VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE

INSIDE OXFORD

Rhodes Scholar
Modupe Labode

▲ KING OF THE SPILL ▲ CAPITOL GAINS ▲
▲ JOINING THE ATTACK ON AIDS ▲ SUMMER 1989 ▲

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

KANSAS CITY ISU CLUB MEMBERS (FROM LEFT): JULIE SCHWALBE, KRISTI PATTERSON, ROB VANNOY, LIZ VENNER AND KELLY SCHWALBE.

YOUR MEMBERSHIP MAKES A DIFFERENCE

Consider yourself warned: When you join an ISU alumni club, you have no idea what you're getting yourself into.

First, you're on the guest list for a reception at one of your city's hot spots. Then there are great tickets available with other Iowa Staters when the hometown baseball team comes in off the road. And before you know it, someone entices you to come hear Coach Walden spin his tales at a picnic in your favorite park.

Pretty soon you're hooked. You find yourself helping other club members organize road races to raise money for ISU scholarships. Before long, you've signed up with the local Mothers Against Drunk Driving chapter to man the phone lines during its holiday "don't drink and drive" cab service. And you don't think twice when a fellow alum asks you to help collect canned goods for the club to donate to the local food bank.

These are the cold hard facts: The episodes described above are real, and have been experienced by thousands of Iowa Staters in the past year. Like you, they weren't sure what they were getting into. Today, they can't seem to get enough of the ISU club program.

Consider yourself warned.

The ISU Club Program: Just one of dozens of programs made possible by your Alumni Association membership.

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The verdict is in

THERE'S NOTHING LIKE A READERSHIP SURVEY TO HEARTEN, AND HUMBLE, AN EDITOR

Every year, my husband and I sit through the three-hour-plus hodgepodge of special effects and overblown egos that is the Academy Awards ceremony. And every year, we make a pledge that we'll even hang wallpaper together before we subject ourselves to that kind of torment again.

Perhaps the leading contender for the Academy's Poor Taste Hall of Fame has been Sally Field's portrayal of an overwrought actress groveling before thousands, bleating, "You like me, you like me!" Though I've ridiculed Field on more than one occasion for her rather gauche outburst, I do have a small confession: There's a tiny part of me that can relate to how she must have felt.

Tackling any new venture requires taking some risks, and risks come wrapped in pressures—pressures to achieve lofty goals, the most significant goal being the creation of a product that generates rave reviews. So when any shred of evidence surfaces that indicates success, it's hard not to shout from the rooftops.

But since you can get arrested for that, instead I'll say that we're pleased with the results of our first VISIONS readership survey. A random sample of 500 Association members was polled a few months ago, and according to most of the respondents, we seem to be meeting our mission statement— "to educate, inform and entertain" — rather well.

Specifically, you've become familiar with VISIONS (that's a good sign), and read (at least sometimes) darned near everything. The departments you seem to peruse most include "Academia," "Letters," "Chronicle" and "The Hub," in that order. You think we're doing a respectable job of covering faculty, alumni, the arts, academic programs, research and student life, based on the high percentage of your "good" ratings. But will the sports coverage question ever get resolved? One respondent scrawled "too much sports!" across his questionnaire, only to have it followed with a request to "please expand the sports section." (Actually, it's nice to know that staffer Dan Davenport and I aren't the only ones who debate this topic.)

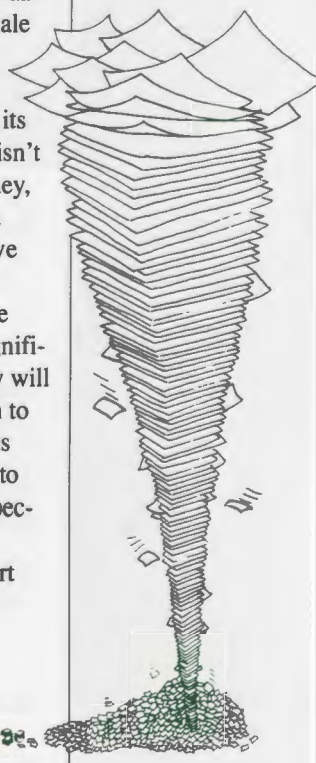
What else do VISIONS readers want to pore over? Top vote-getters were academic programs, history/nostalgia (and it really *is* just a coincidence that our "Memories" department debuts in this issue), research, alumni activities and campus events. But the survey also says you're not nearly so keen to read more about minority issues, politics and the arts.

You told us you like the way we look ("I work on an award-winning newspaper, and I appreciate a well-packaged publication."), and most of the time, you like what we say, too—except for the guy who wishes we'd eliminate "too much rambling B.S." And even when the news we write doesn't always have a happy ending, you're telling us to print it anyway. ("Go ahead and cover controversial subjects. We can handle the good and the bad, and I think most alums and friends want to know what is really going on at ISU.")

Your image of Iowa State remains amazingly strong (an average of eight on a scale of 1-to-10), and several of you credit VISIONS for reinforcing that positive impression. ("A good product enhances its producer.") But at least one respondent isn't so comfortable: "To me, ISU was a homey, friendly place to learn. If I had wanted a slick, impersonal university, I would have gone elsewhere."

So where do we go from here? Future editorial planning will be augmented significantly by this data. Advertisers also now will have effective demographics with which to coordinate their campaigns. And all of us associated with VISIONS will continue to fine-tune our standards to meet your expectations.

What the heck, I'll probably even start going a little easier on Sally Field.



–By Debra Gibson

LETTERS

IN BENNETT'S DEFENSE

The article by Dan Davenport concerning the new education secretary (Rewriting America's Lesson Plan, Spring '89) should never have been permitted to be sent out to Iowa State alumni, in my opinion. The box delineating "Comparatively Speaking" is pointedly biased and blindly unfair (to former Secretary William Bennett), as if it were written by someone as bitter as an Abbie Hoffman. Does a school of journalism teach such tactics? I happen to believe that Bennett was correct in his efforts to collect unpaid student loans from the many who thumbed their noses at the idea of repayment. Davenport calls this "working against student aid." Davenport says, by use of inferential criticism of Bennett, that "higher education" should not be subject to any criticism. How did "higher education" permit the Ronnie Harmon-Devon Mitchell situation at the University of Iowa to go on for four years? May I criticize them? I see clear bias by Davenport in every reference to Bennett throughout the article. At a minimum, a higher education publication to its alumni could try to be fair.

Jack Flemming, '37
Kansas City, Missouri

NIX COSMO JOURNALISM

I am writing to express my displeasure with a caricature (And here we thought we were only good for pork bellies and caucuses, Spring '89) that negatively stereotypes men and women and perpetuates a false view of Iowans as uneducated. I understand that your intent may have been to heighten the absurd report in Cosmopolitan magazine, and to present that article tongue-in-cheek. However, in my opinion you have stooped to an equally low journalistic level by writing on Cosmopolitan's report, coupling it with an offensive drawing. VISIONS is otherwise a quality publication with a great deal to offer alumni and friends of Iowa State. In future issues, keep the professional flair of the publication and spare your readers the caricatures.

Lisa Norbury Kilian
Dean of Students Office

ON IRMA

Your "Granny Goes To College" story (Gray Matter, Winter '89) aroused my interest but did not satisfy. Too bad the editor or author did not consider the elements of a third-person-experience article, as described in *Technical Journalism.* When legions are about to lose the family farm, people want to know how Granny accumulated the capital to support her lifestyle and the good things she is doing. Some other person could be presented as a role model if she is uncomfortable with delving into finances or can only point to some windfall.

Robert F. Jones, '52
Warren, Michigan

You are doing a marvelous job with VISIONS, even before publishing the article about Irma Winslow. What an inspiration! The interview with President Eaton (Charting Change, Spring '88) was timely, and I have been impressed with other articles. It is a little out of character for me to get too carried away with the cardinal and gold spirit, although I appreciate its importance to the university ties of many alumni. Nonetheless, I remain intensely interested in issues affecting Iowa State, and I appreciate the job you are doing in conveying those issues. Keep up the good work!

Don A. Dillman, '64, MS '66, PhD '69
Pullman, Washington

PLAYING WELL IN UTAH

The VISIONS staff should be commended on the substantive and stylistic quality of the alumni magazine it produces. The stories are timely, well-written and interesting. The visual layout is superb.

The work of Dan Davenport deserves special recognition. I have found Dan's stories for VISIONS to be thoroughly researched, balanced and easy to read. In his profile pieces, Dan makes good use of personal anecdotes elicited from his subjects. His profiles on Lauro Cavazos (Rewriting America's Lesson Plan, Spring '89) and Jeff Hornacek (Rising Sun, Spring '89) are excellent examples.

Jeff Hunt, '83
Salt Lake City, Utah

VISIONS welcomes all letters, but requires signatures for publication and reserves the right to edit for space or clarity. Send your comments to VISIONS, Alumni Suite, Memorial Union, Ames, Iowa 50011.

Larry 'Bud' Melman's appearance at a Hilton Coliseum beach party was one of several activities that helped Veishea re-establish its respected reputation.

GARY CLARKE

VEISHEA CHILLS OUT

With tightened security and more nighttime activities, event regains its distinction

Maybe it was the cool weather. Or it could have been the beefed-up security, the added distractions or a much-needed transfusion of pride in one of Iowa State's most revered traditions.

But it likely was an effective combination of all four elements that made Veishea 1989 a much-celebrated—and incredibly relieving—success.

"Whatever we did," said Ames Police Chief Dennis Ballantine, "we must've done it right, because it worked." As far as officials from the city of Ames, Iowa State and Veishea were concerned, that was all that mattered.

In many ways it had been a long, painful year for officials like Ballantine and ISU vice president for student affairs Tom Thielen. For three nights in early May 1988, drunken partiers had turned Veishea festivities into violent riot scenes on Welch Avenue in Campustown. In the following 12 months, avoiding a sequel to that nightmare—and saving the 67-year-old tradition—never were far from the university's consciousness.

"I have to admit, I was getting a little nervous as [Veishea] got closer," said Darrin Schmidt, general co-chair for Veishea '89. "We knew we had put in a lot of work to make Veishea good again, but you never *really* know."

Ballantine, who won't soon forget the 80 arrests and the 50 injured law officers from 1988, said he wasn't apprehensive about a Veishea repeat—just anxious to get it over. "I hope now I can quit talking about it all the time," he said.

While it was hardly a walk across central campus, in comparison Veishea '89 was vastly calmer than the previous year. Police made more arrests this year—140—but Ballantine said most didn't involve ISU students. Though the majority of the arrests were alcohol-related, none approached the violent nature of 1988.

"The attitude and the cooperation of the ISU people were just fantastic," Ballantine said. "On Saturday, the weather was such that they could've started something, but they didn't. People came up to [officers] and said, 'We wish you didn't have to be out here, but we support what you're doing.'"

The tightened security wasn't the only factor that helped Veishea cool off. In meetings that began literally hours after the 1988 fiasco, university and city officials and student leaders considered scores of changes that could prevent a recurrence of a weekend that splashed Iowa State's name across the country. The changes actually made included:

▲ Reducing from two to one the number of days off students have from classes during Veishea.

▲ Scheduling more nighttime activities on Friday and Saturday. The annual spring football game was played Friday night, and a carnival was held at the Iowa State Center throughout the weekend. The Center also hosted a rib cook-off and an outdoor concert Friday night, and Hilton Coliseum held a "beach party" Saturday night. Highlighting the party was a performance by the '50s group Sha Na Na and the appearance of Larry "Bud" Melman of *Late Night With David Letterman* fame. Center marketing director Jeanne Hartig said about 3,000 people participated in the Friday-night activities, but a disappointing crowd of less than 1,000 partied in the sand on Saturday. "We'll continue planning those events, but we realize now that indoor events probably aren't the way to go," Thielen said. "But we feel that Veishea is going to continue creating some traditions that were never there before."

▲ Revising the city's beer keg ordinance to allow only two kegs per party. "People had a lot of little parties, not one huge one," Schmidt said.

▲ Though it wasn't a tangible difference, there was a noticeable resurgence of pride from the community. "The students of Iowa State just didn't want this to happen to

Veishea again," Thielen said. "It's a perfect example of the university, the students and the community coming together to make a very important event go well again." Said Ballantine, "If there's one good thing that came out of this, it's that we communicated and worked together."

Despite all those committee meetings and planning sessions, Mother Nature's role may have been paramount. Temperatures dipping into the 20s and a biting north wind put a damper on outdoor activities Friday night, and Saturday's continued cool weather kept many indoors. While officials were confident they could have avoided a repeat, anyway, none were too disappointed to see the mercury fall.

"In a way, we kind of hoped for warm weather, to test all we'd done," Thielen said. "But I'm sure the cool weather did make a difference."

Thielen pointed out that while Veishea was a success again, it did come at a cost. Although the final figures won't be in until later this summer, he said scheduling the new events on campus wasn't an inexpensive venture.

"But the overall decision we've made is, yes, we'll keep doing these things because it's worth it," Thielen said, adding that the carnival had been booked for next year within days of Veishea '89. "You have to look at the overall outlook of what Veishea does—it opens the university to the state and the world. Considering that, we'll just fine-tune what we did this year, but continue with more of the same."

New leadership for College of S&H, Parks Library

After serving as acting dean of the College of Liberal Arts and Sciences at the University of Illinois, David Bright has removed the "acting" from his new title at a comparable college of another Midwestern, land-grant institution—Iowa State University.

Bright officially took over as dean of Iowa State's College of Sciences and Humanities July 1, replacing William Kelly.

While serving as acting dean at Illinois, Bright also was a professor of classics and comparative literature. At Illinois he oversaw 700 faculty members, 2,000 teaching assistants, 40 academic programs and 80 degree programs. He had been a member of the Illinois faculty since 1970, after receiving his bachelor's degree from the University of Manitoba in 1962 and his master's (1963) and doctoral (1967) degrees from the University of Cincinnati. Kelly plans to spend a year at the University of California at Berkeley before returning to ISU as a professor in the Department of Physics.

David Bright

Nancy L. Eaton

Iowa State also has a new dean of library services as of July 1. Nancy Eaton, formerly director of libraries and media services at the University of Vermont, took over for Warren Kuhn, who retired after 22 years at ISU.

Eaton (no relation to ISU President Gordon Eaton) also heads the U.S. Agricultural Information Network, a group of agricultural information specialists and librarians. She also manages a nationwide project that converts library collections into electronic formats. Iowa State's is one of more than 40 libraries included in the project.

Eaton received her bachelor's degree from Stanford in 1965 and her master's degree from the University of Texas in 1968.

Academy of Sciences elects Hallauer

Though most United States scientists occasionally have pondered election to the National Academy of Sciences, Arnel Hallauer said he never thought about the honor too seriously.

But the Iowa State professor of agronomy can get serious now.

In April, Hallauer learned he had been elected to the prestigious organization, which he equates to a baseball player being inducted into the Hall of Fame. The research geneticist for the U.S. Department of Agriculture is only the fifth ISU professor to be elected to the Academy.

Arnel Hallauer

"It's something that's beyond expectations," said Hallauer, who received his master's (1958) and doctoral (1960) degrees from Iowa State. "It's just beyond the grasp for most of us even to think we'd be considered for something like this. When I first heard about it, I about fell through the floor."

The Academy, established in 1863, has only 1,573 members. Sixty were elected this year, and will be formally inducted in April 1990 ceremonies in Washington, D.C. The last ISU professor to be accorded the honor was C.F. Curtiss Distinguished Professor of Agronomy John Bremner, who was elected in 1984. Other Iowa State inductees were Henry Gilman (1945), Frank Spedding (1952) and Jay Lush (1967).

In 31 years with the USDA—30 of them at Iowa State—Hallauer's primary research has involved corn genetics and breeding. His work has resulted in improved populations and inbred lines of hybrid corn. His book, *Quantitative Genetics in Maize Breeding*, became the standard plant breeding text.

Have viewbook, will travel

As international admissions dwindle, ISU recruiter seeks Asia's brightest minds

When the ISU Admissions Office says it would go to the ends of the earth to find the best students, it's not kidding.

In February, Patricia Parker, an assistant director of admissions, traveled to Asia with 23 other college and university recruiters. With international undergraduate applications to Iowa State dipping by 35 percent during the past three years, Parker and other administrators felt it was time to take ISU's show on the road—all the way to the Pacific Rim.

"World economics are shifting," Parker explains, "and the countries we once depended upon for students aren't sending as many overseas anymore. Primarily, the students are staying home for their educations, but we've also discovered a lot of other countries recruiting in Asia as well. Asian students are good students, they assimilate rather well into our culture, and for the most part, they bring their own money."

The tour, which was arranged by a private Maryland-based agency, took Parker and colleagues to Hong Kong, Jakarta, Singapore, Kuala Lumpur, Bangkok, Taipei and Tokyo, all in just 22 days. Those days—and nights—were filled with U.S. Embassy briefings, calls on educational advising centers ("where you always checked to make sure your catalogue and video were on the shelves"), public programs on U.S. higher education and visits to an assortment of schools—international, local, secondary, colleges and universities. Numerous workshops were conducted with local counselors and principals on the finer points of admissions procedures, how to obtain financial aid, what types of housing are available, etc. The Americans in return could "pick the brains" of the counselors for specific concerns and frustrations international students might have.

And of course there were the college fairs. In larger cities, up to 400 students might attend a program, and in many cases, Parker called on local alumni to assist her.

EARL RICHARDSON

Patricia Parker's goal is to attract more Asian students, such as (from left) Koreans Kim Jang Chul and Hojung Lee and Wei Bing Syu from Taiwan.

"It was so beneficial to have alumni talking with these students," Parker remembers. "I have to be a generalist, but these graduates, who are real specialists, could answer those unique questions about how much quantitative analysis you need to take and what the professors are like and what kinds of research facilities exist. And when the students would ask how cold it really got, the alumni would tell them the truth—but also that eventually, they'd get used to it."

Without mountains or oceans for enticement, how did Parker sell Iowa State to these urban Asian students?

"I didn't sell anything," Parker, a 1975 ISU graduate, responds. "We don't hand out visa applications and we don't admit students on the spot. When they show up at your table, they already have an interest in your institution, and by that point they want specific information. I did try to emphasize that we were in a relatively small city in middle America, that we have a great campus life and strong faculty and placement services. And I did talk some about the beauty of the four seasons—well, I guess I did do a little selling on the weather."

Of the more than 7,000 students contacted during the trip, Parker is hopeful at least 20 will sign on the dotted line for ISU. Just a few weeks after her return, she already had received five such applications.

ISU's spot with the nationwide recruiting group will be available for the next two years. Parker is hopeful that funding will continue to be secured for upcoming junkets, since successive visits to these countries are suggested for optimum results. This year's trip, at a cost of about $7,500, was financed jointly by the Admissions Office and the Office of International Affairs.

"What I came away with was so much more than just contacts with prospective students," Parker says. "I think I now have a much better understanding of where current international students are coming from. Now I can understand how shocked they are when nobody walks them to the door or escorts them to a chair. I have a better grasp of what concerns them about their schooling. I know now that while their U.S. high school counterparts are participating in extracurricular activities, they're spending their evenings at little schools cramming for entrance exams. Now that I have a better feel for what they're facing, I think I can help them make better, more realistic decisions once they get here."

REWARD YOURSELF WITH A GREAT RETIREMENT AT GREEN HILLS.

Clarence and Nana DeYoung are active, independent residents of Green Hills. "We love the retirement lifestyle at Green Hills. Because of all the wonderful services, we have the time to lead very active social lives. There are sports, concerts and plays in the city and lots of scheduled entertainment here at Green Hills. Our daughter came to visit and we kept her so busy on our activity calendar that after a few days she said, 'I'm going home, I can't take it.' "

Clarence and Nana DeYoung

You can be confident that continuing-care retirement here is a sound financial decision because Green Hills is owned by the residents and the not-for-profit University Retirement Corporation, a subsidiary of the Achievement Foundation of the Iowa State Alumni Association. It is managed by Life Care Services Corporation of Des Moines, the nation's leading developer and manager of life-care retirement communities. And with continuing-care comes the peace of mind of lifetime on-site health care if you should ever need it.

"I chose Green Hills not just because of its accessibility to ISU but because it was filled with nice people involved in an almost endless variety of activities," says retired magazine senior editor and Green Hills townhome-owner Margaret Davidson. "The lifestyle here gives me the freedom to travel without having to worry about the security of my home."

Green Hills is a popular retirement choice and there are only a few condominiums and townhomes still available. So, if you've been looking for an active retirement and health care protection, hurry and visit Green Hills. Condominium prices start at $80,150. Townhomes begin at $117,000. Call (515) 296-5000 or toll free 800-336-8833 for a personal showing. Or send us the coupon for more information.

Margaret Davidson

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Life Care Services Corporation

Researchers Douglas Wood and Scott Keating adjust a model umbrella.

GARY CLARKE

Engineering profs enjoy taste of the arts

An unusual research project is giving two Iowa State engineering professors a new appreciation for environmental art.

Civil engineering professors Terry Wipf and Fouad Fanous recently completed what Wipf calls the "bizarre" structural analysis of umbrellas. Results of their study of the one-thirteenth-scale models will be used to aid Bulgarian born artist Christo in his latest endeavor, an art known as site sculpture.

Christo plans to arrange 1,700, 20-foot umbrellas in California and another 1,300 in Japan for his latest project, "The Umbrellas, Joint Project for Japan and U.S.A." The work comes with a $12 million price tag, $32,000 of which goes to Iowa State for its analysis.

"Technically, we've done more interesting projects," Wipf says. "But as far as looking ahead to what it will accomplish, it's pretty bizarre. I've heard about some of [Christo's] work before, and my reaction was usually one of, 'Gee, what's that guy trying to do?' I better appreciate what he's doing now."

Some of that other work includes surrounding 11 islands in Florida's Biscayne Bay with pink fabric and erecting a 24.5-mile nylon fence in California. Vahe´ Aprahamian, a Des Moines consulting engineer who has worked with Christo before, contracted the ISU team to research umbrella structures.

With assistance from civil engineering graduate student Scott Keating and research associate Douglas Wood, the professors used a wind tunnel to analyze the umbrellas' responses to steady wind and wind gusts.

Christo hopes to exhibit his work beginning in October 1991.

Baker receives medal for conservation work

Agricultural engineering professor James Baker has been awarded the Joan Hodges Queneau Palladium Medal for his work in providing engineering solutions to environmental problems.

Baker

The award is given by the American Association of Engineering Societies and the National Audubon Society. While engineers and environmentalists often are on opposite sides of issues, this award honors those engineers who have shown great sensitivity toward the environment.

Baker, who joins White House Chief of Staff John Sununu as one of four honorees, is a nationally recognized authority on water quality. He specializes in studying how pesticides, nitrates and other agricultural chemicals affect ground water supplies.

Veterinary scientists net $1 million grant to tackle AIDS virus

Perhaps it seems unusual that the biggest research grant the College of Veterinary Medicine ever has received is one intended to benefit humans.

But then has anything in the world of medical research been "usual" since the discovery of the deadly Acquired Immune Deficiency Syndrome (AIDS) virus less than a decade ago?

Killing more than 50,000 already and an estimated 263,000 by 1992, AIDS has pervaded the consciousness of scientists around the globe. Animal research certainly hasn't been beyond AIDS' reach; many scientists believe clues to solving the perplexing riddle could lie in similar animal viruses. In March, the National Cancer Institute cast a million-dollar vote of confidence in just such a virus: the bovine immunodeficiency-like virus (BIV), discovered 20 years ago by an Iowa State graduate at the National Animal Disease Center in Ames. Officially, a joint research team from ISU's veterinary college and the NADC received a $1,014,000, five-year grant. The NCI is one of the National Institutes of Health, an organization that will spend more than $600 million on AIDS research in the 1989 fiscal year.

The grant, shared by the veterinary college (two-thirds) and the NADC (one-third), was awarded after the NCI's call for proposals in the area of animal models for AIDS study. Thirty proposals were submitted, but

Iowa State's—headed by veterinary professor James Roth—was one of only seven approved. William Switzer, associate dean for research at the veterinary college, said the college never has received a million-dollar grant. Richard Hasbrook, contracts and grants officer at ISU, added that the university currently is receiving funding under just two other AIDS-related grants, totalling less than $5,000. Both concern awareness and education.

"This is just part of the massive effort to understand AIDS," said Roth, who received his DVM from Iowa State in 1975 and his Ph.D. in 1981. "Our research probably won't lead to a cure. All the AIDS researchers in the world are trying to learn the basics, then maybe something will pop up and provide a clue. That's all we can hope for."

Three scientists each from ISU and the NADC are studying the virus. Martin Van der Maaten, who received his DVM (1956) and Ph.D. (1964) from Iowa State and now is an NADC researcher, discovered the BIV in 1969 while searching for the cause of bovine leukemia. Because it was found not to cause leukemia, it was stored in the freezer and practically forgotten until the AIDS outbreak. Since then, horses, sheep, monkeys and cats have been tested to gain insights into causes and cures for AIDS. The ISU/NADC team will be the first to extensively study the BIV in cattle—it has been researched at the molecular level—to determine what, if any, characteristics it shares with AIDS.

EARL RICHARDSON

Scientists James Roth and Susan Carpenter hope their investigations into the bovine immunodeficiency-like virus will have a major impact on AIDS research.

"There are indications that this could be similar to AIDS," Roth said. "That's as far as it goes. What we want to do is spend five years trying to figure out how useful this model is."

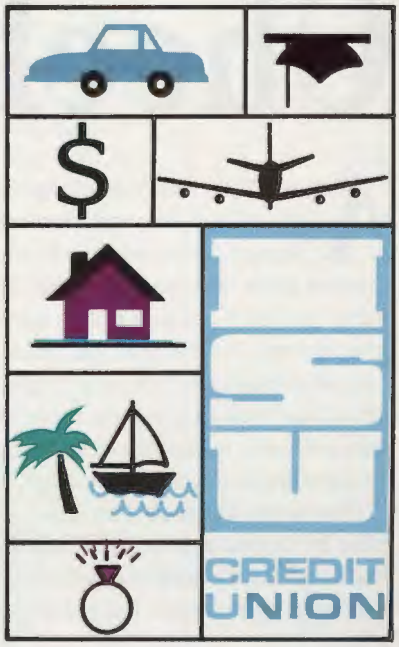
Roth stressed that, unlike the study of a similar virus in some monkey species, BIV infection isn't believed to be overly harmful to cattle. But he said determining long-term effects of the virus, which benefits humans and cattle, is a key element of the study.

While having Van der Maaten on the team pulled weight with the NCI review committee, Roth said virologist Susan Carpenter's addition to the veterinary college was crucial in securing the grant. Carpenter was studying an AIDS-like virus in horses at the Rocky Mountain Laboratory in Hamilton, Mont., and last fall joined the veterinary medicine college largely because of the BIV project. She will continue her study of the equine infectious anemia virus in horses.

"[The BIV] has some real advantages over many other viruses," Carpenter said. "But even if it doesn't turn out to be very similar to AIDS, some of its qualities can give us insight into AIDS."

Also studying the BIV are veterinary medicine professor Prem Paul and NADC researchers Cecelia Whetstone and Janice Miller. Whetstone received her Ph.D. from ISU in 1983.

"I don't think we ever imagined our work would have human health implications," Van der Maaten said. "We're committed to animal health, but the human health factor adds a great deal for all of us."



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Checking out

Kuhn closes the book on a 22-year tenure at the Parks Library

An Iowa State library employee once likened Dean Warren Kuhn to P.T. Barnum for his work in drawing attention to the library and its needs. The recently retired Kuhn took that as a compliment; not only has the library at times required a ringmaster to keep a circus-like atmosphere running smoothly, but in recent years economic quandaries have demanded the shrewdness of a master promoter.

How circus-like could a structure of such refine be? Spend an hour with Kuhn and you'll find there's more to running a library than keeping the shelves full and the patrons quiet.

Several years ago, Kuhn and his employees began to notice that the library's famed Grant Wood murals were beginning to show their age. One in particular, above the Daniel Webster quotation, "Where Tillage Comes, Other Arts Follow," was positioned directly above both a radiator and a window, falling victim to constant condensation in the winter. David Boylan, then dean of the College of Engineering, had helped Kuhn design a special frame to prevent further damage, and the men were so eager to install the completed frame that they carried it to its new home themselves.

"When we were carrying that frame," Kuhn says, "a member of the faculty happened to be walking by and couldn't help but notice us. He said, 'There goes the highest-priced labor this campus has seen in a long time.' "

While the murals are cherished, Kuhn obviously has other prized items among the library's nearly 1.8 million volumes. How he acquired one of the most revered is a prize story in itself.

"We had always wanted to get an incunabulum [a book printed before 1501]," Kuhn says. "Those obviously are important to libraries, but very rare. One day we had an itinerant book peddler pull up in his car with some old books. It happened that he had an incunabulum, along with other rare works. To get such a rare item, for a few hundred dollars, and all out of a peddler's trunk, was amazing."

The majority of Kuhn's efforts has involved bringing desirable items into the library. But there has been occasion for him to keep the undesirable out. He vividly remembers the time when, the morning after a truck loaded with turkeys overturned on old Highway 30, library workers opened the overnight book depository to find "two poor, absolutely bewildered and confused turkeys. Nobody had the courage to remove them, but we finally got them out. I'm a great animal and bird lover, but I'd much rather stick to books and journals."

But doing that—sticking to books and journals at a pace that keeps up with an increasing demand—has become a difficult task. Kuhn projected the library would be able to purchase more than 13,000 fewer books in 1988-89 than four years ago. Journal subscriptions purchased this year tally more than 1,000 less than that of just two years ago.

So as Kuhn leaves his office on the third floor of the handsome library addition, he carries concerns over the library's ability to reverse that trend. The foremost problem has been the increase of journal subscription costs. The library currently spends 70 percent of its acquisitions money on journals, even though, as of this spring, more than 1,000 subscriptions had been eliminated.

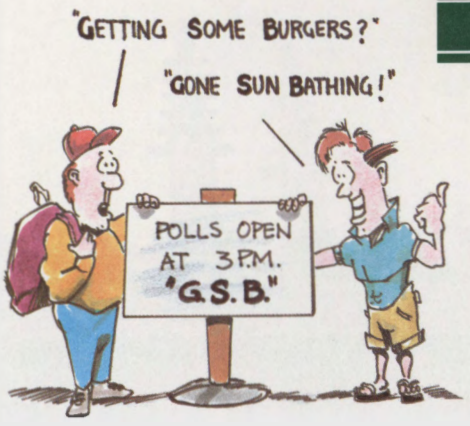
But as costs have spiraled, Kuhn says funding has risen only slightly. He says acquiring funds has proven difficult for one overriding reason: While colleges and departments have their own constituencies, the library has none. Yet it serves all.

"The library must be everybody's job, not 'somebody else's,' " Kuhn says, pointing out that the library serves some 2.3 million visitors per year—the largest user population of any university library in the Midwest. "It's crucial that people realize that. We must continue building our collections. We're now using the interest and capital from our endowment for operating expenses.

"We've got a great bunch of people doing amazing work, and that's why we've been able to maintain a solid reputation. But that can't continue. The funding is needed, and we're not talking a few hundred thousand dollars. We're talking several million, on a continuing basis."

EARL RICHARDSON

A lack of variety never has been Warren Kuhn's lament as dean and director of ISU's library.



As The GSB Turns (and turns and...)

It's time again for our it-has-no-ending saga of the Government of the Student Body. GSB has been in rare form in recent episodes, with 12 or 13 percent of the students—those usually caring enough to vote—glued to the tube. Paul Thibodeaux has been elected president, but *ATGSBT* faithful expect the whole story. In today's episode...

Paul and Greg win after Greg rats on candidates Dave and Leesa. Dave and Leesa are booted for campaign violations. Stories abound. Dave and Leesa appeal and are defeated. Outgoing prez Doug, who once was linked to misappropriation of funds, helps Dave and Leesa sue GSB, but realizes he is suing himself and withdraws. Dave loses suit (not to mention face). Confusion abounds. Senator Alan and candidate Don sue GSB and win. Senator Tom tries to impeach justice Carla, Dave tries to impeach justice Darryl and senator Jamil tries to impeach Doug. Nobody is impeached, apathy abounds and another episode of *ATGSBT* crawls to a close.

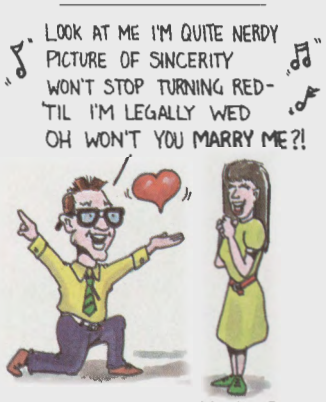
"I love you truly, even as you glow..."

For the bizillionth time: Yes, Beth Teggatz made an artistic statement with a wedding dress made out of toxic-waste resistant material and a halter top made from bullet-proof fabric; no, it wasn't a social statement. She believes in the sanctity of marriage and belly buttons.

"You do something creative and people think you're saying something," says Teggatz, a May graduate whose works were displayed during the annual Focus festival in April. "I just made wearable designs from unusual material."

She of the Veishea '88 Twister dress knows such designs won't lead to her first million in the biz. "I'm just going to New York City, find a job and design regular clothes," she says.

Something tells us Beth and New York will hit it off just fine.



(Sung to the tune of "Look At Me, I'm Sandra Dee")

For five nights in May, *Grease* was the word for Stars Over Veishea. But for its final performance, the word was undeniably *romance*.

And the audience had cast member Robert Hansen (a.k.a. el nerdo Eugene Florczyk) to thank. Immediately after the last show, Hansen walked to center stage, told the audience about his girlfriend, fellow student Pilar Abruna, and then invited her from her seat in the house onto the stage.

A cast member rollerskated by with a bouquet of roses for Pilar, and Eugene, er, Robert, serenaded her with *Pippin's* "With You." On cue, a 40-foot "Marry Me, Pilar" banner was lowered, and Robert dropped to one knee to make it official. After Pilar's "yes"—who could say no?—and a standing ovation, the cast rushed onstage reprising the show's closing number, "We Go Together."

As Rizzo might say, there are worse things you could do.

Illustrations by G. Michael Maddock

As she completes her first year as a Rhodes Scholar, '88 ISU grad Modupe Labode, 24, looks at the realities of Oxford, her unease with the British way of life and the irony of working diligently against apartheid while under the auspices of the late Cecil Rhodes. Following are excerpts from her journal on life as a Rhodie.

BEYOND

BRIDESHEAD

3 October 1988

The long months between being awarded a Rhodes Scholarship and actually arriving in Oxford gave me more than enough time to wonder what I was getting myself into. I couldn't see myself fitting into the romantic image of Oxford created from *Brideshead Revisited*. Although I had received many vague assurances that I would "love" Oxford, I had very little information on what it was really like. What information I did have made me alternately anxious to get on with it, and apprehensive about spending two years in Britain.

Even my proposed course of study had changed. I had planned to "read for" the Masters of Philosophy (M.Phil.) degree in "History of the British Commonwealth and Empire and of the U.S.A.," which is a two-year course consisting of tutorials, exams and a short thesis. During the summer I received a letter informing me that a certain lecturer would be my supervisor if I switched to the Master of Letters (M.Litt.) degree. I agreed, assuming that I would find out the full implications at a later date.

The "launching luncheon" on 30 September was a remnant of more picturesque days in which North American scholars sailed to Britain. The ship has since been replaced by a British Airways 747, yet the luncheon in New York remains. In addition to meeting other Rhodes Scholars (both first-years and veterans), as well as some of the officers of the Rhodes Trust, we were introduced to the tradition of the toast—a tradition which continually elicits comment from some scholars. There is a convention among some to refer to Cecil J. Rhodes, in semi-mythic terms, as "The Founder;" presumably this refers to his founding the scholarships, as opposed to founding North and South Rhodesia, as Zambia and Zimbabwe were first called. (To be fair, this term has found its way into the most recent biography of Cecil Rhodes: *The Founder: Cecil Rhodes and the Enigma of Power*, by Robert Rotberg, himself a Rhodes Scholar.) The after-dinner toast is made to "The Queen" and to "The Founder" (and in the U.S., to "The President" as well). After the toast, one is free to retire to another room, smoke one's cigar and drink port.

My doubts about the compatibility of Oxford and me only were reinforced when the U.S. secretary of the Rhodes Trust informed us that we were the subject of an article in Spy magazine, "All Rhodes Lead...Nowhere in Particular." As I read this in JFK Airport I was informed that Rhodes Scholars (a.k.a. Rhodies), were distinguished by "a bland mainstream intelligence" as well as "a certain hemophilia of character." I tried to laugh the article off, yet was concerned and curious to know upon what (if any) grains of truth the article was based.

Three days into my residence at Oxford, I was over my jet lag but not prepared to make any generalizations on the "Oxford Experience." I did participate in one element of that experience when I, along with scores of others, attended a lecture at the Oxford Union, home of the Debating Society. Most of the events at the Union are open only to members, but occasionally events and lectures such as this were open to the public.

That night's speaker was former President Jimmy Carter, speaking on prospects for peace in the Middle East. Although the speech was interesting and informative, the trappings of the Union also were interesting. A small group of people dressed in black sat directly in front of the podium, separated by a low rail from those of us sitting in the audience; apparently these were important people of one sort or another. At the end of the speech they asked tendentious questions, wrought from impeccable rhetoric. I left, satisfied that I had had my fill of the Oxford Union.

16 October

Today was matriculation, one of the medieval ceremonies carried forward to the present (such as wearing academic gowns to formal meals in college halls). Students are already members of their colleges when they are admitted, but it is only through matriculation that one becomes a member of Oxford University.

The process was unexpectedly simple. Students filed into the Sheldonian Theatre dressed in subfuse (the Oxford "uniform," required only at some formal university events such as graduation, matriculation and some exams, and consists of white shirt, dark tie, trousers or skirt and cap and gown). The official "ceremony" consisted of a few words, in Latin, of course, and was followed by a short speech by the vice chancellor enjoining us to work hard, enjoy university life and avoid disease and drugs. He also spoke of the funding problems facing Oxford and proposals to remedy the situation. After the speech was over, we filed out, not feeling transformed, but members of Oxford University nonetheless.

21 October

I had vaguely known of Cecil Rhodes long before I knew of the scholarship; after all, Rhodesia was named after him. As I became aware of the scholarship and his legacy in the political and social landscape of Southern Africa, it seemed that the scholarship (the result of interpretation of his will by the Rhodes trustees) was the only defensible thing he did. When I applied for, and received, the scholarship, the irony of a black woman receiving the scholarship named for a man who was a white supremacist and, at best, indifferent to women, was not lost. (The first black American Rhodes Scholar was Alain Locke in 1907; the second and third were Stanley Sanders and John Edgar Wideman, both in 1963. Women were included in the scholarship in 1977). Although guilt is not an appropriate response to Cecil Rhodes' legacy and times, in my mind, neither is dismissing the past as "just history." Rather, the history should be a point of departure for further inquiry.

Thus the existence of a group called Rhodes Scholars Against Apartheid (RSAA) was one of the more pleasant surprises upon my arrival at Oxford. Its first event at the beginning of the term was a lecture by the historian of Zimbabwe, Terrence Ranger, addressing Rhodes, the man and his legacy.

RSAA was formed early in 1988 and its purpose evolved into three parts: 1) to educate Rhodes scholars about Southern Africa; 2) to establish links with the Rhodes Trust and continue inquiry into the nature of the Trust, and 3) to address the situation in South Africa in a tangible way through supporting a project in the region. The first project chosen was to contribute to the Solomon Mahlangn Freedom College (SOMAFCO) in Tanzania. More than £6000 was raised

through a sponsored fast to contribute to this school, which provides education from the preschool level to adult education for South African refugees. Predictably the formation of the group was accompanied by a great deal of discussion and some controversy. Hopefully RSAA will be a continuing part of Oxford, because the relationship between South Africa and the Rhodes Trust is embedded in the scholarship. As the group's statement of purpose reads: "...We recognize that our scholarship funds were extracted from the region and its peoples. These historical ties direct our attention to the continuing violation of human rights in South Africa and Namibia..."

26 October

As alluded to by the vice chancellor at matriculation, Oxford University is in the midst of a process of genteel decay. Magazines in the U.S. such as the New York Sunday Times Magazine and U.S. News & World Report also have carried stories of a university whose library is so underfunded that it cannot afford to repair all its rare volumes except to tie them together with string in some cases; a university in which more than 100 teaching posts are left unfilled. Lack of funds for maintenance costs, as well as expansion, and the continuing retreat of the government from funding higher education are major causes for Oxford's current quandary. Rightly, it sees its status as a world-class university threatened.

Oxford has borrowed American universities' fundraising techniques and has designed the "Campaign for Oxford." The target is £220 million, to be raised in five years from contributions from individuals as well as institutions. Today the campaign was launched, complete with its own glossy magazine, Oxford Today.

The campaign has received its fair share of criticism, the most sustained of which has come from students. There are those who contend that the campaign enables the government to absolve itself from supporting higher education (here, there are echoes of "privatization"), leaving such support in the hands of private benefactors and institutions. Such fundraising schemes may have a tendency to legitimate the government's action by demonstrating (to some) that government support isn't necessary, since the private sector can fill the same role. Students in Britain as a whole have made it clear that they oppose the Prime Minister's (Margaret Thatcher) repeated attempts to replace grants with U.S.-style loans, claiming that it will discourage lower-income students from applying, a scenario acted out in many U.S. schools already.

1 November

Today I began my graduate studies in earnest. A few weeks ago I was assigned my permanent supervisor, Terrence Ranger, whose special interests include Zimbabwe and religious movements in Africa. Since I was interested in studying missionaries in South Africa, he seemed to be the most appropriate lecturer to supervise my thesis. In order to make my topic more specific I began to look through the archives of the missionary group I planned to study, the Anglican group, "The Society for Propagation of the Gospel in Foreign Parts" (SPG).

I came to this topic indirectly. I was interested in the activities of missionaries among Native Americans and Afro-Americans, found the 19th century an exciting time period and wanted to learn more about South Africa. Oxford was a place where I could combine these interests in an in-depth manner. After several weeks of poring over missionary reports in Rhodes House Library, I settled on my thesis topic: "Anglican Missionaries in 19th-Century South African Towns." Briefly, I plan to view missionaries as relatively sympatric (for their times) and as patronizing articulators of how non-reactionary whites viewed Africans; their records can reveal how attitudes towards Africans changed and evolved. Also, specific communities have been formed around churches, and I want to look at why Africans chose to become Christians and how mission Christianity was altered by those converts to become part of the emerging African urban community.

So far I have been satisfied with my topic and have enjoyed working on it, which is fortunate, since research is the largest component of one's degree program. I attend a few seminars and one class, none of which were required, but the graduate "program" at Oxford is nothing like the average program in the U.S.

The main requirement for the M.Litt. is

ANDRE DE WET

Adapting to greater academic solitude has been a major challenge for Labode since arriving at Oxford.

to submit, in a timely manner, a 50,000-word thesis. There are horror stories of students who see their supervisor only once a year; it doesn't seem that this will be my case.

There are advantages to this system in that it allows one to concentrate on topics of interest. Because the course is so intense, it only takes two years for a master's degree and three years for a D.Phil. (Ph..D.). Reading widely in one's field is expected and encouraged. The overwhelming disadvantage of the system is the inherent loneliness and isolation. Much later, when I was feeling slightly mad due to the intense method of study, Mrs. Cetti, the accountant of the Rhodes Trust and wise counselor to many, many scholars, assured me that nearly all North American M. Litt./D.Phil. students feel the same way. British students are accustomed to writing essays and doing independent projects from a very early age. The orientation process to the Oxford style of graduate study, for me, at least, probably will be a continuous one, and I have a feeling that I may never fully be reconciled to the level of independent work expected from a student here.

8 November

I didn't stay up to watch the election returns. I had already sent in my absentee ballot, had stayed up until 3 a.m. to watch the presidential and vice-presidential debates and had been following this election since candidates began appearing on campus during the spring of 1987. After 18 months, it was time for this road show to come to an end.

Watching the last month of the campaign from abroad was a privileged position. Although foreign correspondents didn't cover many purely domestic policy issues, one also had the impression that such issues weren't being discussed much. Indeed most issues seemed to have been subsumed into inflammatory images. Here, those images of Willie Horton, the Pledge of Allegiance, and talk of "sound bites," "trainers and handlers," and "spin doctors" were reported as the news events. These neologisms and slogans had pushed concern for the deficit, poverty and foreign policy from center stage, but didn't make these issues disappear.

I was surprised at how closely the British were following this election; Margaret Thatcher's last campaign had not received comparable coverage in the U.S. Although I missed the reporting on congressional races and on state and local issues, the distance forced me to see the U.S. elections in an international context. Around the same time, other graduate students in Lincoln College were following their countries' elections in Canada, Israel and South Africa. Too often in the U.S., other countries' elections are reported solely in terms of how U.S. foreign policy will be affected, instead of being important in their own right.

14 November

Despite what the T-shirts and tourist information office proclaim, I am convinced that Oxford University doesn't exist—it is simply a convenient legal device. Lincoln College, like the 34 other major colleges (give or take a few), is an independent body. With virtually no oversight from any other body, it admits undergraduates, raises funds and is the primary academic and social center for students. Only by necessity have the colleges joined in the loosest of federations called Oxford University.

The college system, and the tutorial system that it houses, are inherently conservative. Unlike Stanford or other U.S. universities, Oxford is unlikely to experience any challenge to the accepted canon. By the colleges' very architecture, one knows that they are inward-looking. "University" life presumably happens in the colleges, quads, cloisters or gardens, not in the bustling streets. At its best, the collegiate system builds camaraderie and can serve as an incubator for talent. At its worst, it harbors patriarchal attitudes and is a roost for eccentrics.

Each college has its own ambiance, and I have found Lincoln College to be friendly and relaxed. As a graduate student, I have put upon me fewer academic expectations from my college, but the social expectations remain (one's supervisor need not be a member of the college). The graduates are drawn from all over the world, as well as Britain. Lincoln's atmosphere more than compensates for its less-than-stunning architecture and less than impressive roster of alumni (Lincoln's most renowned students include

ANDRIE DE WET

Tackling the Bodleian Library.

John Wesley, John LeCarre and Dr. Seuss, although Dr. Seuss didn't graduate from Lincoln).

9 December

Having survived my first term here, I'm not yet certain if I will survive the Bodleian Library. Most of my work is done in Rhodes House Library, which is a very manageable and pleasant branch of the library. The Bodleian has been in existence in one form or another since 1320, and with more than five million volumes, it is truly one of the great libraries of the world. The trick is trying to get access to only a few of those five million volumes.

The first obstacle is determining what one wants. There is no subject catalogue, so one must locate the book by author. The catalogue is divided into three parts: the pre-1920 catalogue, the catalogue from 1920 to the mid-1980s and the optimistically titled "Interim catalogue for acquisitions since the mid-1980s." Optimistic because the Bodleian is slowly beginning to put its most recent holdings on a computer catalogue. After locating the book, one only has to fill out an order slip, wait two hours and it's yours to read in the library—Bodleian is not a lending library. I have exaggerated the degree of difficulty in finding a book, yet I still get some satisfaction when I have succeeded in hunting down (and reading) a book in that library.

11 December

Yesterday a Rhodes Scholar, Mridula Shastri, was killed in the plane explosion over Lockerbie (Scotland). She was also a first-year scholar, from India. She already had her medical degree and was working towards a D.Phil. in radiology. I didn't know her, but the sense of shock and waste of human life remains.

16 January 1989

Living in another country gives one a unique vantage point. Although I feel more and more "disconnected" from events at home, I think that I have been here long enough to begin making tentative observations about British life.

There is plenty about Oxford, and Britain in general, that I enjoy. The bookshops are numerous and well-stocked; museums, theater and music are relatively inexpensive. Yet I probably appreciate these, and other aspects, because I am coming from another culture and I see them as pleasant surprises. I also see very disturbing aspects of British society.

In Oxford, although there is a parity between students from "comprehensives" (public schools) and "public schools" (private academies), in some quarters there is a lingering old boys' club atmosphere. In Oxford, the nationwide problem of the "class system" is very apparent, sometimes manifesting itself in clashes between students and town residents. In less violent ways it is manifest when one's rooms are cleaned and one's meals are served by adults who, as in the U.S., in some cases don't even have the guarantee of a minimum wage. It isn't just a "simple" issue of town vs. gown, but is symbolic of the system in which many people are perceived to be, or consider themselves, limited by their class (or alternatively, think that they are owed privileges due to their birth).

British society seems ill-prepared to deal with issues such as sexual equality and ethnic and racial pluralism. Debates on these issues and others are muted, or made seemingly unnecessary by Parliamentary acts. In the absence of a written constitution, one does not appeal to a "Bill of Rights" to protect civil liberties, but rather to precedent, which strikes me as often ineffective in protecting civil rights.

Under Prime Minister Thatcher, the British government is "privatizing" major industries and cutting back on social services. This, to me, has been most apparent in the case of education. Although it underwent a period of expansion in the 1960s, higher education in Britain reaches a far lesser proportion of people than in the U.S. Now many departments and lecture posts are being excised or allowed to wither away. Although Britain only has six veterinary schools, for example, current plans are to eliminate the schools at Glasgow and Cambridge by the early 1990s.

The retreat from social services, classism, the divide between North and South Britain, food poisoning scares and train crashes hardly signal the "end of the world as we know it" in Britain. But at the very least, I feel I have to be aware of the deep structural ills in this society in order to appreciate the life I'm leading here.

9 February

A few weeks ago I was elected president of RSAA. The executive committee is strong, and hopefully we will be able to consolidate the organization and expand its base of membership. RSAA began this term with a lecture by the Rev. Beyers Naude. Rev. Naude was the president of the South African Council of Churches and was banned as an individual from 1977-1984. Rev. Naude's lecture was the first in an annual series called the Bram Fischer Memorial Lectures. Bram Fischer was a Rhodes Scholar from South Africa (1931-34), who as a lawyer was a leading anti-

apartheid figure. He was a member of the South African Communist Party and the defense lawyer for Nelson Mandela. Sentenced to prison in 1964, he died, in prison, in 1975.

This term's RSAA activities will focus on the project chosen last year, to aid detainees in South Africa. The recent hunger strikes have brought this problem to international attention. Originally the group wanted to give money, raised by a sponsored fast to be held in May, to the Detainees' Parent Support Committee (DPSC), a Johannesburg-based organization that monitors the cases of detainees. But since the DPSC has been heavily restricted by the South African regime since February 1988, an alternative group doing similar work (but that can receive funds from abroad) will be found.

27 February

This afternoon I presented my research proposal at an informal seminar. The seminar was one in a series during this term in which Prof. Ranger's students discussed the work they had done so far. Despite its informal nature, I was very anxious about it; when one isn't assessed regularly, events such as this take on a heightened significance. Fortunately the audience was small, and I received some good constructive criticism.

During the course of preparing for this seminar I more or less came to the decision to take the option of extending my scholarship to a third year, mostly because the topic looks as if the scope of the project will be longer than the limits of the M.Litt. thesis. Also, my earlier apprehensions about Oxford have shifted. Although I still have concerns about academics, my respect for the Oxford system has increased. Though I'm not convinced that it is the most efficient way to nourish talent, I realize that I have "grown" in an academic system. One of the most stimulating sources of education is from one's fellow students, though due to the nature of the system, initially it may not be easy to meet these people.

Not only is the work of other students in history interesting, but I have found that one of the most pleasurable aspects of Lincoln College is finding out what other graduate students are studying, from Renaissance English literature to classics to lasers in physics.

My worries about conforming to some vague "Oxford Experience" have slipped away with the realization that there isn't one, standard "Oxford Experience." Likewise, it was a pleasant surprise to realize that there wasn't an archetypal Rhodes Scholar, contrary to popular images in the U.S. The "idea" of the Rhodes Scholar is as flexible and as varied as the wider student body in Oxford.

16 March

The second term of the year is over, and as the streets are emptied of students and bicycles, they are more than replaced by tour groups and European teenagers on English language courses. The university, absent of students, seems to be a set stage, established for the benefit of sightseers. Occasionally the lucky tourists spot a group of students in subfuse going to exams; the shutters snap and the idea continues that Oxford students always wander around in full academic dress. (Pictures of these same students celebrating the end of their exams keeps the idea of Oxford-style hedonism alive and well, too.) Sometimes when I get stuck behind these groups I look to see what everyone is taking pictures of, and I'm forced to acknowledge that alongside class conflict and a cumbersome library, the romantic towers and spires of Oxford do exist.

ANDRE DE WET

Home away from home. Labode's quarters at Lincoln College, Oxford University.

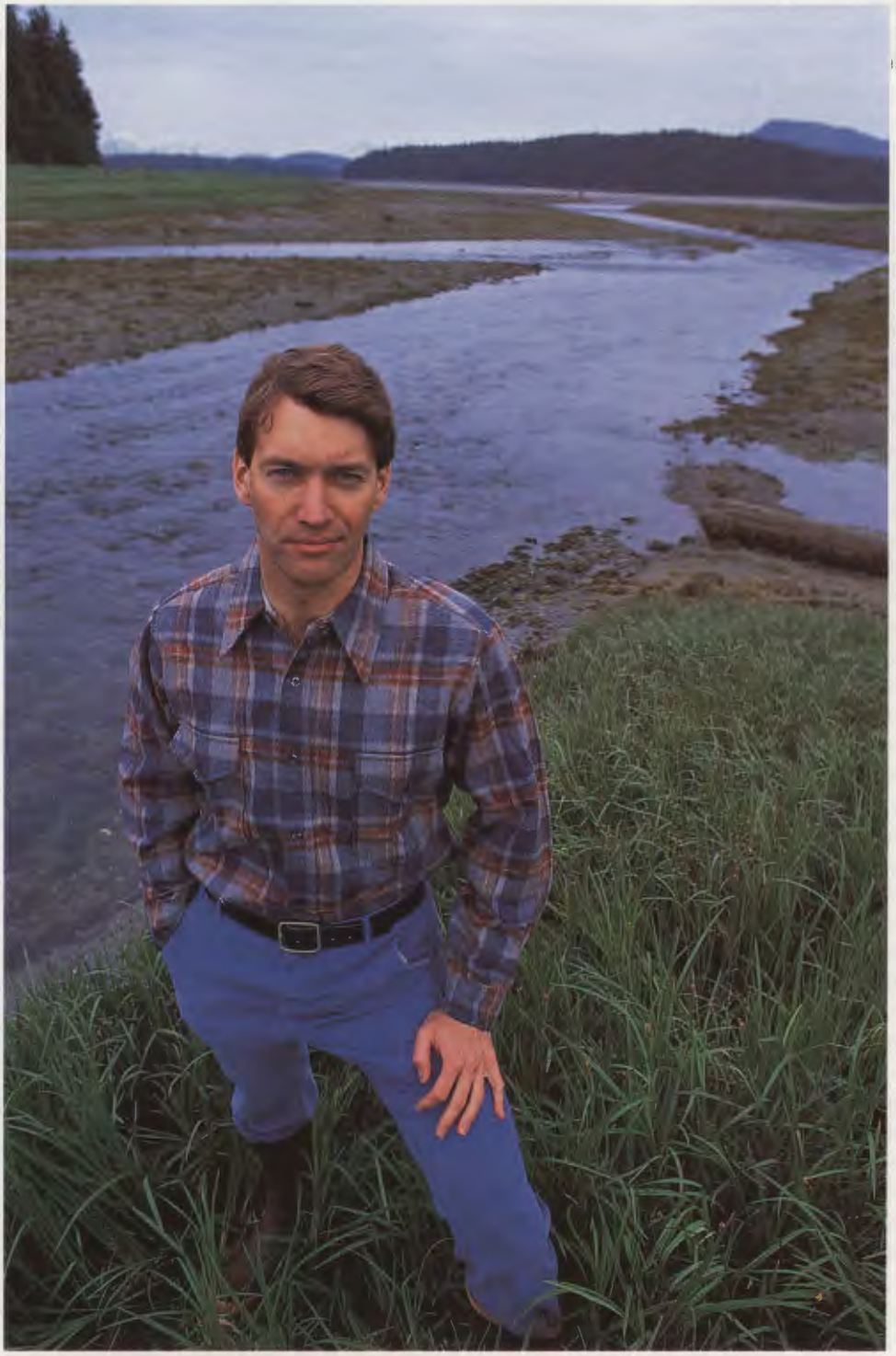
TROUBLED WATERS

Dennis Kelso has emerged as the venerable leader of Alaska's battle against Exxon and its massive oil spill

By Dan Davenport

There's a former Ames ninth-grader out there who knows exactly what Exxon has been up against lately. And he knows who he is. Ames junior high school. 1960. Harassing a helpless seventh-grader. Enjoying himself, no doubt, until another seventh-grader named Denny happened along and took exception to his bully tactics. Young Denny hardly was one to look for trouble, but on this day he had the pluck to rescue his classmate.

"He always stuck up for the little guy," Denny's mom says today. "But that was the



MARK KELLEY

first and only time he got called to the principal's office with any trouble." Indeed, Denny Kelso avoided the T-word like a trip to the dentist. He went on to an illustrious, trouble-free academic career at Iowa State University and Harvard Law School, but if ever there was a predicament he'd poke his nose into, it was a fight for the Little Guy.

Just ask Exxon.

Little Denny Kelso is now 39-year-old Dennis Kelso, director of Alaska's Department of Environmental Conservation. Since March he's put another impressive set of words behind his name: Director of the clean-up of the largest oil spill in United States history. But whatever you call him, know this: Whether he's protecting a classmate's right to walk the hall or the Alaskan way of life, the 1969 Iowa State graduate is at his best when there's a Little Guy crying for help.

Since a phone call jolted him out of bed in Juneau at 1:30 a.m. March 24, Kelso has been sticking up for underdogs from Barrow to Metlakatla. Just minutes before the most alarming call of Kelso's career, the tanker *Exxon Valdez* had been gashed by a reef outside of Valdez in Prince William Sound, sending more than 200,000 barrels (10 million gallons) of oil gushing into the cool, pristine waters. A 12-hour journey—via jet, helicopter, single-engine Cessna and Coast Guard boat—brought Kelso aboard the wounded *Valdez*, ready to take the lead in monitoring the clean-up of a tragedy that would make international headlines for weeks. While the mammoth Good Friday spill led off newscasts for a few nights, claims of Exxon's shoddy clean-up tactics soon became the big story. And Dennis Kelso was in the middle of the maelstrom.

Whether he was telling Ted Koppel of Exxon's incompetence, dancing at a Saturday-night fund-raiser in Valdez or testifying before a Congressional subcommittee in Washington, for the next six weeks Kelso went to war for Alaska's half a million or so Little People. Along the way he managed to pick up an amazingly loyal following. More than once he's been mentioned as a possible successor to his boss—Alaska Governor John Cowper—when the job comes up for grabs in 1990. Strangers have stopped him in airports, on the street and on the docks to thank him for his dedication. And every day the DEC receives letters complimenting Kelso for his unyielding stance against Exxon.

Why shouldn't Alaskans rally behind Dennis Kelso? Though colleagues have called him Mr. Diplomatic in the past, there's never been a sliver of doubt as to his position on the spill. "He takes a responsible and gentle approach," says Rod Swope, deputy commissioner of the Department of Natural Resources, "but he's like that iron fist in a glove. This mess has called for toughness, and Denny's had plenty."

When Kelso felt Exxon and the Alyeska Pipeline Service Co., the consortium of oil companies (including Exxon) that manages the Alaska Pipeline, had "muffed" their responsibilities, he said exactly that on *Nightline* and *Today* and *Good Morning America*. "If I could remove a barrel of oil for every excuse I've heard," he said once, "I'd have this mess cleaned up."

"Alyeska's response," he said another time, "is inadequate, untimely and unacceptable."

It was what a special assistant to the governor calls Exxon's "repeated shifting of the blame from themselves to the state," that best earned Kelso's wrath. After originally claiming it had its beach clean-up and water booming operations underway shortly after the Friday-morning spill, an Exxon spokesman admitted later that such claims were bogus. Exxon maintained, though, that the state hindered its attempts to initiate clean-up.

"We have said repeatedly that we immediately requested approval to use dispersants [chemicals that break the oil apart]," says Exxon spokesman Karston Rodvick. "We didn't receive the go-ahead ... for three days." By the time Exxon says it received permission, on Sunday night, gale force winds had come up, preventing any clean-up efforts for the next two days.

Said Exxon CEO Lawrence Rawl in an interview with Fortune magazine, "We could have kept up to 50 percent of the oil from ending up on the beach somewhere."

Kelso singled out that particular interview as Exxon's "most flagrant abuse of misinformation" during testimony before the U.S. House Interior Subcommittee on Water and Power in early May. Kelso told the subcommittee that the DEC had approved dispersants in that area in early March—weeks before the spill—and that testing of dispersants on Friday and Saturday "just didn't work" because the seas were too calm and the winds too light. What's more, Kelso claims that Exxon didn't have enough equipment on hand to spray such a huge amount of dispersant, anyway.

"Obviously, we don't agree with [Kelso's] calling this a misinformation campaign," Rodvick says. "But I would hope that Denny would make some type of decision to help restore the good image of Alaska. Exxon has continued to do everything humanly possible to fulfill its responsibilities with regard to the tanker clean-up. The time for finger-pointing has long since passed. Stop the inflammatory nature of these talks. Put a cap on it, because it's not doing Alaska any good."

As can be expected, rows between the DEC and Alyeska go back a long way —almost to 1968, when oil was discovered in Prudhoe Bay. In 1977, the state began asking Alyeska to keep available a minimum amount of booming material (used to corral circles of oil). The actual equipment accessible has been but a fraction of the requested amount. In 1982, the DEC found that Alyeska considered a 74,000-barrel spill the maximum probable spill. In 1986, after the state insisted that the company plan for a spill of 200,000 barrels, this was the response: "It is highly unlikely a spill of this magnitude would occur."

"Promises were made to these people," Kelso says. "They were all broken."

It is obvious, in talking with this unlikely hero, that he finds this savior business neither discomforting nor flattering. "Look at his face—calm, thoughtful—you'd never know if he was popular or everybody's enemy," the DNR's Swope says. Clearly, Kelso has never been in a position to elicit such high praise from such a broad populace. After receiving his bachelor's degree in psychology from ISU, he worked in student affairs in Iowa State's dean of student's office before heading to Harvard to study environmental law. His father, Doyle Kelso, who still lives in Ames with his wife, Lenore, often had told his son of the two years he had spent stationed in the Aleutian Islands during World War II. That childhood wonder and the opportunity to work with several other Iowa Staters on betterment projects in remote Alaska communities in 1971 combined to lure him back to the 49th state.

After Harvard he returned to Alaska to clerk for the state's Supreme Court chief justice. He later worked in the public defender's office before finding his way into the Department of Fish and Game. He went on

to be named deputy commissioner of that organization, and two years ago Cowper asked him to take over the DEC.

By all indications, he was a good commissioner. To some, very good. But nothing he could have done would come close to affecting his career like the actions of Joseph Hazelwood, the intoxicated captain of the *Valdez*, who late on the night of March 23 left the steering of the tanker under the direction of an unqualified third mate.

The tragedy wrought by the acts of a known alcoholic would make Kelso a media star, but Kelso also has done the grunt work that few Alaskans have seen. In one of scores of grueling late night/early morning meetings with Exxon and state of Alaska officials, he made the decision to employ one of the state's ferry boats to work on the clean-up. At 1:30 a.m. he was on the phone to a groggy commissioner of Alaska's Department of Transportation. Twenty-four hours later, a ferry had been shipped to Valdez, outfitted as an oil clean-up station and readied to sail—with Kelso, decked out in an orange float suit, aboard. Using that ship may have been like cleaning city streets with a toothbrush—it removed perhaps 1,000 barrels a day—but Anchorage Times environmental reporter Joe Hunt, who was on that ferry, calls employing it "an unbelievably great move" that sent an unmistakable message to Alaskans: If Exxon won't clean up its own mess, we will. That decision went beyond protocol for the DEC, which technically is responsible only for overseeing the adequacy of the clean-up.

GAMMA-LIAISON

Injured wildlife illustrates the grim effects of the oil spill.

Kelso says the boldness to make such unprecedented—and at times, seemingly unorthodox—calls under stress is just one ingredient needed to run such an operation. Just as the DEC maintains detailed contingency plans, Kelso says he had given plenty of thought to his own role should the unthinkable happen. When pressed—ever-unpretentious, Kelso continually deflects the credit to the state's three environmental agencies and the Alaskan people—he finally lists the traits he'd look for in hiring his own replacement:

"You need somebody who has a steady, not easily flappable, personality. You can't get discouraged easily. It takes a lot of endurance. It takes the ability to bring in information from a variety of sources, look at it, think about it clearly and analytically and make a decision and stick by it. And you have to have somebody who can speak very straightforwardly about the situation."

Excelling in that final category has probably given him the most support. "Denny has put into words what so many of us have felt," says Nancy Lethcoe, who, with her husband, Jim, operates a charter boat in Prince William Sound and has written several books on the Sound. "To hear him speak so eloquently and emotionally has been a great relief."

As of late May, the Lethcoes' business was down about 50 percent. While the charter boat business hardly will benefit from an oil slick that could cover up to 1,000 miles of coast and 3,000 square miles of sea, it's obvious the Sound's fishing industry will be hardest hit. Suffice it to say that if Kelso did decide to run for governor next year—"I honestly don't have ambitions in that direction," he says—he'd be boffo in Prince William Sound fishing communities like Cordova.

"Denny has made thousands of friends," says Ken Adams, a fisherman and vice president of the Cordova District Fishermen United. Cordova, a village of 2,500 people on the southeastern end of the Sound, is perhaps the hardest-hit community because of its total dependence on fish. "We had a town meeting the other day, and a guy called

Denny a knight in shining armor. That guy spoke for Cordova, and maybe all of Alaska."

Kelso buffed his armor a bit more at a Valdez fund-raising dance in late April, showing up in blue jeans and a T-shirt that read TANKER FROM HELL. When asked to speak, Kelso had a humorous but poignant message: "The most important things I've learned are that I've got an excuse not to wear a necktie, and that I now know what Alaskans are all about. I'm proud to be one."

"Things like that have captured these people in a way you couldn't believe," says Denby Lloyd, special assistant to the governor and a former biologist in the Department of Fish and Game under Kelso.

"I love this place like they do," Kelso says. One Alaskan says the spill has affected many "like a death in the family. They wake up crying in the night for no reason." It was painful for Kelso to see the oil-soaked birds and the once-pure waters polluted with black glue, but the real anguish, he says, lies in the faces. Faces of children who colored pictures and wrote songs to express their hurt. Faces of tired old fishermen with tears crawling down their worn cheeks. "Those things," he says, "build a great deal of resolve to stand in and fight."

Beyond the obvious—10 million gallons of crude, Exxon's alleged shortcomings—what exactly has Kelso been fighting? The world has seen the pictures: Dead sea otters washed onto contaminated beaches, encrusted birds straining for another breath, fishing boats bobbing listlessly on a sea of gooey sludge, their captains pondering their very sustenance.

The herring season was an immediate bust, costing fishermen an estimated $12-$15 million. The $80 million salmon season—the Sound's bread and butter—remained a question mark heading into the summer. "We're a one-industry community," Adams says. "It's hard to be confident, but it's our lives. We have to live and hope."

Come September, when the winds and rains pick up and the plummeting temperature drives fishermen back to the harbor's safety, an assessment can be made of the spill's impact on the fishing industry. Making such an appraisal of the effects on fish and wildlife in the Sound won't be so easy. Researchers immediately had begun counting dead birds and sea otters—and estimating that for every dead animal found, another 10 or 20 died invisible deaths. The Sound is home to about 10,000 sea otters and up to 1 million birds in the spring. Deer and bears feed along beaches that many fear will become asphalt-like stretches of barrenness. "How many are actually killed will take years [to determine]," says Bruce Baker, deputy director of the Habitat Division of the Department of Fish and Game. John Robinson, head of the National Oceanic and Atmospheric Administration's hazardous materials unit, goes as far as saying the Sound may never be returned to its original state. But a multi-million dollar assessment proposal has been launched, in hopes of one day putting a price tag on the tragedy—and sending Exxon the bill.

The waters surrounding Exxon's liability are equally clouded. The country's largest oil company quickly fronted $15 million; pipeline law limits a company's liability to $100 million, but that cap can be lifted if the damage is determined to be due to negligence. It will be up to the courts to decide if Hazelwood's actions—and the alleged inactions of Exxon and Alyeska—were indeed negligent.

"Exxon said they'll take full financial responsibility," Kelso says of the energy conglomerate that has a projected income of $90 billion for 1989. "I plan to personally hold them to that."

There is another, equally crucial agenda that Alaskans—and all Americans—will follow in the coming months and years. While the Cordovas certainly depend on the Sound, there's no mistaking that 85 percent of Alaska's revenues are derived from oil. Up to 2 million barrels of crude slide down the pipeline from Prudhoe Bay to Valdez each day, where it is loaded onto huge tankers like the *Valdez* and, usually without incident, is shipped out. Alaska accounts for 25 percent of U.S. oil, but as Prudhoe supplies begin to dwindle, many look to the untapped Arctic National Wildlife Refuge for continued energy self-reliance. At a minimum, the *Valdez* fiasco has put on hold pending legislation to open ANWR to such drilling. Policy changes regarding emergency preparedness and liability also could be forthcoming.

"You can bank on it that there will be legislative changes coming out of this mess," Lloyd says. "Lots of 'em."

Says Kelso: "Some of these questions may take forever to be answered, but they will be answered. I'll do everything in my power to be sure of that, because the people of Alaska deserve it."

Specifically, the Little People. ▲

RAYMOND MCCOY

Kelso jokes that the incident gave him an excuse to give up his necktie.

Lobbyist Carol Bradley's Statehouse agenda transcends party lines as she works to secure financial stability for Iowa State in a classic case of...

POLITICAL PERSUASION

JIM HEEMSTRA

Once upon a time, it was 1963, and unbeknownst to the nation, the days of Camelot were growing shorter. Bill Lepley and Carol McDanolds were sitting in the student lounge at the Centerville Junior College. They were just a couple of southern Iowa farm kids plopped down on those hard vinyl settees, whiling away the time, dreaming out loud about all the ways in which they were going to conquer the world. Maybe they'd be teachers. After all, at one point teaching French had been Carol's main ambition, albeit mainly because she wanted to go to France. Actually, it was anybody's guess as to where they'd end up, but they knew they'd make a difference.

Today William Lepley heads up the state of Iowa's Department of Education. And just down the street from him, on the second floor of the gold-domed Capitol Building, fellow castle-builder Carol McDanolds Bradley, now 43, holds court as one of the state's most respected lobbyists, these days working her magic for Iowa State University.

As the university's assistant to the president/director of state relations/legislative liaison for the past 18 months, Bradley has just survived her second session with the Iowa Legislature, an arena that doesn't take kindly to dreamers. But that's OK with Bradley, because she comes to work armed with a whole arsenal of data needed to plead her case.

"When I look up and see Carol Bradley walking toward me, I figure she's coming to ask me for some-

BY DEBRA GIBSON

thing," says Rep. Delwyn Stromer, minority leader for the Iowa House of Representatives. "But in return, I also know she's going to give me the accurate, timely information I need to make a decision."

It's that credibility, among other virtues, for which colleagues time and again ascribe Bradley. Because everyone on the second floor of that gold-domed building knows that legislators who've been burned have very long memories.

There aren't a lot of secrets among the pack of legislative liaisons who hang out in small lounges on the second floor of the Capitol building. It's tough to keep secrets when you share the same cramped quarters a minimum of five days per week from the beginning of January through at least the first week of May each year. Nearly 600 such representatives were registered with the Iowa Legislature during the 1989 session, each with a distinctive agenda. Yet when you're leaning against walls or pacing the floor waiting for the page to deliver your note to the lawmaker with whom you want to visit, you're just one of the gang.

"We all live in the same microscopic world," Bradley says, "and rather than let the pressure get to us, we try hard to have fun. Joking tends to relieve the tension."

A Friday morning just a few weeks from the session's end is punctuated heavily with joking, much of it aimed at the ISU lobbyist. Known affectionately as "Doc" (she earned her Ph.D. in 1982 from the University of Iowa), Bradley accepts the razzing amiably and is quick to respond with retorts of her own. But all joking ends when it's her turn to enter the sitting room outside the House or Senate chambers and rehash the future of Iowa State with a lawmaker.

"When there are 3,800 bills introduced during a session, I can't be an expert on each of them," says Sen. Jack Rife, a 1966 ISU graduate. "I need to rely on a lobbyist for his or her expert advice on how I should vote. But that lobbyist better have integrity, because none of us is willing to be burned politically from false information."

Sen. Richard Varn, chair of the Senate's education appropriations subcommittee, has his own primer for aspiring lobbyists.

"You'd better be a quick study, a good advocate for your cause and someone who really understands the process," says Varn between votes. "I want to know if you can help me pass or defeat a motion. Have you targeted the right information, do you know how to read people and can you interpret votes and positions and how issues relate with one another? Luckily for Iowa State, Carol Bradley can do most of these things, and do them well. She knows I'm not an easy sell, and I'm glad she doesn't passively accept my challenges."

There's never been room for passivism in the Bradley agenda. Raised on an Appanoose County farm, the eldest of four daughters, Carol McDanolds taught herself to read at age 4. Before her fifth birthday, she was reading passages from the Bible to the priest who lived next door and teaching his Polish housekeeper to speak English. She received her early education in a country school, and by the time she was in fourth grade, she was teaching the second graders.

But she was no insulated bookworm, either. By the age of 12, she had her own tractor, and she remembers "baling hay when I could barely reach the pedals." Her mother, Betty McDanolds, recalls her firstborn was "pretty independent from the start. With her sister born just 13 months after her, Carol never really was a baby."

Her high school days in Centerville were the epitome of small-town America, filled with studies, Marching Cadets, a job at the shoe store and a reign as Pancake Day Queen. Her mother remembers that "Carol was not at all intimidated" by a three-month stay in the Phillipines as an exchange student the summer before her senior year of high school. She returned that fall to speaking engagements all over the county, an experience her mother is convinced has benefited her throughout her career.

Following her work at the Centerville Junior College, Bradley went on to obtain a bachelor's degree in secondary education and social studies from the University of Iowa in 1967. While working as a special education and learning disabilities teacher, she earned a master's degree from the University of South Dakota. In 1973, she joined the Iowa Department of Public Instruction (now the Department of Education). Her initial responsibility was to implement programs mandated by new legislation that guaranteed equal access to education for disabled students. Soon she was considered a leading expert in her field, a distinction that brought her back in touch with her old friend Bill Lepley, by then himself a public school administrator and the father of a special education student. It's that statewide experience with school districts, parents and children, coupled with her previous teaching, that Bradley credits for her success as a lobbyist.

"Much of my career in special education involved working very closely with people in highly emotionally charged atmospheres," Bradley says. "It was constant conflict resolution, with everybody trying to do the right thing. That correlates very closely with what goes on in the legislature.

"At its most basic, I'm fascinated by the way people learn," she continues. "Then I'm fascinated by ways to teach them. I see the role of the lobbyist as following the same process—the lobbyist is involved with self-learning and then teaching, or persuading, others. And then you get to watch others accepting your viewpoints or developing their own thoughts of non-acceptance."

Robert Benton, former director of the Department of Education and now dean of the College of Education and Human Services at the University of Wisconsin-Oshkosh, seconds Bradley's assessment of how that background has influenced her workstyle.

"It's been my experience that people trained to teach special education are unusually dedicated to their profession and the people they serve," Benton says. "There is a real intensity about them, and you certainly see that in Carol."

It was during the Benton administration that Bradley entered the legislative arena for the first time. From December 1983 to June 1986, she served as the department's lobbyist, a tenure that cut her teeth for her current position.

"I learned a lot of the faces and certainly how to lobby when I worked for the department," she explains, "but now my job involves issues that are much broader. These are concerns of high magnitude to many different people—alumni, students, faculty members. It's a much more visible role, and one that affects more people."

"There was no question in my mind that

JIM HEEMSTRA

For Bradley, pleading her case requires both levity (with Rep. Delwyn Stromer, left) and intensity.

Carol Bradley was ready-made for the job," says ISU President Gordon Eaton. "The only thing she didn't know was the workings of the university, and she's a very quick study. In just two sessions, she's had enormous success turning around issues and opinions for us through her intellectual persuasion."

Eaton cited the procurement of increased funding for agricultural research at ISU as one of Bradley's more prominent coups. Under her direction, groups of lawmakers traveled to campus for faculty presentations and question-and-answer sessions, and she established immediate and ongoing contacts with major agricultural commodity groups within the state. An inveterate investigator, Bradley leaves few stones unturned.

"When the university was preparing to purchase Chinese swine breeding stock, Carol Bradley probably didn't know a whole lot about it," Rep. Stromer remembers. "But she became acquainted with it immediately, and soon was able to tell me why the university needed the money to pay for it."

It's that need to expand her knowledge base that Bradley admits is the most challenging, not only to accomplish her goals but also to retain her credibility with lawmakers.

"I know that these legislators accept me as a lobbyist," she says while perched on the edge of a folding chair in the Capitol's ground-floor cafeteria. "But I'm still in the process of being accepted as the ISU liaison. There are those who remain surprised to see a woman representing the university."

Is there a "good ol' boys" network in the Iowa Legislature that gets in the way?

"I don't personally feel discriminated against at all," Bradley answers. "In the past six years, the number of women legislators and lobbyists has grown significantly. There may have been that network in the past, but that's not true here today. What I'm being judged on is whether I can give accurate information and draft a good amendment."

Proving her worth to the folks back in Ames presents more of a challenge.

"There are those on campus who still are assessing whether or not I can do the job, and for good reason," Bradley says. "There is a lot I can do for the university, but what I cannot do is satisfy the needs and wants of all the faculty. I can't come down here with 1,400 different agendas. What we're trying to develop is a priority system that says, 'OK, it may not be your project's turn this year, but your time will come.' We're trying to anticipate areas that are likely to be hot and of interest."

Carol Bradley appears to thrive on what's hot. With perfect posture and a brisk walk, she exudes an aura of purpose as she whisks past clusters of standersby gathered in the rotunda area. Quick to smile and compare notes with colleagues, she appears to know virtually everyone moving around the second floor. Bradley dresses with style, this day wearing a simple black suit and red sweater. Her short blond hair is perfectly coiffed. She speaks in a low, quiet voice, carefully articulating each word. At first glance, one can imagine her blending into a world of art galleries and country clubs better than a tension-filled, tough-talking Statehouse. But the composed, gracious expression successfully masks her resilience, a trait needed to survive 80-hour work weeks and impassioned lawmakers. As she speaks, her large dark eyes continually scan her surroundings for new clues on how moods might be shifting. With a notebook clutched in one hand and a Diet Pepsi in the other, so begins another long day of watching, waiting and convincing.

"You have to be realistic about what's doable," Bradley says as she prepares for another page to wave her into the outer chamber area. "You know that if what you're requesting isn't possible, you don't spend time on it. No one gets his or her complete way on an issue, so you always work toward compromise and the mid-ground that can satisfy as much of the institution's wants as possible.

"But there are times when the mid-ground is impossible to live with, and that's when you try to prevent an idea from becoming a law. It's all in the timing and the knowledge of other issues that may seem unrelated, but eventually could merge. That's why you literally live here for the session, because you have to know absolutely everything that's going on. Things are constantly shifting."

JIM HEEMSTRA

And it's not as though the day ends when the legislators adjourn. Most evenings are spent socializing and dining with lawmakers and other special-interest groups who may be of help to the cause.Weekends are filled with conference calls back to campus to update administrators, reading updated bills and getting prepared, intellectually and emotionally, for the upcoming week. Bradley, who is divorced, lives alone now that son John, 20, attends the University of Iowa. "When the legislature is in session, there's no food in the house, I'm home only long enough to get some sleep, and it's all I can do to get to the cleaners," Bradley says.

With such a grueling schedule, it seems unlikely that one would go back to such a lifestyle upon once leaving it. But that's exactly what Bradley did. In July of 1986, former education director Benton promoted her to an administrative post within the department, a move he now says "provided me with an unusually successful administrator, but one who I always thought missed lobbying terribly." Bradley herself admits that in the evenings, on her way home from her new position, she'd "stop in at the Capitol and check in with my replacement, just to see how things were going. It's a tough, tough job, but I really missed it."

It's a job that fits her like a second skin. As she peruses small groups clustered around the rotunda, she can predict exactly what each particular clique is discussing, based solely on its makeup. She is a master of "lobbyist etiquette," knowing when to become involved in a conversation and knowing when to hold back until a colleague has completed his or her mission.

"There's a real sense of ethics among lobbyists," Bradley says, "in particular in the way we treat one another. Even if we're opponents on a bill, we still look out for each other. You certainly don't give up on an issue, but we live together too many hours to start working against one another."

Frank Stork has been legislative counsel for the University of Iowa for several years. He, Bradley and Patricia Geadelmann, the University of Northern Iowa liaison, work cooperatively for the Iowa Board of Regents' legislative programs. Ongoing caucusing among the three representatives requires the kind of cooperation Bradley advocates, and apparently, that concurrence exists.

"Because Carol is so down-to-earth and has such a good grasp of what's going on, she is very easy to work with," Stork says. "She works hard to understand the global picture, and has learned, like the rest of us

representing the universities, that she has to be both a generalist and a specialist. The number of issues we must deal with is so much greater, and with the intensity of feeling among some of the legislators, it's important that we keep cool in some very tense environments. Carol never panics, and she doesn't give up."

"Because of Carol's past experience with legislators, she really knows the people process and who might be good for us to bring together on an issue," Geadelman adds. "At the same time, that experience helps her anticipate a potential obstacle. When you represent a university, you represent a very public entity. You are subject to lots of questions, especially from those who have the perception that higher education already has been treated well by the legislature, in particular during tough economic times in this state.

"I know Carol really has had to scramble to learn about her institution, and I think she's done a remarkable job of mastering its complexities in such a short time, especially during a period when everything is changing with all the long-range planning."

Getting along with lawmakers is as important as maintaining good relations with fellow lobbyists. But when it comes to personal political views, Bradley checks hers at the door each morning as she climbs to the second floor.

"As the legislative liaison for ISU, in some ways I give up my rights to personal political beliefs, or at least my right to express them," she explains. "Sure, I frequently express my views of the issues to other lobbyists, but I feel I have to be independent to best represent Iowa State."

"I know that at the time I appointed Carol, there were some Democrats who were concerned that I'd hired a Republican," Eaton remembers. "But I've watched her in action, and just by observing, there's no way you would know whose party she supports."

"You know," longtime friend Lepley remembers, "a lot of people are pretty cynical about the legislative process. Educators in general don't like the political process because they're not familiar nor comfortable with it. Not Carol. She views it as an opportunity to advance education, and she's not afraid to take risks."

So she continues to walk the beat between the House and Senate chambers, chatting and smiling to numerous passersby while keeping a keen eye on what's happening. Occasionally she darts into a stuffy, poorly-lit stairwell to snag an available phone and a quiet place to catch up on campus mail. And when the legislator exits from the chambers bellowing, "I need to talk to that lady from the cow college," Bradley responds with a good-natured laugh and follows him up the stairs.

What does the future hold for the university's premier dealmaker? Her friend Bill Lepley thinks she should be the president of her own college or university. In the meantime, Bradley intends to hit the road soon to "broaden and deepen political contacts with the grassroots," says President Eaton. And it's Bradley's hope that within the next year, she'll begin teaching in ISU's College of Education.

Until then, she has a 60-acre tree farm to tend back home in Appanoose County that, for reasons of climate, has been slow to blossom. One can't help but think that if anyone can talk those trees into growing, she can.▲

JIM HEEMSTRA

Throughout the session, Bradley spends countless hours on the phone (left) or in the Statehouse library cramming on potential legislation.

TRADING

The players provide each other last-minute instructions before Eaton heads off to marketing class (above) and Eickert tackles the challenges of 117 Beardshear.

Photos By Earl Richardson

What a deal. For just a buck, students got a shot at swapping roles with President Gordon Eaton—at least for a morning. Sponsored by the Senior Class Council, the raffle netted $500 and gave both junior Jeff Eickert and President Eaton a pretty good taste of how the other half lives. Would they switch? Nobody's saying.

PLACES

TRADING

After a 90-minute marketing lecture, Eaton was ready for a coffee break and a visit with Veishea Central Committee co-chair Nancy Petrick (top). Then it was on to the Alpha Tau Omega house to inspect the construction of the Veishea float (center) and lunch back at the Knoll (near right). Running traffic control for Eaton were Senior Class Council members Steve Shoemaker and Dawn Reed (right).

PLACES

For Eickert, it was a morning filled with touring the Durham Center for Computation and Communication (top), meeting with Vice President for Business and Finance Warren Madden and internal auditor Isaah Yakubu regarding student loan programs (center), fielding a call or two and, at last, retreating to the president's home for lunch with Dr. and Mrs. Eaton, Shoemaker, Reed and Tom Bluth, senior class president.

Not many of the world's leaders have sought solace on the bumpy surface of a frozen Lake LaVerne. And few have solved life's problems while cutting figure-eights on that pond that Lancelot calls home. But for the president of Taiwan, those laps atop the frosty sparkling ice provided firsthand training nearly 40 years ago for a future filled with "picking myself up after a fall and trying again."

Lee Teng-hui was an Iowa State graduate student interested in agricultural economics back in the 1950s when he laced up his "boot skates" and took on Lake LaVerne. Today the challenges that face him encompass an entire nation as he leads Taiwan into the 21st century, presiding over a populace with one of the world's fastest-growing economies. As a newly industrialized country (NIC), Taiwan is a nation in full bloom, ripe for political and economic reforms initiated by Lee's predecessor, Chiang Ching-kuo.

TENDING TAIWAN

President Lee Teng-Hui stands ready to lead his country into a new era

When Lee was sworn in as president of Taiwan, the Republic of China, 18 months ago, his inauguration marked the end of the Chiang family's 60-year dynasty. It had been Generalissimo Chiang Kai-shek who had become chairman of the Nationalist government on China's mainland in 1928, bringing the Kuomintang (KMT) government to Taiwan in 1949 when the Chinese Communists, under Mao Zedone, came to power.

BY MARY GUNDERSON

ILLUSTRATION BY DICK VARNEY

As Chiang Ching-kuo's hand-picked successor to the presidency, Lee, 66, boasts a background strikingly dissimilar to that of the "typical" Taiwan politician. He was born on a modest tea and rice farm in northern Taiwan. He moved through his country's academic ranks into politics, a rare feat in a society that rewards its entrepreneurs most highly. While the majority who dominate the government are mainland Chinese who fled across the Taiwan Strait in the late 1940s when the government of the People's Republic of China (PRC) was established, Lee's presidency is thought to signal the beginning of wider participation in government for all Taiwanese citizens.

Such prevalent involvement by Lee's constituents already has made a difference in the country's economy. Dedicated to achieving success for both the nation and themselves, residents save up to 35 percent of their annual salaries. Likewise, per capita income rose from $265 in 1967 to $5,000 in 1987. Accommodating the market is another significant goal of the Taiwanese. Each guest room of any major hotel in that country boasts a thick guide packed with names, addresses and phone numbers of merchants willing to sell everything from imitation gilded gold mirrors to computer equipment to yachts. Marketing these items and more adds up to a $70 billion foreign exchange reserve for Taiwan and a ranking as the world's ninth largest trading country.

The U.S. considers Taiwan its fifth largest trading partner and has built up a trade deficit of $19 billion. This has caused the U.S. government to initiate protectionist measures against Taiwan, which in turn started to buy U.S. gold to close the gap, a move that was halted by the Americans. In response to U.S. pressure, Taiwan has lowered import tariffs by 50 percent on 3,500 industrial products and focused on buying more industrial and agricultural products from the United States. Export market diversification and outward investment is being encouraged to help adjust the trade balance as well.

Domestically, Taiwan is challenged by this dramatic growth. When the new Taiwan dollar rose 40 percent from 1985 to 1988, speculation drove many companies to bankruptcy. In addition, small businesses are caught in a bind with limited capital available from public sources.

From 1949 to 1987, the citizens of Taiwan lived under martial law. During that time, no opposition to the KMT was allowed, and only a few of the three-chamber parliament seats were allotted to "supplement" members, as the native Taiwanese representatives are called. Of the 1,400 seats in parliament, 80 percent are filled by the octogenarians who were elected to represent districts on China's mainland in 1947, and haven't been contested in elections since.

Since Chiang Ching-kuo lifted martial law, both an increasingly assertive labor movement and opposition political parties are growing to challenge the status quo. Public opposition to unchecked pollution has prevented the building of nuclear and petrochemical plants. In the capital city of Taipei, the number of cars is said to increase by 6,000 per month. Consequently, there has been talk of a law to restrict cars only to those who can prove they have a parking space.

All this occurs during a time when Taiwan needs to be developing its industries to compete with the other booming economies in East and Southeast Asia. And standing in the midst of this whirlwind is a president described by his colleagues as friendly, outgoing, "very soft—not a power man."

Lee was born on the island of Taiwan and grew up during Japan's 50-year occupation of the island. He was a bright student, one of the few Taiwanese who earned a place along with Japanese students in the elite Taipei High School. He studied for a year at prestigious Kyoto Imperial University in Japan, having his studies interrupted by the end of World War II.

Forced because of his Taiwanese heritage to study only medicine or agricul-

ture, Lee went on to graduate from National Taiwan University, remaining there for several years as a faculty member.

Attracted by Iowa State's reputations in economics, statistics and math, Lee traveled to Ames in the early 1950s and completed a master's degree in agricultural economics in 18 months, a degree path that included seven statistics courses. It was this very regimen that Lee remembers today as "a disciplined, objective research methodology that has been of singular importance in my life." Years later, he would return to the American educational system to obtain a Ph.D. from Cornell University.

But it was his training at Iowa State that guided him when he returned to Taiwan in the 1950s. He found a country stricken by World War II, a nation desperate for the recovery of its agriculture. Lee served as a research fellow for the Taiwan Provincial Cooperative Bank, and in 1957, he joined the Joint Commission of Rural Reconstruction, a U.S.-Taiwan venture that played a role in developing Taiwan's farm system into one of Asia's most efficient. He is credited with establishing health programs, modern irrigation, mechanization and farmers' cooperatives, all which contributed to moving Taiwan from an agricultural to a manufacturing economy. He focused on the practical technology that farmers needed to raise productivity, and he wrote essays on rural reconstruction.

In 1971 one of Lee's reports on farm modernization caught the attention of Chiang Ching-kuo, then serving under his father in Taiwan's government. From then on, Lee served an active and increasingly visible role in public affairs. In 1972, he was invited to become a minister without portfolio in President Chiang Kai-shek's cabinet and an adviser on agricultural affairs. In 1978, the same year that Chiang Ching-kuo became president, Lee was named mayor of Taipei, Taiwan's largest city.

During his tenure as mayor, he computerized city government and emphasized building projects like freeways, a reservoir to ease a water shortage and modern sewage disposal. President Chiang appointed Lee governor of Taiwan province in 1981, a four-year term making him responsible for the entire island except for its two largest cities, Taipei and Kaohsiung. In 1984, Chiang selected Lee as vice president, signaling an orderly transfer of power.

Through his 16 years in government, Lee earned a reputation for exacting honesty, firm loyalty and remarkable persuasive skills without revealing his own political position. While many people think of Lee first as a scholar and then as a politician, others have said he fuels his success by being a shrewd politician who doesn't show it. Chung Chen-hung, deputy director-general of Taiwan's Government Information Office, has known the president since he was his director of information during Lee's governorship. According to Chung, "He [Lee] doesn't like to play politics. He is not crafty enough."

His young presidency is popular in part because of a personal style that boasts a congenial manner and an intelligent, articulate approach to problems. When Lee was governor of Taiwan Province, he visited two of Taiwan's aboriginal tribes who have a long history of disputes. Says Chung, "He got them to reconcile. He can persuade people. He makes everyone happy."

Part of Lee's knack for understanding opposing sides may be related to his education and training, not only in his own Chinese culture, but in Japanese and American ways, as well. Besides Chinese, Lee speaks and reads Japanese, English and German fluently. "The openness and progressiveness of American society and the warm friendliness of the American people, plus the precision, thoroughness and strict discipline of Japanese society all made deep and lasting impressions on me," Lee says.

For his guiding political philosophy, Lee credits another Chinese who blended China's cultural traditions and Western politics with economic theories of American and European culture: San Yat-sen, the ideological founder of both the Republic of China and the People's Republic of China.

"I have deep faith in the Three Principles of the People of Dr. Sun Yat-sen. These principles are freedom and equality among nations, democracy and rule of law and economic prosperity with equitable distribution of wealth," Lee explains.

Lee (above and right) advocates the continued push by Taiwan to maintain its status as one of the world's leading trading partners.

All of Lee's skills and abilities are being tested by the challenges resulting from Taiwan's dynamic economic growth and a shift in the country's political order.

He is encouraging the transition toward capital- and technology-intensive industries, targeting as key areas laser transmission, optical fiber communications, electronics and computers and their peripheral equipment and biotechnology and pharmaceuticals. Besides revitalizing the country's banking system, Lee predicts the need for more research and development, increasing production capacity and developing new products, diversifying the export market and encouraging businesses to continue to take risks.

Political transitions will play an equally crucial role in the future success of the Lee presidency. Under the direction of the late Chiang Ching-kuo, the parliamentary Yuan was moving toward retiring older members and opening seats to native-born Taiwanese legislators. Lee has vowed to continue in this direction, in the face of objections from the solidified majority. Just nine months after Lee took office, a plan was in place to increase the number

of supplemental members in all three bodies to 41 percent in the 1990s. The older members are encouraged, but not required by law, to resign.

At the KMI's 13th Party Congress one year ago, cautious steps were taken toward change while trying to allay the conservatives' fears. It was the first time that delegates were elected by local caucuses rather than selected by KMT headquarters. Lee consolidated his own position when he was elected Party Chairman by a vote of 1,176 to 8.

One of the most emotional issues for all Taiwanese is reunification with China. Both the Taiwanese system and the government in Beijing are claiming to be the true government of China. Each side does, though, agree that someday, the two will be one country, even though younger generation Taiwanese, satisfied with opportunities and the direction in which the country is moving, aren't as interested in reunification.

Taiwan has a complex relationship with the recently troubled mainland China. The basic policy is called the Three No's: no contact, no negotiation and no compromise. Chiang Ching-kuo began revising that policy to reflect the reality that annual indirect trade has now reached $1.5 billion, primarily through Hong Kong. In addition, in November of 1987, Chiang began allowing mainland-born Taiwanese to visit their homeland. Before the first year was through, 120,000 Taiwanese made the trip to the mainland via Hong Kong. When Great Britain's lease for Hong Kong ends in 1997, Taiwan will have to adjust both tourism and trade practices.

The PRC has developed a policy of "one country, two systems" to apply in Hong Kong after 1997. The PRC would like to establish sovereignty in Taiwan in the same way, and Taiwan is watching closely. Though Lee has been a loyal member of the KMT and clearly received the confidence of Chiang Ching-kuo, as a native Taiwanese he has neither a grudge against the mainland nor a special feeling for it. The rhetoric of the Three No's remains.

"My personal view is that, unless the Chinese Communists renounce their aggressive policies of 'four cardinal principles,' 'armed force against Taiwan' and 'one country, two systems,' a truly peaceful reunification will be impossible," Lee says.

In the meantime, President Lee is continuing to allow mainland-born Taiwan citizens to visit the PRC and to give tacit endorsement to indirect trade.

"We will provide monitoring information on indirect trade with the mainland, allowing industrial corporations in the Taiwan area to go through intermediary routes to import needed raw materials from the mainland," Lee says. "We will also use the successful experience and strength of the Taiwan area's economic development to influence the direction of economic development on the mainland and improve the quality of life of our mainland compatriots."

But, always present is the realization that the government of the PRC is not an ally. Lee says, "Each and every [trade] measure applied must guarantee our country's security and not in any way compromise the basic prerequisite of accelerating the upgrading of industry in our country."

Critics have suggested that Lee is a caretaker leader who will serve only until the 1990 elections when the Chiang Ching-kuo term expires. But, the scholar president continues to prove himself. As he negotiates among entrenched and emerging political factions, Lee seems to be emerging himself as a Renaissance man. He spends the precious hours not scheduled for the workings of government with his wife, Tseng Wen-hui, their two daughters and three grandchildren. (A son died of cancer at age 31 in 1980.)

Lee is said to enjoy playing the violin and is admired for his golf handicap. And it appears that the president hasn't stopped making future plans. The devout Presbyterian has said that when he leaves government he would like to become a preacher.

Mary Gunderson, a 1977 ISU home economics journalism graduate, is a freelance writer who lives in St. Paul, Minn.

Carrying the torch for fellow ISU students pays off in a big way

From 1981 to 1985, students, faculty and alumni took part in Torchathon, Iowa State's annual marathon relay, to generate fun and enthusiasm for Homecoming.

In 1986, organizers decided that wasn't enough. That year, Torchathon began sponsoring the Homecoming/Farm Crisis Scholarship, benefiting students whose parents had some tie to agriculture.

"We get excited to do Torchathon, and it's a great experience, but we think the scholarship is the most important part of it," says Sara Meyer, co-chair of Torchathon '89, which is sponsored by the ISU Alumni Association. "We really feel like we're doing something worthwhile."

Jane Kuhn, Bonnie Orman and Leanne Wollenhaupt agree—they were recipients of $450 Torchathon scholarships last year. The money was raised through pledges solicited by runners in the week-long marathon, which annually travels to Ames from the home of the Homecoming opponent. This fall, nearly 80 people will combine to tally 684 miles between Boulder, Colo., and Ames. Meyer says the committee hopes to raise $2,000, enough for four $500 scholarships.

"It's great that these people make this effort and realize people need money for school," says Wollenhaupt, an agricultural business major whose family farms near Red Oak. "It's not always easy to get through school financially, and this scholarship really helps. I think it's even more special that it comes from efforts students have made."

EARL RICHARDSON

The first Torchathon scholarship recipients are Leanne Wollenhaupt, Jane Kuhn and Bonnie Orman.

Runners for the 1989 Torchathon were chosen in April, and have been asked to raise a minimum of $25 each. Each runner will run about 15 miles from Oct. 8-13.

"You don't get much sleep, you're tired, but everybody supports everybody else, and it's a great time," says Meyer, who ran in last year's Torchathon from Lawrence, Kan. "It's a lot of work, but it's worthwhile work."

GARY CLARKE

Veishea wouldn't be complete without cherry pies, as ISU legacies learned during the May 5 campus program for alumni and their teen-aged children. Sponsored by the Alumni Association, the day-long program introduced legacies to President and Mrs. Eaton, life in a Greek house and residence hall, and the need for comfortable shoes when walking the campus.

We're rolling out the welcome mat for Iowa State parents

Near and dear to all Iowa Staters are the rich traditions that have developed through the years, many in the infancy of the institution. One of those traditions is a very special fall activity—Parents Weekend. When the first students set foot on the campus more than a century ago, the tradition of inviting parents to the campus began. The first unstructured gatherings quickly developed into planned, organized weekends to recognize parents and welcome them to the campus.

On September 15, 16 and 17, the tradition will continue as chairperson Heidi McNutt and her Parents Weekend Committee present Parents Weekend 1989. Sponsored by the Iowa State Parents Association (ISPA), the weekend offers myriad events. This year's theme is "Come See How Much We've Grown."

Planning for the weekend literally began the day after Parents Weekend

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1988. Careful and thorough planning by Heidi and her committee, in conjunction with the ISPA board of directors, guarantees that those in attendance will have an informative and fun weekend.

Events range from a Milk Maid Contest to a reception at President and Mrs. Eaton's home to an Enrichment Seminar Series featuring ISU faculty and staff. Other weekend events include college receptions, tours of the Farm House museum, campus, the ISU Center and the Parks Library, a carillon concert at the Campanile, a pregame tailgate party and, of course, the football game between ISU and Minnesota. Postgame activities include a buffet in the Memorial Union, another Milk Maid Contest and a Casino Night and dance. And, of course, mass campaniling at midnight will again be highlighted this year. The weekend will conclude on Sunday with a brunch and a special performance by the ISU Music Department, "A College of Choirs."

Jim Hopson

Help us celebrate a rich Iowa State tradition this fall. Please join us for Parents Weekend 1989.

Jim Hopson
Alumni Association Executive Director

1989 Parents Weekend Committee

Chairperson
Heidi McNutt, Blue Earth, Minn.
Business Manager
John Chism, Cylinder
Secretary
Jeff Kasko, Bartlett, Ill.
Events
Brian Fischer, Manchester
Events
Kristie Steege, Denver
Publicity
Bill Westfall, Arlington Heights, Ill.

NEW LIFE MEMBERS

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

Satoshi Abe
Sheryl B. and Lance W. Almon
Jill K. and David M. Archer
Renee´ and Gerald R. Arndt Jr.
Annamarie E. Aust
Karen and Randall W. Balderston
Timothy J. Behnke
Steven S. Berger
Willa A. and David A. Bommgaars
Bruce A. Borne
Mary J. and Russell P. Calame
Li-Zung Lin and Chin-Zue Chen
Donna J. and John L. Cleasby
Rachel A. and James C. Elder
E. Eldon Eversull
Dorothy E. and Lyle D. Feisel
James W. Frevert
Mark D. Gmitro
Charles B. Grasser
Duane W. Grummer
Amy L. Hall
Colleen K. Hamilton
Cloid B. Hammers
Kay M. and Richard J. Hannasch
Billie L. Harriott
Sharon K. and Jan C. Haugen
Paula M. Heerdink
Ann F. and Philip M. Hemken
Paul E. Herriott
Janice M. Hotz
John R. Huey
Ginny and Stuart H. Huntington
Kathryn S. Smouse-Hulse and Larry D. Hulse
Glenn L. Johnson Jr.
Steven L. Johnson
Colette A. and William D. Johnston
Bryan Kim
C. Tina and David C. Larson
Michael W. Lind
Northa A. Locker
Olivia M. and William G. Long
Penny S. and Gary L. Mallo
Murray C. McConnell
Donna L. and Richard D. Meyocks
Marci Jo Meyocks
Mark R. Meyocks
Brad A. Miller
Douglas A. Miller
Martha G. Moran
Dean L. Neumayer
Eric L. Olson
Marsha J. and Larry R. Orcutt
David W. Petersen
Ross L. Peterson
Loni K. and Richard D. Pringnitz
John W. Reiher
Marjorie S. and Robert E. Savage
Cristy L. and Michael S. Schmidt
Marlene H. and Bruce E. Schmidt
Barbara B. and Donald E. Schwendemann
Stephen R. Sedgwick
William E. Shaklee
Penny C. Shaw
David L. Sheridan
David P. Sly
Gregory C. Stading
Eugene J. Stelcik
Cathy J. and Kenneth W. Talcott
Richard L. Valde
Becky and Douglas C. Wallway
Paul P. Welch
Daniel J. Wendl
Byron F. Wolford

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.

JIM HEEMSTRA

Jeff Courter

Cyclone Guide, 1983-84

Age: 27

ISU degree: Economics/Political Science, 1984.

Occupation: Law clerk to the Hon. Russell J. Hill, U.S. bankruptcy judge, Des Moines.

Best thing I learned at ISU: How to get along with people who have completely opposite viewpoints.

What I miss most about ISU: The social atmosphere and the lack of any real responsibility.

In 10 years I hope to be: A partner in a law firm.

Why I do what I do: My father is a lawyer in Boone, so I've seen firsthand how lawyers have a great opportunity to do things for a community.

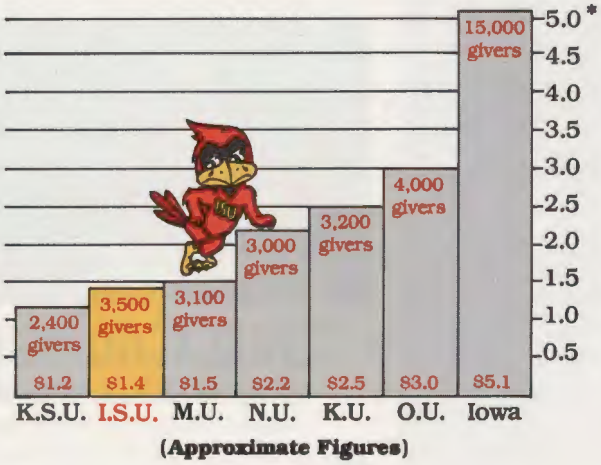
Last book read: *From the President, Richard Nixon's Secret Files*, edited by Bruce Oudes.

Person I admire most: Ronald Reagan—he made America believe in itself again. Whether you agreed with him or not, you always knew where he stood.

Did You Know?

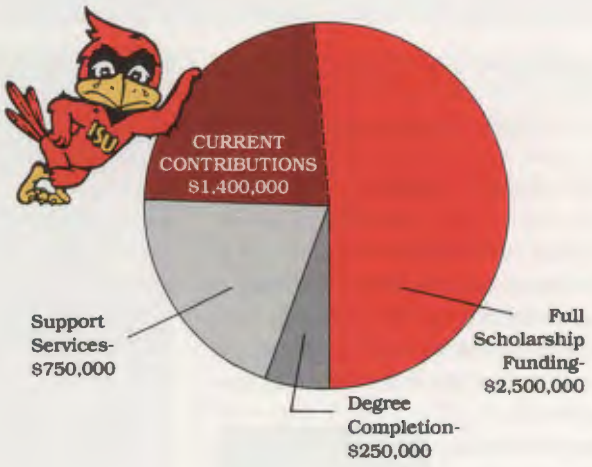
Current Comparable Gifting

*in millions



(Approximate Figures)

Our Current Needs



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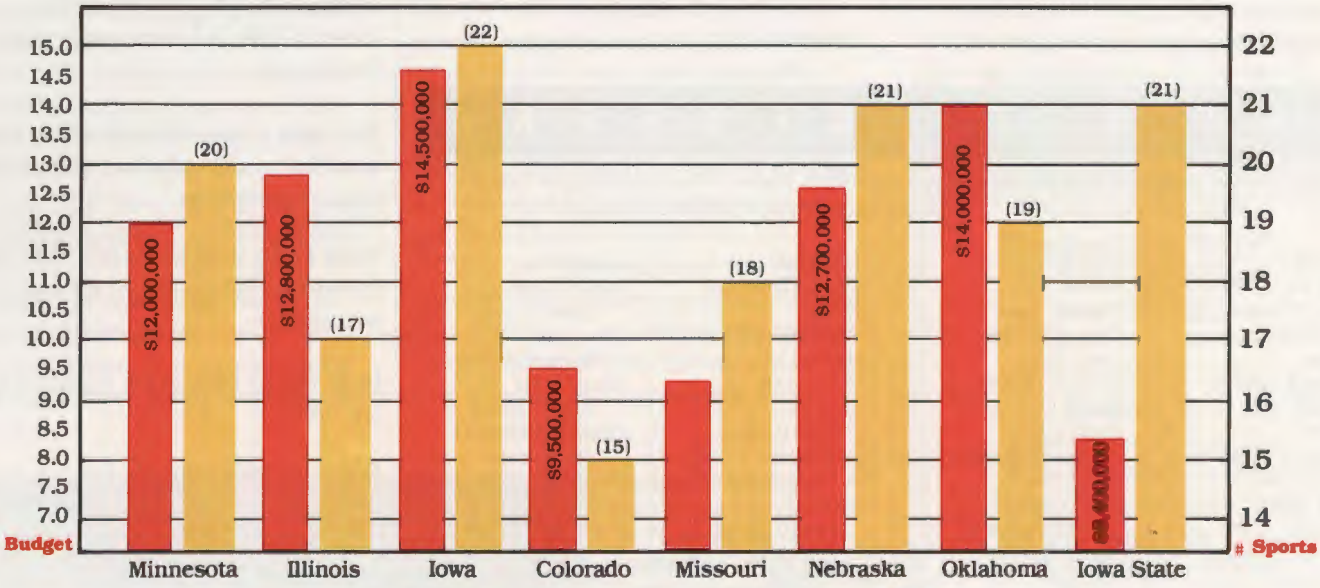
Budget / Sports Supported Comparisons



Budget in Red / Number of Sports in Gold

(Approximate Figures)

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Enhanced image was the name of the game for ISC 30 years ago

"That which we call a rose," Shakespeare wrote, "by any other name would smell as sweet."

Perhaps. But if Iowa State is any indication, that "What's in a name?" line doesn't hold true for institutions of higher learning.

Granted, 30 years ago this month, a suddenly more broad-based institution didn't fall from the sky when Iowa State College of Arts and Mechanics became Iowa State University of Science and Technology. But three decades later, here it sits: A significantly broader, more cosmopolitan learning place than Iowa State College ever was. And maybe, Iowa State officials from the era say, because of that new name it's more encompassing than ISC ever could have been.

"Colleges are thought to be single-purpose institutions," says Helen LeBaron Hilton, widow of James H. Hilton, Iowa State's president at the time of the name change. Helen Hilton also was dean of the Division of Home Economics then. "The breadth of the university wasn't fully recognized by 'college.'"

"The feeling was," adds W. Robert Parks, who was dean of instruction in 1959 and went on to succeed Hilton as president, "that if we didn't change our name to university and reflect our efforts to broaden, nationwide the academic community would see us as outmoded as a buggy whip factory."

Parks says he was so in favor of the switch that, had it not been on the horizon, he wouldn't have come to ISC from the University of Wisconsin in 1958. "I felt that strongly," he says. "We had to say, 'This not only is a high-quality college, it will be a high-quality, broad-based university without diminishing its strength areas.' "

Of course it wasn't Parks' call to make. President Hilton led the charge, and his style of painstaking decision-making and aggressive follow-through was in top form in 1959.

"I remember a cabinet meeting when [Hilton] went around the table asking us how we felt," Parks says. "He wanted to be sure of his ground first. That was Jim Hilton."

Once he decided it was the thing to do, Hilton "could come on like a bulldog," says retired director of residence J.C. Schilletter. Helen Hilton says her husband went to Des Moines every day that spring to "corral" a state legislator and lobby for the switch. "He was good at personal diplomacy," Helen Hilton says. "He worked hard at getting that name changed."

The only real opposition, as Parks and Helen Hilton remember it, came from the University of Iowa. It was called the State University of Iowa then, and some were concerned about possible confusion if suddenly there was an Iowa State University 100 miles to the west.

"[Iowa] strenuously opposed the change," Helen Hilton says. "I think they wanted to be the only university."

Nevertheless, the switch was unanimously approved by the State Board of Regents, then by the legislature and finally signed into law by Governor Herschel Loveless on July 4, 1959. As for the confusion, the State University of Iowa came to be known as the University of Iowa, although Parks teasingly questions if the name ever was legally changed.

Back in Ames, Parks says little fanfare accompanied the change, which included switching the divisions to colleges. "No 'Hip, hip hooray' or anything," he says. "We took it as something we deserved, something that had to happen, so let's get on with it."

And get on Iowa State University did, albeit gradually. As Parks points out, "This suddenly changed place didn't spring full-grown out of the head of some god. We didn't come back as a different institution, we didn't lose our head and grab any program we could. But we changed slowly, we broadened, and I think [the name change] was the starting point."

PARKS LIBRARY SPECIAL COLLECTIONS ©

Changing from Iowa State College to Iowa State University, left, involved much more than altering a few letters. Top: W. Robert Parks. Above: James H. Hilton.

Lawrence Davis

Vegas career choice hits the jackpot

After more than a quarter-century in public relations, Lawrence Davis decided to gamble on making a career change.

Six years later his wager is still paying off like an Ace-King draw at the blackjack table. He now spends his working hours dealing "21" at the Lady Luck Casino in Las Vegas.

Davis had been in public relations and advertising since graduating from Iowa State with a journalism degree in 1958. After 10 years at the Struthers-Dunn company in Pitman, N.J., in 1982 he decided he was "too young to retire but too old to want to keep my job."

He already had owned real estate in Vegas, and had grown increasingly fond of what he calls "recreational gambling" during sales trips there and occasional jaunts to Atlantic City. So "Sin City" seemed like a natural relocation.

Fifty-two years old and unsure of his next paycheck, Davis dabbled in computer marketing before enrolling in a four-week dealer's course. Jackpot: He took to it like a poker player to a royal flush. Upon graduation he says he proceeded to "sort of break the age barrier. People said they don't hire dealers my age without experience. But for some reason, they took me."

Davis says it could be his PR background that helped make this a successful roll of the dice. Granted, with a camera pointed at his blackjack table every second, Davis never forgets his job is keeping the game clean and helping the casino win more chips than it loses. "But when you get right down to it," he says, "it's a people job. We really aren't paid to win money. The statistics alone do that. We're paid to protect the game and keep people happy. And everybody's happy when they win. I'm here to make them happy when they lose."

That's why he proudly reports that he's had but one drink thrown at him in six years. While he fondly remembers the fellow who gave him a $100 tip after winning $4,000, he flat-out chuckles in recalling the guy who flipped him a C-note after losing $4,000. "In this kind of business, you learn not to be surprised by anything," he says. "But sometimes, you just can't help it."

Tenor sings for his supper in Swiss Alps

While working on his master's and doctoral degrees in music, Charles Vail increasingly became disturbed by his professors' lack of professional theatre experience. Now he's halfway around the world making sure that, one day, his students won't have the same lament.

The 1974 Iowa State graduate recently completed his eighth season as an opera singer with the Stadt Theatre Bern in Bern, Switzerland. He's a chorus regular in a cast of about 50, putting on an average of three operettas each week from mid-August through the following June.

"The further I went in my education, the more I objected to the fact that my professors didn't have the performance experience to pass on to me," says Vail, a native of Hillsboro, Ill., who received his master's degree from Nebraska in 1976 and his Ph.D. from the University of Iowa in 1984. He also earned the Diploma of Opera Performance in 1981 from the Mozarteum Hochschule for Music and Art in Salzburg, Austria.

"Theatre is an everyday thing, and you need that training to teach others," he says. He's gaining that experience in a setting where he says opera is "a much more important part of life" than in the United States. "Outside of New York, Los Angeles, San Francisco and Chicago, [the U.S.] doesn't have anything close," he says.

Vail, a tenor, performs in about 10 different operas per year at the Stadt Theatre Bern, which regularly fills to its capacity of 700. The operas are generally German, but Vail occasionally sings in French or Italian opuses, as well. Although a chorus regular, Vail takes advantage of every solo opportunity, since European theatre offers extra pay for work beyond chorus duty. "It's a good thing," he says, "because the salaries aren't that great."

Vail, whose wife, Deborah Kirk Vail, attended ISU from 1973-74, has spent the last six years supplementing his income by teaching English at the Berlitz International School of Languages. He has no immediate plans to leave Europe, although he does look forward to bringing this Swiss seasoning back to the states—ideally to a professorial position at a university in his native Midwest.

Charles Vail

"Bern is a very secure place, and we like it here," says Vail, who has two children, ages five and eight. "I'm still young enough to perform, so we'll stay here for awhile. But one day I want to give some enlightenment to places that haven't been exposed to theatre like this. I look forward to taking my experience back to the States and passing it on to young people."

TED KIRK

Avis Easton Ettinger

Making a federal case out of child care

In 1943, Iowa State home economics student Avis Easton Ettinger left school when her husband's studies were interrupted by World War II. Degree or no degree, in five years she was on her way to becoming a pioneer in the fledgling field of child care.

Forty years and thousands of children later, the pioneer is at it again. Last fall, Ettinger was selected to direct a child-care center in the Robert V. Denney Federal Building in Lincoln, Neb. The Centennial Mall Child Care Center is the first federal-building center in the Midwest region that includes Iowa, Nebraska, Kansas and Missouri. About 25 such centers have popped up in federal buildings around the country, with what Ettinger says is a two-fold goal: To determine the feasibility of child care as a benefit to government employees, and to serve as models for industry.

"[Child care] is terribly expensive, but our government keeps spending money on things not as valuable as children," says the 67-year-old Ettinger, who returned to ISU in 1971 and earned her bachelor's degree in child development in 1973. "Our country doesn't have a history of supporting social services that strongly, so I think centers like these are a good move."

In choosing Ettinger to run its model center, the government found a model child-care administrator. She began caring for kids professionally during the war in a Chicago center for children of war workers. She later helped establish similar centers in Oregon, Washington and California.

In 1948 Ettinger opened a center in half of a Lincoln, Neb., duplex, with a clientele of five children on a half-day basis. "Before long, we had such a long waiting list, women were calling the minute they got pregnant," she says.

Ettinger's staff now cares for 90 children at the Merry Manor School of Childhood. She also oversees the care of nearly 60 in the Centennial Mall facility. Children of non-government employees are eligible, as long as they don't exceed 50 percent of the total registered.

"People don't always realize the importance of taking care of these young children," Ettinger says. "If [the government] can help care for the kids when they're young, we can help them develop self-worth and a sense of security. That's a good investment.

"I think I've stayed in this business so long because we try to take care of these kids like our families. Child care has been great to me. You don't get rich, but your life sure does."

New O-rings launch Lach's NASA career

Anybody with a TV and a passing interest in space knows plenty about Cynthia Lach's work during the past two and a half years.

The terms "shuttle" and "O-rings" have dominated the 1984 Iowa State graduate's work, just as they pervaded the entire country in 1986 as key elements in one of this decade's biggest news stories. The space shuttle Challenger, of course, exploded after liftoff in January 1986, killing all seven aboard. The O-rings in the shuttle's solid rocket boosters were later blamed for the most tragic accident in the history of the U.S. space program.

NASA

Cynthia Lach

But while Challenger gradually slipped out of the country's consciousness, the O-rings became more and more a part of Lach's world. By January 1989, the aerospace engineer at NASA's Langley Research Center in Hampton, Va., had spent 28 months researching O-rings.

She and her colleagues obviously had success—the shuttle Discovery lifted off in March, after the Challenger had put the U.S. shuttle program in a 3-year holding pattern.

"It's nice to be back up in space," says Lach, who earned a bachelor's degree in metallurgical engineering—and admits that as a student she had no idea she'd work in the aerospace field. "When [the Discovery] went up, it was fascinating. We kidded each other, [saying], 'I hope you did your work right.' When those rockets were ejected, it was great knowing they'd worked perfectly."

Lach's research centered on testing new designs created to prevent leakage in the O-rings. Those on the Discovery were of the same material as Challenger's, but Lach's work resulted in a design that included heaters at joints to maintain a higher temperature—and thus a better seal.

"We wanted to be thorough, and to identify all the critical issues," Lach says. "By the long wait, you know NASA really wanted to take its time."

Lach's persistence was personally rewarding, too: She was one of only a few engineers honored with an Exceptional Service Medal, one of NASA's most prestigious awards. "It's thrilling, so early in my career, to get the chance to work on a project like this, and then to be honored for it," says Lach, who now has begun testing new materials for the external tank of the rocket booster. "I really want to continue this kind of research, and this made the best start I could hope for."

Steve McDonnell helps ISU athletes strike a healthy balance between books and sports.

EARL RICHARDSON

The grade-point game plan

Programs help athletes score in classrooms, too

Iowans have been made exceedingly aware of the academic tribulations encountered by athletes at the state's universities in 1989. But for those of you not scoring at home:

▲ In February, Iowa State basketball players Elmer Robinson and Darryl Spinks left the team because of academic deficiencies;

▲ During the trial of two sports agents in March, much ado was made over the transcripts of former University of Iowa football players Ronnie Harmon and Devon Mitchell. Both had loaded their schedules with courses like jogging and softball, yet still failed to consistently maintain the 2.0 grade-point average required by the university. That news caused Iowa president Hunter Rawlings to announce a shocking pledge that within three years, he would find Iowa freshmen ineligible to compete if the National Collegiate Athletic Association didn't do so sooner.

▲ Also in March, Time magazine quoted former ISU basketball player Lafester Rhodes as saying he was promised by coach Johnny Orr that Rhodes both would graduate and play in the National Basketball Association. He has done neither. Time also reported that Rhodes reads at just the sixth-grade level.

After seeing such headlines for weeks, Joe Fan has every right to wonder what's going on in the state's athletic departments. Is anybody taking academics seriously?

To that, the coordinator of ISU's athletic academic services answers an unequivocal yes. Steve McDonnell doesn't like reading about athletes being declared ineligible, but he's equally put out that one or two people can set the tone for an entire university.

"We have athletes who struggle academically, sure," McDonnell says. "I don't like to see them struggle any more than I like to see the average student [struggle]. Overall, you'll find the student-athletes are quite comparable to their non-athlete counterparts."

Last fall, they were better than comparable: Both the all-university and the student-athlete grade-point averages for fall 1988 were 2.64. "That's all you can expect—to be the same as the rest of the students," McDonnell says.

While athletes hold their own on the average, they're also doing well at the top. In May, 135 of approximately 450 athletes were honored for having a GPA of 3.0 or better for the past two semesters. That number was 97 a year ago. McDonnell says such increases are hardly coincidental. Student-athletes are working hard in the classroom, he says, and they're receiving sound guidance. One of the biggest factors in the athletic academic services' success, he says, is that such guidance is the responsibility of both the athletic department and the university. Not only must McDonnell report to the athletic department, but since 1987 his office has had the same relationship with the provost's office. Most universities, he says, have only one such affiliation—usually with the athletic department.

McDonnell also lauds ISU's policy of placing student-athletes under the main control of advisers in their respective academic departments—not the athletic department. "The responsibility must be there," he says. "Then we can work with those advisers."

It's largely because of that relationship that McDonnell refuses to take the credit for athletes' academic successes or the blame for their failures. "We're only here to give them the opportunities," he says. Those available include:

▲ Tutorial services, covering everything from time management to note-taking and studying tips;

▲ The Write Place, a center created to assist in developing writing skills;

▲ Career decision-making services;

▲ Help in monitoring academic progress.

"I'm not going to wake up anybody and walk them to class," McDonnell says. "We can help, but ultimately, success or failure is up to the student."

Another area in which Iowa State is becoming increasingly involved is the closer evaluation of students at the admissions stage. McDonnell feels this is more effective

than declaring freshmen ineligible across the board, since it will help coaches bring in only those athletes deemed prepared for ISU's academic demands.

"If you identify those high-risk people, you can prevent many of these problems," he says. But he knows no system can be devised to prevent all problems. And he knows whenever one failure does occur, it likely will make page one. Academic success, conversely, often is buried on page four.

"We have to be satisfied with knowing what we're doing is good," he says. "We can't let the few problems that are going to occur make us think we're not doing a good job."

Baseball's back

When Iowa State baseball coach Bobby Randall says his team "came back from the depths" this spring, take his word for it. It doesn't get much deeper than a 1-10 start.

But by season's end, Randall's spirits couldn't have been any higher. The Cyclones went 35-16 over their final 51 games, set a school record for victories and advanced to the Big Eight Conference tournament for the first time since 1975.

"You never really know what to expect, but none of us could've expected this," says Randall, whose team lost a pair of one-run games to conference powers Oklahoma State and Oklahoma in the tournament. "All of these guys just played hard every day, even after that start we had. That's why we had such an unbelievable season."

ISU, which was 36-24 in the regular season and 12-12 in Big Eight play, was lead by football star turned slugging sensation Mike Busch. The junior first baseman hit .400 with 12 home runs and 55 runs batted in. Busch, a first baseman who's also a starting tight end for Jim Walden's football team, was named Big Eight Player of the Week in May.

Records tumble for Iowa State gymnastics

In its 16 years of existence, the Iowa State women's gymnastics team has never had a season like 1988-89.

The Cyclones broke all 10 team records, set individual records in every event and advanced a gymnast to the NCAA regionals for the first time ever.

Freshman Kathie Jo Kindler led ISU with school records in the all-around (37.55), floor exercise (9.60) and balance beam (9.60). Teammates Fran Bisenius and Brecke Houston also had 9.6 beam scores. Julee Soldat now owns the uneven parallel bars record at 9.6, while Lisa Boekeloo's 9.6 on the vault also is a school record.

Kindler, from Wilton, Conn., advanced to NCAA Region V competition in Tuscaloosa, Ala., finishing fifth in the all-around with a score of 36.00.

Other highlights for Iowa State, which loses only two athletes to graduation, included beating Big Eight Conference rival Missouri twice, and defeating top 20 teams Oklahoma and Kentucky.

"Iowa State's never been close to a season like that," says fourth-year coach Mike Sharples. "But we hope to come back and do it again next season."

Kathie Jo Kindler

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FRAME OF REFERENCE

BY STEPHEN C. GLEASON

Ailing values jeopardize tomorrow's health care

In a society that spends $97 billion on alcohol and cigarettes, $3 billion on Super Bowl gambling, $26 billion on cosmetics, $100 billion on TV entertainment and $300 billion on peacetime armaments, what can be wrong with spending 12 percent of our gross national product on health care? In other words, what good is anything else if we can't have a relatively pain-free life?

Nothing, one could answer to both questions, although there are those who find very painful the idea that by the year 2000, roughly 20 percent of our GNP will be spent on health care. That's based on the estimate that health care costs will continue to increase as they have recently.

They won't, I'm willing to bet. I'm also willing to bet that it's going to be much more difficult for most of us to get—and pay for—the quality care we've come to expect.

We're already seeing the evidence. Some examples: The Census Bureau reported in 1986 that the number of United States residents without health insurance has reached a staggering 37 million (now estimated to be almost 40 million). At the same time, the Commerce Department told us of more than 40,000 American infant deaths annually. That placed the world's greatest nation 19th among industrialized countries in infant survival rate! And we've all read the charges of health system corruption, conflict of interest, poor quality of care, provider and insurer price gouging, antitrust violations and other patient abuses.

Republicans have recommended a basic business model to solve our health care problems. The theory is that health care should act more like business, become more competitive, and with proper market forces become more responsive to the consumer, thereby providing higher quality and lower prices. The Democrats, on the other hand, have promoted government as a solution. Tough regulation, monitoring and public financing, the Democrats say, will improve quality and lower the cost of health care.

Both parties focus on the ineffectiveness, ineptness and dishonor felt to be rampant among health providers. Features of *both* Republican and Democratic programs have been implemented, thereby creating health businesses that are so regulated that they cannot compete, and a government model—Medicare and Medicaid—acting enough like a poorly managed business to give the appearance of a corrupted agency.

As a result, strategies implemented to hold down costs are counterproductive, even chaotic. For example, state and federal agencies, several HMO's and a variety of other major insurers have created rules and regulations that must be met before you can go to a hospital for care. The crazy part is that each agency and each insurer has a *different* set of rules delineating when, where, and with what each patient can be treated. The rules are based more on the fiscal biases of its creators than on a rational scheme for fairly distributing health resources. In other words, the values that form the basis of payment for health services do not seem to be patient-centered, but rather payer- or provider-centered.

The human inadequacies of physicians, hospitals, nurses and others notwithstanding, society must come to grips with the reality that provider troubles are only symptomatic of the real problem. Other possible symptoms include: the $25 billion in profits made by passive stockholders in health companies; the billions generated by consultants attempting to fix the health system's deficiencies; the dying elderly patients who are kept alive on tube feedings because the family cannot bear to grieve; the drive by young and middle-aged adults to have perfect bodies and perfect minds, using millions of dollars on quack cures and ineffective fad treatments for invisible diseases.

This country's health care "problem" represents, in reality, a crisis of values.

In a society that fails to establish and enforce values to stem teenage pregnancy, it is impossible to constrain the personal and financial costs of infant mortality. In a society that has great difficulty accepting any kind of loss but finds no difficulty placing blame, it may be difficult to find consensus on those values that will help us reorder the health care system for the future. The concept of personal sacrifice for the greater good seems foreign to many Americans today. And cultural selfishness may be coming to rest in our health care system. David Holiday was a 1-year-old child who died following refusal by the state of Oregon to finance a bone marrow transplant for his leukemia. Although Oregon regulators may have taken a stand in a "courageous" attempt to contain health care costs, they may have failed to seek out more appropriate sources of austerity.

Paul Starr, author of *The Social Transformation of American Medicine*, believes our health care crisis was created by "professional sovereignty"—i.e., control of the health care system by doctors' attempts to accrue wealth and power. It is the belief of some, however, that the medical sovereignty—provider greed—is simply a reflection of society as a whole.

Our saving grace is the profound adaptability and responsiveness of the American electorate. Like the cat that rights itself during a fall, the American conscience will awaken to attack inequity and needless human suffering. It may take a while, but it will happen. Americans will find the cure.

Stephen Gleason, a 1971 Iowa State graduate, is a family physician and chief medical officer for the Mercy Clinic System in Des Moines. He served as a key health policy adviser for Michael Dukakis and now is serving as chairman of the bipartisan National Health Policy Council in Washington, D.C.

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