was erected in 1897 to house a chime of 10 bells given to the school by Professor Edgar W. Stanton in memory of his wife, Margaret. In 1929, a second group of bells was installed, more were added in 1956 and the 50th was set in place in 1967.

Ira Schroeder was carillonneur for almost 40 years before retiring in 1969. His daily concerts are remembered by thousands as an

integral and enjoyable part of campus life. That same tradition continues today through the efforts of the current carillonneur, Dr. Richard von Grabow.

Another rich tradition still lives in the fine work of the Stanton Memorial Carillon Foundation. Formed in 1954 by its first president, E. McDonald Stanton, "to further the advancement of the carillon," the Foundation thrives today under the able leadership of Arthur H. Pickford, '43.

The group set out in 1954 to develop, promote and administer a long-range plan and program, in conjunction with the Iowa State administration, to guarantee the continued and proper maintenance of the tower. And administer they have! Over the years they have contributed thousands of dollars and hundreds of volunteer hours toward maintenance and preservation of the campanile.

The structure and its bells are now in need of a major renovation and the Stanton Foundation again is leading the way. A detailed study of the needed repairs has been completed and renovations soon will begin. Thanks to the efforts of the Class of 1987, more than $200,000 in pledges has been secured. With additional help from the university and interested alumni and friends, the project is sure to be yet another success for the Stanton Memorial Carillon Foundation.

Jim Hopson

Jim Hopson
Alumni Association Executive Director

NEW LIFE MEMBERS

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

Todd P. Altemeier
Virginia C. and James V. Arthur
Roger S. Baker
John Beyer
Marvin L. Bigbee
Debra A. Bray
Thomas A. Brus
Bryn A. Butler
Mark J. Buzicky
Kenton K. Carter
Jill M. and Craig C. Connell
Kay Swanson and Patrick J. Craig
Jeff T. Craigmile
Barbara J. and John P. Dodds
Julie A. and Ray A. Dostal
Laura S. and Duane K. Eichelberger
Debra Lynn Fank
Steven J. Freiburger
Larry K. French
Wesley L. Greenwood
William C. Gregerson
Madeleine J. Grieve
Patrice A. and James B. Gumpert
Wilma K. and John W. Hagan
William G. Halverson
Paul L. C. Hao
Susan L. Haugen
Michael J. Heimendinger
Jeffrey R. Henningsen
Deborah and Rudolf J. Herrmann
Clyde C. Hoover
Rex P. Hoppes
David J. Humphreville
Alvaro Jenkins
Richard G. Jones
Mary E. and Patrick L. Knueven
Kathleen M. Kuehn
Linda J. and Wayne J. Lueders
Mary K. and Stephen J. Mahoney
Chizuko Marugame
Stacy L. Maurer
Karen K. and Thomas E. McElroy
Wayne J. Meyer
Michael A. Micucci
Masaaki Mizuno
Janet M. Morgan
Eric S. Nelson
Duane A. Nielsen
Michael J. O'Connell
James W. Oswald
Douglas R. Palmquist
Kimberly K. and Dennis D. Patrick
Karen and Richard A. Paul
Shawn M. and Kenneth D. Perkins
James J. Pfeiler
Scott H. Richards
Lori A. Ricke
Randy R. Ritland
David M. Roepke
Michael G. Rogers
Deborah L. and David H. Roy
Sherry K. Ryken
Eileen M. Smith
Margaret V. Smith
Mark C. Steinberg
Jeffrey E. Swanson
Ann M. and Kevin D. Taylor
Ellen R. and Ernest E. Thomas
Hui-Liang Tsou
Beth A. and William R. Walling
Richard J. Wessels
Nancy E. and Chris A. Wonderlich
Rex E. Yocum

WHERE ARE THEY NOW?

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

BROWN+HRANO STUDIO

Greg Fritz
Student Ambassador, 1985-86; Publicity chair, executive committee, 1986-87.

Age: 24

ISU degree: Journalism, '87.

Occupation: Assistant education program manager, Up With People.

Hometown: North Platte, Nebraska.

Best thing I learned at ISU: How to work as a team.

Person I admire most: My father (C.C. Fritz, '72).

Last book read: *Where the Sidewalk Ends* by Shel Silverstein.

As much as I love my job, I'd rather be: Touring Europe on my own with a backpack and a voluptuous Swede.

What I miss most about ISU: Friends gained during my SAA experience.

In 10 years, I hope to be: Married, with children, and working on a magazine staff in a large cosmopolitan area.

Student recruitment has become tradition for oldest ISU Club

Sending a busload of prospective Iowa State students to campus has become an annual rite of spring for the Black Hawk County ISU Club.

For more than 25 years, club members have organized a day-long trip to Iowa State for high school juniors from the county. On April 20, the club will bring about 45 students to campus to participate in the Cyclone Stay-A-Day program sponsored by the ISU Admissions Office and the Student Alumni Association. The students will attend presentations on admissions, financial aid and residence, will tour the campus, residence halls and fraternity and sorority houses and visit with an ISU adviser.

"The kids will come back with an incredibly good look at what Iowa State is all about," said Black Hawk County club vice president Steve Doeden, who is organizing this year's event. "It seems like all we have to do is organize it enough to get the kids down there. The people at Iowa State take it from there and make it a great experience."

Doeden might be downplaying the club's role a little. First of all, it is the club that comes up with more than $300 to rent the bus. And second, filling that bus with students interested in Iowa State doesn't just happen. "[Jaunt for Juniors] is one of the most well-organized and most useful activities in the area of student recruitment that any county club could do," said Ronda Cox, field services coordinator for the Iowa State Alumni Association. "It's become a real tradition for them."

One of those traditions calls for the club vice president to inherit the job of organizing the Jaunt for Juniors each spring. Doeden said his main responsibility is in getting the word to the county's 11 high schools, and relying on counselors to actually make the initial student contacts. "We always want to get as many students on this as possible," said Doeden, a 1972 ISU graduate and a teacher at Wapsie Valley High School in Fairbank. "And because we get so much good help from these high schools, we've never had trouble filling it."

Said Tom Arthur, a '66 ISU graduate and a counselor at Waterloo West High School: "We see [the Jaunt for Juniors] as a great program for our kids. These are the kind of things counselors are always glad to help out with."

Although tracking the event's success is difficult, Doeden said the club estimates about 40 percent of the students participating in the Jaunt actually enroll at Iowa State. "I think this program is so effective because it actually takes these kids to campus," said Bonnie Wetzel, a past club president who organized the 1987 trip. "It's so hard to recruit kids unless you get them to campus. Once we get them there, the campus sells itself."

DAN NEERLING

Steve Doeden (seated) talks with Waterloo West High School students (from left) Kari Ritland, Deborah Hoel and Jeff Smith. The students will take part in Cyclone Stay-A-Day this month.

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Men's **ONLY**
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14K $438
(Also still available with "Iowa State College")

3. Seahawk Nobeles
Men's 10K $310, 14K $417
Women's 10K $247, 14K $304
With birthstone or ISU red garnet.

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The art of the deal

Enter the quiet, well-heeled atmosphere of Sotheby's, one of the country's premier art auction houses. Nestled in the mania that is New York City, the elegant showrooms discreetly boast some of the world's most prominent fine works.

Enter Kevin Stow, customer service coordinator, who's just assured Bianca Jagger that her catalogs will begin arriving at her new address. Bianca Jagger? And who's this Kevin Stow?

Stow, a central Iowa native, is a 1987 ISU graduate who now works in the world of high-priced art transactions. His responsibilities involve the coordination of the hundreds of catalogs that leave Sotheby's each year, highlighting purchases in 150 categories. (The one-year subscription for all these catalogs? A cool $5,500.)

Kevin Stow

As his department's accountant, Stow supervises numerous mailing houses and communicates directly with a variety of international clients. In particular, Japanese businesspeople have become Stow's regular patrons.

"Our international clients are becoming more and more important to Sotheby's," Stow explained. "They're the people buying the Van Goghs for $56 million."

In many respects, working for Sotheby's is a dream come true for Stow. His distributed studies degree program at ISU focused on international business and economics, and he always has maintained a strong interest in art. He arrived in New York City two years ago upon graduating from Iowa State and spent his first year in the Big Apple as a nanny. It was at the end of that year that he joined Sotheby's.

The fact that Sotheby's headquarters are located in London keeps Stow intrigued and hopeful for a possible transfer someday. Ever since he spent his junior year of college in London as a part of the Regents Program ("I absolutely fell in love with that city"), Stow has yearned to return for a longer tenure.

Until then, he'll continue to process orders and handle catalog mailings for the business that recorded $650 million in sales during the last three months of 1988. For those kinds of incentives, Stow will change Bianca Jagger's mailing labels anytime she wants.

IRWIN OLIVER

Laurna Hansen

She helps the case for America's defense

The glamour and intrigue of working in a high-security agency surrounded by classified information wears off quickly when there's work to be done. And there's plenty of work these days for Laurna Hansen, a research associate for the Institute of Defense Analyses in Alexandria, Virginia.

Hansen's employer is a "think tank" that determines technical and policy analyses for national security issues. Although it's a private, nonprofit organization, it contracts solely with the federal government.

In examining defense economics, Hansen deals with two or three projects simultaneously, working on computer analyses, data collection and its subsequent review. Those projects have included determining fair pric-

When it comes to research, Van Zante really cooked

If Edison is the father of the electric light and Ford the father of the automobile, then Helen Van Zante at least deserves billing as the aunt of the microwave oven.

Van Zante did not invent the microwave. But as a home economics professor at Iowa State in the 1950s, her research was instrumental in paving the way to the 30-second hot dog.

After receiving her master's degree ('42) and Ph.D. ('46) from Iowa State, Van Zante was working in ISC's household equipment department when the Tappan company brought its microwave oven — it was actually called the "electronic range" at that time — to campus for testing in 1955.

"All they really knew then was that they had some heat in a box," says Van Zante, who's now 82 and living in a Tucson, Ariz., retirement community. "We had to find out whether or not we had a dead duck on our hands. They came here because they know of Iowa State's reputation, and I just kind of inherited it by accident. I describe the work I did here as exploring [the oven] to help make it a useful, important part of kitchens in this country."

Van Zante's research led to a wealth of published articles, and after her research data was returned to Tappan, she spent much

ing systems for the military's new telephone systems, examining the economic impact to domestic industry of Department of Defense expenditures ("how much metal, food, toilet paper, etc., is needed") and constructing "what-if" scenarios should U.S. domestic industries find themselves in an emergency situation without the help of allies.

Though many would find such work mind-boggling, Hansen thrives on it. Rather than define it as "number-crunching," the former ISU economics major sees her work as "backing up all policy alternatives with hard figures."

Hansen, who received her degrees in 1983 and 1988, landed her current position when one of her graduate professors brought in a guest lecturer who serves as a consultant for IDA. He was impressed with her thesis on a defense economics issue, and he referred her to the agency.

Her future plans include pursuing a Ph.D. ("In such a hard analytical area, it's very important to keep up on the new theories") and eventually being named to a national advisory council. Until then, Hansen will continue to keep learning ("Everything's an acronym around here") and absorbing the realities of a top-level think tank.

"I'm working side-by-side with a man I read about in my college textbooks," Hansen marvels. "This is definitely a challenge."

EDWARD McCAIN

Helen Van Zante

Play us your song, Mr. Piano Man

You know what happens to little boys who whine and cry and pout until they're allowed to quit piano lessons?

Sometimes, they end up the president of Steinway and Sons.

At least Bruce Stevens did. A few decades after winning a small victory with his mother back in hometown Shenandoah, Stevens assumed the leadership role in the company that is synonymous with quality keyboards. Although he laughs today when asked to verify his early retirement from the ivories ("Back then, I thought only baseball, football and track made the world go around"), he is quick to point out that, "It *was* a Steinway that I quit taking lessons on."

Always the businessman. Stevens' first two years out of Shenandoah High were spent at Iowa State (1960-62), but following the death of his father, he decided it was time to buckle down and "become serious about what to do with my life." He decided that a career in business was his calling, so after his sophomore year, he transferred to the University of Pennsylvania, eventually graduating from its Wharton School.

Stevens spent 17 years with the Polaroid Corporation, the last five as its director of marketing for all foreign countries. During that time, Stevens, his wife and two daughters lived in Tokyo, which Stevens remembers as "the highlight of my working life."

Following a term as president of Robert Williams, Inc., a manufacturer of special plastic films, Stevens and three other investors purchased Steinway and Sons from CBS in 1985. For Stevens, the opportunity to buy such a well-known, respected trademark "was like hitting a home run."

The evening of June 2, 1988, might well have earned grand-slam status from Stevens. It was on that night that Steinway and Sons unveiled, on the stage of Carnegie Hall, its 500,000th piano. Specially designed, it is constructed of rare East Indian ebony and dyed Swiss pear and carries a $500,000 price tag. Now touring the world, the piano bears the signatures of each of the more than 800 Steinway artists.

Bruce Stevens

These days Stevens spends most of his time traveling the U.S. and Europe, visiting often the Steinway plant in Hamburg, Germany. "When you're making the finest piano in the world, you do your homework and you always keep your eye on the ball," Stevens says.

And just for the record, the president of Steinway and Sons has resumed his piano lessons.

of her free time giving microwave lectures around the country.

Before she left Iowa State in 1968, she played a role in some university history that had nothing to do with appliances. While visiting ISU in 1959, Soviet leader Nikita Khrushchev visited one classroom, and it happened to be Van Zante's. "They made such a big deal about that visit," Van Zante says. "The FBI had to investigate me and my husband and all the students in the class, and when he came into the room there were so many reporters there you could hardly move. Although he didn't say very much, I got the impression that he really wasn't as bad a guy as you might think."

Van Zante left Iowa State for Auburn University, then finished her academic career at the University of Wisconsin-Stout. Along with continuing her pioneering microwave research there, she also taught the country's first microwave class and wrote the first scientific microwave text.

Unrestricted gifts provide flexibility for Iowa State's future

Two couples that led nomadic but successful lives once they left Iowa State never forgot what the university has meant to them over the years.

That's why Ralph and Kathryn Gruenwald, Ankeny, and David "Clem" and Ann Arnold, St. Louis, chose to support Iowa State through unrestricted gifts, a key element in ISU's funding.

"Unrestricted gifts provide the university the flexibility to respond to unanticipated but critical needs, to take advantage of special opportunities, or to adjust to changing circumstances," Iowa State University President Gordon P. Eaton said.

"These gifts allow us to support unique faculty or staff activities, student academic groups, emergency financial needs of students, research endeavors, special performing arts ventures and economic development programs."

During the 1987-88 fiscal year, unrestricted gifts totaling nearly $670,000 were donated to the university.

"Kay and I wanted to do something that would help not just one segment of the university but would help a large number of people where it was most needed," Ralph Gruenwald said.

The Gruenwalds' attitude is in keeping with their professional careers. From the late 1930s through the early 1970s, thousands of Iowa high school and adult education students benefited from the couple's instruction in everything from farming methods, public speaking and science to music, English and home economics.

They taught in several Iowa communities over the years, including 26 years in Tipton. On five separate occasions, Ralph took students on educational forays from Iowa eastward to New York City and Washington, D.C.

"I drove the bus and did much of the cooking along the way," Ralph recalled. "Everyone had a job, loading or unloading the bus. I tried to take kids on trips that would help them see how the world was operating, to gain a better understanding of people and places."

PETER KRUMHARDT

Ralph and Kathryn Gruenwald wanted to give "where it was most needed."

The Gruenwalds continue to give of themselves, not only to their alma mater, but to their neighbors in Ankeny, too.

"We have this rose garden where we live now," Ralph said. "I take care of it for all the residents in the complex."

Clem and Ann Arnold might one day stop and smell those roses on their way to visit the Iowa State campus. They've got the time now, after leading a satisfying but often hectic life together for many years.

They are quick to recall how much Iowa State means to them. The couple married in the spring of 1941, after a courtship that began with a chance meeting at the Iowa State Fair in Des Moines.

Clem, a ham radio operator in high school, was working toward his degree in electrical engineering at Iowa State when he operated a sound booth at the fair, recording people's voices onto small records to enjoy at home. Ann, a food and nutrition major, was representing the university at an information booth.

Following their marriage, Ann worked part-time for the physical education department at Iowa State. Clem continued to work at WOI while in school, earning 80 percent of his college expenses.

Their years after Iowa State involved crisscrossing the country to serve America during World War II. Clem and Ann both worked for General Electric at one time, and Clem also worked at MIT on an airborne radar system. At the end of the war, the couple moved to California, where Clem worked on a ground-control radar project for a firm there.

"For a while, it seemed we moved about every three years," Clem recalled. "Double-E's were nomads in those days."

When he retired from McDonnell Douglas Corporation in 1986, Clem Arnold was the corporate vice president of productivity for the St. Louis-based firm. Yet with all the professional and geographical moves the Arnolds made, Iowa State was never left behind.

"I could have felt that engineering should have the money, but the total university, in my mind, comes before any one particular division," Clem said. Ann agrees.

"I felt the university leaders could best decide where the money should go," she said. "When I think of all the university did for us, it seemed the way to help out."

"We're concerned that the U.S. has become so non-competitive in the world that it's important to help a quality educational and research institution such as Iowa State maintain its role in America's future," Clem said.

Added Dayton Hultgren, director of development, "President Eaton is providing the vision and leadership for Iowa State's resurgence as a preeminent land-grant university, and generous undesignated gifts are essential to realizing the new directions he is charting.

"Donors who make undesignated gifts establish themselves as partners in these institutional initiatives toward the prominence of Iowa State. We are exceedingly grateful for their support."

— By David Craft

Akins legacy continues to grow in home economics

A newly established scholarship fund in memory of Charlotte Gustafson Akins will have a "positive impact on young people in keeping with the impact she had for many years as a high school home economics teacher."

That was the reaction given recently by Beverly Crabtree, dean of the College of Family and Consumer Sciences at Iowa State. Crabtree said the $45,000 scholarship fund in the name of the 1936 graduate in home economics education was established by Akins and her husband, C. Mitchener Akins, shortly before Charlotte died.

"Mitch Akins is not a graduate of Iowa State, but the tremendous interest and support he has shown in our college is most appreciated and rewarding," Crabtree said. "He was our guest here last fall when he met with some of our students and faculty. His zest and enthusiasm for life, and for Iowa State, were wonderful to see."

Although his wife had lived and taught school in California, she had "many fond memories of her alma mater," Akins said on his visit last fall.

Crabtree said Charlotte Gustafson Akins had a positive influence on her high school home economics students, and the scholarship fund in her name will help prepare home economics professionals at Iowa State "from the coming fall semester through perpetuity."

Handy's retirement commemorated by corporate scholarship

The first dean of the College of Business Administration at Iowa State now has another "first" associated with his name.

A $100,000 endowment in the name of Charles B. Handy has been donated to the university by the Union Pacific Foundation, an endowment funded by the Union Pacific Corporation. The university recently received $25,000 of the gift.

PETER KOLMHEIDT

An endowment in Charles Handy's name will support an accounting professor.

The endowment will fund the Union Pacific/Charles B. Handy Professorship in Accounting in the College of Business Administration. It is the first endowed professorship in the college's accounting department, said Ken Elvik, professor and chair of the department.

"The endowment will be used as general support, in addition to salary, for a professor in the accounting department," Elvik said.

Union Pacific has been conducting an audit simulation exercise for Iowa State students involved in accounting since Handy helped establish the program at ISU for the first time on a college campus in 1978.

Handy joined the Iowa State faculty in 1958. He was appointed chair of the department of industrial administration in 1979, director of the School of Business Administration when it was organized in 1980, and dean of the College of Business Administration when it was formed in 1984. He plans to retire from that position July 1. Handy also holds the rank of professor of accounting.

"The Foundation" department is supported financially by the ISU Foundation.

ORDER OF THE KNOLL

The following individuals joined ISU's Order of the Knoll from October 1 to December 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.)

C. Mitchener Akins*

*(moved from Campanile Guild)

Campanile Guild

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

Leon and Lorraine Mensing
Michael R. and Jean Steffenson*

*(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.)

David A. and Laverna Den Adel*
James and Patricia Anderson
Edna Hellwig Graham*
Charles J. Lewis
Lawrence R. and Mary Tollenaere*
Robert C. and Viola Schutz Wilson*
Walter W. Wilson Jr.*
Robert E. and Margaret E. Wright

*(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.)

Bill and LaDonna Allen
Betty Barnett Clark
Mary Ann Evans
Roger and Wilma Haines
Charles R. Jorgensen
John R. and Kay Mortimer
James and Anna Nilsson
Lillian Starry Thomas
Wayne E. and Kathryn G. Tyler

NO FAIR-WEATHER TEAM

ISU softball is a hit, come rain or come shine

When it comes to fun-in-the sun sports, which school doesn't belong?

A) UCLA
B) Long Beach State
C) Fresno State
D) Iowa State

If you chose D, you know plenty about frisbee and sand volleyball, but little about college softball. Granted, softball and snow traditionally don't mix. But lately, Iowa State has shown the country that palm trees aren't a prerequisite for top-caliber softball.

In 1988, coach Deb Kuhn's team earned the school's first-ever NCAA Softball Tournament berth and won a school-record 35 games. Last fall, after losing only two starters to graduation, it won the National Invitation Championship. And while the snow fell in Ames but preseason practice was underway in the Sun Belt, the NCAA gave ISU its first-ever preseason ranking — No. 10, no less. Not surprisingly, the top nine included five teams from California and one each from Oklahoma, Arizona, Louisiana and Texas.

GARY CLARKE

While California teams played, coach Deb Kuhn waited for her diamond to thaw.

"We do what we can in the old Armory until the weather is nice, but we don't touch the dirt all winter," says Kuhn, whose team opened the season in February by finishing second in an impressive field of teams in Arizona State's tournament. "And all that time California teams are playing. But we've overcome that battle."

It hasn't been easy. For starters, confinement to the dreary, antiquated Armory is a handicap not unlike putting Johnny Orr's basketball team on an ice rink. And there's Iowa's fickle spring: Kuhn has endured many an April doubleheader on days more suited to slalom than softball. And recruiting: The program has been built on a foundation of Iowa talent, but Kuhn knows the quality of players produced by the Californias and Arizonas. Still, how many subtropical All-Americans want to play where a statistic like wind chill is as important as ERA?

"Everybody knows UCLA," says Jenny Condon, an all-Big Eight Conference outfielder from Edina, Minn. "But they say, 'We haven't heard of Iowa State, they can't be good.' But with a top 10 ranking, they start hearing. It sure helps."

That's the idea. While Kuhn made a contender out of a team loaded with Iowans, she now can show out-of-state stars good reason for playing in the plains. Before, she says, her pitch was, "'This is where we want to be, and we'd like you to help us get there.' Now it's, 'Here's where we are, and we'd like you to be a part of it.' That's a big switch."

It's also been a gradual one since Kuhn came to Ames as an assistant coach in 1980. She played softball and volleyball at the University of Kansas from 1974-78, helping the Jayhawks make three appearances in the Association of Intercollegiate Athletics for Women (AIAW) Championships. She made a fourth trip in 1979 as a KU assistant coach. She then came to ISU to assist former Kansas teammate Kelly Phipps before taking over the program in 1982.

Kuhn said support from the Department of Athletics has been crucial, specifically increased scholarship money and general budget dollars. Next spring's completion of the $13 million Recreation/Athletic Complex also will be a boost, enabling ISU to say so long to the Armory and hello to a regular practice schedule and vastly improved facilities — for the first time, the team will have its own locker room.

"It was one thing for me to go into [Athletic Director Max Urick's] office and say, 'This is what I need,'" Kuhn says. "But it's another to make it work. I take pride in saying,'we did it.'" But winning teams aren't built with bats and balls and travel vouchers alone. Balance sheets aside, ISU's success begins and ends with the girl from Atchison, Kan., who used to horn in when her three older brothers played on the lot next door. "They knew they were in trouble if they didn't let me play," she says. Her father, a youth league coach, also helped.

He taught her that, in coaching, caring and involvement are as important as batting practice and infield drills.

"She cares, and she believes in us," says senior pitcher Jane Peterson. "Say we're down five runs in the bottom of the seventh. She won't give up on us."

While ISU players say they train as hard as any team — practically all year — they stress their coach is not a strict disciplinarian. "I'm no Bobby Knight," Kuhn says. "I don't have 500 rules." But she does have expectations — and can be quite businesslike in seeing them met.

The NCAA softball set now is learning how well the Cyclones are living up to expectations, but it's yet to be seen how Kuhn's program continues to climb. The future has promise, but she knows she and her team have developed an appetite that will hunger for more success every year.

"Before, we got away with, 'It's an off year,'" she says. "But when you get to this level, people don't care what holes you have to fill. We've proven that we deserve to be in this top group. Now we'll try to prove we deserve to stay."

Banach now will wrestle with athletes' academic endeavors

Iowa State is losing a dedicated assistant wrestling coach, but gaining an academic counselor who will be every bit as devoted.

In March, ISU announced the resignation of assistant coach Ed Banach, who is leaving the program after three years because of a recurring health problem. Banach, a 1984 Olympic gold medalist, has become a full-time academic counselor at Iowa State.

Ed Banach

Banach suffers from a condition known as post-concussion syndrome, which causes severe headaches that require constant medication. The condition, which began after Banach bumped heads with an ISU wrestler during a 1987 practice, is worsened during physical activity. The condition normally takes one to three years to heal, but Banach said it could return if he got bumped again.

In his new position, Banach works with men and women in all sports at Iowa State. A three-time NCAA champion at the University of Iowa, Banach was the 1983 recipient of the Big Ten Medal of Honor, which recognizes both athletic and academic achievement.

ADVERTISEMENT

A Few Thoughts From Coach Walden

"You know, if I wasn't a football coach, I know I'd be a football fan. Saturdays would be the highlight of my week -- wearing the ol' Cardinal and Gold, and gettin' the gang together for the 'Big Game.' It would be just like an 'Old Home Week'. We'd make our pre-game predictions during our tailgate party and then head into the stadium, complete with our own trick plays -- sure to get the Cyclones that needed touchdown. After the game, we'd tailgate some more, analyzing our team and gearin' up for our next visit to Cyclone Stadium.
You should do the same -- it'll be a great time!"

1989 Schedule

Sept. 9 - Ohio U	Oct. 21 - Oklahoma
Sept. 16 - Minn. (P)	Oct. 28 - at Nebraska
Sept. 23 - Iowa	Nov. 4 - Kansas State
Sept. 30 - at Tulane	Nov. 11 - at Missouri
Oct. 7 - at Kansas	Nov. 18 - at Okla. State
Oct. 14 - Colorado (H)	

To order tickets, contact the ISU Ticket Office, Room 102 Olsen Bldg. or phone 515-294-1816 to be included in the season ticket mailing that goes out April 1st. A season ticket is $96.00 per order and the deadline is May 15th. Single game tickets are $16.00 per person. Be sure to mark these dates on your fall calendar and plan on supporting Jim Walden and the Cyclones.

Beefing Up the Case for Growth Hormones

BY ALLEN H. TRENKLE

Two years ago, the Parliament of the European Economic Community banned the use of all hormones in animals for food production because of a public perception of danger to human health. The ban prohibits importation of beef into the European countries unless it is certified to be free of hormonal residues. The action has been interpreted by U.S. trade officials as a trade barrier. The publicity about this issue has raised questions on the safety of continuing this practice in cattle fed for meat production.

Iowa State University made a major contribution to improving the efficiency of beef production in 1953 when the late Dr. Wise Burroughs, Distinguished Professor of Agriculture in the department of animal science, discovered that feeding diethylstilbestrol to cattle increased weight gains and reduced feed requirements. Diethylstilbestrol is a synthetic hormone that has biological activity similar to the naturally occurring female sex hormone. The use of diethylstilbestrol in livestock has been discontinued, but its discovery led to the development of other products which continue to be used in growing cattle. These products are natural or related to naturally occurring male and female sex hormones—natural, meaning that the hormones are found in all animals and play an important role in body processes. Cattle and sheep are unique among farm livestock because they respond to tiny amounts of these hormones by increasing rate of growth.

These products are used extensively in beef cattle in the United States to reduce the cost of beef production. The average economic returns are $25 for each $1 invested. Nearly all the monetary benefits are passed on to the consumer in the form of lower-cost beef. In addition to improvements in efficiency of producing cattle, these hormones change body composition by increasing the growth of muscle and decreasing fat.

The federal Food and Drug Administration carefully considered vast amounts of data collected over many years on the safety and efficacy of each product before granting approval of its use. Safety considerations included toxicity and carcinogenicity of each compound and potential residues in edible tissues. As a result, there were strict guidelines established for their use in food-producing animals. These guidelines monitor the licensing of manufacturers, dosages given animals, site of dosage administration, its use in combination with other products and in some cases, the period of time between the administration of the dosage and selling the animal for food. It appears manufacturers and livestock producers in the United States adhere carefully to these guidelines.

Early studies which made use of the most sensitive analytical techniques available indicated there were no hormone residues in meat from animals given the drugs. However, with improvements in electronic instrumentation and the development of new analytical techniques, hormones have been found in nearly all animal tissues. The more sensitive analyses gave regulatory officials a much better perspective of the use of hormones in livestock production. Recent results show that animals not given hormones have measurable quantities of many hormones in their tissues, and these quantities vary with such physiological states as reproductive cycles. In fact, nearly all foods, whether of plant or animal origin, contain hormone-like activity.

When considering the approval of the use of hormones in cattle, federal officials evaluated the extent of the increase in hormone concentration in meat, and how much this would add to the hormones humans produce in their own bodies. In the case of estradiol, one of the naturally occurring hormones used in cattle, tissues from non-treated steers, treated steers and pregnant heifers contain one, eight and 53 parts per trillion (ppt), respectively. Milk from non-pregnant and pregnant cows not given hormones contains 37 and 67 ppt, respectively. In comparison, milk from humans contains 25 ppt. Consumption of one-half pound (before cooking) of beef would add one molecule of estradiol per 26,000 produced in adult men, and one molecule per 21 million produced in women during late pregnancy. All scientific groups in Europe as well as the United States that have studied the data have concluded there is no evidence that proper use of these products is hazardous to humans consuming meat.

Banning the use of hormones in livestock in Europe has created a health risk for consumers rather than eliminate the supposed danger. Instead of being able to use legal, licensed and thoroughly tested products, some producers have turned to using illegal, untested and in some cases unknown compounds. These products often are administered to animals at sites not readily detected by inspectors, and can result in very high residues in edible parts of the animal.

Hormones have been used in the United States in a safe and responsible manner for 35 years to increase the growth of cattle. The results of many years of testing the safety of this practice indicate there is no scientific justification for imposing a ban on their use.

Allen H. Trenkle, M.S. '58, Ph.D. '60, is a C.F. Curtiss Distinguished Professor of Agriculture and professor of animal science at ISU.

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The 15 directors are elected for five-year terms. (You can help elect three new directors by voting on the ballot located on the back of the special cover surrounding this issue of VISIONS.)

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