VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE • SPRING 1992

YOUR VOTE WILL COUNT!!

VOTE NOW FOR THREE NEW DIRECTORS TO LEAD YOUR ALUMNI ASSOCIATION!

The following candidates for the Board of Directors have agreed, if elected, to serve five-year terms. As an Alumni Association member, you are encouraged to vote for three of the six candidates. A ballot with instructions for voting and mailing is printed on the back of this slipcover. Your ballot must be received in the Alumni Office by May 22, 1992, for your vote to be counted.

CYNDI MURRAY BONUS

Consumer Food Science 1985

Des Moines, Iowa

Cyndi is a life member of the Alumni Association, an Alumni Ambassador and an adviser for the Iowa State chapter of Delta Zeta sorority. She is currently the student activities director for Iowa Methodist School of Nursing and is completing a master of education degree from ISU. As a graduate assistant, Cyndi advised the Homecoming Committee of the ISU Student Alumni Association for two years. Her honors include Phi Kappa Phi, Phi Upsilon Omicron and Omicron Nu. Cyndi is a member of the Des Moines A.M. Rotary Club, Junior League of Des Moines and Delta Zeta Des Moines Alumnae Chapter, and she is on the steering committee for a state legislative campaign. As an undergraduate, Cyndi served on the 1985 Senior Class Council.

NANCY SPANGLER DEVINE

Chemistry 1985

Falls Church, Virginia

Nancy is a life member of the Alumni Association and is serving her second year as an Alumni Ambassador. Nancy received the J.D. degree in 1989 from the University of Virginia School of Law where she was a Dillard Fellow. She is an attorney with the law firm of Pepper, Hamilton & Scheetz in Washington, D.C., and concentrates on corporate and securities law. Her particular interest concerns legal aspects of emerging high technology and biotechnology companies. Nancy is a member of the D.C. and Virginia Bars, the American Bar Association, Business Law Section, the D.C. Bar Association, Corporate, Finance and Securities Law Section and the Association of Biotechnology Companies.

ROBSON EHIOBA

Food Technology Ph.D. 1987

Worthington, Ohio

A member of the Alumni Association, Robson is a senior microbiologist for Ross Laboratories, a division of Abbott Laboratories, in Columbus, Ohio. He received B.S. and M.S. degrees from Alabama A & M University and was president of the Food Technology Club there. While a graduate student at Iowa State University, he received a Research Excellence Award. Listed in *Who's Who in American Universities*, Robson is widely published in the area of food microbiology. He was one of the three finalists at the 1987 Institute of Food Technologists graduate research paper competition. He is a participant in the Adopt-A-School program, a United Way volunteer, and active in his church and several other community services.

LINDA M. MONTET

Journalism & Mass Communication M.S. 1988

Des Moines, Iowa

Linda is a member of the Alumni Association and its marketing committee. Accredited in public relations by the Public Relations Society of America, Linda is the director of public relations and marketing for Mercy Hospital Medical Center. She serves on the marketing committee for the Des Moines Civic Center and is a board member of numerous civic organizations. Linda received the B.A. degree from Wartburg College, was named top national weekly newspaper columnist in 1979 and received the National Federation of Press Women scholarship in 1984. While a graduate student at ISU she was an assistant in the Alumni Office. Past president of Iowa Press Women and the Central Iowa Chapter, Public Relations Society of America, she received the PRSA Outstanding Community leadership award for the Iowa Caucus Project in 1989.

SCOTT E. OLSON

Architecture 1969

Cedar Rapids, Iowa

Scott is a life member of the Alumni Association, an Alumni Ambassador and recipient of the Outstanding Young Alumnus award. A principal of OPN Architects, Scott is a member of the American Institute of Architects and several state and local affiliate professional organizations. His honors include Phi Kappa Phi, Tau Sigma Delta, Tau Beta Pi, Alpha Chi Ro Medal, Army Commendation Medal, Jaycees Distinguished Service Award and Delta Beta Zi Service Award. His extensive community service includes leadership roles in the Cedar Rapids Arts Council, Marion Chamber of Commerce, Community and Regional Economic Development Committees, JTPA, Convention & Visitors Bureau, American Cancer Society, Rotary, Four Oaks, Discovery Living, HACAP Transitional Housing, Linn County Board of Review, Five Seasons Center and Cedar Rapids Affordable Housing Commissions.

DEWAYNE G. RAHE

Doctor of Veterinary Medicine 1977

Dyersville, Iowa

Dewayne is a life member of the Alumni Association. He is the co-owner of Tri-Vet, Inc., a nine-person veterinary practice in Dubuque County. Active in his church and community organizations, Dewayne is president of the Xavier Board of Education, a youth softball and soccer coach, acting chair of the Parish Council and past president of the Dubuque County Veterinary Society. He is an active member of the American Veterinary Medical Association, American Association of Swine Practitioners, American Association of Bovine Practitioners and the Iowa Veterinary Medical Association, and he has served on various committees for these organizations.

VISIONS

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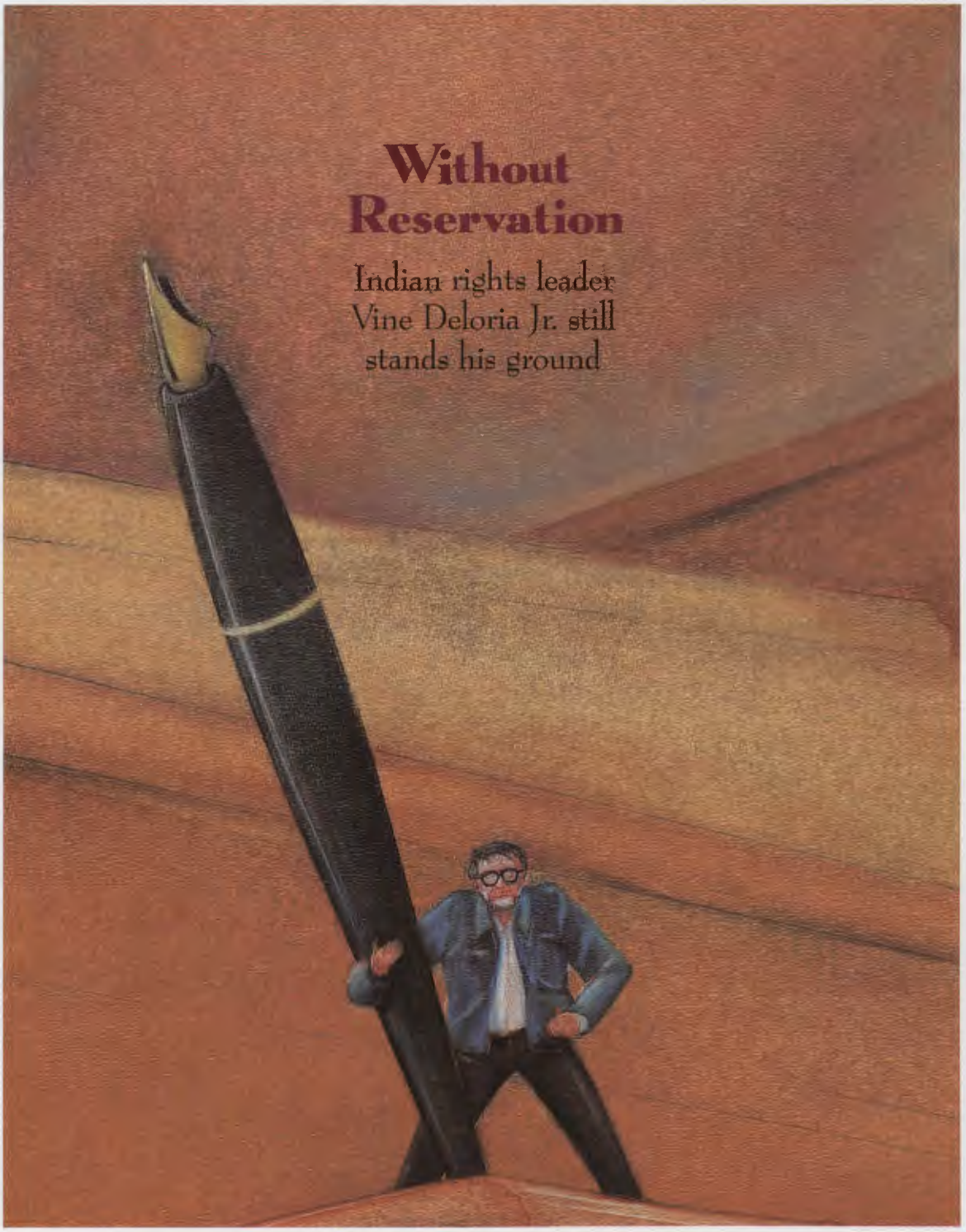

Without Reservation

Indian rights leader Vine Deloria Jr. still stands his ground

OUR MEMBERS ARE KEYED UP.

The Iowa State University Alumni Association, always on the cutting edge of membership demographics, has made a startling discovery. Through exhaustive sociological research, we've learned that our members: 1) drive cars, and 2) like to save money. We then put 1 and 2 together and got ... 5. The next time you rent from one of these five companies — Alamo, Avis, Budget, Hertz or National — just give the company representative your Alumni Association membership information▾ and receive an instant discount. *Put your membership to work!*

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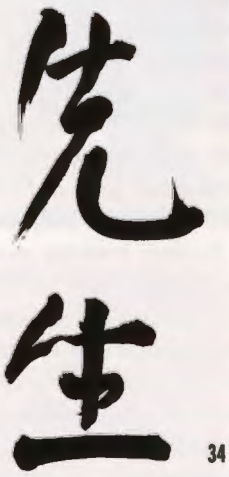

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▸ Cover Illustration by Daniel Wallace

VISIONS

Iowa State University's Alumni Magazine

Editor: Debra Solberg Gibson '81
Writer: Dan E. Davenport '84
Editorial Asst: Sandi L. Kellen
Staff Photographer: Jim Heemstra
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Volume 5 No. 1

ISU ALUMNI ASSOCIATION

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Ankeny, Iowa

Roberta Simpson-Dolbeare, 1976
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Ames, Iowa

EX-OFFICIO MEMBERS

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College of Agriculture
Ames, Iowa

Kim Van Dalen, 1992
President, Student Alumni Association
Pella, Iowa

A Close Second

Dear Sam,

First, let me explain that I'm writing you this most public letter because I care deeply about your future psychological well-being. I'm surrounded by friends, relatives and self-help writers (and I use the term loosely) who endure the taint of being "next in line." You're now officially a member of that group whose photo albums rarely bear proof of existence past the third month, for whom scrapbooks never were purchased. You're the ones who reportedly limp through life in a hand-me-down fog, inheriting everything from Nikes to neuroses. They say, my second child, that you are destined to live the curse of the NTF (Not The Firstborn).

Because working mothers pay enough daily self-inflicted penance, allow me to absolve myself in advance of the day when you discover that I wrote a glowing tribute to the birth of your sister 18 months ago for this very magazine. I am no less delirious over your entry into my world on March 2, 1992; it's just that's it's now a passion tempered with another P-word that I've hated all my life—practicality.

ILLUSTRATION BY BRIAN EBERT

With your sister's debut, I fretted over jaundice and diaper contents. Because I know now that infants thrive in spite of their manic-depressive mothers, I can focus my worries for you with a much more global perspective. Your father and I have delivered you into a world as uncertain as ever before, and the ability to affect positive change at times seems a concept nearly abstract. So let me share with you those fears that keep me awake at night as I ponder your future:

- You'll marry a girl with mall hair
- Out of necessity, newspapers will continue to report gatherings of white hoods and burning crosses
- All our '90s efforts at "being green" were too little, too late
- Kids still will idolize smarmy reptiles that live in sewers and spew slime
- Regardless of how perfect you think I am now, once you turn 16 I'll be considered Mother From Hell
- The concept of governmental ethics will continue to be an oxymoron
- Mickey Mouse sweatshirts will, once again, go out of vogue
- You'll want to enroll at Iowa
- You'll stun your dad and me with news that you've become a broadcast journalist; as we learn to accept that which we cannot change, you'll win an Emmy for your five-part series, "She's Every Little Girl's Dream: The Gennifer Flowers Story"
- You'll actually name your firstborn Gennifer
- When you think I'm out of earshot, you and your sister will quibble over which of you turned out the most like me
- You'll get to the point where you quibble about it when I'm within earshot
- You'll run across this piece (taped neatly in your scrapbook, I might add) and be furious with your mother for having chatted with you in such a conspicuous manner; we'll end up a topic on *Geraldo.*

So you see, your second-child status in our family doesn't entitle you to any fewer benefits than your sister. For you, I'm every bit as paranoid, curious and thrilled as I've ever been. And equally eager to humiliate myself at a moment's notice: You want me to sing "The Bare Necessities" at the top of my lungs during dinner if it means you'll eat your peas? It's a deal.

Let's face it, Sam—what more could my only second child ever want?

—Debra Gibson

THREE SIMPLE QUESTIONS:

	Yes	No
1. Do you use a credit card?	_____	_____
2. Do you support Iowa State?	_____	_____
3. Do you like great deals?	_____	_____

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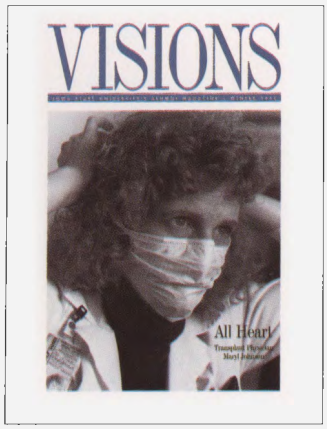

Seeds of Doubt

I am concerned about the tone of (*For Land's Sake, Winter '92*). What was left unsaid, but certainly implied, was [that] none of the agronomic concerns expressed were being addressed prior to the creation of the Leopold Center. This certainly wasn't the case. Instead, all we read was a political tirade on the most successful production system in the world. "...Red and green iron elephants roaring across the prairie..." "...environmental molestation... welcomed under the guise of progress."

It is obvious the author would like to have the agriculture system that was vogue in the 1920s and '30s or before. He must believe all his food originates at Hy-Vee. He also makes a couple of other errors. First, the Leopold Center was not named by ISU, but rather in the legislation that created it. Second, the Center was a legislative creation, not an original idea from ISU.

He also omits that the only industry being taxed to fund it is the support industry for the growers, the fertilizer and agrichemical dealers of Iowa. [*Editor's note: VISIONS did, indeed, point out that a percentage of all Iowa fertilizer and pesticide sales is allocated to the Leopold Center.*] And if being taxed isn't enough, [the industry has] no voice in the direction of the research. The industry was specifically excluded in the legislation. That is taxation without representation any way you cut it.

As a person who farmed in southern Iowa for nine years and worked with the fertilizer and agrichemical industry there for two years, I find it unfortunate that the author never mentioned that research into erosion, soil testing, cropping patterns, wildlife habitat and "natural" insect control was already being addressed by ISU, fertilizer and agrichemical dealers, and grower organizations. The author failed to note that most of the funding for Dr. Alfred Blackmer's research came from the fertilizer dealers of Iowa. His first three years of research into developing an accurate nitrogen test was funded by a voluntary tonnage tax on all fertilizer sold in the state. This amounted to $100,000 each year for three years. In addition, this research came at the request of the fertilizer dealers in Iowa and was not "forced upon them" by the center.

The sustainability of agriculture is very important to growers and the industry that supplies them with goods and services. This means that they must be profitable. It also means that those who serve the growers must be in touch with the needs of the grower. Today, this means that dealers are advising growers on the best use of crop protection chemicals and analysis of soil tests so only proper amounts of fertilizer are applied. In general, the dealers are becoming more advice and service-oriented than product-oriented.

Not recognizing the contribution that the fertilizer and agrichemical industry plays in the sustainability of agriculture is not giving your readers the whole story. As an ISU ag. journalism graduate, I was taught to look at all sides of an issue and put those into my article. "For Land's Sake" told one side of the story; you need to write and print the other side.

Scott McKinnie, '73
Far West Fertilizer
and Agrichemical Assoc.
Spokane, Washington

Readin', Ritin' and Rememberin'

Your story about Jim Wilson *(Wilson Scores Another Gem For Iowa Staters, Winter '92)* brought back a flood of memories for me. It was just 64 years ago this coming fall, as a freshman at ISU in 1928, that I had Jim as my first English teacher. I shall never forget what an interesting and unusual person he was, even those many long years ago. He and a buddy had earlier taken a motorcycle trip across Africa and he often read us excerpts about the trip.

Isn't it great when we can remember some of those great teachers for so many years? And he was only one of many teachers who I felt made a great impression upon my young mind.

Kenneth Wells, '32
Des Moines, Iowa

Cheers from the Stands

Here is my vote of support for Dan Davenport *(Letters, Winter '92)*. I also support the rights of critics, whether I agree with them or not. That's what a free press is all about.

Those who think they can suppress freedom by withholding funds or participation are in for a big surprise. The price of freedom is eternal vigilance. It's not for sale.

Please continue to give us articles that express opinions. The "PC" [politically correct] movement is like a cancer that strives to make education plain vanilla while suppressing ideas which stimulate thought. VISIONS is like a vaccination that impedes the spread of thought-control virus. Keep on keeping on.

Robert A. Jones, '52
Warren, Michigan

Congratulations to you and your staff for the wonderful work you do in publishing VISIONS.

As a former ISU advertising design major, I wanted especially to acknowledge the publication for its design and journalistic excellence. The layout is exceptional and the content and photography equally great. The publication is extremely well done, very readable and enjoyable to receive.

Keep up the good work!

Lee Walther Kordus, '68
Milwaukee, Wisconsin

VISIONS magazine strives to celebrate the power of thoughts and ideas. You, the reader, are the ultimate judge of success in this endeavor, making your opinions highly regarded and your letters greatly encouraged. Please send letters to: VISIONS editor, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50010-7164.

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Showcase your loyalty to Iowa State with this exclusive Amana stadium blanket. It's richly custom-woven with cardinal and gold thread in the Nordic design. This beautiful blanket is made in the tradition of Old World craftsmanship at the Amana Woolen Mill in Amana, Iowa. It's the perfect way to keep warm while cheering on the Cyclones or the perfect gift for your favorite Iowa Stater! The blanket is:

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ECONOMIES OF ALE: RECESSION, SOCIAL CHANGE PUT DUGAN'S IN DELI-CATE POSITION

JIM HEEMSTRA

Left to right: Sherry Olson, Martha Smith, Peggy Folker and owner Cliff Larson

IN FEBRUARY, DUGAN'S DELI marked its 19th year as Ames' citadel of social consciousness.

Since Dugan's was converted from a grocery store in 1972, Ames has had nothing like it. Nowhere else could you find a mug of Bass ale, a hardy pastrami on rye, a passionate debate of Cyclone basketball and Kierkegaard, a hot game of 9-ball and a sultry jazz combo all on the same night. And nowhere else, manager Sherry Olson submits, is there "a place where everybody can be themselves."

That has been Dugan's theme for 19 years, since well before *Cheers* began paraphrasing it on Thursday nights. But over at 2900 West St., year 20 looks tenuous, at best. 1990s economics are clashing with one of Ames' last bastions of '60s ideology — and yesterday isn't faring well.

"There's a lot of uncertainty, whether we keep going or not," Olson says. That despite the fact that $1,500 was taken in at a January fund-raiser. And despite the letters and checks coming in from former Dugan's denizens across the country. "Where else am I going to go when I come back?" one Californian fretted.

But Dugan's dilemma may be too complex for a few long-distance sugar daddies to solve. Sure, like any recession-struck hardware store, motel or car dealership, Dugan's needs customers. But Olson says that other demons are digging away at the foundation of this anti-establishment establishment:

• The 21 drinking age. Since the state raised the legal age in 1986, bars all over town have struggled. *(See related story, page 14.)* That Place, another 19-year Ames stalwart, already closed its doors this year. This economic strife has resulted in …

• More live music competition. In its '70s and '80s heyday, Dugan's and the Memorial Union's Maintenance Shop were the only nightclubs regularly showcasing bands. Now jazz, blues, rock, reggae — even live comedy — can be found at several establishments on a given night.

• The times they are a-changin'. Olson, a 1987 ISU graduate who worked at Dugan's throughout college, theorizes that Ames has taken a decidedly conservative turn. "I think the climate of the whole country has moved away from our kind of philosophy," Olson says.

Where does that leave Dugan's? Olson isn't sure she wants to know the answer. "It was never [Dugan's founder Marlene Larson's] idea that this should be a huge profit-maker," Olson says. "That's why we kept the prices low and never offered those drink-till-you-fall-down specials. I'm not sure we're ready to compromise the fact that this is a place that lives by its conscience."

The alternative may be to die by it.

ISU HAS PATENT ON BURGEONING ROYALTY FEES

Vigilance in exercising its patent on a process used in fax machines helped the university nearly quintuple its royalty and licensing earnings in 1991.

Steven Price, interim director of the ISU Research Foundation (ISURF), said 1991 earnings were more than $1.8 million, up from $384,600 the previous year.

He said Iowa State was granted 33 patents, which ranks it eighth in the nation for 1991. Massachusetts Institute of Technology again led the country, with 112 patents.

ISU's 33 patents are up from 28 in 1990, while its 25 licensing agreements more than doubles 1990's 12. Those numbers, Price said, rank ISU first in the nation in inventions per $1 million of research base.

On the fax front, at VISIONS' press time ISURF had reached agreement with 11 fax manufacturers and was negotiating with 27 others. Two other companies are being sued over the use of the process, which was developed in 1971 by graduate student David Nicholas and patented by ISU in 1973. Price says royalties from the patent eventually should bring Iowa State "several million dollars."

NAME THAT SWOON

FORGET THE NUCLEAR weapons, harsh winter and food riots," Steffen Schmidt says, his tongue only half planted in his cheek. "It's the little details that make or break a nation and can screw up a nice process like the collapse of the Evil Empire."

With that the Iowa State political science professor and sometimes radio commentator launched a contest to rename the former Soviet Union and redesign its flag. "CIS [Commonwealth of Independent States] just does not cut it," he says.

Schmidt certainly set out to have some fun with his little exercise, but he says there is a serious edge to the silliness. "I want to get people to realize how difficult this whole process is going to be," he says. "What a job for [Russian President Boris] Yeltsin to figure this out."

To say the least, Schmidt was disappointed with the name entries. There was Former Soviet Union, or FSU ("Too much like a southern football college"), Commonwealth of Slavic States, or CSS ("Sounds like a joint European supersonic airline project") and Humpty Dumpty (get it?).

Schmidt didn't select a winning name, but he did award two firsts in the flag competition. One went to Nevada teacher Naomi Smith's 22 first-graders, each of whom made their own flag. The other went to Linda Hodges of Ames, a 1970 Iowa State graduate who suggested stitching each republic's flag, then adding or removing others accordingly.

As for Schmidt himself, he's too pessimistic to bother designing a new identity. "There's nothing to hold them all together," he says. "I think the whole thing is going to collapse."

Knowing as much, we offer this tardy submission: Not Yet Enough Teamwork (NYET).

CEOs MAKE THE CUT

Iowa Staters play big roles in three of the country's top small companies. Cracking Forbes magazine's 1991 list of the 200 Best Small Companies in America were:

• Duriron, a Dayton, Ohio, chemical processing equipment manufacturer, under the direction of CEO John S. Haddick, a 1950 Iowa State graduate;

• Empi, a physical therapy equipment manufacturer in St. Paul, Minn., under CEO Donald D. Maurer, a 1971 ISU graduate;

• and Nichols Research, a Huntsville, Ala., defense services corporation, under CEO Chris H. Horgen, who earned his ISU bachelor's degree in 1968 and master's in '69.

◄ STATE STATS: CAN YOU SAY INFLATION? ►

Purchase price of original 648-acre campus, 1859: $5,379

Central campus grass, tree and shrubbery maintenance costs, 1991: $546,090

*

Purchase price of 140-acre North Farm, 1870: $3,500

Average property tax on 140-acre Story County farm, 1991: $5,096

*

Campanile construction cost, 1899: $5,885

Amount for campanile renovation raised in five days by Ames deejay, 1991: $10,700

*

Knoll construction cost, 1900: $12,721

Total Knoll maintenance costs, 1991: $15,422

*

First financial support money from Iowa Legislature, 1900: $25,000

Amount university returned to state in 3.25 percent 1991 budget reversion: $6.1 million

Veterinary Quadrangle construction cost, 1912: $150,000

Veterinary Medicine complex routine custodial service, 1991: $238,233

*

State Gym construction cost, 1913: $150,000

Approximate purchase and installation costs for large-screen Recreation/Athletic Facility TV, 1991: $50,000

*

Library construction cost, 1925: $626,474

Approximate library journal acquisition budget, 1992: $2.6 million

*

Friley Hall construction cost, 1939: $198,233

Approximate food expense for Friley Dining Center, 1991: $1.25 million

*

SOURCES: ISU FACILITIES PLANNING AND MANAGEMENT, COLLEGE HISTORY COLLECTION, STORY COUNTY ASSESSOR, VARIOUS CAMPUS DEPARTMENTS.

LENDING NEW MEANING TO THE PHRASE, 'THEY'RE HAVING MY FAVORITE DISH'

DON'T LOOK NOW, BUT "clean your plate" may be on the way out as a standard paternal admonishment. When some Iowa State professors fork over their latest developments, the 21st century's finicky kids may have a new parent-ism over which to roll their eyes: "Now Junior, *eat* your plate."

ISU food and nutrition Professor Jay-lin Jane leads a team that has turned corn starch and corn or soy protein into a material from which biodegradable eating utensils can be made. While a seemingly plastic spoon could be used for mowing through a bowl of Raisin Bran, its corn base would allow it to break down within a few weeks. Or better yet, devotees of the well-rounded breakfast could use a banana-flavored spoon and yogurt-flavored bowl and leave no visible signs that a meal even took place.

Jane says green-thinking fast-food restaurants might one day adopt the utensils, and the U.S. Navy has even shown interest in trying them on long ocean voyages.

TIMELY ECONOMIC INSIGHT, IN ANY LANGUAGE

In an Iowa State career spanning more than 55 years, Elizabeth Hoyt established herself as an Iowa State economics professor of great renown. Today, nearly a dozen years after her death, her reputation continues to thrive — half a world away.

This spring, a Japanese-language edition of her 1926 book, *Primitive Trade*, will be published in Tokyo. Masura Nakamura, a professor of comparative history of commerce at Nagoya Gakuin University, came across the book during research. He contacted a U.S. colleague, Columbia University anthropology Professor Theodore Bestor, who helped Nakamura learn more about the woman credited with helping initiate the Consumer Price Index in 1915.

PHOTO COURTESY PARKS LIBRARY SPECIAL COLLECTIONS

Elizabeth Hoyt

"[Nakamura] is particularly interested in economics of pre-capitalist societies," Bestor says. "Even if what [Hoyt] wrote has been superseded by later research, the Japanese have an intense interest in historic ideas and academic life in the Western world.

"I guess we all could hope to be thought of highly enough so that 65 years after we do something, people are still interested in it."

Richard F. Ross

ROSS IS INTERIM DEAN

OSCAR FLETCHER, DEAN OF ISU's College of Veterinary Medicine since 1989, recently left campus to take over as dean of North Carolina State's veterinary college. Fletcher, a native of South Carolina and a member of the University of Georgia's veterinary faculty from 1968-89, announced his resignation in December. He began his duties at the Raleigh, N.C., school last month.

Associate Dean Richard F. Ross, who earned his master's, doctoral and veterinarian degrees from Iowa State, is serving as interim dean. He has been on the veterinary faculty and administration for 25 years.

AG EXPERTS LEND CZECHOSLOVAKIA A HELPING HAND

IOWA STATE, ALREADY USING ITS immense agricultural knowledge to aid the former Soviet Union, now is putting its experience to work in struggling Czechoslovakia. Harold Crawford, the university's director of international agriculture programs, said dozens of ISU faculty members will offer workshops and consult with university leaders, farmers and businesspeople in the eastern European country. Czechoslovakia, like the former U.S.S.R., is struggling through the early stages of converting to a free market agricultural economy.

In addition to the workshops and consultation being partially funded by the United States Agency for International Development, Crawford said ISU will:

- open an office in Czechoslovakia;
- give Czechs access to a six-part university TV series showing the inner workings of an agricultural market economy;
- and make available the expertise of more than 100 U.S. business and agricultural association experts.

The ultimate goal of the five-year, $8 million program, of course, is to give the Czechs the intellectual strength to walk on their own into free-market prosperity. And while Crawford sees this work as "an important responsibility we have," he added that ISU faculty and students will also benefit through new research and learning opportunities.

THIS TOON'S OFF KEY

ILLUSTRATIONS BY DANIEL WALLACE

When marketing Professor Russell Laczniak's 7- and 2-year-old sons watch *Where's Waldo*? on Saturday-morning TV, they're often encouraged to refer to a Waldo book to enhance their viewing. Laczniak — and a majority of parents he has surveyed — doesn't think such programming has children's best interests in mind.

Laczniak recently completed a survey of parents' responses to toy-based TV programming. While libraries could be filled with studies of kids' TV, little has been done to study effects of programs developed solely as promotional tools for a toy (e.g. Teenage Mutant Ninja Turtles, Super Mario Bros., Waldo).

Laczniak said the 403 parents surveyed in Fayetteville, Ark.; Milwaukee, Wis.; and Pullman, Wash., harbored negative feelings toward such tactics because:

- **the programming leads children to act anti-socially (the main concern: violence);**
- **the shows take up time that could be better allocated to quality TV;**
- **the shows affected children's imaginative play by encouraging kids to use, say, their Turtle figurines, to mimic TV scenes instead of creating their own; and**
- **the programs exploit children as consumers.**

"The study helped us learn more about parents and how they socialize their children as consumers," says Laczniak, who provided much of its funding himself. "It's clear that the most important way for younger children to be socialized is to interact with parents. If these programs become major contributors to the kids' socialization, parents have nobody to blame but themselves."

Laczniak's findings have been published in the Journal of Public Policy and Marketing.

JOHNNY HAS MASK APPEAL

With that bristly 'do and more wrinkles than a cotton shirt, it would seem Johnny Orr's face is one only a mother could love.

But try telling that to several thousand Johnny wannabes last winter.

To raise money for charity, Orr put his mug on some 10,000 masks for sale at McDonald's in Ames, Story City, Carroll and Boone last basketball season. The project was timed to coincide with the Iowa-Iowa State game; sure enough, hundreds of Orr-clones were seen mugging for the TV cameras at the Cyclones' 98-84 plucking of the Hawkeyes Dec. 14. (*Thus the "Underrated Cyclones, Overrated Hawkeyes" T-shirt, below.*)

The masks sold for 50 cents, with proceeds benefitting The Heart Connection, a Des Moines-based organization helping children with cancer. With Orr's Cyclones racing off to one of their best seasons in his 12 years in town, the Mac Shacks, particularly Ames' Campustown franchise, reported brisk sales.

JIM HEEMSTRA

◄ HUB TOP TEN ►

Top 10 mail order catalogs preferred by ISU students:

+ + +

10. Eastbay
9. Sears
8. Eddie Bauer
7. Avon
6. L.L. Bean
5. J.C. Penney
4. Spiegel
3. Victoria's Secret
2. Lands' End
1. J Crew

SOURCE: HAMMER, SILER, GEORGE ASSOCIATES, AUGUST 1991

McCracken's record $5 million gift promises to have special effect on campus

Iowa State engineering students and faculty members are feeling like a million bucks these days.

Make that five million.

ISU's College of Engineering this spring is on the receiving end of a $5 million pledge, the largest single gift in Iowa State University history.

JACK COYER

Edward McCracken

The pledge comes from 1966 electrical engineering graduate Edward McCracken, president and CEO of Silicon Graphics Inc. (SGI) in Mountain View, Calif. SGI specializes in the design and manufacture of computer technology with strikingly life-like graphics. Its technology was used to create stunning special effects in the hit movie *Terminator 2* and Michael Jackson's music video *Black or White*. The technology also has been used in projects from analyzing baseball pitches to medical imaging.

The McCracken/SGI gift will provide computer technology to students in a variety of curricula. "Our gift will allow Iowa State students to make movies of their ideas," says McCracken, a native of Richland.

Says engineering Dean David Kao, "This gift will allow students to have the finest computer visualization and modeling technology in the world."

The SGI technology will be part of ISU's Engineering Center for Innovative Teaching and Research. A 1996 completion date is targeted for the center, but Kao says the SGI technology will be available to students this fall.

Grad college finishes 10K Ph.D. run

Last December's commencement ceremonies marked a major milestone for Iowa State's Graduate College: the presentation of its 10,000th doctoral degree. College officials didn't attempt to single out a particular doctorate, a la *Our 1 millionth customer*! only announcing that it has turned out 10,000 PhDs since awarding its first to Leslie A. Kenoyer in 1916.

In case you're wondering about upcoming landmarks in the overall diploma category, you can take a powder. Officials at ISU's Office of the Registrar report that the university has turned out some 176,000 graduates, meaning No. 200,000 won't go out until sometime in the mid-to-late-1990s.

In his book, looks are everything

VISIONS

Iowa State's collective vanity got a shot in the arm recently, when the Ames campus was rated one of the country's top 25 in a book examining the aesthetic quality of colleges.

In his book, *The Campus as a Work of Art*, architect Thomas A. Gaines says the landscape north of the Memorial Union — its foliage, walkways, sculpture and, of course, the Campanile — is a true campus treasure.

He dubs Carrie Chapman Catt Hall — formerly Old Botany — the campus star, with its great arched entry, balconies, dormer and white trim.

After visiting hundreds of campuses over 30 years, Gaines opines that campus design is a genuine art form; its well-scaled grounds, harmonious buildings and professional landscaping, he says, belong among the most pleasing of man-made environments.

MAGAZINE HONORS HELP IOWA STATE TO A SWEEPSTAKES AWARD HAT TRICK

FOR THE THIRD STRAIGHT YEAR, VISIONS magazine has helped Iowa State University capture the Sweepstakes Award for publications programming in the Council for the Advancement and Support of Education (CASE) District VI competition.

In communications competitions, VISIONS won four first-place awards:

- editor Debra S. Gibson, feature writing *(Southern Exposure, Summer 1991)*
- and photographer Jim Heemstra, sports *(At Ease, Summer 1991)*; news or feature *(Prehistoric Pitchman, Spring 1991)*; and series of photos *(Peering into the Night, Fall 1990)*.

Writer Dan Davenport earned a second-place feature writing award *(The Write Brothers, Fall 1990)*.

Third-place awards were given to:

- writer Dave Allen, feature writing *(A Long Way From Nome, Summer 1991)*;
- and VISIONS' membership ad series.

And in the periodical cover design competition, the magazine earned an award of accomplishment.

In the Community and Alumni Relations competition, Alumni Association Director of Membership Development Frankee Oleson earned second-place honors.

A BORN CYCLONE

Daniel Nathan Meyer may narrowly have missed being a 1991 tax exemption, but, baby, did he pay off for this year.

Born when 1992 was but an infant itself, the son of Patty and Stacy Meyer is the first Marshalltown newborn to receive an Iowa State University scholarship via an innovative program called "Born to Learn."

Marshalltown radio station KXIA, along with longtime Iowa State booster Martha Ellen Tye and the Marshalltown Medical and Surgical Center, teamed up last fall to promise 1992's firstborn a year's tuition at ISU. And little Danny wasn't taking any chances: He bounded into the Class of 2014 at 12:11 a.m. Jan. 1, weighing in at 8 pounds, 2 1/2 ounces. There's now a zero-coupon bond with Danny's name on it piling up the interest, slated to mature in 2010.

Mom, Daniel and Dad

But by the time Danny made his celebrated arrival, the Meyers no longer had to wait for his payoff. Marshalltown merchants took to the promotion like babies to a bottle. The Meyers Three received, among other prizes: a limousine ride home from the hospital; dinner and champagne; a $100 savings bond; photo developing; a Gerber gift pack; baby shoes; child care services and baby's room carpet and wallpaper or paint.

"Since [Patty's] due date was Jan. 5, we had talked about having the first baby and winning," says Stacy Meyer. "For us it was almost like winning the lottery."

The Meyers aren't about to complain about any of the prizes, but they do have a comment future planners might heed:

It seems there was no baby seat in the limo.

PLENTY TO SMILE ABOUT

Jane Smiley

DO WE LIVE UP TO OUR name, or what?

Our spring 1990 cover feature on ISU English Professor and author Jane Smiley was titled *Critics' Choice*. A visionary choice of words, if ever there was one.

In February, Smiley won the National Book Critics Circle Award for fiction for her smash 1991 novel, *A Thousand Acres*. Smiley had been nominated for the award twice before, most recently in 1990 for *Ordinary Love* and *Good Will*. But it was her eighth book, the *King Lear*-based story of a 1980s northern Iowa farmer and his daughters, that brought her one of the country's top fiction-writing honors.

Other recent Critics Circle fiction winners include Anne Tyler and John Updike.

Age Barrier

AN ECLECTIC PANEL PONDERS THE TROUBLING ISSUE OF UNDER-21 DRINKING

On May 27, 1986, the state of Iowa followed a sweeping national trend in hiking the legal drinking age to 21 from 19. Life in Ames — for students and bar owners alike — hasn't been the same since.

Overnight, many of the university's approximately 15,000 19 and 20 year olds were stripped of a favorite social activity. And with all those potential patrons tossed out of the economic loop, Ames bars — never community mainstays, anyway — began to come and go like April snow. As for non-alcoholic bars, cruel bottom lines have allowed them painfully short life spans.

In 1991, students and bar owners launched the "Over/Under Ordinance" campaign, hoping to convince the Ames City Council to allow minors into bars to socialize, but not imbibe. The council said no.

But the polemic persists. In an effort to capsulize an issue that has fairly rocked an undeniable pillar of campus life, VISIONS convened a four-member panel: City council member and Ames businessperson Patricia Brown; Charles Cychosz, coordinator of ISU's alcohol and substance abuse programs; Iowa State senior and former Government of the Student Body President Molly Olinger; and 1990 graduate Tom Zmolek, co-owner of the popular People's and UnderWhere? bars in Campustown and former co-owner of the short-lived, non-alcoholic UnderWhere? The following is an excerpt of their discussion.

VISIONS: What is the most dramatic change on campus *vis-a-vis* the higher drinking age?

Cychosz: The sensitivity has increased enormously. Twenty years ago drinking on campus was taken for granted. Today the entire community is forced to be more sensitive to the consequences.

VISIONS: What about the students' perspective?

Olinger: Students feel the change. [The age] has been 21 long enough so that they know it coming in. In that way, there's a sense of transition, of getting used to it. But students are finding more ingenious ways to get around the rules. When I call prospective students [as a representative of the Office of Admissions], I always hear the question, "What about the night life?" I know what they mean. A big part of college is the fun stuff.

VISIONS: And minors can't find appealing, non-alcoholic "fun stuff"?

Olinger: No, and that's why things are so segregated. I know people who stayed home for New Year's Eve and watched the [New York City Times Square] ball fall on TV. They are juniors in college and they're watching the ball fall. That's why this issue is going to be brought up and brought up.

VISIONS: Why aren't non-alcoholic bars viable?

Zmolek: There just isn't anything to keep [students] there. They get excited about it for awhile, but then they decide they want to be "normal" college students. And normal college students drink.

VISIONS: Pat, [the Ames City Council] voted down the over/under ordinance. But it has to be disconcerting, knowing students aren't viewing that ruling as incentive to pursue alcohol-free socialization.

Brown: Yes, but strictly from a statistical point of view, I know that when alcohol is readily available to 19 year olds, there are going to be things like

drinking and driving and date rape. I don't understand a lot about alcohol abuse, but I know those problems are real. But there's an even more concerning problem here. I'm concerned about the student population in terms of what kinds of activities they need to have a good time. I'm saddened when I look at [1989 student protests] at Tiananmen Square, and what those people are fighting for, and the [U.S. in the] '60s, and what those students fought for, and then I see our young people's greatest issue is drinking in a bar at 19. It depresses me a great deal.

Olinger: It's not our greatest issue. And it's not just an issue of drinking at 19. It's more. It's a rite of passage in our society. Going to college is one step toward adulthood, and hand-in-hand with that goes drinking.

Cychosz: It goes to the overall message. I'm at the point with my 3 year old that I almost can't let him watch [basketball games on TV] because of the number of beer commercials and the messages they send. By the time he's 18, he's going to be so inundated with those messages. If we're ever going to see a change, we need to take an active role in presenting less emphasis [on alcohol]. And since this is for an alumni magazine, it's important to point out that alums help us continue traditions, good and bad. Their sensitivity could really help. When we looked at [limiting alcohol at pre-game tailgate parties], the strongest resistance came from the alums. ... They don't change campus, but they influence traditions and relive certain memories for the students, and some of those include [alcohol].

Brown: I understand that. [One of her children has looked back] and said, "I did some really stupid things with alcohol. I was lucky. So naive."

VISIONS: Are these 19 year olds saying, We'll be no more or no less stupid or naive than 22 and 23 year olds?

Brown: The argument that goes with that, that you can fight a war and you can't drink, is like saying because I drive a car I can smoke. There is no correlation [between] the ability to fight a war and handle alcohol at certain ages.

Cychosz: But there is a reality here. Let me start with this: The real drinking age in this country — the average age for the first drink — is around 12. The average first drink for Iowa State students is about 16. So we're late bloomers in some regards. But values and expectations about alcohol are formed in middle school. By the time they walk through our doors, some of those values blossom into action.

VISIONS: If that's the case, would the over/under ordinance figure into that blossoming?

Zmolek: I have to say the majority of students wanted to get in the bar so they can get around the rules and drink. ... That's why this is going to come back time and time again. It may never die.

VISIONS: Talk about your feelings in opening UnderWhere?, your expectations, and your eventual disappointment.

Zmolek: We were really naive. We opened right when the drinking age changed, because we felt there'd be a real need. But you're just providing a place to stay. [Students] don't really spend money. Business facts are, if you don't bring in money, you don't survive.

VISIONS: But we're talking about 15,000 students who can't legally drink. That's a lot of potential customers.

Zmolek: They'd rather sit in a dorm room and drink, where they know they can do it. They'd rather go to [parties in the country].

Cychosz: High school drinking, we call it. It's very popular right now.

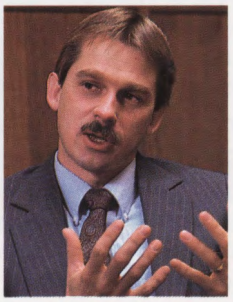
VISIONS: Molly started us out by identifying a transition that's taking place as students turn 18 and 19, never knowing anything but a 21 limit. But transition suggests an evolution, an act of heading toward something. From this discussion, I'm not sure that's happening.

Brown: But I think it can. We need to have better awareness, beyond the surface that we touched today, to a real understanding. This may go nowhere, but I'm willing to [instigate discussions with Ames City Manager] Steve [Schainker]. I'm willing to work more on that awareness. Some of these things we talked about here make the hair go up on the back of my neck. And that's always a warning for me. ◐

Brown: Concerned about students' needs "to have a good time."

Olinger: "[Drinking is] a rite of passage in our society."

Zmolek: "Students want to ... get around the rules and drink."



Cychosz: "We need to ... present less emphasis [on alcohol]."

How the Nose Knows

ISU GRAD SNIFFS OUT THE INTRICACIES OF BEAK-TO-BRAIN COMMUNICATION

A MAN WALKS INTO A DARKened, unfamiliar room. He sits in a chair and closes his eyes. Instantly, magically, images begin pouring into his brain: *The carpet is new. The person who lives here owns a pet, smokes and likes Chinese food — garlic chicken, perhaps?*

Does this man possess some mystic, clairvoyant sixth sense? Hardly; he's simply tapping into one of the first five senses, itself a seemingly inexplicable power: Smell.

Gordon Shepherd wants to make that wondrous capacity a bit more explicable.

Although animals rely heavily on their olfactory systems, Shepherd and most other scientists agree that humans greatly undervalue the nose. Shepherd, a Yale University neuroscience professor and 1955 Iowa State College bachelor's degree graduate, is one of the nation's leaders in attempts to better understand the prodigious proboscis — how it and the brain team up to discern as many as 10,000 different odors, and how the sense of smell is crucial to such areas as nutrition and early childhood development.

"The behavior of most of the animal world is mostly determined by smell, but almost nothing is known about it, compared with the other senses," says Shepherd. "We've become very visual animals, but we are much more dependent [on smell] than we realize."

For 30 years, one of Shepherd's most exigent fascinations has lain in the olfactory process of converting information-carrying molecules to electrical messages legible to the brain — a process called signal transduction. About five years ago a former student of Shepherd's discovered a second "messenger system" crucial to our ability to discern between, say, Chanel No. 5 and old sweat socks. Since that finding, scientists have fully identified and sequenced that system. Shepherd's studies have revealed how the responses to smells form "odor images" within the system. These images, he says, may serve as the basis for odor perception.

"Most of us working in this area for any length of time are pinching ourselves that we're still around for this revolution," says Shepherd. "It's a beautiful illustration of how, as science becomes more complicated, the simplifying principles emerge more clearly."

WILLIAM WRENN

How does one discriminate between a skunk and a bouquet of flowers? Gordon Shepherd searches the cells for the answer.

The National Institute of Deafness and Other Communicative Disorders at the National Institutes of Health funds Shepherd's work, which focuses on cells from salamander noses because of their simplicity and their likeness to humans'. In addition to gaining basic knowledge, Shepherd says his studies could lead to applied research gains elsewhere in the body. Since Shepherd's study is, at its heart, an examination of how cells communicate with each other, this work could have implications for research on the immune system, pharmaceuticals and such diseases as Alzheimer's and cancer.

"It's a main characterization of modern biology," Shepherd marvels, "that in any specialized cell, there are adaptations of more general mechanisms for other, very different purposes." ◐

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AUGUST 2 - 15

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Dave, '53, and Pat Makeever, Arlington Heights, Ill., in Potsdam, July 1991.

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Ames, IA 50010-7164

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(Alumni Holidays)

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Oct. 6 - 20
Istanbul to Vienna
(Alumni Holidays)

Designs on Distinction

COLLEGE EXHIBITS GALLERY OF TALENT IN INVITING ALUMNI BACK FOR JUNE SHOW

When Kenneth Smith came to Iowa State University fresh off the farm, he didn't know *avant-garde* from barnyard. He's never forgotten the feeling.

Hoping to give current students a chance to see the real world up close, Smith and four other successful design alumni and their work will be on campus in June for a first-of-its-kind, invitational exhibition.

The month-long showing at Gallery 181 will inaugurate what College of Design officials hope will become a biennial tradition. Though none of the five returning alumni actually graduated from the College of Design — it was established in 1978 — all hope their work can help enhance the burgeoning *esprit de corps* between once-disparate departments.

"Pulling together impressive alums from these different departments really helps us become more cohesive, from the students on up," says Barbara Bruene, coordinator of the exhibition. "There's a real close relationship with what our alumni are doing and our pedagogical goals here on campus."

The show is the brainchild of college Dean Thomas Galloway. After the ISU Alumni Association decided to trim to biennial its alumni art competition, Galloway saw a natural lead-in to an alternate-year invitational. He gathered professors and administrators from various departments and put together a solid first-time list of artists:

• Wilbert Hasbrouck, 1954. Hasbrouck specializes in restoration as a partner in the Chicago firm Hasbrouck Peterson Zimoch Sirirattumrong. The American Institute of Architects fellow is particularly renowned for the restoration of Frank Lloyd Wright works. He also regularly provides testimony in Chicago landmark cases, and is founder of the Chicago

Architectural Foundation.

• Lawrence Lake, 1983. In 1991, Phoenix Home & Garden magazine called Lake "one of the bright young stars on the Southwestern [interior] design scene." Lake owns the Scottsdale, Ariz., firm Inter Plan Design Group, which specializes in residential projects.

• Smith, 1976, and David Meyer, 1975. The two are partners in Martha Schwartz Ken Smith David Meyer Landscape Architects Inc. in San Francisco. Smith and Meyer were ISU contemporaries, but didn't meet until they worked at the same New York City organization, after Smith had earned his master's degree from Harvard. Their San Francisco firm is particularly well known for its innovative landscaping. It has worked internationally with commercial, civic, medical and residential clients.

• Lin Stanionis, 1976. Bruene is especially excited by the diversity Stanionis' metalsmithing talents will bring to the exhibition. She owns Lin Stanionis Design in Amarillo, Texas, and this semester is teaching jewelry design and metalsmithing at the University of Kansas. While Stanionis' past work focused in jewelry design, she recently has gravitated toward "functional accessories" such as liqueur cups and serving bowls. The Fortunoff, one of the world's largest sterling retailers, recently made her one of 20 artists chosen for a national design competition. Stanionis earned her MFA from Indiana University in 1981.

"Bringing people in and giving students a chance to see their work is very important," says Smith. "Some of my most memorable parts of college were things like Buckminster Fuller lectures and field trips to Chicago and St. Louis.

"This is an important part of an education. You've got to see what's being done, because so much is culturally based. You're drawing on the history of previous works."

Adds Hasbrouck: "Something like this would've had a great effect on me as a student. Seeing the real world is more than hearing a speech. It's seeing the work, sitting down and talking with the [designer]."

Galloway stresses that, since the show will run throughout June, prospective students also will be an important audience. "During orientations and campus visits, this [exhibition] can show students the kind of work they can be doing down the road," Galloway says. "This is some of the best [design] work you'll see anywhere. Having it here on campus will be great for all of us." ◐

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As freedom finally dawns for two alumni, an Iowa State professor warns that the sun is far from setting on the hideous practices of terrorism and hostage-taking

By Mike Krapfl

High up on Todd Sandler's university-issue shelves, stacked way up in his Heady Hall office, sit two big white books. Blood-red letters on their spines spell out one of Sandler's chief scholarly fascinations: *International Terrorism in the 1980s*. The books, opening with a bomb thrown into the garden of the Soviet embassy in Lebanon in January 1980, and ending with a bomb explosion that killed four in Warsaw in December 1987, are daily journals of terrorist activity around the world. For nearly every single day in that period, Sandler and his co-authors describe bombings, killings, hijackings, rocket attacks, arrests, anonymous phone calls to the media, government crackdowns and hostage-takings. Two of the entries in those books, in plain language not at all like the screaming red lettering on the spine, describe events that held Iowa State University captive for the last half of the past decade.

Item 1:

March 16, 1985 - LEBANON - Terry Anderson, the Associated Press 37-year-old bureau chief in Beirut, was kidnapped at gunpoint in west Beirut while AP photographer, Donald Mell, was held at bay. According to Mell, at 8 a.m. three armed men in a green Mercedes pulled up beside Anderson's parked car in front of the AP office in west Beirut. The men forced Anderson, who had been talking with Mell, into their car and sped away. Anderson became the fifth American to be held hostage.

Item 2:

June 9, 1985 - LEBANON - At 6:30 p.m., Thomas Sutherland, the dean of agriculture at American University of Beirut, was kidnapped by gunmen while driving from Beirut International Airport to his home on the campus. Sutherland's car was intercepted by gunmen in several cars who shot at the tires and fired warning shots into the air. The gunmen then abducted Sutherland, 54, who had just returned to Beirut to supervise examinations.

And thus began the roughly 2,400 days of captivity for ISU graduates Sutherland and Anderson *(see page 22)*. Throughout their ordeal, Sandler's been busy sifting through the piles of data he's compiled about terrorism, and trying to make some conclusions. There are several statements he makes with certainty, but none perhaps so chilling as, "There's been terrorism in every single century and there will be terrorism in the 21st century." He's so sure, this terrorism expert whose round glasses and shaggy beard make him appear more like a New York poet, that he's written an unpublished psychological novel, *The Mind Traveler*, about terrorism in a space colony.

But that manuscript is stashed in the bottom-right drawer of his metal desk for now. There's enough current data to keep Sandler, a 45-year-old economist and political scientist, busy studying contemporary terrorism for at least as long as Anderson and Sutherland were held captive in Beirut.

When he turns his attention to the abduction of the two Iowa Staters, Sandler says their predicament wasn't unusual. "During the time when they were taken hostage in '85, they were very, very typical," he says, his voice betraying his roots in New York's Westchester County. The Iowa Staters, two of about 60 westerners held hostage in Beirut, were like other prisoners because of who took them, who they were and why they were taken.

Most all of the westerners abducted in Lebanon, he explains, were held by the Hizballah, a fundamentalist group trying to build an Iranian-style Islamic government

Illustration by Larry Leroy Pearson

Pawns in Profile

AP/WIDE WORLD PHOTOS (2)

Terry A. Anderson

—Born: Oct. 27, 1947, Lorain, Ohio
—ISU degree: journalism bachelor's, 1974
—Occupation: Associated Press bureau chief, Beirut, Lebanon
—Date of capture: March 16, 1985
—Date of release: Dec. 4, 1991
—Length of captivity: 2,455 days
—During captivity: Daughter, Sulame, was born, father and brother died.

In his words

"I don't hate anybody. I'm a Christian and a Catholic … and it's required of me that I forgive, no matter how hard that may be. … We were in a pretty bad place. We had nothing — no books, nothing. … But look, those weren't wasted years. I learned from them. There were times when I was near despair. But I don't think I ever gave up. … I never thought I wouldn't be free. … [When he was released] it was at night and I was peering out the [car] windshield looking up … at the stars, the first time I'd seen stars in so long. They were beautiful …"

Thomas M. Sutherland

—Born: March 5, 1931, Falkirk, Scotland
—ISU degrees: animal science master's, 1956, PhD, 1958
—Occupation: Dean of Agriculture and Food Sciences, American University in Beirut (AUB), Lebanon
—Date of capture: June 9, 1985
—Date of release: Nov. 18, 1991
—Length of captivity: 2,347 days
—During captivity: Granddaughter born and father-in-law, William Murray of Ames, died

In his words

"Without Terry Anderson, I couldn't have made it six and a half years. … He's very, very, very bright, and it was humiliating to me to have to cope with his tremendous brain. … They never should have picked him up. They never should have picked any of us up. … Kidnapping is a great evil and those who perpetrate it — I don't think they really thoroughly understand … what they were doing to us, putting those chains back on our legs every day. I think they don't appreciate how heinous the thing is that they are doing. Terry Anderson said … 'I simply couldn't do that to another human being. I simply couldn't do it …'"

in Lebanon. And like most of those abducted, he says ISU's two knew their way around Lebanon. "Most of the people who were taken were individuals who had lived for some time in that part of the world and had a great deal of empathy for the people," Sandler says. "I think in some sense they may have felt immune to hostage-taking because they appeared to be sympathetic." And, he says, all the Beirut hostages were abducted because terrorists wanted attention and money, or according to one theory, the assets Iran lost in the late '70s when terrorists took the U.S. embassy there for 444 days.

Mayer Nudell, a Washington consultant and co-author of several books on terrorism, notes that one of ISU's hostages, Anderson, was unique among the Beirut captives. "Anderson is special because of who he is and what he was doing there," he says. Anderson, as a journalist, had a good reason for remaining in Beirut during the troubled mid-1980s. The others, Nudell says, made themselves "available targets" by staying on.

Once taken hostage, the experts agree that those holding Anderson and Sutherland received at least the notice they were seeking. Even in Ames, bells tolled and yellow ribbons hung on trees as ISU pledged not to forget its graduates in faraway cells. Sandler says that degree of attention can complicate the game — and that's what he, a specialist in economic game theory, calls it — of taking hostages and negotiating their release. "Some say if you never concede to hostage-taking — if you never give them a ransom — then there would never be any hostage-taking," Sandler says. "That statement isn't necessarily true. If the hostage-takers get sufficient

attention from the media exposure, they'll still take hostages."

Of getting something more than attention for the hostages, Sandler says, "I think governments have bargained for the release of these hostages. Israel, the U.S., France — they all have." In the case of the U.S., there were reports from Washington this winter that the Iranian government supported the terrorists and the hostages in Beirut all during the '80s. The goal, reportedly, was to free the Iranian assets frozen in the United States following the capture of the U.S. embassy, assets that were given up by the U.S. government at about the same time Sutherland and Anderson were released from captivity. Until more information is available, Sandler says he's unwilling to speculate on that theory. "As Dan Rather said, perhaps it was just a coincidence."

Sandler does have plenty to say, though, about the terrorism number-crunching that is his specialty. Take a seat in his office — like the one beneath the tacked-up birthday card that reads, "How many terrorists does it take to celebrate a birthday? One to blow up the candles and 652,000 to take the credit" — and he'll pull out charts that analyze his two big books of terrorism.

First, the figures show that terrorist incidents are increasing. From 1980-83, there were 1,990 reports of international terrorism. The following three years, there were 2,989 reported incidents. By looking a little deeper, Sandler says researchers have learned that terrorists would much rather plant a bomb than, say, take a hostage. According to his charts, bombings account for about half of all terrorist incidents.

His data support the theory that terrorists are resourceful. When metal detectors were installed in airports in 1973, the numbers of skyjackings around the world plummeted. But, Sandler interjects,"Have a look at what happens to non-skyjackings — which are kidnappings and barricaded hostage-taking — it's just the opposite. They [the terrorists] substitute. They put the metal detectors in the airports and they made that kind of hostage-taking so much more difficult to carry off successfully. So, [the terrorists] substituted hostage-taking events that weren't being blocked by the metal detectors."

The unavoidable conclusion?

JIM HEEMSTRA

Todd Sandler

"Terrorists are acting in a rational sense," Sandler says. "They respond to their environment. They respond to the benefits and the costs that they perceive." In a way, he says, the hostage-takers are pretty smart shoppers. "It's no different than if you want protein and you go to the store and find out that all of a sudden pork is $2 higher a pound, but chicken and beef haven't changed prices. So you go and buy chicken and beef."

But, Sandler laments, governments don't seem to credit terrorists for their creativity. "This seems to take the authorities by surprise," he says. "All of this [data] has been sent to government agencies and they found it very interesting. But, unfortunately, much of the terrorism policy has been piecemeal. They look at one problem at a time and don't realize that if you're dealing with rational individuals and you change the constraints facing them on one issue, there may be effects on other things they do, and those effects may not be so good."

So what's a government to do? Sandler says handcuff the terrorists. Tagging all explosive material so investigators can identify the origins of the explosives after the blast will help control bombings, he says. And just plain giving terrorists a voice in the political process can help stop some of their activity. When it comes to policy, he says the only way to enforce any president's pledge not to deal with terrorists is to put the pledge in the Constitution. "You have to take the discretion out of the office," he said. "Otherwise, an individual is going to compare the immediate costs and benefits of conceding." In other words, he says presidents will weigh the odds just like the terrorists do.

Michael Stohl, a terrorism expert at Purdue University, says governments can do in terrorists by putting a spin on their reaction to them. When the Iranians took the U.S. Embassy, he says President Jimmy Carter constantly was pressed to do something to save the hostages. During the 1980s, when fewer hostages were actually held longer, presidents Ronald Reagan and George Bush got the public to be more patient. "Those events never seemed to generate the same kind of anger," Stohl says. "Reagan and Bush must have been better P.R. managers. I'm convinced of that."

Nudell, the Washington expert, says it's time Americans abroad begin being more accountable for stepping into potentially dangerous situations. "We should strike a better balance between individuals and the U.S. as a whole," he says. "And we should hope that people will be told that there are limits to what the U.S. government can do for them if they're taken hostage. Individual responsibility is a big thing."

Sandler and his national colleagues agree on terrorism's future: There will be more terrorism in the years ahead, no matter what the policy. "It's not over," Stohl says. Terrorism because of ethnic or religious differences — like that in Northern Ireland, for example — will survive. And so, says Nudell, will terrorism between the rich and the poor. More and more, he predicts business executives and tourists traveling in parts of Latin America and Asia will find themselves victims of terrorism.

As for Sandler, he thinks terrorists will one day be going after innocents in space colonies. Sandler confesses that in his novel, the confrontation between the terrorists and the terrorized ends "in death and destruction." But it doesn't have to be that way, he says. That's why he spends hours poring over his books, his charts and his data, looking for clues for a more effective way to deal with terrorists. "Death and destruction didn't seem to be inevitable this time," he said of the release of Anderson, Sutherland and the others. "Most of the 60 people taken hostage got out with their lives. Although the story didn't have a completely happy ending, it was better than a lot of people expected." ◐

Mike Krapfl, a 1986 graduate of Baylor University in Waco, Texas, is a staff writer at The Daily Tribune in Ames.

ECONOMIC SHOCKWAVES ARE ROCKING THE ONCE-IMPENETRABLE TOWER OF STRENGTH THAT IS HIGHER EDUCATION. AND IOWA STATE UNIVERSITY IS NOT IMMUNE.

CRUNCHING NUMBERS

BY DEBRA GIBSON

Listen carefully and you can hear it, the soft but persistent sound of crumbling masonry. It's a resonance that threatens to swell as the seemingly permanent fortress slips precariously in its footings. Across the land, analysts shake their heads and occupants search for shelter.

No one wants to be around if the ivory tower topples.

The scene is being recreated on campuses across America. Higher education, that last bastion of perpetuity, is watching as the constant crashing of economic waves erodes its foundation. And it's an eradication that honors no class distinction—even the country's most elite schools have replaced their arrogant plodding with a frantic scramble to patch wobbling underpinnings.

Iowa State University is not immune to the tumult within the ivory tower. For the past nine months, it has been rocked with state-mandated budget cuts, reversions and layoffs. Currently, it struggles with the uncertainties of what another legislative session may—or may not—bring. But while its national counterparts are slashing wildly at time-honored commitments, ISU determinedly relies again and again on its well-worn strategic plans, engineered in the belief that indeed, this day would come.

"We couldn't have done a good job of determining how to reallocate [funds] this fall without knowing first where we wanted to go," says Jean Adams, assistant to President Martin Jischke and his self-proclaimed "numbers cruncher." Adams, a 20-year faculty and staff member, chaired the Long-Range Strategic Planning Committee (LRSPC) initiated by former President Gordon Eaton in 1987. That group drew up a blueprint issued in 1989 that called for specific program reorganizations and eliminations, followed closely by equally exhaustive audits authorized by the State Board of Regents, Gov. Terry Branstad and the Iowa Legislature (*A Stitch In Time, Winter '90*). Though a highly emotional process that instigated an outpouring of on- and off-campus criticism, the orchestration of the many studies resulted in a fairly clear-cut documentation of the university's goals and objectives for the remainder of the century.

Had Iowa State wanted merely to congratulate itself for enduring the evaluation process, its strategic plans all neatly tucked away in some dusty file cabinet, events of the summer of '91 dashed all such opportunities. The university began its new fiscal year July 1 minus $14 million in state funding cuts and another $4.4 million forced into reallocations, resulting in ISU's first salary freeze since 1983. A month later, Branstad ordered a 3.25 percent funding reversion to resuscitate an ailing Iowa budget. ISU was forced to turn back an additional $6.1 million.

In an even more dramatic twist of events that long, hot summer, more than 100 university employees lost their jobs. Most were the targets of a July ruling by Branstad that declared their salary savings would be needed if the workers' Association of Federal, State, County and Municipal Employees (AFSCME) won its lawsuit for raises approved by an arbiter last year. (Indeed, on March 25, the Iowa Supreme Court upheld pay raises for about 25,000 state workers.)

Close on the heels of the governor's actions was a directive ordered by Regents President Marvin Pomerantz for the three state universities to examine their efficiency efforts and bring their expenditures into line with their revenues. Jischke, barely two months on the job, immediately created a 16-member Task Force on Budgetary Priorities, chaired by College of Business Administration Dean David Shrock. The group, made up of faculty, staff and students, pinpointed areas in which funding could be derived to meet the 3.25 percent reversion. It also created a set of principles and guidelines for use by units around the campus in determining their own efficiency, following closely the university's missions as spelled out in the LRSPC report.

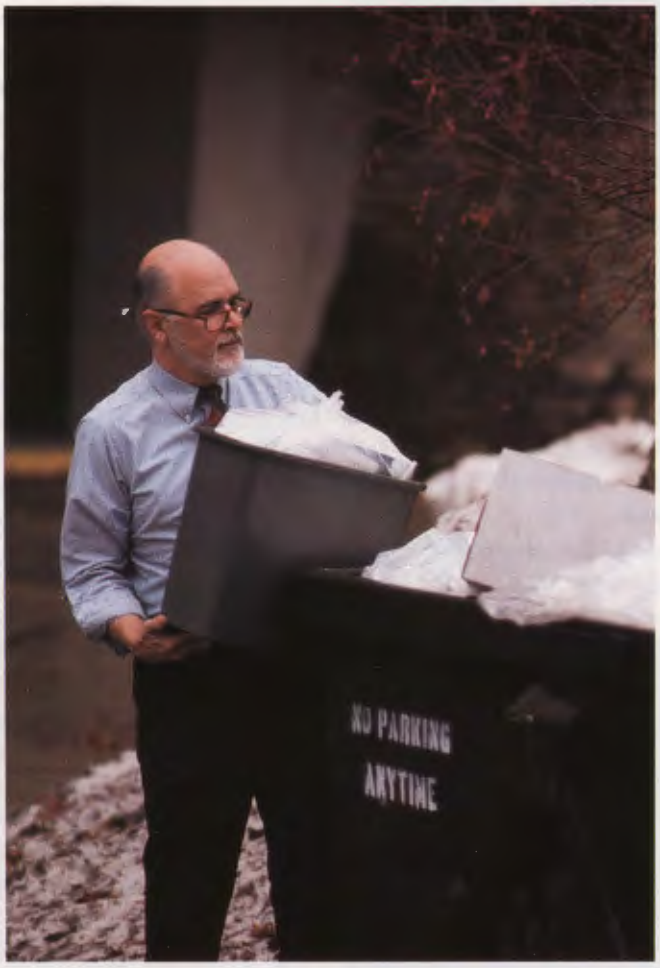
Fling around the word "efficiency" too often amidst a group of academics, and the sound of bristling tweed reverberates throughout the room. Complaints were directed at both the task force and the administration throughout the process, as had been the case when the LRSPC debated its purpose three-plus years ago. The charges? That bottom-line figures were taking precedence over basic, land-grant missions of teaching, research and outreach. "Any time you go through change, or even suggested

change, and you go through a reallocation of the budget, there will be groups hit harder than others," Shrock says several months later. "I would anticipate that those people with a long history of good programs would have objections if [the administration] cuts back on their funding. But the real problem is that as our budget gets smaller, the university has to become more focused. Some people have said 'focused' means we're going back to being [only] engineering and agriculture. But I don't think that's what this all means. It's going from something very, very broad to something nearly as broad."

The task force created a set of guidelines for suggested curriculum review, honing in on specifics like enrollment (e.g. examining those undergraduate programs with enrollments of less than 30 students) and costs (e.g. reviewing departments whose instructional costs are greater than $275 per student credit hour generated). The task force moved out of the classroom with its recommendations, as well, suggesting the study of privatization of such university entities as Flight Service and the University Bookstore, and the reduction of administrative costs. Concurrently, university deans and vice presidents were analyzing similar regulations for their respective units.

By last December, Jischke was standing before the Regents with 93 recommendations that would permanently reallocate $7.4 million in university funds. *(See highlights, page 26.)* These changes, coupled with other reductions and reallocations made previously, amount to total budget adjustments of $50 million since 1988. An additional 70 areas currently are being studied for potential elimination or reorganization; proposed reallocations resulting from these changes could reach another $7 million to $9 million.

Another reprieve granted, another deadline met. But where does it end? What struck the first blow in the potential disintegration of higher education as we knew it? And when the ivory tower someday settles back into its moorings, will we even recognize it?



ECONOMIC CONSTRAINTS FORCED TASK FORCE CHAIR DAVID SHROCK TO SEARCH FOR NEW WAYS TO ELIMINATE CAMPUS WASTE—BUDGETARY AND OTHERWISE.

In 1985, Iowa State was facing yet another suggestion, most likely placed by a statewide newspaper, that it sell WOI-TV. One of two university-owned stations in the country (the other the property of the University of Missouri), WOI-TV was then considered by the ISU administration too valuable an asset to let slip away. University administrators argued, sometimes vehemently, that:

- a sale would save the state no money; the station was self-supporting and received no tax dollars,
- losing the station would deliver a serious blow to academic programs like broadcast journalism and telecommunicative arts, and
- the facility provided Iowa with its first video satellite uplink, using state-of-the art technology to beam university instruction throughout the state.

That was 1985. By spring 1992, the biggest story on campus was the anticipated sale of the station.

First, in February, Jischke announced his recommendation to accept an offer of $12.5 million from the Iowa Television Group. Then, in the face of objection from other bidders, members of the campus community and even some Iowa legislators, the State Board of Regents decided in March to reopen negotiations with the original top six bidders.

The eventual buyer notwithstanding, Jischke was direct in announcing his recommendation to sell WOI. "The university will now have more resources to invest in academic programs," he said before a packed conference room in 117 Beardshear.

Just how much and how it is invested remains to be seen. Though the Board of Regents put everything on hold, Jischke's originally announced plans still shed light on a potential investment scenario. He had said initial cash payments would be used to create an endowment that would funnel earnings to scholarships and programs in biotechnology and electronic media studies. Earnings from a loan's interest would support the Center for Teaching

A STUDY IN EFFICIENCY

(FROM REPORT APPROVED BY STATE BOARD OF REGENTS, DECEMBER 1991)

APPROVED ELIMINATION OF ACADEMIC PROGRAMS

UNDERGRADUATE MAJORS IN:

Occupational Safety

Leisure Studies

Telecommunicative Arts

Distributed Studies and individual major, College of Liberal Arts and Sciences

GRADUATE MAJORS IN:

Energy Systems Engineering

Veterinary Parasitology

Latin American Studies

General Graduate Studies, College of Family and Consumer Sciences (off-campus option)

OTHER:

Change primary degree offered by College of Business from the B.B.A. to the B.S. (Formal action to follow further curriculum review)

PROPOSED ELIMINATION OF DEGREE OR INSTRUCTIONAL PROGRAMS

(TO BE REVIEWED)

UNDERGRADUATE MAJORS IN:

Plant Pathology

Art Education

Foreign languages with small enrollments

Religious Studies

Microbiology, College of Liberal Arts and Sciences

Biophysics

PROPOSED MERGERS, CONSOLIDATIONS, REORGANIZATIONS AND REVIEWS

Merger of undergraduate programs in botany, zoology and genetics for revised biology major

Merger and closing of several Experiment Station research farms

Combine departments of Parking Systems and Public Safety

Review sports offerings and operation of the Department of Athletics

Continue development of strategic plan for Extension

Excellence and the distance learning and technology transfer activities at ISU.

There are those faculty members concerned about the future of broadcast programs, who question how interest earnings on an endowment could offset the loss of a facility like WOI. Others, though, contemplate the alternatives to maintaining undergraduate education at an institution of higher learning, many of which are grossly more unattractive.

According to a recent Time magazine report, Yale University will be looking at a $50 million deficit within a few years. Stanford's plans include cutting $43 million from its budget within the next two years, and Columbia University is dealing with a $50 million shortage. Achieving such reductions can only mean the slashing of faculty and staff positions, not to mention entire programs and probably departments.

Midwest public institutions certainly aren't immune to the plague. The Kansas Legislature, for example, initiated its three-year Margin for Excellence program in 1988. The project's goal was to provide enough funding for its state universities to bring their faculty salaries up to the level of peer institutions. After only two years, the plan was abandoned due to lack of state appropriations.

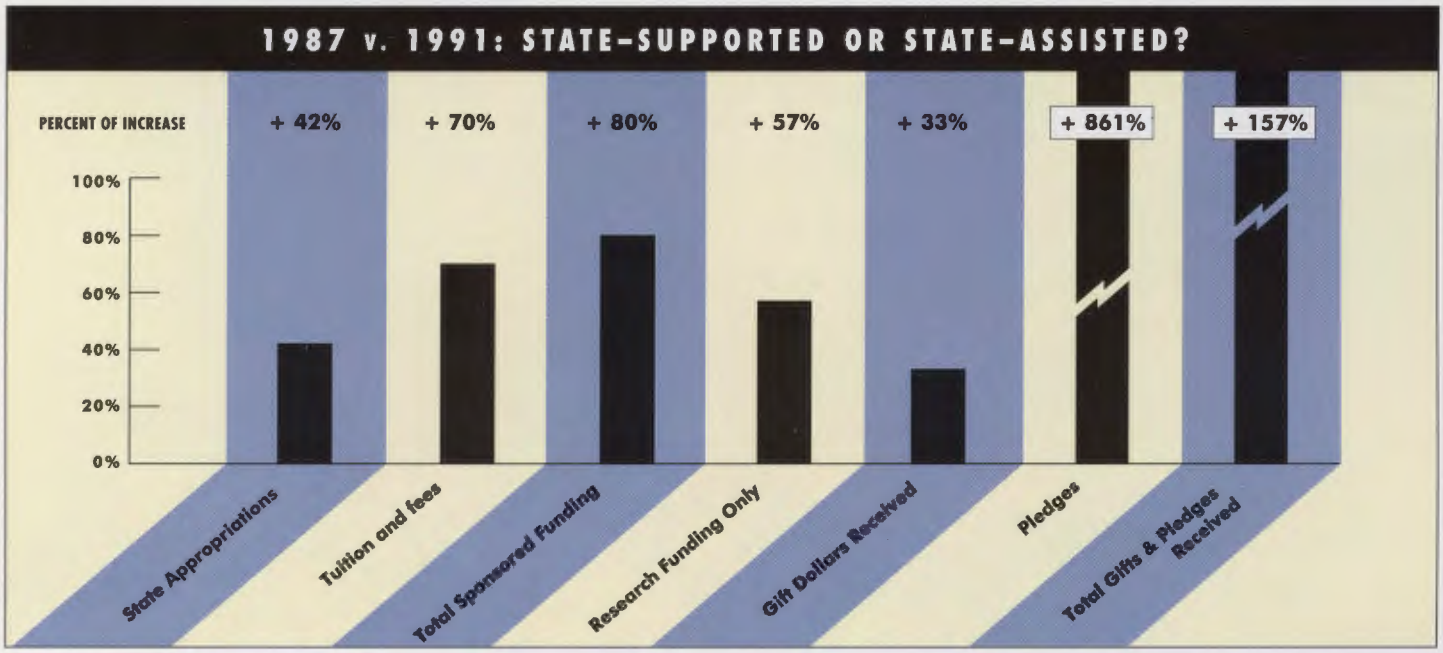
What has caused this erosion, especially for public institutions? Analysts point to myriad explanations:

• The cutback in funds provided by state legislatures. According to a study conducted by the Center for Higher Education at Illinois State University, last year, for the first time in more than 30 years, funds provided by states to public colleges and universities were less than the preceding year. That total was $40.1 billion, a decrease of about $80 million. The study also points out that as a percentage of overall state spending, the amount given to colleges and universities has been shrinking the past 10 years.

Former ISU President Eaton rejected the term "state-supported" when informing constituents that Iowa tax money no longer paid the majority of the bills, referring instead to the university as "state-assisted." *(See graph, page 27.)* Of Iowa State's $500 million budget for 1991-92, about $175 million, or roughly 35 percent, came from state appropriations.

Iowa currently faces a projected $300 million to $350 million deficit. In January, Governor Branstad unveiled his $3.3 billion budget for 1993, which included a recommendation to freeze Iowa State's operating funds for the next fiscal year. However, he did suggest $6 million in new funds be split between ISU's agricultural research and its Institute for Physical Research and Technology (IPRT). (The university's $23 million budget request for FY93 included $2.1 million plus a salary policy for teaching and learning; $4.65 million for technology transfer [i.e. IPRT] and $3 million for agricultural research.)

• Tremendous growth in the cost of education. For institutions like Iowa State that specialize in science and technology, equipment costs alone can rock a college or departmental budget. "We aren't talking little $2,000 PCs here," Adams says. "We're dealing with $10,000 to $15,000 work stations and all the software and technicians needed to do the work. I remember not all that many years ago when our basic



biology courses were still using microscopes from the 1930s."

Currently, tuition at Iowa State covers about 30 percent of university expenses, including instructional costs. Last November, the regents approved a 7 percent tuition increase for both in-state and out-of-state students, raising those undergraduate figures to $2,088 and $6,856 per year, respectively.

• The general health of the college and university economy. As the country's recession wreaks havoc with interest rates, endowment earnings have plummeted, according to the Chronicle of Higher Education. The national earning average for the year ending June 30, 1991, was 7.2 percent, down from 9.7 percent the year before. The ISU Foundation averaged a growth in earnings of 6.7 percent, ranking it 229th out of 395 schools surveyed.

This decline in income has had a direct effect on interest-paying accounts for ISU departments and colleges. Jischke's December report to the regents included a recommendation that units now will receive 5 percent interest earnings from these endowed funds, down from 6 percent. The national average on the spending of such earnings is 4.5 percent, according to the Chronicle.

• The cost of attracting students. As the nation's 18-year-old MTV-era population continues to dwindle, institutions are being forced to trade party lines for Hammer Time as they go to greater lengths to attract prospective scholars. ISU's enrollment services unit spent $4.2 million in 1991, an increase of 44 percent over FY87.

Faced with such adversity, Iowa State continues to plot strategies for keeping collective heads above water. While class sections are cut to save funds and others swell to accommodate spillover enrollment, general consensus says that in order to keep faculty and staff from heading to parts unknown, somebody has to find extra cash to up salaries.

"If we get a second year [of no salary increases], we'll lose some of our best and brightest," says Robert Mansbach, chairperson of the Department of Political Science. "There's always a market out there; senior faculty are at a premium right now. And if they go, it won't be possible to hire them back in a few years, because the pool of good faculty out there will have decreased in that time."

While the campus waits out the Legislature's next move on that issue and more, it does maintain some footings, thanks to:

• Sponsored funding for research and educational programs that has grown from $50.9 million in FY86 to $127 million in FY91.

• Significant strides in obtaining new federal and private dollars for its research and technology transfer initiatives. Federal funding has more than doubled in five years, from $42 million in 1986 to $93 million in 1991.

• The ISU Foundation's Partnership for Prominence campaign. Nearly $132 million has been raised in private support since July 1988, and the Foundation received its most in year-end gifts—$4.5 million—in December 1991.

• Increased enrollment. Last fall, nearly 5,000 new undergraduate students enrolled at ISU, a 2 percent increase over Fall '90. (Total enrollment stood at 25,250 students.) Projected enrollment figures for Fall '92 stand at 25,373, with predictions of it reaching 25,554 by 1993.

In the meantime, faculty and staff members empty their own wastebaskets. Coolers have been removed from water fountains. The Parks Library has cancelled subscriptions to 1,500 journals. The Department of English sponsored a "Mardi Gras" fundraiser in March to bring celebrated authors to campus. Students buy their syllabi at the bookstore. And an Ames radio personality sequestered himself in the campanile for five days last fall until $10,000 was pledged for its much-needed renovation.

A drastic move, maybe. But he's not alone in wanting to rescue Iowa State's ivory tower. Let the rebuilding begin.

Word Warrior

For nearly 30 years, Native American rights leader Vine Deloria Jr. has skewered opponents with a piercing intellect and a razor-like pen. A rare interview with the truculent author, lawyer and educator reveals that, at 59, he's still on the attack.

Oh, for a shot at those prep school snobs now.

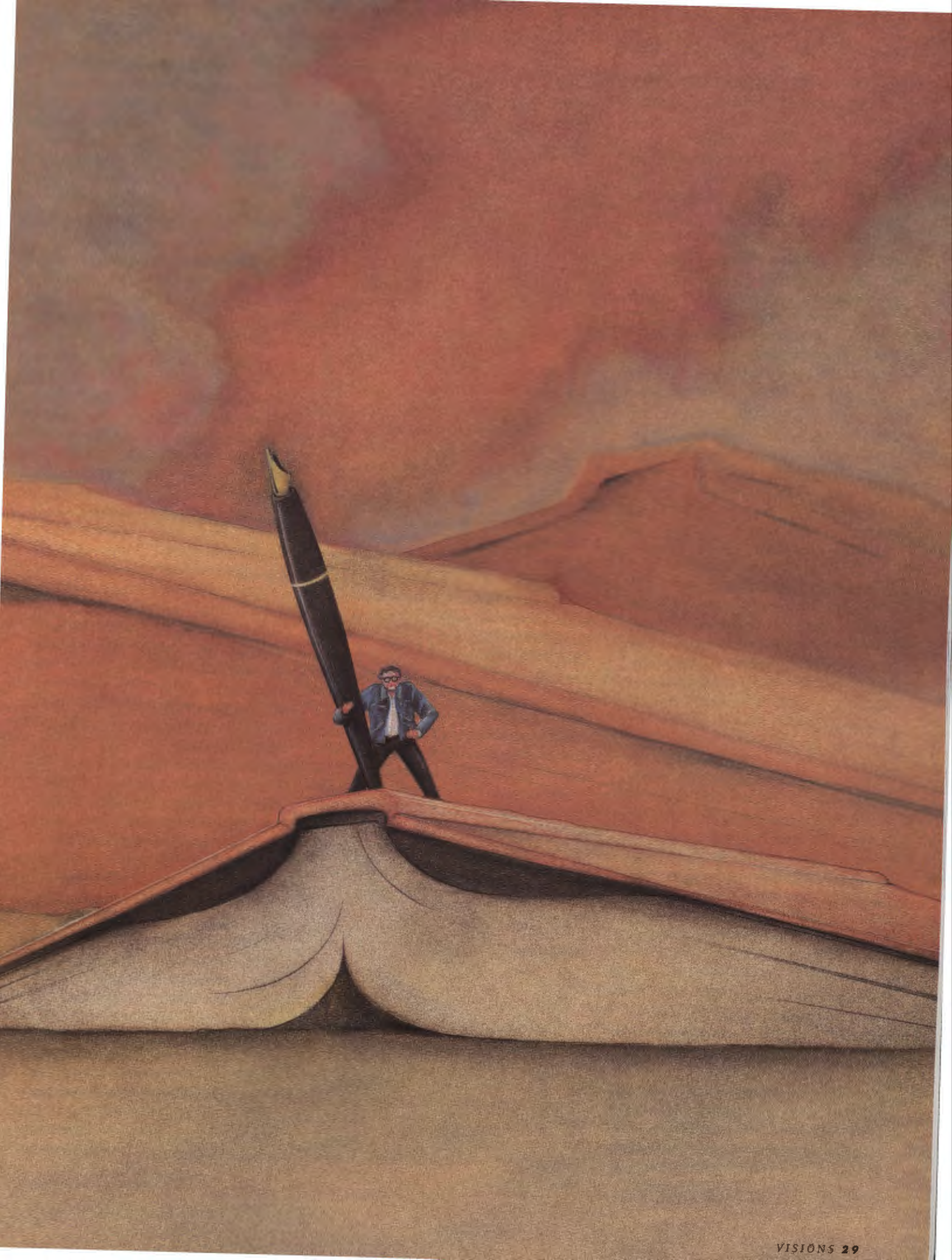
Believe it or not, Vine Deloria Jr. once was insecure. He had grown up in a Sioux Indian Reservation border town, but 1949 found him plopped into the replete gentility of Kent (Conn.) Academy.

Despite nearly five centuries of history to the contrary, Vine Deloria Sr. had told his eldest son that white skin held no inherent dominance over red. Yet everything about his classmates — their shoes, their pressed slacks, their utter provincialism — reeked of superiority.

When they teased him about bows and arrows and tipis, how could he not acquiesce? When they told him to build a wall of adobe bricks, how could he not mix dirt and water and

By Dan Davenport

ILLUSTRATION BY DAN WALLACE



try? So what if he'd lived in a frame house, worshipped God and idolized Roy Rogers?

Wasn't his skin still red?

Slouching in a shabby, chocolate-brown chair, his feet propped on a blue IBM typewriter in the basement of his Boulder, Colo., home, Vine Deloria Jr. can laugh now. Today spewing self-certainty, the 1958 Iowa State graduate can chuckle at how he's verbally bodyslammed perhaps more whites than any Indian in the past 30 years.

"I can count on one hand," he crows from behind the acid-keyed IBM, defiantly raising his open hand, "the number of whites I've taken any [expletive] from."

Indeed, a list of whites he's cut off at the knees would overrun his 14 books. Even his boss, Evelyn Hu-deHart, director of the University of Colorado's Center for Studies of Ethnicity and Race in America, treads lightly. "The last place I would want to be," she says, "is at the end of Vine's pen."

His first book, *Custer Died for Your Sins: An Indian Manifesto*, seared consciences from Wounded Knee to Washington, D.C. In the ensuing 23 years, printable appellations he's been awarded include bellicose, curmudgeonly, nonconformative and iconoclastic. Though their politics are as dissimilar as their skin tones, the styles of Deloria and conservative maven Rush Limbaugh are more alike than either might care to admit.

Yet unlike Limbaugh, Deloria has set his books on auto-harangue while becoming increasingly reclusive. He has no 900-4INDIAN number. He has eaten bison burgers with cable TV baron Ted Turner, but delighted in flushing WTBS's request to consult on an upcoming project. Ditto for queries from Life magazine and scores of assorted publicity hounds. A highlight of his day is reviewing telephone messages, "blipping 'em out one by one."

But this is more than a grumpy Grampa Everyman with the ugly nub of a Pall Mall pinched between his teeth. A five-hour session in the home of the great-grandson of a Lakota medicine man — which VISIONS is one of a precious few members of the press to be granted — serves as a metaphorical backhoe with which to dig.

"There's so much substance to him," says Stewart Udall who, as U.S. secretary of interior from 1961-69, was on the receiving end of many a Deloria dress-down. There is the man Time magazine called one of the world's 12 most influential religious thinkers. And there is confirmation of a smattering of views culled from Indians and non-Indians: A "leading modern intellectual." The "closest the heterogeneous Indian population could come to a Martin Luther King Jr." The "smartest Indian." The "funniest Indian." (Comedian Charlie Hill, who's done stand-up for David Letterman and Arsenio Hall, might dissent. Hill's been known to use Delorian material.) The "godfather of Indian political science and law." A "traditional Indian-slash-modern American."

KEN ABBOTT / UNIVERSITY OF COLORADO

He has been a termite to white society, gnawing at its foundation.

How modern? He's the son of a record-setting quarterback, he smokes cigarettes and drinks coffee incessantly, believes in UFOs, wears Rockport walkers and black jeans and, outside of Indian-related issues, has two consuming interests: country music and the Denver Broncos.

The adobe bricks were a bust, but no white man ever played a meaner air guitar.

What would 19th-century Sioux medicine man Saswe *(SOSS-way)* say about his great-grandson's adoration for nasally, gi-tar pickin' whites? It's doubtful that his vision quest on a South Dakota butte included a profane, self-confident college professor with a silvery Lincoln-esque beard. Family lore captures it more generally: Each eldest son in Saswe's line will be a link between red and white. So perhaps Deloria's DNA is more than the chance derivative of an improbable union of a Sioux seminary student and an upscale, New York-bred Anglo. "I'm mixed blood, a bridge between cultures," Deloria says, touching a flame to another Pall Mall.

But this is a guy who chirps, in describing *Custer's* impact, "I'm the first Indian to say [expletive] to the whites." This is a bridge?

"He knocks down boundaries by making people understand Indians' point of view," says Norbert Hill Jr., executive director of the American Indian Science and Engineering Society. "To do that, he'll let you have it if you've got it coming."

Among his targets: The U.S. government ("Indian rights are being ground into the dirt."), anthropologists ("forerunners of destruction") and Christianity ("[It] ... endorsed and advocated the rape of the North American continent."). This from the son and grandson of prominent missionaries — Vine Sr. and Philip Deloria, a Sioux chief — and the nephew and cousin of noted anthropologists Ella Deloria and Bea Medicine.

Custer includes a scathing chapter sarcastically titled, "Anthropologists and Other Friends," but ISU anthropology Professor Emeritus Helen Schuster says only her thinnest-skinned colleagues have taken offense. "None of us thinks Vine was on a soapbox to damn every anthropologist," says Schuster, a close friend of Deloria's.

Custer's "Missionaries and the Religious Vacuum" chapter is no less insolent toward an ideology that made Deloria's father, an Episcopal archdeacon, one of South Dakota's most influential men before his 1990 death. And here's another twist, more paradoxical even than his bachelor's degree from a Lutheran seminary: Legend has it that Vine is his Christian name in more ways than one. When Philip sought to name his first son, he opened the Bible and randomly stuck his finger to a page. It landed on John 15:1: "I am the true vine and my father is the gardener."

"But I don't think [Vine Sr.] ever believed [in Christianity]," Deloria says. "... [Indians] saw the steamboats coming up the river, all the whites, all the [Indian] killings. [They figured], If we can't go back, we might as well be accommodating."

Thus Deloria accepts his grandfather's conversion and father's devotion. What he can't accede to is whites' herding of Indians into churches. It's part of his belief in self-determination, a major Indian affairs issue. Its crux: A policy or action may be right or wrong, but Indians deserve the right to control their fate. Deloria says the U.S. has caused Indian ills such as poverty, alcohol abuse and poor education, but its policies have provided little relief.

"He's helped tribes become more sophisticated in taking command of their destiny," says Richard Hart, executive director of The Institute of the North American West.

Religion provides an ideal example. Owanah Anderson, an Episcopal officer for Indian ministries, delicately points out that Deloria's "commentary" has been important in helping the church "negate the old missionary posture that if you are a practitioner of the values of your native culture, you are a pagan, sure to go to hell."

But the church certainly can't concur with all of Deloria's preachings. Says he: "[Whites] came over here to pray. But they don't pray, they take the land and create a phony Christianity. This Tammy and Jim [Bakker] on TV [expletive]. To them, religion is Christmas lights and Donald Duck and the three wise men and Yogi Bear. ... It's total blasphemy."

Deloria blows a silvery shaft of smoke, squeezing the pointy tuft of gray hair on his chin. He laughs the smug laugh of a man backing his opponent into a corner.

Such oral pistol-whippings aren't reserved for Christians. His victims are strewn across a rainbow of professions: Religion, law, history, anthropology, philosophy, science, education. He has been a termite to whites, constantly gnawing away at the foundation of what he's called "a society that is breaking down all around us." He also frequently attacks the Bureau of Indian Affairs (BIA), saying it's "bogged down in the disastrous history of Indian affairs."

When the Nixon Administration sought him as BIA commissioner, Deloria said yes — if he could slash the bureaucracy and funnel authority to the tribes. "[They said], 'We'd have civil service problems,'" Deloria said in a 1990 interview with The Progressive magazine. "I said, '... Transfer those guys to agriculture. Let them screw the farmers for a while.'"

Vine Deloria was not BIA commissioner under Nixon or any other president.

In light of such antagonism, it is a testament to his standing that, of three former U.S. officials contacted, none returned his volleys. "We went at it, all right," says one, former secretary of interior Udall. "But I suspect most people are like me — you have to respect what he was doing."

Friendly Indian Companion

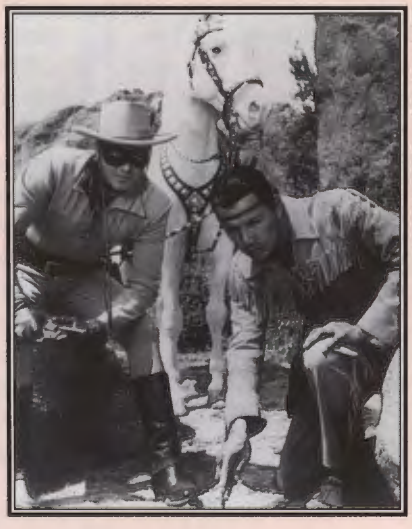
Excerpted from Custer Died for Your Sins: An Indian Manifesto, *by Vine Deloria Jr. Reprinted with permission from Macmillan Publishing Co. ©1969. All rights reserved.*

The supreme archetype of the white Indian was born one day in the pulp magazines. This figure would not only dominate the pattern of what Indians had been and would be, but also actually block efforts to bring into focus the crises being suffered by Indian tribes.

It was Tonto — the Friendly Indian Companion — who galloped onto the scene, pushing the historical and the contemporary Indians into obscurity.

Tonto was everything that the white man had always wanted the Indian to be. He was a little slower, a little dumber, had much less vocabulary, rode a darker horse. Somehow Tonto was always there. Like the Negro butler and the Oriental gardener, Tonto always represented a silent subservient subspecies of the Anglo-Saxon whose duty was to do the bidding of the all-wise white hero.

The standard joke, developed as group consciousness arose, had the Lone Ranger and Tonto surrounded by a tribe of hostile Indians, with Tonto inquiring of the Lone Ranger, "Well, White Man?" The humor came from Tonto's complete departure from his stereotype. The real Tonto would have cut down his relatives with a Gatling gun rather than have a hair on said Ranger's head mussed.



ACADEMY OF TELEVISION ARTS AND SCIENCES

But Tonto never rebelled, never questioned the Lone Ranger's judgment, never longed to go back to the tribe for the annual Sun Dance. Tonto was a cultureless Indian for Indians and an uncultured Indian for whites.

Tonto cemented in the minds of the American public the cherished falsehood that all Indians were basically the same — friendly and stupid. Indeed, the legend grew, not only were the tribes the same, but all Indians could be brought to a state of grace — a reasonable facsimile of the white — by a little understanding.

But Tonto also had another quality about him. Although inarticulate to a fault, he occasionally called upon his primitive wisdom to get the Lone Ranger out of a tight spot. Tonto had some indefinable aboriginal knowledge that operated *deus ex machina* in certain situations. It was almost as if the Lone Ranger had some tragic flaw with respect to the mysterious in nature which Tonto could easily handle and understand.

In those crises where Tonto had to extricate the Lone Ranger by some impossibly Indian trick, a glimmer of hope was planted in the subconscious of the Indian that someday he would come into his own. Few whites realized what this was, or that it existed; but to Indians it was an affirmation of the old Indian way. In an undefined sense, Tonto was able to universalize Indianness for Indians and lay the groundwork for the eventual rejection of the white man and his strange ways.

Vine's Lines

Vine Deloria Jr. has kept a low profile in recent years, but he's watched as three events vaulted to the vanguard of the public perception of Indians. And — surprise of surprises — he just happened to voice opinions on all three during a recent conversation:

•The Columbus quincentenary. "I have a standard fee for Columbus talks: $3,000 for the speech, $2,000 for the insult. It's just bull ——. You've got something with double zeroes coming along during our lifetime, that's all. What's [in] 1992 that I haven't said in '91 or '71 or '61? ... It's 1992, and they say, 'Hey, it's been 500 years. Let's be friends.' But what are we? We're a totally exotic group that [whites] hate because they realize they stole our land. They'll always hate us. ... Our belief is that [when we die] we'll face the people in another world, face the people who were ... slaughtered [as a result of] this 'discovery.' That's why I don't want anything to do with [the quincentenary]."

AP / WIDE WORLD PHOTOS

•Sports team names. In 1976, 15 years before the current debate involving such teams as the Atlanta Braves and Washington Redskins, Deloria wrote in The New York Times Magazine: "The headline, 'Chiefs Lose to Raiders,' could easily cover either a football game or a report on a conference between tribal officials and the Department of the Interior." Deloria maintains today that the debate "means nothing. The first time you face the prejudices of white society, it hits you hard. But I could care less about it now. Hell, I was for the Buffalo Bills [over the Redskins in Super Bowl XXVI]."

•Dances With Wolves. "It's a major breakthrough. It has two things Hollywood had never [before] put forth in combination: Real Indian interaction and great landscapes. It showed Indian characters as people with points of view, with personalities. And all the buffalo, the landscapes, said what we've always said: People are not bigger than land. This country is on the verge of ecological collapse because it's never realized that."

— D.D.

"He brought information to the table from more areas than anybody," says Richard Trudell, executive director of the American Indian Resources Institute. "He's the one."

Deloria savors the solitude. "It's great," he says, fingering his deep red cigarette pack. "It keeps the ruling-class paranoias fretting over what I really am."

Which is?

"A politician who occasionally writes to make a political point."

At least one doctoral student has tried to pigeonhole Deloria's acumen. Robert Warrior, an Osage Indian, last winter completed his dissertation at New York City's Union Theological Seminary. In compiling the Deloria-focused thesis, "Tribal Secrets: The Rediscovery of the American Indian Intellectual History," Warrior saw the man's crucial vocation as "the Indians' ultimate pragmatist."

So he's a religious thinker when religious freedom needs it, thus books like *God is Red*. A lawyer when tribal sovereignty and self-determination need it, thus *American Indian Policy in the Twentieth Century*. (Deloria's brother, Sam, directs the American Indian Law Center at the University of New Mexico. He is highly regarded for training some of the country's estimated 1,000 Indian lawyers. Sam Deloria did not return VISIONS' calls.)

Vine Deloria has been a prominent figure in preserving sacred grounds and artifacts, thus his assistant chairmanship of the board of trustees of the National Museum of the American Indian. Though he has no PhD, he's a revered academic, first at the University of Arizona and now at Colorado. "He teaches one class, history, religion, political science, whatever he wants," admits CU's Hu-deHart. "People would die for his contract."

In researching his thesis, Warrior, as PhD students are wont to do, came up with a theory: Influential Indians are made, not born. "With the most important ones," he says, "like Deloria and Clyde Warrior [no relation], there's always an odd story that started it."

Odd? You be the judge.

Deloria grew up in Martin, S.D., true to his namesake, greatly influenced by his father's cultivation. The bordering Pine Ridge Reservation had been the destination of more than 300 Lakota killed in the 1890 Wounded Knee massacre.

Vine Sr. was one of the first Indians to attend an East Coast seminary; that tie and his mother's roots made Kent Academy a natural — for the parents, if not the son. After Vine left Kent, a counselor looked at Deloria's skin and steered him toward the Colorado School of Mines — "Being outside would be perfect for an Indian," Deloria says. He shredded the stereotype like an Iran-*contra* report, flunking out in a semester.

This was the early '50s. Post-Korean War. Deloria, already thinking self-determination, joined the Marines. Running a switchboard at a Virginia base by night, he discovered the classics by day. "I thought only smart white guys could figure that stuff out," he says, scratching his full abdomen through a dingy T-shirt. "I loved it. Plato, Aristotle, Nietzsche. ..."

After discharge he rejoined his family, now in Denison, Iowa, where the church had sent Vine Sr. His next natural move: Riding the G.I. Bill to Iowa State College. There, he and a group of green-jeaned vets would commandeer Memorial Union tables, playing two-deck pinochle and

debating "the most scientifically and philosophically heretical stuff we could find. Iowa State was an incredibly intellectual experience for me."

Not to mention a romantic one: It was there he met Barbara Nystrom. Being an Indian — the only Indian — on campus presented some problems. "The chaplain thought this Indian was going to get drunk and beat up this white girl," Deloria says.

They were married in the Union on their May 1958 graduation day.

They moved to Barbara's hometown Quad Cities, where Deloria welded International Harvester truck cabs and attended Lutheran School of Theology night classes. "I said [to the faculty], 'Let's see if you can make a case for [Christianity],'" Deloria says. "Kind of audacious for the '50s, huh?"

By then with two kids, he studied religion, welded trucks, bowled in a league, aspired to teach at a small college. To an observer he was as much an Indian as John Wayne.

But after graduating he took a job with the United Scholarship Service in Denver, working to place Indians in higher education and prep schools. Says Barbara: "He was raising kids. This was a job. That's all."

Not for long. The more he saw of young Indians, the more he felt the crisis state of reservation life. One day in 1964 he drove to Sheridan, Wyo., to attend a conference of the National Congress for American Indians (NCAI). Four days later he was elected director.

An Indian voice was born.

Deloria, the youngest director in NCAI history, now calls it "a big fate thing." Son Philip isn't so sure. With a bachelor's degree in music education and a master's in broadcast journalism, he says, "All my life I've worked to avoid him." Yet the eldest son of the eldest son of the eldest son of the eldest son of Saswe is finishing up a Yale PhD in American Studies, focusing on — you guessed it — Indian culture. "The Indian thing keeps finding me," he says from his Boulder home. "There's something about this family."

Outsiders see it, too. "So many twists set him apart from the traditional Indian," says James Officer, associate BIA commissioner from 1962-67 and a Deloria faculty contemporary at Arizona.

Adds CU law Professor Charles Wilkinson: "That rich background shaped his views, made them profound. And they weren't made to please anybody."

Displeased with the bureaucratic mishmash that was the BIA, Deloria enrolled in CU's law school "to find out how to sue the [expletive]" over tribal rights. The [expletive] in question was interior secretary Udall, now a Santa Fe, N.M., attorney. "Vine had that angry kind of attack," Udall says, "but he wasn't just a hothead coming out of nowhere."

His legal study and NCAI work earned him mention as a rising Indian star in Stan Steiner's 1968 book, *The New Indians*. That led to a controversial Playboy article, which led to a book contract, which led to *Custer*, which led to instant celebrity.

"My mother raised us as suburban kids," says Phil, the eldest of three children. "Basketball, baseball, the works. But we knew he was a celebrity. How could you not be excited when your dad's working on a [never-completed] movie with Marlon Brando?"

These days Deloria wants no part of Hollywood. But after 12 years out of circulation at Tucson, he is beginning to open up again in Boulder. He still accepts but a few speaking engagements a year. Some say he has mellowed, but Barbara, who remains in Tucson, says, "He's renewed in Colorado. He's back at it."

And up to his fuzzy chin in what he calls his most significant work. More than 15 years ago he began compiling treaties or agreements between Indian tribes and white governments. After investing $35,000 and thousands of hours, his collection now reaches the hundreds. "Even I'm amazed," says Deloria, adding that the multi-volume work is 90 percent complete. "This won't be something you put on Johnny Carson or the [expletive] airport racks. It's going to be a definitive turning point in federal law. No scholar can challenge it."

"If the government burns [my] house, they won't slow me down."

KEN ABBOTT / UNIVERSITY OF COLORADO

Lest the "ruling-class paranoias" have ignoble designs, Deloria keeps copies in Boulder, in Indiana and in a hidden spot. "If the government burns the house," he says, "they won't slow me down." (He claims that, while he provided legal counsel during the Wounded Knee trials, the FBI tapped his phone and watched his house from a dry cleaning truck.)

Indian leaders predict the project will define his legacy. They are wrong. No one stack of pages, no matter its historical significance, can envelop the breadth of his work. "He laid out the blueprint, the framework, for all of us at the most crucial time," says John Echohawk, executive director of the Native American Rights Fund.

Echohawk and others say Deloria was the leader of the first generation of Indians that began, during the '60s civil rights era, to slow, if not reverse, the 450-year "genocide" of a people and a lifestyle that may have existed for millennia. Today, like a boy pushing a wagon before letting loose and allowing momentum to take over, he drives young Indians hard. Native Americans such as CU political science graduate student Ed Valandra, a Lakota from the South Dakota Rosebud Reservation, must guard the momentum. "He motivates us," Valandra says over a soda in CU's student union. "He says to make things better, we must face the fire."

Deloria chides young Indians "to get to work, to quit whining. We've got it no harder than our ancestors 100 years ago."

Only time, he says, will silence his IBM. The man who's said he "happened to come along when they needed an Indian" predicts he'll push and push until, "One day I'll collapse and that'll be the end of it."

It is a day he's pondered for years. "...The question of man's life and identity," he wrote in an obscure, 1972 religious journal, "is to let the bastards know you've been there."

He's done nothing if not that. ◐

No Common SENSEI

先生

He's soooo BEEEEG! And he's a sowsu paw too!

I spent my first week in Tokyo proving to my very wide-eyed students that Caucasian males can and do come in 6-foot-2, 185-lb. packages. And that my mother is not such a terrible person for allowing me to spend life left-handed. To many of my new curious Japanese students, I was the first *gaijin* (foreigner) they had ever met face to face, and surely the tallest and biggest outsider they had ever encountered.

After a few years of traveling with the international performing group, Up With People, I packed my bags full of American snacks and shampoo and headed for Tokyo early last summer. My working-world friends labeled this new adventure my "Pansy Peace Corps Experience." To me, it was a chance for cultural exchange and educational contribution—while still being afforded the luxuries of hot running water, color TV and the ability to satisfy a Big Mac attack at onset.

My attraction to Asia was based purely on my fascination with the unknown and unfamiliar. And I reluctantly admit I was drawn by the amount of attention that being physically different and visibly out-of-place might afford me. I had traveled and worked throughout Europe and the

Middle East, but always in the comfort and company of English-speaking co-workers.

I spent my first week at a training center with 15 other "eager-beaver" teachers. AEON, an intercultural corporation and our new employer, provided us with visa sponsorship, an apartment, paid vacation and airfare home at the end of our contract. We slept on "futons" (overstuffed comforters) that were placed directly on top of straw "tatami" mats, and we were introduced to the Japanese staples of rice and raw fish. As in all Japanese homes and many large office buildings, street shoes were not allowed in the training center. Terrycloth slippers in varying sizes of small and extra-small were provided for our use.

It was here that I first realized, "This isn't North Platte, Nebraska." I was nowhere within a drive of my favorite Mexican restaurant nor a push of the remote for *thirtysomething* or *The Oprah Winfrey Show*. This new life was to be full of questions about America, sampling strange cuisine and keeping eyes and ears open for the wonders and offerings of my new home.

I was assigned to teach conversational English in a private language institute in the heart of the city. Students of all ages, from uniformed high schoolers to neatly dressed *offisu redis* (office ladies/secretaries) and salarymen attended the afternoon and evening classes in our six-room school. Basic reading and writing is taught in junior high and high school, but conversational English never enters into the teacher's lesson plan. It's possible for a Japanese student to study English for nearly six years and never utter a word of this universal foreign language.

Conversation schools flourish in Japan. Students pay from $20 an hour for group lessons up to $80 an hour for a private lesson with a native English speaker. While many Japanese nationals have perfected their English ability and have become English instructors themselves, conversation schools strive to fill their staffs with Americans, Canadians, Australians and New Zealanders.

Mista Gleg! Mista Gleg! Nicu to see you today!

Greg-*sensei* (teacher) became my title, and news of my arrival soon reached all 300 students. After a full-blown welcome party with students and co-workers (each paid $24 for sushi, sake, Chicken McNuggets and Shakey's Pizza), my role as educator to the English-starved students began. The opportunity to first meet my students in a social setting was the key to our success in the classroom.

I devoted my first week of classes entirely to introductions. I showed my students pictures of my house, family, farm and friends, and they shared their hobbies and interests. *I like listen to music and look at videos.* In slow and syllabic English, I asked them about their families and friends and tried to make them feel comfortable in my class. I wanted them to know I was approachable and that I really wanted them to learn. My initial challenge was to win them over.

My students had many questions. *Can you eat sushi? Can you use chopsticks? Can you eat raw fish? Can you speak Japanese? Can you fit in Japanese cars?* Natives find it hard to believe that anyone not Japanese could tolerate or understand their customs or culture.

The verbal abilities of my students ranged from barely confident introductions *(I amu Yukiko. I amu high school student.)* to those who had travelled abroad or studied English conversation for many years. One student who had just completed a homestay in California asked me for an *L.A. Law* update, and begged me to tape *The Cosby Show* and *Cheers* for her when I returned to the States.

You are such a curazy boy, Greg-sensei, and so active!

My students were amazed at my mannerisms and energy. I frequently asked them what they thought of Americans and quite often received the same response. *You...Greg-sensei! You are what we think of. Big people with blonde hair and always so happy and talkative.* My students were anxious to learn more about my country and quite often asked how they could visit America. They brought countless brochures of homestay programs and colleges in search of my endorsement.

It's difficult to pinpoint why the Japanese are so fascinated with our culture. In the case of my younger students, I believe their interest was focused mainly on our contemporary ideas of fashion and entertainment — and quite possibly the interest of a culture less concerned with structure and strict paths of life. My older students were amazed at the ability to change careers and the extreme to which we pursue hobbies and interests outside of work.

The structure of the Japanese high school classroom is much different than that of the American system. In most public Japanese schools, students sit quietly at their desk and do not speak until spoken to by the professor. Asking the instructor for clarification on a particular point would draw attention from the other students and risk embarrassment. Never once did one of my own high school students raise his or her hand and initiate a question. The fear of making a mistake is far greater than the need for clarification. While young Japanese children are curious and cheerful, high schoolers tend to be extremely shy and reserved.

I WAS TOLD THE JAPANESE DON'T OFTEN EXPRESS EMOTION, BUT THIS GROUP SURE HAD FUN AT A SUMMER COMMUNITY FESTIVAL.

The traditional Japanese classroom focuses on memorization. It was my goal to create a more relaxed, comfortable, creative learning environment. In my class, high school students obviously were allowed to wear their own clothes and girls were allowed to wear makeup, jewelry, colored hair ribbons and pantyhose, none of which is allowed in the public school system.

Japanese high schoolers attend school for $5\frac{1}{2}$ days a week and spend their out-of-class time attending cram schools or English conversation classes like mine. There is incredible pressure to pass strict college entrance examinations, and parents push their children to extremes to be one step ahead of their classmates. The suicide rate in Japan is highest among high school students because of the pressure placed upon them. Some students don't make the grade and tragically choose to check out of the system.

A successful English teacher incorporates anything and everything available. Props are vitally important. Participation is crucial. To teach comparatives and superlatives, I asked all my students to remove their shoes and send them flying into a pile in the center of the room. This exercise generated giggles and smiles and sent tiny Japanese toes curling beneath their white-socked feet. *Rie-chan, whose shoe is the biggest? Chieko-chan, whose shoe is bigger than yours?* Laughter erupted when Greg-*sensei* plopped his size 12 Bass Cordovan Penny loafers into the pile and asked that they be compared to Junko-chan's size five Mickey Mouse-adorned tennies.

We used a Lands' End Catalog to discuss fashion and practice phone manners. Menus from Perkins and Chi Chi's were crucial to role-play waiter and customer, and Madonna, Mozart and heavy metal were played to discuss music styles. We flipped through back issues of People and Us magazines to get the latest scoop on the American entertainment scene and the students' favorite heartthrobs. Charlie Sheen and Tom Cruise took top honors.

Hajimemashite. Nicu meet you! My namu isu Kazuko Oagata. I amu housewife. I do shopping and meeting my friends.

Ogata-*san* was my first private lesson and quickly made her way to the top of my favorite list. She studied English to use on her frequent vacations to the United States and to write simple letters to her friends abroad. A 50ish housewife, Ogata-*san* would present the office with neatly wrapped boxes of Japanese treats or sherbet cups as her weekly gesture of kindness. After I served her a small cup of warm green tea we would begin our lessons, discussing the impending dating situation of her two sons or her upcoming weekend plans.

"Free conversation" gave us a chance to deviate from the textbook and practice Ogata-*san's* ability. It was most successful to ask her about her family, home and motherhood. "Ogata-*san*, tell me about your husband," I asked. *He isu good man and we are happy because I do this.* At that moment she turned her head as if to look the other way. "What do you mean, Ogata-*san*?" *He does his things and I do mine. I keep my eyes closed sometimes*, she laughed and giggled as she gave me her secret to a perfect marriage. *You need a good Japanese wife, Greg-sensei.*

As a greenhorn *gaijin*, living in Japan was not as difficult as it may seem. I was provided with a very small, yet adequate apartment and a three-train, 55-minute commute to my branch school. The rumors of outrageous land prices and sky-high rents for "rabbit hutch"-sized apartments are frighteningly correct. My 15 by 15 square-foot apartment, large enough for a futon, clothing rack and TV stand, ran a tab of nearly $900 a month. I felt fortunate to have a Western-style toilet, heat and the newest rice cooker on the block. Telephone costs were my own and I opted for renting a domestic line ($50 a month) over buying an international phone line for $600. With the correct positioning of my legs and body, I found it quite convenient to use the *toire* (toilet), shave, shower and brush my teeth — all from the same position in my airplane lavatory-sized bathroom.

ON A VISIT TO NIKKO, FIVE OTHER ENGLISH TEACHERS AND I SAT, ER, KNEELED DOWN TO A TRADITIONAL JAPANESE MEAL, REPLETE WITH RAW FISH AND SAKE.

While Tokyo may be the most expensive city in the world, there are bargains to be found among the outrageous prices. Film, batteries and blank cassette tapes ranked among the tops in best prices. Foreign teachers are paid well, and many Americans are able to pay off debts back home and save money for future schooling or travel. And you still easily can spend $80 on a Saturday night to visit a nightclub or two, or drop $18 at the cinema to catch the latest arrival of an American movie.

As with many of the foreign teachers, I came to *Nihon* (Japan) not only to teach, but to dive into the culture and traditions of the country. I packed my free time with sushi-sampling, buddha-rubbing and train riding.

Sumimasen, are we here? Are we at the top?

After a 5½-hour uphill climb in the dark of the night, I finally reached the top of Mount Fuji-*san*. Prior to ascent, I loaded my backpack with bottled water, a bag of snacks and a "rice paddy" of winter clothes to combat the ice-cold temperatures up top. To ensure a picturesque peak view of the sunrise at about 3:30 a.m., night climbing has become the preferred path of many. The trek to the top is paved with volcanic-like rock and lined with climbers of all ages. Grandma-*sans* and Grandpa-*sans* shuffle their way toward each rest stop, and troops of uniform-clad Boy Scouts carry walking sticks as they march.

When the sun was in full view and its warming rays began to thaw my shivering, frigid body, an older gentlemen led the 300-plus hikers in a resounding, *Bonzai!* a welcome cheer of celebration. After having viewed probably the most incredible sight of my 27 years on this earth, I jokingly say to family and friends that my ascent on Mount Fuji-*san* was my first, and possibly only, brush with the pearly gates of heaven.

Prior to my arrival in Tokyo, I enrolled in a Japanese language class and sought information about the country and culture from every available source. Many of the people I spoke with had traveled to Japan, and they advised me that Japanese friendships and relationships are not nearly as intense as those formed in America. While I agree to some extent, I truly believe that Japanese nationals have the same emotions and feelings that we as Americans have, but they have difficulties expressing them.

Japanese husbands love their wives as much as American husbands do, but never will they utter an "I love you" or offer a compliment to their lifelong partners. Japanese parents love their children as much as American parents do, but never will you see them hugging their children or other family members. I became extremely concerned and conscious of this trait when I began preparing for my departure from Japan. After months of once-in-a-lifetime experiences, how would I adequately say goodbye to my friends and co-workers? Somehow a simple bow or tip of the head didn't justify the significance of our relationships.

On my last day of class, I received a phone call from one of my star students, Masahiro-*san*. He and I had shared many a flask of sake in our attempt to set aside stereotypes and solve the world's problems. He had called to say one last goodbye and offer a few words of wisdom. "Greg-*sensei*, I learned a very important thing today. This day is a great one in history, because two great men have left their positions of power." I was a bit taken aback and somewhat confused. "Greg-*sensei*, you and Gorbachev both left your jobs today. It is a day I will always remember."

WHILE AMERICAN CAMPERS GO FOR HOT DOGS, OUR STAPLE ON THIS VACATION OUTING WAS CURRY RICE.

While I'll leave bridge-building and trade agreements to the politicians, I cannot help but think my small experience in Japan somehow contributed to a bit of cultural understanding between our two countries. If nothing else, my students learned some English, I dabbled in Japanese, and when the day came, a few of my students — and all of my co-workers — awkwardly hugged me goodbye. ◐

Greg Fritz received a bachelor's degree in journalism from Iowa State in 1987.

ASSOCIATION PRESIDENT: SERVICE ORIENTATION STARTS WITH MEMBERSHIP

FOR THE PAST FOUR YEARS, I have had the privilege and honor of serving on the ISU Alumni Association Board of Directors. As its current president, I oversee the many programs and services it offers, running the gamut from the Alumni Ambassadors, who contact 5,000 prospective students each year, to Alumni Days, which annually welcomes more than 400 "golden" graduates back to campus. The Association's service orientation results in offering all types of benefits, from providing more than 12,000 alumni and friends with a "Cy"-emblazoned MasterCard or Visa each year, to extending to its members discounts on car rentals and hotels. With an annual budget of $1.6 million and a professional staff of nine, the Alumni Association devotes its full-time efforts to working for you.

Jill Wagner-King

I'm ably assisted in my volunteer efforts by a 30-member board, 15 of whom are elected by you. When the nominating committee and I prepared the new slate for you to vote on (see ballot attached to this issue), I was truly humbled at the vast number of talented and inspiring ISU graduates who want to give back just a little to the university that has given them so much. Please take the time to cast your vote for three of these six very worthy individuals.

As an association, we have worked hard during the last few years to stay in step with the university. We wrote a five-year strategic plan, questioned our efficiency and supported the Partnership for Prominence Capital Campaign. We like to think we're doing a good job of marketing our opportunities—membership in the Alumni Association is ranked among the highest in both the Big Eight and the Big Ten.

But you tell us. Is there a service you'd like us to offer? A program that another institution offers that you think Iowa State should provide? Is there a function we should be performing and aren't? Let us know—it's our goal to make sure the ISU Alumni Association works for you, for a lifetime.

Jill Wagner-King

Jill Wagner-King
President
ISU Alumni Association
Board of Directors

THE ISU ALUMNI ASSOCIATION – IT WORKS FOR A LIFETIME!

The ISU Alumni Association welcomes the following new lifetime members who joined during the months of October through December 1991. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6525 for more information.

Lori S. Adams
Penny Wright Allen
Eric N. and Cynthia L. Anderson
Susan E. Anderson
Susan L. Anderson
Mark R. Andresen
Jeffrey S. and Donna J. Aubrey
Carol J. Aylsworth
Maryanne C. Bach
Melvin L. Bancroft
Gary E. Barkhaus
Belinda Bathie
Irene Beavers
Wayne A. and Tami E. Beck
Brett L. Beckfield
James R. and Miriam A. Bell
Vickie L. Bernhardt
Matthew P. and Ann M. Benson
Arnold W. Betts
Mark F. and Mary F. Biegger
David P. and Kohnne S. Bippus
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J. Ben and Sarah B. Buck
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William D. and Sonya R. Burtnett
Jeffrey L. Butler
James P. Callan
Sandra L. Carstens
Lisa K. Celania
Tin-Chiu Chua
Randy C. and Susan E. Clarahan
Bruce R. Clark
Robert D. and Karen Cole
David L. Connell
Gregory S. Nichols and Dawn M. Connet
Kenneth D. and Claudia Conrad
Donald A. Cook
Sandra S. Cooney
William G. Coons
Christopher J. Copper
Charles G. and Christine J. Cornelius
George F. and Mary E. Covert
Amy J. Creel
Mary E. Creveling
Helen E. Dane
Lynn M. Dassow
Julie R. Daulton
Rebecca J. Delay
Lauretta S. DeMarr
Francis J. Diaz
Craig A. and Vickie E. Ditsworth
Shirley J. Ditto
Dwight L. Dohlman
Donald R. Dohrmann
Thomas S. Donahoe
William R. and Margaret E. Donaldson
Gerald W. Dooley
Kevin K. Drury
Kevin D. Duffy
Kenneth K. and Laurie N. Eastman
James F. Eggert
Katie H. Eggleton
Rebecca J. Eustice
Lynn Marie Evenson
Connie B. Fanselow
Gregory J. and Peggy N. Fay
John L. and Sherry L. Fedler
Jeffrey S. Fellows
Randy L. and Sandra K. Fiscus
Eric K. Fong
Nolan L. and Julie A. Ford
Richard L. Fredrickson and Evon F. Reinsch
Christi Pearson Gansen
David W. Gardner
Michael J. Gawley
David C. Gisleson
Nancy L. Goetsch
Rick J. Govern
Julie K. Grau
Gloria J. Gray
Carol D. Green
James R. and Lisa D. Grieve
James D. and Susan E. Grundmeier
J. Bradley Grundwell
Francis L. Gunsolley
Nancy K. Hackbarth
Charles E. Hales
David A. Hansen
Julie L. Hansen
Laurna J. Hansen
Mathias O. Hansen
Brian A. and Rachel M. Hanson
Todd R. Hawkinson
Robert A. and Corinne M. Helgerson
Glenn A. Helmers
Jay D. and Kathleen A. Hempe
Dan W. and Lisa Hendrickson
Trent L. and Leslie A. Henkes
Scott D. and Kimberly S. Herren
Galen T. Heying
Julie H. Hibbing
Ross A. and Jeanne M. Hillsman
Dianna L. Holm
Howard D. Holm
Sheryl L. Holm
Karen L. Homan
Mary J. Honnold
Lois A. Hunt
Paul D. Jacobsen
Marcel L. Jacobson
Alfred M. and Kathleen Janssen
Frank R. and Cynthia E. Jeffrey
Timothy A. Jestness
John C. Johnson and Deborah L. Peck
Marc D. and Judith E. Johnson
Marian L. Johnson
Raymond N. Johnson
Robert G. and Mary A. Johnson
Terence Johnson
Joel P. Jorgensen
Anthony W. and Shelly F. Kardoes
Richard H. and Roberta E. Kerdus

BALSTER JOINS ALUMNI ASSOCIATION STAFF

MARTHA BALSTER HAS JOINED the Iowa State University Alumni Association staff as coordinator of alumni activities. The 1984 ISU leisure studies graduate will orchestrate Alumni Days, Homecoming and other constituent reunions, as well as related on-campus activities.

Balster, who received her elementary education master's degree from Drake University in 1987, has been an Iowa State Extension 4-H and youth agent in Wayne and Appanoose Counties for four years.

Martha Balster

Balster, a native of Marion, assumes these duties from Elizabeth Venner, '79, who now is the Alumni Association's director of field activities. Venner coordinates off-campus events such as pregame parties, ISU Club activities and alumni presidential receptions.

IT'S THAT TIME AGAIN: ALUMNI DAYS '92 JUNE 4-6

ALUMNI DAYS IS SET TO make its annual return to the Iowa State University campus.

The 1992 installment of the alumni reunion weekend is set for June 4-6. While the class of '42 will be especially honored at the annual Gold Medal Dinner, members of the classes of 1917, '22, '27, '32 and '37 also are invited to take part in a president's reception, musical revue, the Honors and Awards Convocation and other reunion activities.

Members of the honored classes — or members of the classes of 1943 and '44 — with questions about attending Alumni Days '92 can contact Martha Balster, ISU Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50010-7164; (515) 294-6525.

ANNUAL MEETING JUNE 6

THE ANNUAL MEETING OF the ISU Alumni Association will be held at 1:30 p.m. Saturday, June 6, in the Great Hall of the Memorial Union on the Iowa State campus. The meeting will follow the Alumni Days 1992 All-Alumni Luncheon. All Association members are invited to attend.

Those wishing to eat lunch at 12:30 p.m. should contact the Alumni Association at (515) 294-6525 by May 31 to purchase luncheon tickets.

Robert J. Kerr
Alan W. Kilmore
Kevin A. Kinneer
Mark A. and Yvonne M. Kirkpatrick
Tamra T. Kjos
Dennis K. and Jean K. Klute
David A. and Nancy E. Knight
Rick H. Koeneman
John R. and Jill A. Kolb
William J. Kooistra
Russell W. and Cynthia J. Kress
James J. Kubala
Darrell D. Lamker
Roger L. and Linda S. Landon
Rodney L. Lantz
Thomas Larsen
David A. Larson
James R. Larson
Shira G. Lavender
Jean E. Libbey
Katherine G. Light
Susan M. Long
Randall J. and Cynthia C. Looper
Jennifer L. Lucy
Georgia R. Ludeman
Rick and Sarah F. Mabary
Lori D. Magill
Edward J. and Teresa A. Maginn
Mary E. Marnette
Brian P. and Suzanne L. Martz
Andrew J. Masterpole
Carl F. and Judith M. Mattes
Garrett G. Maurer
Thomas J. McConnell and Rene J. Erlandson
Kenneth W. and Kimberly E. McCully
Carol A. McDonald
James E. McDonald
Thomas F. and Mary W. McLintock
James K. and Anne M. McMillan
Paul H. McRoberts
John G. Meenan
George G. and Mary E. Metzger
Erick J. and Christine Michel
Francis G. Milder and Joan M. Cramer
Susan Mobed
Audrey E. Moore
Charles E. Packard
John F. Palmer
Michael R. Palmer
Kirk A. and Susan L. Patrick
Laronna K. Pauk
Steven J. and Kathleen L. Paul
Jeffrey W. Pearse
Kasem Phaerakkakit
Jack L. Plank
James P. and Mary J. Plantan
William G. Platz
Renee L. Raine
Steven J. and Jean D. Ranshaw
Robert J. Remer
Daniel T. Riddle
Dorothy Robison
Harold S. Rosen
Kathryn A. Rutherford
Gary D. Sams
Michael D. and Wendy E. Sargent
Neal E. Saul
Mark F. and Cathy A. Schmidt
Roger D. Sebert
John R. Selby
Ronald E. Severson
Rochelle M. Sharp
William J. Sheppard
James H. Shoenhard
Gene C. Shove
Bryan J. and Lisa G. Sievers
Julius J. Sisco, Jr.
Katherine A. Smalley
Carla J. Smith
Ted A. and Kristy A. Smith
Timothy J. Smith
Kile E. and Laura Garton Snider
Paul J. Snyder
Sharon A. Snyder
Craig M. Solberg
James D. and Julie D. Speer
William B. Spees and Amelia A. Powers
Norman L. Springer, Jr.
Loreene S. Stackhouse
Darrell D. Staley
Whitey and Lisa G. Stange
Omar J. Stoutner
David A. Sunday
Paul F. Sundberg
David M. and Julianne C. Svingen
William H. Sweeney
Randall L. Swoyer
Timothy A. Taylor
Timothy A. and Susana E. Tegeler
Mary Kay Thatcher
Leroy D. Thiel
Neil H. Thompson
Kare Thoresen
Paul M. Troeger
Mark A. and Deborah V. Underwood
John F. Unser
Stanley and Marie VanAartsen
Sandra L. Vilcek
John F. Vincent
Daniel L. and Kim L. Wagner
Jill K. Wagoner
Steven J. and Kathleen H. Wallcave
Kent E. Ward
Robert G. Ward
James S. Washburn
R. Kent Watkins
Dale W. and Mary J. Weber
Melinda M. Weber
Kelly M. Weirick
Stephanie A. Wells
Olivette M. Werling
Kevin Wernli
William L. Whitney
Daniel T. Whitson
Steven J. and Shelly M. Wickham
Donald S. Wilson
Wayne R. Wiltse
Wendy K. Wintersteen
Marcia Demay Wirth
Jeff J. and Sue M. Wodka
Denise S. Wunn
David G. and Jean S. Wyatt
Jay E. Yost
Gary L. Young
Loren R. and Dixie L. Youngers
Brenda E. Ziesman
John P. Zitelman
Steve E. and Kathryn J. Zumbach

ASSOCIATION

BOARD MEMBERS

The Alumni Association Board of Directors advises the alumni staff on policy making, planning and allocating resources to carry out the mission of the Alumni Association, and to support the mission of the university. Directors volunteer their own time and expenses to meet with the staff on campus several times a year.

As members, you elect the 15 directors who represent you for five-year terms. A ballot is printed on the special cover surrounding this issue for you to vote for three new directors.

The board of directors elects the association officers, who need not be members of the board. Ex-officio members represent constituent alumni, student and parent organizations.

You are encouraged to contact any of the members listed. If you would like to be considered for the board next year, please indicate on the ballot or contact the alumni staff.

1991-92 BOARD

Don C. Bice,
General Engineering 1949
President,
Norstan Communications;
Wayzata, Minnesota
Term Expires: '95

Kevin L. Brooks,
Farm Operations 1980
Executive Vice President, Hampton State Bank; Hampton, Iowa
Term Expires: '96

Linda R. Cottington,
Applied Art 1970
Partner, CARA Communications Ltd.;
Des Moines, Iowa
Term Expires: '94

James A. Hopson,
Executive Director,
Industrial Education 1969
Administrator,
ISU Alumni Association;
Ames, Iowa

Barbara Meyer Johnson,
Home Economics Education 1949
Registered Representative,
Century Companies of America;
Cedar Falls, Iowa
Term Expires: '94

Donald H. Jordahl,
Agricultural Education 1958
Vice President, Correspondent Banking,
Bankers Trust Co., Des Moines, Iowa
Term Expires: '96

Steven F. Mores,
Past President, Science and Technical Journalism 1967
President and Co-Publisher,
Tribune Newspapers;
Harlan, Iowa

Daniel C. Robinson,
Physical Education 1970, M.S. Higher Education Administration 1972, Ph.D. 1978
Professor, Professional Studies in Education, Iowa State University;
Ankeny, Iowa
Term Expires: '94

Roberta Simpson-Dolbeare,
Journalism & Mass Communication 1976
Marketing Services Manager and Public Relations Director, Stark Bro's Nurseries & Orchards Co, New Canton, Illinois
Term Expires: '96

ASSOCIATION

OF DIRECTORS

O. Robert Eddy,
Chemical Engineering 1940
Chairman of the Board,
Eddy-Walker Equipment Company;
Des Moines, Iowa
Term Expires: '93

Harvey Freese,
Meteorology 1970, M.S. 1973
Vice President and Co-owner,
Freese-Notis Weather, Inc.;
Des Moines, Iowa
Term Expires: '95

Randy J. Hendricks,
Business Administration 1980
Partner, Andersen Consulting;
Eden Prairie, Minnesota
Term Expires: '95

Sharon Dunker Juon,
Vice President/President-Elect,
Sociology (1969)
Executive Director, Iowa Northland
Region Council of Governments;
Waterloo, Iowa
Term Expires: '93

Dale W. Longtin,
Doctor of Veterinary Medicine 1958
General Partner, Muscatine Veterinary
Clinic; Muscatine, Iowa
Term Expires: '92

Warren R. Madden,
Treasurer, Industrial
Engineering 1961
Vice President For Business and
Finance, Iowa State University;
Ames, Iowa

Norman D. Skadburg,
Secretary, Agricultural
Education 1969, M.S. 1971
President and CEO, First State Bank;
Webster City, Iowa
Term Expires: '93

Mary "Meg" Graf Speer,
Dietetics 1946
Dietitian;
Ames, Iowa
Term Expires: '92

Jill Wagner-King,
President, Business
Administration 1976
Manager of Strategic Planning,
IBM; Weston, Connecticut
Term Expires: '92

EX-OFFICIO MEMBERS

Gary L. Aitchison,
Ph.D. 1972; College of Business
Associate Professor and Director,
Center for Professional and
Executive Development, ISU; Ames, Iowa

Kathleen Halloran,
College of Design
Assistant to the Dean for Alumni
Affairs and Placement Officer;
Johnston, Iowa

Stephenie Elliott Heuchelin,
College of Engineering
Alumni Relations Coordinator;
Ames, Iowa

William D. Hoefle,
D.V.M. 1966, M.S. 1974;
College of Veterinary Medicine
Professor of Veterinary Clinical Sciences;
Ames, Iowa

Agatha Huepenbecker,
M.S. 1956; College of Family
and Consumer Sciences
Professor and Head,
Department of Textiles and Clothing;
Ames, Iowa

Anne Collison Johnson,
B.S. 1963;
College of Liberal Arts and Sciences
Coordinator of Student and Alumni Relations;
Des Moines, Iowa

Suzanne Johnson and Gene M. Johnson,
B.S. 1978; Iowa State Parents Association
Co-Presidents-Elect, ISPA Board of Directors;
St. Louis Park, Minnesota

Charles R. Kniker,
College of Education
Assistant Dean and Professor
of Secondary Education;
Ames, Iowa

David G. Topel,
College of Agriculture; Dean
Ames, Iowa

Kim Van Dalen,
B.S. 1992; Student Alumni Association
Senior Student and President, SAA;
Pella, Iowa

Take It To The Bank

FARM-STATE SAVVY PREPARES IOWAN TO LEAD INDUSTRY'S PRE-EMINENT PROFESSIONAL ORGANIZATION

THE MAN CHARGED WITH guiding the U.S. banking industry through turbulent financial times doesn't puff cigars behind a desk the size of a mini-van.

He doesn't ride a limo to a Manhattan skyscraper and an opulent office within.

He doesn't tend hundreds of thousands of depositors and billions of dollars in activity at his own banks.

So just how did Alan Tubbs merit election to the presidency of the American Bankers Association, (ABA), the country's most influential association of banking professionals? The answer, like the man, is decidedly short on glitz: He toiled away at his DeWitt and Maquoketa banks, guiding them through the labyrinth of troubles facing farm-based financial institutions.

JON VAN ALLEN

Despite public perceptions, Alan Tubbs says "90 percent of our industry is profitable. I'm trying to get out and tell that story."

"Some people are surprised to see somebody from a rural community represent the industry," says Tubbs, who received his Iowa State agricultural economics degree in 1966 and master's and doctoral degrees from Cornell University. "But the professionals know that the difficulties Iowa banking went through in the mid-1980s give me a perspective a lot of others don't have."

While the ABA has a Washington, D.C., staff of more than 350, it is nearly the full-time responsibility of its volunteer president to represent the association to Congress, industry regulators and other institutions nationwide. In doing so, Tubbs puts that farm crisis trial by fire to good use:

- As banks dig out from a painful recession, Tubbs calls Capitol Hill's current banking bill "the largest we've faced in 50 years."
- Bank consolidation, he says, is changing the face of the industry.
- Tubbs says the public often mistakenly views banks with the same disdain as it does image-tarnished S&Ls.

"This is a big chore," says Tubbs, whose father, partner and mentor at the First Central State Bank in DeWitt and the Maquoketa State Bank is former Iowa banking supervisor Edward Tubbs, '41. "But I arrived here on my ability to communicate … and to bring together differing factions through a consensus process," adds Tubbs, a former president of the ISU Alumni Association board of directors. "It's safe to say this experience enhances those abilities."

For Caring, She Rates a '10'

MARCETA CLAYPOOL ALWAYS wanted to help mentally and physically disabled people. She just never realized it until she latched onto the first available job out of college.

The 1978 ISU distributive studies graduate "fell in love" with her work as executive director of the Mahaska Diamond Shelter in Oskaloosa. And while her 60-plus clients have long thought highly of her work, another group — the U.S. Jaycees — recently gave it high marks, too.

In January, Claypool traveled to Jaycees' headquarters in Tulsa, Okla., to be honored as one of the organization's 10 Outstanding Young Americans of 1992. Other honorees included scientists, doctors, lawyers and a National Football League quarterback. "My mom said at [the ceremony] that somehow this [career] was planned for me," Claypool says.

The shelter has blossomed since Claypool's 1986 appointment. (For the preceding eight years, she worked for an Ottumwa company that

Marceta Claypool

employed mentally and physically disabled adults.) At the time, the shelter had one 15-bed home and a tenuous, $100,000 budget. Under her leadership, it has grown to a 15-bed unit under 24-hour supervision; a five-bedroom group home also under constant supervision; and a collection of apartments ranging from 10 to 40 hours per week supervision. Claypool's current budget: $750,000.

"We got our financial house in order, then got our fund-raising straightened out," says Claypool, who recently began a one-year term as president of the Oskaloosa Chamber of Commerce. "From there, it grew and grew."

While Claypool estimates her shelter's services are considerably more extensive than most areas the size of Mahaska County, she says each client's needs remain central. "We had a gentleman in his late 50s who had spent almost his entire life at [a state hospital]," she says. "He had never cooked or done laundry, but last year he moved into [a supervised] apartment. He was crying when he told me we'd done more for him than anybody in his life. A feeling like that is all the satisfaction you'll ever need."

And You Thought Folding Them Was the Tough Part

It was Cervantes' Don Quixote who advised us to "journey over all the universe in a map."

Linda Hnat Sullivan and Michael Thomas couldn't more boisterously echo Quixote's admonishment. And their universe — the entire globe — is considerably more vast than a 17th century windmill chaser could have imagined.

Sullivan and Thomas — Iowa Staters both — work for the United States Defense Mapping Agency (DMA). In supporting the country's defense efforts, the DMA's charge borders on the unthinkable: Map the entire world.

During last year's Operation Desert Storm, the DMA shipped enough maps to the Persian Gulf to fill 55 C-5 cargo planes. It's no wonder Secretary of Defense Dick Cheney said maps were every bit as important as guns.

And in many cases, every bit as reliant on techno-wizardry. From the DMA's Fairfax, Va., headquarters, Sullivan and Thomas can display a mind-boggling array of maps at the touch of a computer key. Thomas, a 1975 Iowa State engineering operations graduate, is a DMA computer specialist. Sullivan, who earned her undergraduate physics degree in 1971 and her engineering master's in '77, oversees the DMA's international efforts. In visiting other countries to arrange map and information exchanges, her objectives are two-fold: Save money and ensure consistency.

It shouldn't be surprising that the computer has sent a tidal wave of change through cartography. Thomas can retrieve a map of Kuwait City, then add or delete such elements as roads and utilities. And while he toils in a department called the Warrior Support Center, his work has had decidedly more peaceful results. Last year, for example, the United Nations relied heavily on DMA products in aiding hurricane-ravaged Bangladesh.

Says Thomas, who got into this business as a Vietnam War photo interpreter, "Events like those in [Bangladesh and the Persian Gulf] have shown us how important this work is." ◐

PHOTO COURTESY DMA

Linda Sullivan and Michael Thomas

Successful Re-Entry

Kristen Moore on overcoming her frightening injury: "I learned to be strong, to persevere. And I learned a lot about myself."

A DEBILITATING CRASH LANDING COULDN'T KEEP THIS IOWA STATE GYMNAST GROUNDED FOR LONG

FOR ASPIRING PILOT KRISTEN Moore, landings are always the toughest.

Flaps down. Nose up. Wings level.

The concentration required to ease a streaking, 2,000-pound Piper Warrior onto an unforgiving ribbon of pavement "is amazing," she says, "so intense. Flying is great, so free. But landing … landing is so intense."

Moore, an Iowa State junior, hopes to earn her pilot's license later this spring. Her ultimate goal: Become a commercial or corporate pilot.

But license or no, she's been flying nearly all her life. In becoming one of only two ISU women gymnasts ever to qualify for an NCAA regional meet, she's spent a fair amount of the last decade and a half scoffing at gravity, vaulting toward the heavens and flipping and twisting back to earth.

And in gymnastics, as in aviation, flying is great, so free. But intense doesn't begin to describe the landings. Especially *the* landing.

Though she's physically recovered from the proceedings of Dec. 12, 1990, Kristen Moore's subconscious refuses to let go. Thus her mind reviews the ghastly scene with the regularity of a *M*A*S*H* rerun. In slow-mo, no less. There she is on the uneven parallel bars. There is her coach and spotter, Mike Sharples, ready to catch the 118-pound dervish should she experience any turbulence. And there she spins away from him, in the same Hinsdorf-salto dismount she's turned more times than the knob on her apartment door.

But something is awry. She's spun too far. She crash lands on all fours, her arms absorbing most of the tremendous force. Gravity, invisible, all-powerful gravity, seems to be sneering, "Scoff at me, will you?"

Both of Moore's elbows instantaneously dislocate. Pain shoots into her forearms. Each time this horror film unwinds, she hears the same panicked shriek: *Mike! Help me!*

Senior K.J. Kindler, a two-time NCAA regional qualifier and one of Moore's closest friends, says the accident "was as bad as it gets. I've seen blown knees and things, but this one" — she shudders — "it's still scary."

Doctors in Ames and her hometown of Dallas were skeptical about a return to the mat. Certainly, they said, not without a long recovery period. But deep within Kristen Moore, her shoulder-to-wrist casts rendering her unable to feed herself, burned a single desire: Flight.

By late February, her arms now in splints, she was back in the gym. In March she performed an exhibition balance beam routine. A doctor in the audience later squawked that her return was too quick, that a routine fall could result in severe damage.

Kristen Moore's reaction? More than a bit miffed, she signed papers freeing Iowa State from responsibility. "I respect doctors, but I knew how I felt," she says. "If I came back and couldn't do it any more, I could hang up my grips. But I couldn't hear it from someone else. I had to know for myself.

"I've always believed that you have to go wholeheartedly for what you want. If I hadn't done that, I don't know if I could've kept that attitude."

Says Kindler: "It was a miracle that she came back so fast — a miracle that somebody could be so determined."

Now a year later, that moxie has never been more evident. By September the numbness in Moore's hands and the pain in her elbows and forearms were largely gone, and most of her strength was back. "I can straighten them out now. See?" says ISU's all-time floor exercise leader, extending both arms away from her slight torso.

Kristen Moore

And perhaps more importantly, she has met her demons straight on. That tiny movie reel still spins away behind her chocolate-brown eyes, but, like any crack gymnast, Moore musters the wherewithal to tune it out, to break down each event into a series of do-able tricks — including the Hinsdorf-salto. So what if her own teammates couldn't watch her practice on the bars for the first couple of weeks? Only Moore mattered — and she was ready to solo.

"You can't be a chicken and do this," says Kindler, her line applying equally well to gymnasts and pilots. "Think about messing up, you mess up."

Says Sharples: "Kristen exemplifies the tenacity of our sport. Her tenacity, her drive, helped bring her back."

Yes, she is back in the air — soaring in the azure skies over Ames, whirling effortlessly above the soft gymnastics mat. Kristen Moore and gravity have made their peace. ◐

SPORTS BRIEFS

ISU SPORTS INFORMATION

VACANCY I ... Seven years after 26-year-old Jim Gibbons *(left)* became the youngest NCAA Division I wrestling coach, the ex-Cyclone All-American is a 33-year-old former coach. In a surprise January announcement, Gibbons said he would give up the post after last month's NCAA tournament. Gibbons, who led ISU to a national championship in 1987, didn't intimate his future employment plans. "There are a lot of things I love about coaching," he said, "but it's time to challenge myself to doing something else." As of late February, Athletic Director Max Urick had yet to name Gibbons' successor.

... VACANCY II In February, women's basketball coach Pam Wettig also resigned effective season's end. At the time of her announcement, the eight-year Cyclone coach said neither her team's 2-17 record nor pressure from ISU's Department of Athletics was behind her decision. Wettig says she won't seek another coaching job, but hopes to "expand my energies into other areas involving intercollegiate athletics."

STAR QUALITY Three years ago, Jeff Hornacek sat in his Phoenix living room and told VISIONS that he probably would never make an NBA All-Star team *(Rising Sun, Spring 1989)*. So why are we surprised that he's done it, anyway? The Hornacek story took yet another unlikely turn in February, when the sixth-year Phoenix Suns' guard played in the annual All-Star Game in Orlando. Though fans vote for starters, reserves are chosen by league coaches. Hornacek, ISU's all-time assists leader, graduated from Iowa State in 1986.

SUPER FOOT Speaking of guys who play for pay ... While many of you had fun at a Super Bowl party last January, nobody got more of a kick out of the Jan. 26 game than former Iowa State football player Kelly Goodburn. A Cyclone from 1982-85, Goodburn is the punter for the SB XXVI champion Washington Redskins. Goodburn, who's also booted for the Kansas City Chiefs, punted four times in the Redskins' 37-24 victory.

SIGNING ON By this issue's mailing, football coach Jim Walden planned to have divvied out all 25 of his newly allotted scholarships for 1992. Among the top players signing national letters of intent in February are 6-foot-1, 260-pound Ryan Culver from West Des Moines Valley, rated as Iowa's top high school lineman; Artis Garris, a speedy, 180-pound running back from Bellevue, Neb.; junior college All-American Troy Hansen, a 6-foot-3, 275-pound offensive lineman; and 6-foot, 185-pound juco quarterback Don Smith. Walden, preparing for his sixth season at Iowa State, is looking to improve upon ISU's 3-7-1 record in 1991.

Ahead of the Game

ILLUSTRATION BY BRIAN EBERT

By Daniel C. Robinson

Daniel C. Robinson is a professor and section leader in the College of Education's Department of Professional Studies in Education. He also serves as a faculty representative on the ISU Athletic Council, and has been a member of both committees designed to study academics in athletics at Iowa State. He received bachelor's, master's and doctoral degrees from ISU.

Recent initiatives of the National Collegiate Athletic Association (NCAA) prove that Iowa State University is right in line with the current reform movement. What ISU's Ad Hoc Committee to Review the Academic Status of ISU Athletes recommended two years ago for this institution's athletic programs came significantly close to what was recorded in the NCAA's minutes at its annual conference this past January.

The new national endorsements, better known as Proposition 16, read like this:

- Beginning Aug. 1, 1995, athletes will be required to have a 2.5 grade-point average for college entrance, along with a minimum 700 Scholastic Aptitude Test (SAT) score or a minimum 17 American College Test (ACT) score. (Should an athlete apply for entrance with a 2.00 grade-point average, he or she could be accepted, but only with a minimum 900 SAT or 21 ACT score.)
- The number of required high school core courses was raised from 11 to 13.
- Athletes will be expected to show a more organized progress toward a college degree. Stipulations will require 25 percent of work on a degree program to be completed by their third year, 50 percent by their fourth year and 75 percent by the fifth.

Long before such conditions made it onto the front pages of newspapers, Iowa State's ad hoc committee was mulling similar monitoring of its athletes, and in some cases, on even stricter grounds. The committee was charged with reviewing "the admission standards and academic progress of Iowa State University's student-athletes to determine whether their potential for successful performance at Iowa State, as well as their progress toward obtaining a degree from the university, is equivalent to the student body in general." It pored over more than 700 transcripts and degree audits of student-athletes, and spent more than 100 hours in meetings. At one point in 1990, it was debated whether or not to raise the minimum ACT score to 18 for ISU athletes, or the SAT to 830. While that recommendation ultimately was vetoed, it points out the fact that even then, Iowa State was taking a hard line against the shortcomings of the collegiate athletic system.

One of the major outcomes of this effort was the creation of an ongoing committee to examine the academic progress of student-athletes. The committee, consisting of five faculty members knowledgeable about the curriculum, is charged with reviewing the academic records of all student-athletes to guarantee that each makes satisfactory academic progress toward a degree. The committee also monitors, on a semester basis, transcripts, degree audits, class schedules, number of credits taken, grade-point averages and graduation rates.

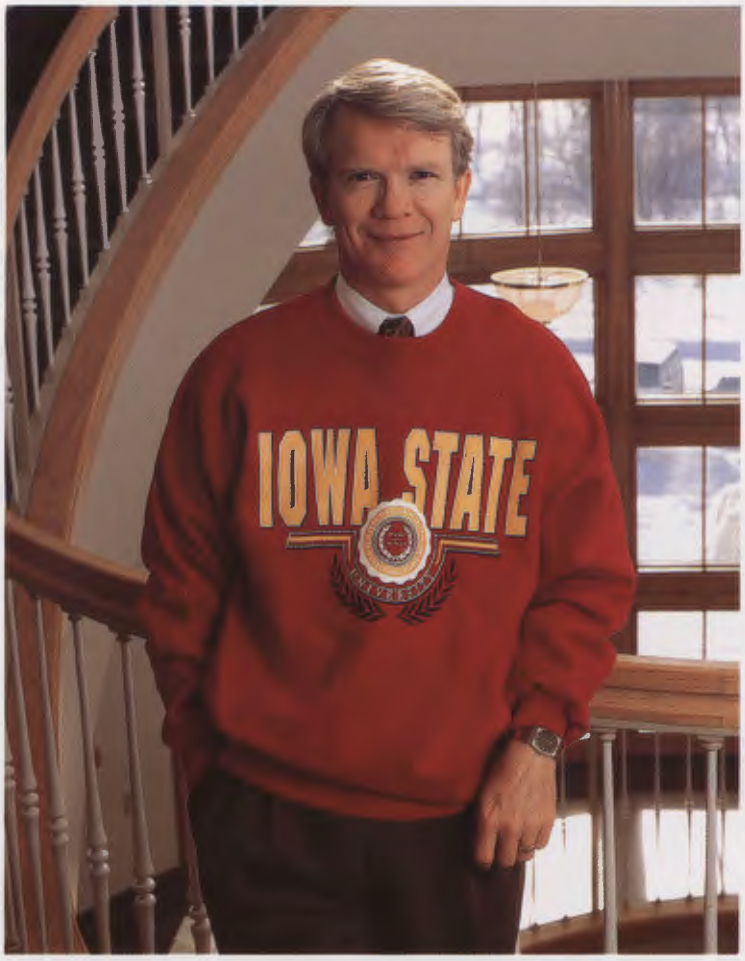
A number of coaches have argued that major legislation brought forward at recent NCAA conventions discriminates against black student-athletes. I disagree with this position. As long as we have lowered expectations of black student-athletes, they will not be motivated to perform to their maximum potential, both on the field and in the classroom. From elementary teachers to high school coaches, we all must significantly raise our expectations and encourage black students to be the best they can be. I firmly believe there are a number of well-meaning counselors, teachers, coaches and advisers who do considerable damage by not expecting as much from some student-athletes academically. The right to participate in intercollegiate athletics should be earned only after legitimate successful performance in the classroom. We have a moral and ethical responsibility to the student-athletes we recruit to ensure that they have all the support mechanisms in place to help them graduate.

As an educator, and former student-athlete at ISU, I have often reflected on certain assumptions and beliefs that I feel apply within an intercollegiate athletic program. They include:

- The academic mission of the institution is pre-eminent.
- Each student is unique.
- Each person has worth and dignity.
- Bigotry cannot be tolerated.
- Feelings affect thinking and learning.
- Student involvement enhances learning.
- Personal circumstances affect learning.
- Out-of-class environments affect learning.
- A supportive and friendly community life helps students learn.
- The freedom to doubt and question must be guaranteed.
- Effective citizenship should be taught.
- Students are responsible for their own lives.

Unfortunately, I do believe that much of college athletics remains out of control. I sincerely hope the NCAA reform movement will have a major impact on this system and the welfare of the student-athletes who attend our institutions. I do believe, though, that Iowa State University is on the right track. ◐

Now That's One for the Books!



California entrepreneur Ed McCracken is banking on the students and faculty at Iowa State. The 1966 electrical engineering grad and his business firm, Silicon Graphics Inc., recently pledged the largest gift in the University's history: $5 million in computer technology that is acclaimed throughout the world.

Executives at Boeing and Lockheed as well as the Chrysler and Ford Design Teams use Silicon Graphics to design the future today. The same technology also helped create Michael Jackson's **Black or White** *video and the box office hits* **Star Trek VI** *and* **Terminator 2.**

Thanks to Ed McCracken, Iowa State students and faculty now enjoy these same capabilities. The Fairfield native knows investing in Iowa State is no gamble. He's one CEO that only invests in winners.

THANKS!

PARTNERSHIP FOR PROMINENCE

CAMPAIGN FOR IOWA STATE UNIVERSITY

For information about the Partnership for Prominence campaign, call the ISU Foundation at 515 294-4607.

VISIONS
IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE

ISU Alumni Association
Alumni Suite, Memorial Union
2229 Lincoln Way
Ames Iowa 50010-7164

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JOHNNY COMES TO LIFE

Why is this man smiling? Sure, it could be the successful 1991-92 basketball season or his standing as one of Iowa's most popular public figures. But even Johnny Orr's not above saving a buck now and then. And when he recently upgraded his Alumni Association membership from annual to life, he saved 100 of 'em. Beginning in July, Association life memberships will increase from $500 to $600. So come to life. It won't give you celebrity status, but take it from Johnny — saving $100 will put a smile on your face.

IOWA STATE UNIVERSITY
ALUMNI ASSOCIATION
IT WORKS FOR A LIFETIME.

Yes, I want to come to life with Johnny Orr and save $100!

Name _____

Address _____
(Street) (City) (State) (ZIP)

Daytime phone (___)_____

Check life payment schedule (Rates apply to individual or couple):
___ $500 now
___ $100 now, four more annual $100 installments
___ $50 now, nine more semiannual $50 installments

Check type of payment:
___ Check enclosed (payable to ISU Alumni Association)
___ charge to MasterCard or VISA # _____ exp. date ____

Return this form to: ISU Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50010-7164.
Or call (515) 294-6525 with MasterCard or VISA order. Thank you!

From:

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INSTRUCTIONS FOR VOTING FOR BOARD OF DIRECTORS

1. Each association member may cast three votes and may select up to three write-in candidates in lieu of listed nominees.

2. Original ballot must be signed by each voter and mailing label must be attached to be valid.

3. Detach this completed page, fold and tape it in place, affix a first-class stamp and mail it to the Iowa State University Alumni Association.

4. Ballot must be received not later than 5 p.m., May 22, 1992.

Suggestions for Future Candidates

Name _____

Address _____

Name _____

Address _____

BALLOT

Proxy Statement
As a qualified voting member of the Iowa State University Alumni Association, I hereby authorize Alumni Association President Jill Wagner-King to cast my vote as indicated below.

Voter A signature _____

Voter B Signature _____
(Two signatures are required if both spouses vote.)

Check three candidates

Voter A	*Candidates*	*Voter B*
A1._____	Cyndi Murray Bonus	_____B1.
A2._____	Nancy Spangler Devine	_____B2.
A3._____	Robson Ehioba	_____B3.
A4._____	Linda Montet	_____B4.
A5._____	Scott Olson	_____B5.
A6._____	Dewayne Rahe	_____B6.

For write-in votes *only*:

A7. _____ B7. _____
A8. _____ B8. _____
A9. _____ B9. _____

For office use only
Total votes cast on this ballot _____
control _____

Note: This official ballot may not be duplicated.
Votes cast on duplicate ballots will be invalid.