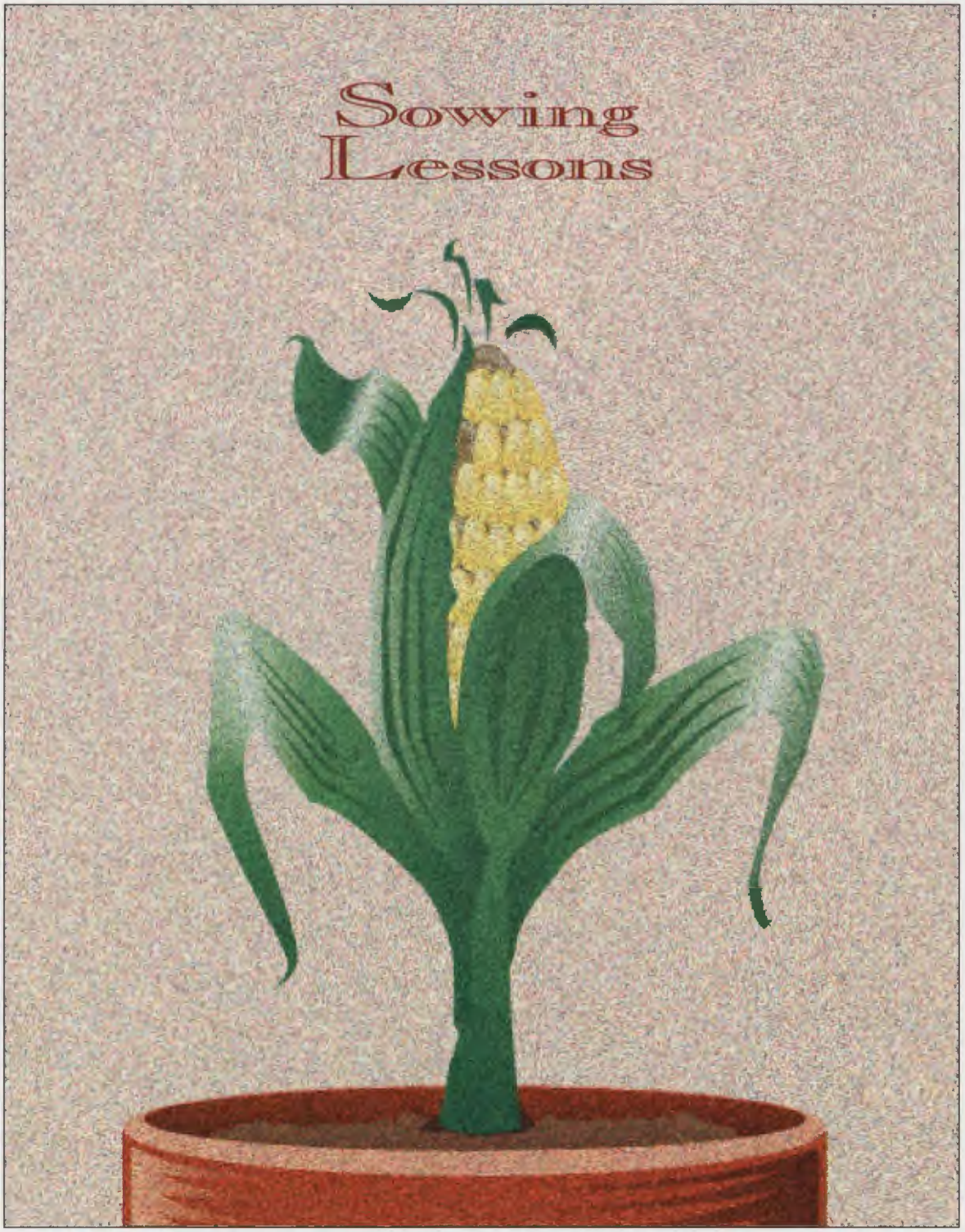
VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE • FALL 1992



Our Members Don't Sweat It.

Well, not unless they want to. But when sweat is what they're after, they can sprint over to the dashing new Recreation/Athletic Facility. When the spacious center opened in 1990, Alumni Association members were thrilled to learn that they were one of a scant few off-campus groups eligible to join. That means they can pump their pecs and enhance their endurance on smashing racquetball and basketball courts, a bevy of weight machines and high-tech cardiovascular equipment and one of the best indoor tracks in the country. *Put your membership to work* (not to mention your gluteus maximus)!

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

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VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE

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Awakenings

TO ME, HE'S ALWAYS BEEN "KERM," A GANGLY towhead whose long, spindly legs perfectly resembled those of Kermit the Frog's. This was the little guy who wouldn't go anywhere without his "booda," a threadbare cloth diaper *cum* security blanket. This was the rambunctious preschooler who introduced his younger brother to the lingerie section of the JC Penney catalog amidst squeals of "hooty, hooty." This was the little cousin who always felt more like a baby brother to me, who by age 2 was completely at ease hanging out with my high school friends.

About six weeks ago, Jeff ambled into my world again, this time as a handsome and slightly apprehensive 6-foot-2 Iowa State freshman. Sometimes I think neither of us is quite sure how it's come to this.

ILLUSTRATION BY DAN WALLACE

Of course, I've lobbied long and hard these past few years to get him to sign on ISU's dotted line. And obviously, it entered my mind that it was 15 years ago this very fall that I drove away from that same small hometown with a lump in my throat and the conviction that the best years of my life were about to begin.

But what I hadn't realized was how somewhere along the line, I'd lost that sense of wonder about this place. In my mind's less than tidy compartments, I'd jammed Iowa State into the cubicle that was titled, quite simply, "Where I Work." Central campus became a never-ending field to tromp across on my way to yet another meeting. The Homecoming bonfire wasn't convenient; it interfered with my children's bedtimes. Sure, the flower gardens look great, but this has been a bad summer for mosquitoes. Meet in the Commons? I don't know — the long lines are such a pain.

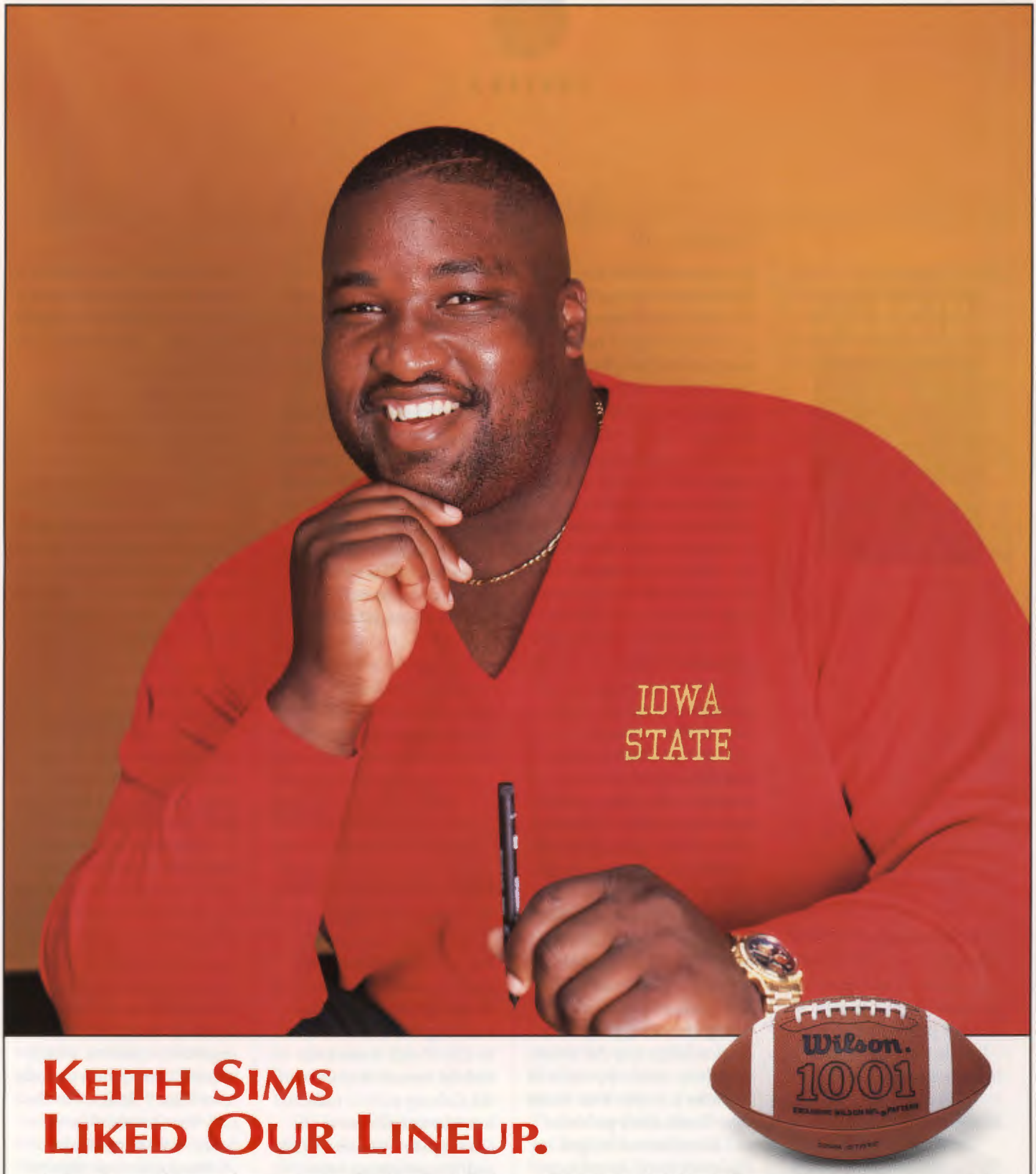
It was Orientation, appropriately enough, that precipitated my reawakening. At Jeff's request, I played Mom and accompanied him to his first meeting with his adviser. As we sat in the waiting area, I was catapulted back into time as I studied the expressions on these 18-year-old faces. Curiosity, confusion, reluctance, boredom, anticipation — I remembered them all. Behind partitions I could hear self-conscious giggles and plenty of "umms" and "you knows" as teens responded to rapid-fire questions about what they wanted to do with the rest of their lives.

As I sat across from Jeff during his 10-minute review, I was again reminded that the proud and nervous little boy showing calves at the Emmet County Fair was now a proud and nervous young man admitting that basketball wasn't his only love; that history and literature mattered as well. And for a brief moment, I saw an impressionable young "incoming" from 15 years ago stammering around because she couldn't decide if she wanted to be a nurse, a social worker or a writer — would it be OK if she made up her mind after first quarter?

The awe continues today for both Jeff and me. He realizes — and I remember — that our entire hometown could fit into one lecture hall. That these days, he's served his meals by people wearing hairnets and rubber gloves. That you can roll in anytime you want to — and that only you pay for it the next day. That the expectations are high, but the payoffs are big.

Iowa State has managed to awaken the curiosity in Jeff and the memories in me. Looks like we're both growing up.

— Debra Gibson



KEITH SIMS LIKED OUR LINEUP.

So he renewed his membership in the ISU Alumni Association. The Miami Dolphins' offensive lineman closely guards his loyalty. He knows the Alumni Association protects the university's needs by tackling innovative programs such as student recruitment, student leadership and ISU clubs. He also realizes the association passes on great benefits such as VISIONS magazine, the university's events calendar and discounts on hotels, car rentals and merchandise.

So take it from Keith: Stick with a winning team when it comes time to renew your Alumni Association membership.

WHEN IT'S TIME TO RENEW, THINK ISU.

LETTERS

Signing off

It appears that the [State Board of] Regents, led by President Marvin Pomerantz and with Governor Terry Branstad's blessing (veto of Iowa Legislature's sale block) outmaneuvered ISU President Martin C. Jischke (*Hub, Summer '92*). First Jischke agreed to sell WOI-TV to an honorable local organization who would have been agreeable to a continued educational status. Then he was blindsided by a higher offer from a New York firm who will probably move WOI-TV to Des Moines and thus eliminate the educational function altogether, as journalism Professor Emeritus Jack Shelley predicted.

Now one of Iowa's valuable educational assets has been sold off to help satisfy a financial shortfall. What's for sale to satisfy the next financial emergency? How about the experimental farms and the research facilities, and then maybe the dormitories? At the right "price" people will buy anything and run it for a profit. In fact for the right price some group of do-gooders might buy the whole university, turn it private, and run it for a profit. That would solve Pomerantz's problems and also eliminate his job. The other Iowa universities should be forewarned!

This was a short-sighted action by a few to the detriment of the future of Iowa State. [Jischke] finally saw the light but it was too late. The State Legislature saw the light and voted to block the sale but Governor Branstad vetoed that. It would appear that the majority of Iowa voters and taxpayers wanted to keep WOI-TV as an educational tool. I'll bet a large majority of alumni also favored keeping WOI-TV as a part of ISU.

My pride in Iowa State University has taken a real hit. Like honor, it is easy to give away or lose, but virtually impossible to get back.

Gerald D. Sewick, '55
Aurora, Colorado

Back in the saddle

Just read "Horsing Around" (*VISIONS, Summer '92*), and this brought back very pleasant memories.

The College Cossacks was originated and directed by Col. Odell, I was told, and the horses used were in the Calvary ROTC. I rode in four shows and was in the Cossacks in 1936 and 1937, and [I] trained scared in every practice. We didn't win a letter as such, but were given gold horse heads with "ISC COSSACKS" embossed on them.

Our jumps were not like the one described where the rider received a fall and injury, but [were] only about two feet high, and we started the ride by going over the jump while standing on the horse. The rider had to watch with which front foot the horse was leading to tell how to keep his balance when the horse landed over the jump. No one ever fell off in our troop, and no one was injured in my two years.

We had two "guide-ons" and 18 horses, meaning 36 riders. The No. 1's wore white T-shirts and white duck pants with orange sashes, while the No. 2's wore the same with a red sash. Most of our stunts were done at a gallop, and then the horses were brought to the center where we performed further gymnastics on stationary horses.

In 1990 one of the old Cossacks from Des Moines organized a reunion, which brought back quite a gang to Iowa State. I think I was the only one to remember the name of my horse, Duke.

Thanks for your VISIONS

article on a very unusual sport which added to the greatness of Iowa State College, then a part of the Big Six.

Jack L. Evans, '37
Red Oak, Iowa

Sermon on the Mount

[Regarding "Prime Time," *Summer '92*:] The name of our famous mountain here is "Mount Rainier." Check the spelling. Thanks for your fine coverage and editorial quality of VISIONS.

Hanford Thayer, '35
Langley, Washington

Rite vs. wrong (cont.)

Regarding your article "Age Barrier" (*VISIONS, Spring '92*).

What a sad commentary on our society, that our "best and brightest" youth have been sold, by their peers, elders and the media, the idea that they are not complete, not truly an independent adult, until they are allowed to drink alcohol. That these "best and brightest" can't be entertained or satisfied without using alcohol as a crutch. That they can't be confident in their own acceptance without dulling their senses. That they have no regard for the consequences alcohol has on their own bodies or its potential addictive influence over an unknown number of their drinking buddies. That they have so much extra money to spend to protect that endangered species, the Ames bar owner. That their elders, the alums, have refused to set an example for our youth and limit their tailgate parties, thereby reflecting their own selfishness and disregard for others. That these youth are afraid to refuse to participate in this "rite of passage" for fear of ridicule or rejection by their peers and others. That our country is struggling with drug and alcohol abuse, and yet the attitude is that "normal" college students drink, even though the word "responsible" never enters the picture.

To insist upon the "right" to drink alcohol is:

1. Selfish. Are they considering the "rights" of others to be safe from drunk drivers or from being overcome by alcoholism?

2. Financially irresponsible. Are they spending their own hard-earned money for this "deserved" pleasure?

3. Immature. Surely these young people could find some way to amuse themselves until they reach legal age. If not, they will have a hard time being a grown-up in the real world. ISU needs a required prerequisite course entitled "How To Have Fun Though Sober," supposing anyone at ISU knows how.

For students to insist on circumventing the law by drinking underage is to laugh in the face of a legal system that is trying, in its own feeble way, to protect these very students from themselves.

Recreational consumption of alcohol is one of the more dangerous temptations youth encounter today, and if that is the main reason they are coming to ISU to go to school on our tax dollars, we're not convinced they're the "brightest," after all. We are embarrassed by the Veishea riots and other negative publicity, and alarmed that no one seems to notice any connection.

There is no way to set a legal drinking age that would match the responsibility level of all people. Many students are as immature at 21 as at 19. But hopefully, the 21-year age limit will weed out at least a few of the most vulnerable new students, giving them a valid reason to say "no" until they can reach their own decisions, independent of the propaganda.

Thank you for hearing the concerns of two teetotaling alums who found alcohol to be no temptation and still had fun and good friends at ISU.

Richard W. Godfrey, '70
Rita Patterson Godfrey, '70
Henderson, Iowa

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.

TAKE MY BUDGET—PLEASE!

FOLLOW IOWA STATE'S BUDGET story for too long and you'll feel like you've been tossed into Vaudeville Hell. The bad news: Iowa State has returned $13.2 million to state coffers the past 15 months. The good news: Iowa State received $21.5 million in new monies for fiscal year '93. The bad news: All $21.5 million already was earmarked for increases in salaries and designated projects.

Welcome to higher education in the '90s.

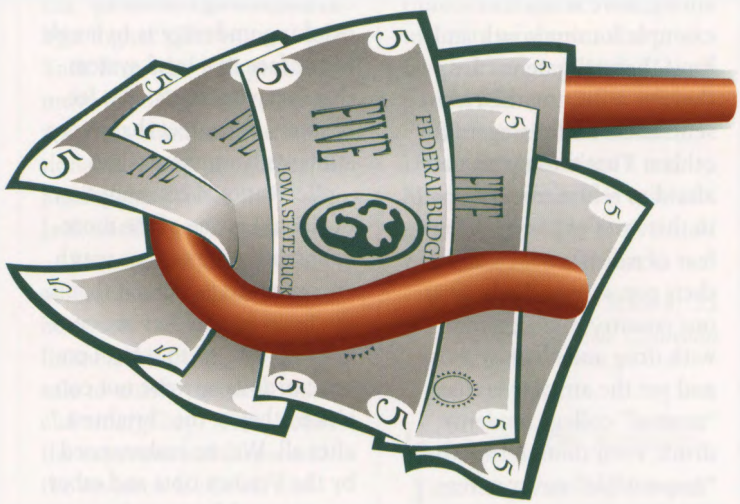
Ba-dum-bum.

If there's any consolation to what finally emerged from the wings in late August as the university's 1992-93 financial game plan, it was this: It could have been rotten tomatoes. Iowa State joined 60 percent of all U.S. colleges and universities in struggling to maintain financial stability in a most tenuous climate, according to a study released that same month by the American Council on Education. But even in turbulent financial times, ISU managed to snag a few plums, such as:

• Salary increases for faculty and staff, the first since 1990. Averaging 6 to 6.5 percent for faculty and professional staff (and 9 percent for unionized merit employees), the increases accounted for nearly $15.5 million of the year's budget. Earlier promises of 7 to 7.5 percent salary increases for faculty and professional staff were dashed in July; reportedly, the State Board of Regents staff and the State Department of Management miscommunicated the amount of state appropriations that would be available for raises within the Regents institutions.

• $6.6 million in new and reallocated funds to further implement many of the university's strategic long-range plans (*VISIONS, Winter '90*). Nearly $5 million, or 75 percent of these monies, will go toward strengthening undergraduate education through the support of the Center for Teaching Excellence, the hiring of temporary faculty for classes with high enrollments, research assistance for new faculty, the recruitment of high academic-achieving students and endowing general needs-based scholarships. In addition, $500,000 will be reserved for fostering diversity on campus through the recruitment of more women and minority faculty and students and the creation of additional minority student scholarships. Other strategic plan goals that will see funding this year include library acquisitions, the expansion of campus electronic communications and child care programs.

• New program money for the Institute for Physical Research Technology (IPRT) —$3 million—for the support of technology transfer, and $2.8 million for agricultural research.



ILLUSTRATIONS BY DANIEL WALLACE

ISU's total FY '93 state allocation was $192.4 million, following more than a year of cutbacks, reversions and reallocations (*VISIONS, Spring '92*). At the end of the Iowa Legislature's regular session last May, Iowa State had resigned itself to not recouping the $6.1 million it turned back at the beginning of FY '92, as well as the $1.6 million it had reverted for possible merit staff layoffs. The Legislature's special session in late June resulted in another $3.6 million loss for ISU (a 2 percent reduction, as opposed to the 5 percent most other state agencies were forced to return). Soon after, another $1.6 million cut followed.

But university officials remain optimistic about Iowa State's financial future. Tuition revenues are up by $8.2 million, thanks to a 7 percent rise in those fees and increased enrollment of out-of-state students. Indirect costs derived from campus research also have grown by $1.1 million this year, bringing that annual revenue to $6 million.

Lobbying for FY '94 will proceed in earnest when the Iowa Legislature convenes in January. High on Iowa State's wish list will be a $1 million request for the proposed Engineering Center for Innovative Teaching and Research, a project that will require state, federal and private funds totaling $58 million over a four-year period. College of Engineering officials propose that the facility would allow the college to become a world leader in developing innovative teaching technology, integrating new pedagogies into the engineering curriculum. Current ISU plans are to request $8 million from the Legislature for FY '95, and $20 million for FY '96.

KEVIN'S HEAVEN: ISU'S JACKSON STRIKES OLYMPIC WRESTLING GOLD

Three athletes with Iowa State ties won medals at the 1992 Olympic Games in Barcelona in July.

Leading the way was former Cyclone All-American and current ISU assistant wrestling coach Kevin Jackson (*VISIONS, Summer '92*). The 1991 world 180.5-pound freestyle champion added Olympic gold to his trophy case with a thrilling 1-0, sudden-death overtime decision over the Unified Team's Elmadi Jabrailov in the championship match.

APPHOTO WORLD PHOTOS

Kevin Jackson

Jackson's coach in Barcelona — and his boss back in Ames — was new Cyclone wrestling coach Bobby Douglas. The former Arizona State coach saw his United States freestyle team mop up six medals, including three golds — both 20-year U.S. Olympic highs.

Also earning a medal was Chris Campbell, a former ISU assistant who won a bronze at 198 pounds.

On the track, a silver medal went to Patrick Sang of Kenya. Sang, who received his ISU master's degree in 1990, finished second in the 3,000-meter steeplechase.

PRESTIGIOUS IOWA AWARD TO WOMEN'S SUFFRAGE LEADER CATT

FORTY-FIVE YEARS AFTER HER death, Carrie Lane Chapman Catt continues to be recognized as a leading Iowan.

In July, the 1880 Iowa State College graduate was named the 12th recipient of the Iowa Award, the state's highest citizen honor. Catt (*VISIONS, Fall '90*), is just the second woman to be given the award. (The first was former first lady Mamie Eisenhower.)

PARKS LIBRARY SPECIAL COLLECTIONS

Carrie Lane Chapman Catt

Catt, a native of Charles City, founded the League of Women Voters in 1920, and lead the fight for passage of the 19th Amendment to the Constitution, giving women the right to vote. She earlier had served as president of the National American Woman Suffrage Association and founded the International Woman Suffrage Alliance. She also was involved in the establishment of the United Nations.

Also in July, ISU received State Board of Regents approval to begin formal planning to remodel Botany Hall and rename it in Catt's honor. Although the project has been part of Iowa State's current capital campaign, it has met with limited fund-raising success.

◄ STATE STATS: CLASS NOTES ►

Percentage of undergraduates age 25 or over, 1991-92 academic year: 12.1

*

Percentage of students housed in university residences, '91-92: 40

*

Percentage of students housed in university residences, '81-82: 53

Number of students receiving financial aid and/or university wages, '91-92: 17,814

*

Total aid and wages: $105 million

*

Average aid and/or wages per person: $5,894.24

*

Percentage of undergraduate students from Iowa: 79

Percentage of freshmen from high school class sizes of 25-99 students: 32

*

Percentage of freshmen from families with estimated annual incomes less than $36,000: 66

*

Percentage of freshmen to whom being "very well off financially" is an "essential" or "very important" goal: 78

Percentage of freshmen to whom raising a family is an "essential" or "very important" goal: 68

*

Percentage of freshmen to whom helping others in difficulty is an "essential" or "very important" goal: 51

SOURCE: IOWA STATE UNIVERSITY OFFICE OF INSTITUTIONAL RESEARCH

HELP! THE EARTH NEEDS SOMEBODY!

Yesterday, all our troubles seemed so far away,
Now it looks as though they're here to stay,
Unless Melissa Veylupek has her way.

—Paul McCartney/VISIONS

SO IT WON'T WIN A GRAMMY. But thanks to the dedication of Veylupek, an ISU freshman, and the generosity of a legendary Liverpool left-handed guitarist, the environment could emerge a winner yet.

Veylupek, an Omaha native majoring in environmental science, has been named the first recipient of ISU's Paul McCartney Scholarship. The $1,000 prize originates from a fund established by the former Beatle during a concert visit to Ames two years ago. Twenty-five cents from each ticket sold went toward the scholarship fund, amounting to a total of $15,000 for students pursing environmental coursework.

"At first, I was just reading this letter from Iowa State that said I'd gotten $1,000, and I thought, 'Oh, that's nice,'" says Velupek. "But then my mom came upstairs, and when I told her, she just screamed, 'Oh, my God, you got a Paul McCartney scholarship.' My parents are big fans."

Veylupek participated in Omaha's Environmental Ambassadors program while in high school, studying a gamut of earth-related issues and then spreading the message to the city's elementary school students. She brings a 3.9 GPA to her freshman year, and wants to pursue the study of either forest or animal preservation at Iowa State.

While Veylupek has yet to receive any personal congratulations from her British benefactor, "Mom keeps hoping he'll call." So do we, Mom. But if he doesn't, let it be.

DON'T TOUCH THAT DIAL: WOI ISN'T GOING ANYWHERE JUST YET

GET USED TO VISIONS COVerage of the saga of WOI-TV — as the Carpenters once crooned, *We've only just begun.*

As VISIONS was being readied for press, the disputatious sale of Iowa State's ABC affiliate was getting set to go to court — again.

In its late September meeting in Ames, the State Board of Regents was expected to finalize WOI's sale to Citadel Communications Corp. for $14 million in cash. But as in all things of the legal persuasion, these days finality is looking about as slippery as spilled mercury.

As of last month, here are the few knowns:

- The regents, in a greatly contended move, voted to accept the cash for WOI (*VISIONS, Summer '92*).
- Iowans for WOI-TV, led by ISU economics Professor Neil E. Harl, sued the regents, charging that the board does not have the authority to sell the station.
- Iowa State — actually the Iowa State University Equities Corp., the station's holding company — says the regents *do* have the law on their side.
- Boone District Court Judge Ronald Schectman rejected the Harl group's request for an injunction halting the sale, but did sit through three days of hearings in August as both sides presented their cases.
- No matter what Schectman decides when the hearing reconvenes — probably later this month — there will be an appeal. If the sale is upheld, Iowans for WOI-TV has promised to appeal to the Iowa Supreme Court and take their battle to the Federal Communications Commission.

Quoting again from the music world, Schectman closed his August hearing thusly: "As the old song goes, 'We'll meet again. I'm not sure where and I'm not sure when.'"

Stay tuned. It appears the fat lady hasn't even begun warming up.

PERSONNEL MOVES

GALLOWAY HAS DESIGNS ON GEORGIA POSITION ...

Iowa State's dean of deans is leaving this month.

Design College head Thomas Galloway, the longest-tenured among ISU's 10 deans, announced in July that he would be leaving to become dean of the College of Architecture at Georgia Tech in Atlanta. He will take over that position this month.

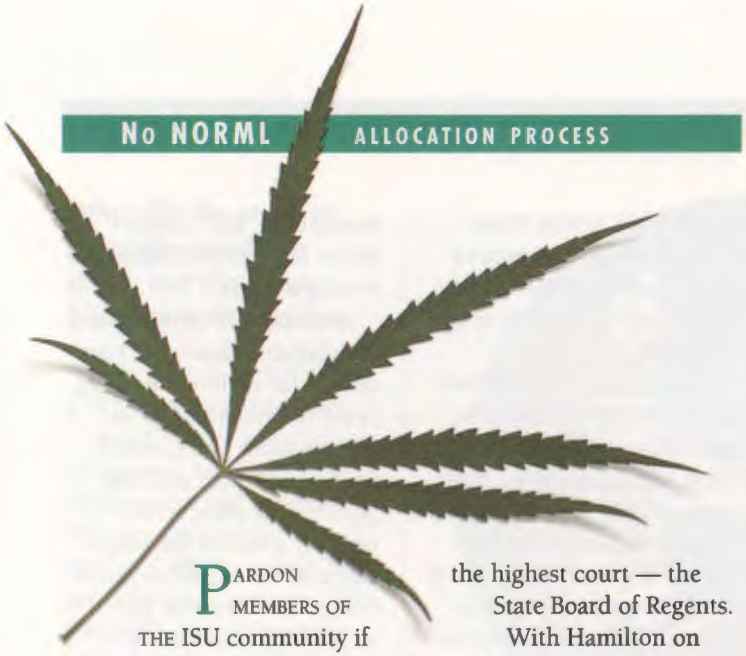
Galloway had served as dean of Iowa State's design college since 1985. At Georgia Tech he takes over a college that he describes as smaller than ISU's design college, but more focused in graduate studies.

... HALL IS NEW WASHINGTON LINK

Iowa State alumnus Kent Hall recently began representing his alma mater in the critically important endeavor of securing federal research funding. Hall, most recently legislative director and economist for North Dakota Senator Kent Conrad, replaced Michael Crow on Sept. 1. Crow left ISU in 1991 to join a Washington think tank. He has since moved on to serve as acting vice provost for research at Columbia University.

Hall, who received his bachelor's (1969) and master's ('74) degrees from ISU, also worked as an economist for the U.S. House of Representatives' Committee on Small Business, a professional assistant for the National Science Foundation's Division of Information Science and Technology and a legislative assistant to then-Iowa representative and current Senator Tom Harkin.

No NORML ALLOCATION PROCESS



JIM HEDGSTYA

Pardon members of the ISU community if they scratch their heads over the media's swarming on the wave of apathy and contempt boiling within the U.S. electorate in 1992. No Gallup poll is needed to know that, for years, Government of the Student Body (GSB) and voter unrest have gone together like Chicago politics and ballot-stuffing.

Case in point: 1992-93 allocations. This year GSB divvied up more than $1.1 million in student fees — the fourth-largest student government budget in the country, says President Eric Hamilton. As usual, approval or rejection of several items drew choruses of jeers, perhaps none more raucous than the organization receiving barely a penny of every $10 allocated: The National Organization for the Reform of Marijuana Laws (NORML). GSB gave funds to the group for the first time, to the tune of $1,350.

Among students questioning the move was Young Americans for Freedom President Frank Sebestyen III, who took his disapproval to the highest court — the State Board of Regents.

With Hamilton on hand to defend his group, Sebestyen's appeal was denied. "We can't make ethical judgments," says Hamilton. "[NORML] isn't saying, 'Hey, everybody, smoke pot.' They're advocating legal reform."

Adds ISU Vice President for Student Affairs Tom Thielen: "We assume the money isn't used to buy marijuana. We make sure all [allocations] meet university and state guidelines, and this one did."

Among groups turned down were ISU's cheer squad, formally known as Pep Council, and PrISUm, the highly popular solar car built by engineering students. "If there's a department closely tied to an organization, we feel it isn't open to all students," Hamilton says. "Pep Council is tied to the athletic department, PrISUm is tied to engineering. GSB's goal is to fund those organizations open to everyone."

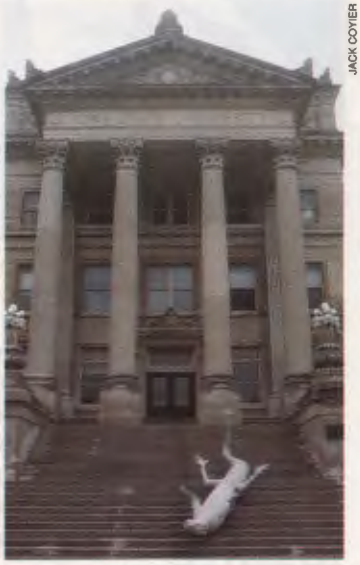
How *apropos*. NORML, of course, teaches nothing if not availability.

Don't bend over under the campanile; that lizard's got eyes

Should we have expected anything less from a woman who shamelessly proclaims, "Whimsy is important to me"?

This, after all, is the person who, as an undergraduate, brought us "Post-Modern Mutton." So why aren't we surprised that Tinka Sack's latest endeavor into the world of lawn ornaments resulted in a concrete reptile with a thyroid condition?

Sack, a landscape architecture graduate student, created "Lounge Lizard" as part of Iowa State's Focus program. Like "Mutton," an undergraduate Focus project in the mid-1980s, the pale, wood-rebar-styrofoam-concrete lizard is Sack's way of parodying that Great American Pastime of filling our yards with such gawd-awful concrete beings as gnomes, deer and flamingos.



JACK OOYIER

"It's like folly in a landscape," Sack says of her $368 project — $350 of which was funded by Focus, an annual arts festival funding projects by ISU students. "Lawn ornaments are a great way for people to be creative in their yards. But I'm not looking for a concrete flamingo. I'm looking for the yard with 100 concrete flamingos."

While Sack is moving on to her next project — a documentary on lawn ornaments in Iowa — Liz's future remains in doubt. All whimsy aside, Sack does have a dilemma on her hands: What *does* one do with an 18-foot lizard?

◄ HUB TOP TEN ►

Top 10 submissions in contest to name new Memorial Union convenience store in the former Cranny:

* * *

10. Common Market
9. Onion's
8. Union Station
7. Cy-a-Go-Go
6. Aardvark's
5. E & L's (Elaine & Lancelot's)
4. Not the Cranny
3. MU U-Shop (pronounced Moo You Shop)
2. The Zodiac
1. Yet Another Place, Offering Low-Quality Goods at Exorbitant Prices

SOURCE: MEMORIAL UNION PROGRAM DEPARTMENT • RANKING: VISIONS • ACTUAL WINNER: ONION'S

CONVENTIONAL IOWA STATERS

JIM HEEMSTRA

Cherry Davis and Ray Dearin

On the left, it's journalism senior Cherry Davis. On the right, it's speech Professor Ray Dearin.

Call it Iowa State's own *Crossfire*.

Few are awaiting next month's presidential election (*page 26*) with breath more bated than this partisan pair. Davis was a delegate to the July Democratic National Convention in New York. Dearin was an alternate delegate to the August Republican Convention in Houston, marking his fifth GOP bash.

Dearin serves double duty every time he attends a convention: He's been a Republican faithful since Nixon in '68, and his professional specialty is rhetoric and public address; he has a courtesy appointment in political science. At meetings of the Speech Communication Association in November, Dearin will present a paper on President Bush's acceptance speech. From Dearin's vantage point on the Houston Astrodome floor (standing next to press secretary Marlin Fitzwater, no less), he offers this assessment: "It was Bush's convention, and he did what he had to do."

Davis shares Dearin's political avocation, and would likewise like to make a career at this business. Reared in Davenport by Jesse Jackson diehards, Davis hopes to work her way into a political handler's position after her December graduation. "I ran out of résumés in New York," she says. "I saw Hillary Clinton, Ann Richards, Rosa Parks, Jesse [Jackson] and a lot of other big important political people. "

With the country teetering on the precipice of change in so many realms, these two hardly stand as big people. Yet, as the republic feels its way into its third century, Ray Dearin and Cherry Davis could be no more important.

DAVENPORT NAMED VISIONS ASSOCIATE EDITOR

VISIONS EDITOR DEBRA Gibson has announced the promotion of Dan Davenport to associate editor of the magazine.

Davenport, who received an ISU bachelor's degree in agricultural journalism in 1984, has served as the magazine's chief writer since 1988. In addition, Davenport will assume the alumni editorship of The Iowa Stater, the university's quarterly tabloid for all graduates. During his tenure with the ISU Alumni Association, the Creston native has received numerous writing awards.

In other VISIONS news, the magazine again has been chosen for national recognition from its professional organization. The Council for Advancement and Support of Education (CASE) recently awarded the magazine a silver medal for visual design. Art direction for VISIONS is provided by Reeder and Company.

MORE SWEENEY ADDS UP TO BETTER LABS FOR CHEM E

IOWA STATE CHEMICAL ENGINEERing students, accustomed to working in 60-year-old laboratory facilities, soon will be in for a nice surprise. In June, ISU broke ground for an $8 million, 35,000-square-foot addition to Sweeney Hall, headquarters for the Department of Chemical Engineering.

"The new [facility] will be geared toward what's hot in chemical engineering today: surface sciences and biotechnology," says Terry King, chair of the department. "And upgrading our undergraduate teaching laboratories is another important factor. Our current structures were built in 1927 and 1933. The technology has changed so much — we've been needing a cleaner and more controlled environment for a long time."

Completion of the addition, which extends to the west toward Bissell Road, is targeted for January 1994.

"AND YOU CAN QUOTE ME"

'I am optimistic that within 10 years we could have some kind of [AIDS] vaccine.'

— French scientist Luc Montagnier, discoverer of the AIDS virus, during Aug. 4 campus speech

Books 'R' Us

Why did the student cross the road? To check out the other bookstore renovation

AND WE THOUGHT THE AIRlines were competitive.

Ames' two campus-serving bookstores, separated in name by semantics and locale by four lanes of Lincoln Way concrete, are Flicka and Trigger in a two-horse town. On the south side of the street you've got Campus Book Store; on the north, University Book Store. If you're a student and you choose to buy books for class (we'd like to think most do), they're the only games in town.

The two games have gotten bigger. When students flocked back to campus in August, they were greeted by 20,000 square feet of new bookstore space. CBS nearly tripled over the summer, growing from 7,800 to 23,000 square feet. And UBS converted some 5,000 square feet of storage space to retail space,

bringing its page payload up to nearly 15,000.

Neither shop plans any major departures. UBS has beefed up its general book collection and art and engineering supplies, while CBS has added a trade books department. "But we're not going to start selling bicycles now," says UBS Manager Pam Mills. "We're still books."

What both can sell now is space. Not a student has left campus without feeling that first-week-of-class crush in both stores. Students strolling into either store for textbooks often left hours later with rattled nerves, crumpled clothing and (of course) deflated checking accounts.

"It's a big deal not to have those shoulder-to-shoulder lines," says CBS owner Floyd Ballein. "We just wanted more space to do the same thing."

So neither really has more in store this fall. Just more store.

Judith Krantz devotees need not inquire

Their name says it all: About Time Books.

"It's about time we had a great bookstore in Ames," says English Professor Steve Pett.

Pett, along with former adjunct English Professor Pat McHugh, opened downtown this fall what Pett calls "a store where people can see what's going on in the writing world. You will learn more than just something you've already heard about — more than just something on the best-seller lists.

"This wants to be a good independent bookstore. I won't get rich, but I am doing it for selfish reasons: I want a good bookstore in the town where I live."

$1.3 MILLION GRANT KEEPS UNDERGRADS IN RESEARCH LOOP

Iowa State undergraduates pursuing science careers received word of a $1.3 million boost from the Howard Hughes Medical Institute in late May.

The grant is part of the institute's $175.5 million initiative to involve more undergraduate students in research labs at 181 colleges and universities across the country. University officials say it is one of the largest grants ever received targeted for undergraduate science education.

Bernard White, chair of the Department of Biochemistry and Biophysics, said the five-year grant will support the creation of new lab courses, a biological sciences resource center for educators and students, a summer research program for students from community colleges and other universities and a freshman mentoring program to aid undergraduate research.

Says Purnell Choppin, president of the Bethesda, Md., based Hughes Medical Institute, "If we continue to stimulate our young people, rather than turn them off in high school or college, and if we provide adequate funds for them to do research, they will excel."

A Class By Himself

What does John Kozak like about overseeing academics? "Every faculty member, every student, is different. There are no cookie-cutter answers."

AFTER 30 YEARS IN ACADEME, NEW HEADMASTER SETS OUT ON HIS OWN

IT'S TIME FOR JOHN J. KOZAK to take off the training wheels.

For three decades, he has worked under the tutelage of renowned scientists and academicians, continually gaining balance and confidence in his abilities as a would-be university administrator. Last April, Iowa State University decided Kozak was ready to pedal on his own. President Martin Jischke named him ISU's provost, and the 52 year old took over the university's No. 2 position July 1.

"You reach a stage when you realize you've got to cut the umbilical cord," says Kozak, who, as provost, will serve as ISU's chief academic officer. "You get restless. I feel like I've learned so much from my mentors, now it's time get out on my own."

In replacing former Provost Milton Glick, Kozak left his position as dean of the College of Arts and Sciences at the University of Georgia. Before his four years in that post, he held several positions during 20 years at Notre Dame, including associate dean of the College of Science.

It was during his Notre Dame years that he says he became a "college football junkie." Among the many stars enrolled in his general science class: 1987 Heisman Trophy winner Tim Brown.

Kozak says he realizes he'll need time to win over his No. 1 constituency at ISU — faculty. But those who studied his academic lineage likely were impressed well before he headed up the steps of Beardshear Hall. Dating back to his undergraduate chemistry work at Case Western Reserve University in Cleveland, Kozak has studied under National Academy of Sciences inductees at every level but one. And that exception came during postdoctoral work at the University of Brussels, Belgium, where he worked under Ilya Prigogine — the 1978 Nobel Prize winner in chemistry.

"When you're in the presence of masters, you learn what sort of questions are important, you get a sense for

how they approach problems," Kozak says. "You get a sense for constructing your ideas formally."

And throughout that chemistry work — which focused on statistical mechanics — Kozak says he's constructed one overriding idea about working with faculty. "I think faculty [at Georgia] feel that there was an openness in my office," he says. "People could come in and state their case. I didn't always meet their needs, but I did listen with as much attention and thoroughness as I could bring to bear on the problem.

"In that way, I still more or less view myself as a faculty member."

Indeed, he continued both teaching and research at Georgia, albeit on a limited basis. He says that work never allowed him "to lose sight of why faculty are at the university and the fact that great universities rest on great faculty. If a provost realizes that, he or she may still make mistakes, but they won't be mistakes of ignorance."

Kozak has laid down few goals beyond following Jischke's oft-expressed challenge of making ISU the country's top land-grant institution. But he does have plenty to say about Iowa State and his role in its future. Following are interview excerpts on:

• Coming to ISU. "It's the chance of a lifetime. There are 30 or 40 universities in the country that are really important either because of research or education. The very best combine those, and Iowa State certainly does that."

• Budget crunch. "Every public institution is faced with serious questions about where they're going to find resources. [Georgia was] in a similar crisis, so I have no trouble appreciating [Iowa State's] situation. It's one thing to say you appreciate what it's like to hit .400 in the major leagues. But until you're into the problem and see the impact it has on peoples' lives — professional and personal — it's pretty easy to just use empty words."

• University administration. "It's a lot like doing research. In research and administration, the problems are always interesting. They don't always have rosy answers, but in some way, they're always challenging."

• Early goals. "I need to take six solid months just talking to as many people as I can. There's a time when you've got to be all ears and no mouth. I'm not going to charge into Ames and say, 'These are the following 17 things that need to be done right away.'" ◐

THE KOZAK FILE

BORN

Sept. 14, 1940, Cleveland.

ACADEMIC DEGREES

Case Western Reserve University bachelor's, chemistry, 1961; Princeton University Ph.D., physical chemistry, 1965.

FAMILY

Wife: Catherine Michuda Kozak, chemist in the ISU College of Veterinary Medicine's racing lab. Children: Jennifer, 21, senior at Vanderbilt; Joseph, 19, sophomore at Notre Dame and Gregory, 16, junior at Ames High School.

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Curtain Call

Garry McGee scored his first professional film-making experience as a production assistant in the TV movie, *In the Best Interest of the Children.*

TCA MAJOR REWRITES THE FINAL ACT OF THE TUMULTUOUS JEAN SEBERG STORY

TO ONE REVIEWER, JEAN Seberg was "a Cinderella who didn't fit the shoe, in a kingdom ruled by suspect princes." To one ISU student video producer, Jean Seberg was a spirited Cinderella who kicked off that shoe in defiance — and who perhaps paid for her ingenuity with her life.

Garry McGee, a senior majoring in telecommunicative arts, attempts to recapture that fairy tale aura in his documentary, *In The American Style: The Jean Seberg Story*. The independent classroom project chronicles the life of the Marshalltown native who in 1956, at age 17, outshone 18,000 other young women to snatch the lead in director Otto Preminger's Joan of Arc epic, *St. Joan*. That film, panned universally by critics, nonetheless launched Seberg into nearly 25 years of international fame and notoriety.

McGee's infatuation with Seberg and her story began two years ago during an ISU film class screening of *Breathless*, in which Seberg co-starred with Jean-Paul Belmondo. Intrigued that Seberg had emerged from small-town Iowa, McGee traveled to Marshalltown the next day and spent 10 hours poring over memorabilia stored in a museum. He returned the next day to continue his research, and before long was consumed with scavenging for every morsel of information on the original American Girl in Paris.

"The more I found out, the more I thought she was terrific and that something needed to be [produced] about her life," McGee, 25, recalls. To date, only two major projects had been dedicated to Seberg's story: *Jean*, a Broadway musical written by Marvin Hamlisch that received an immediate thumbs-down on the Great White Way, and *Played Out*, a 1981 biography penned by Washington theatre critic David Richards. Yet hers was a story begging to be told.

When her film career faltered in the U.S. in the early 1960s, Seberg headed for Paris. She soon became a star. She periodically returned to the States to appear in movies such as *Lilith* with Warren Beatty, and to visit her family in Marshalltown. By the mid-1960s, Seberg found herself as attracted to politics as she was to the glamour and excitement of the film industry. She began making financial contributions to numerous civil rights organizations, but it was her support of the Black Panthers, a militant U.S. political party advocating the end of "the oppressive grip of the white power structure on the black community," that caught the eye of one J. Edgar Hoover in 1969.

Fresh from her success in the American film, *Paint Your Wagon*, Seberg was anticipating the birth of her second child with French novelist and former diplomat Romain Gary — until rumors were published here and abroad that the unborn child was fathered by a Panthers member. The baby, a white girl, was born prema-

turely, and died three days later. Many who knew Seberg cite that 1970 event as pivotal in both her professional and emotional descent. She was found dead in the back seat of her car, just a block from her Paris apartment, on Sept. 8, 1979. On the day of her funeral, the Associated Press broke the story that the FBI had, indeed, planted the falsehood regarding her daughter's paternity. While Seberg's death was ruled a suicide (she was found clutching an empty bottle of barbiturates and a note to her teen-aged son), McGee and others question the cause.

"I think she was murdered," McGee says bluntly. "She had signed to do a movie that fall in Africa, she'd made plans to visit her mother in Marshalltown." Although McGee is careful not to finger any one suspect, he alludes to "that Algerian actor she was living with at the time — he was a real shady character," and the FBI, who admitted after her death that it had spied on Seberg the last 10 years of her life.

Nagging doubts about Seberg's unstable image these past 30 years prompted McGee to pursue his own video version of her life. Unlike others who have focused on Hollywood and France, McGee chose to point his camera toward Marshalltown. "Now maybe we can find the true story," McGee says. He points out that for the first time since Seberg's death, her sister, Mary Ann, speaks openly in the documentary about how Jean's fame and death affected her entire family. Also featured are Carol Hollingsworth, now 93, Seberg's high school drama coach, and Lynda Scott Haupert, a 1959 ISU graduate who was Seberg's best friend in high school.

"I only participated because I thought [McGee] would do something that would finally show Jean in the correct light," says Haupert, now an assistant art director for books at the Meredith Corporation in Des Moines. "She was a wonderful, caring, loving person who cared about the downtrodden."

The care that McGee has injected into the project is evident as well. When professional editing of the video is completed, its tab will hit nearly $30,000. While McGee has dipped into savings and summer earnings to cover expenses, plans to raise money within the Marshalltown community have failed.

"I haven't been able to find a dime there yet," McGee says dejectedly. "I just keep hearing, 'All that happened in the past. It's just best to leave it there.'" Still, the Elma native persists. In August, McGee organized — and paid $500 for — a Jean Seberg film festival in Marshalltown commemorating the 35th anniversary of the release of *St. Joan*.

While Marshall County residents may not be knocking down McGee's door, at least one Hollywood group has expressed interest in his documentary. Actress Jodie Foster reportedly is producing a film in Paris based on Seberg's life, and her representatives have contacted McGee for the rights to his project. To date, McGee has declined to participate. "Let's just say that others have told me I should be insulted by what I was offered," he says wryly.

He was thrilled, though, when *In The American Style* recently won the Eastman Kodak Iowa Film Award and the Artsweek National Student Film and Video Award from the University of Colorado — both based on the rough cut of the documentary.

"I certainly thought it deserved those awards, but I know how competitive these things are," says Richard Ness, temporary instructor in telecommunicative arts and McGee's adviser. "This project is by far one of the most ambitious things to be done in TCA for a long while." As is McGee's next enterprise: A video examining the phenomenonal success of the annual Donna Reed Film Festival held in Denison.

After his graduation from ISU in December, McGee hopes to return to the family farm, head out to the converted granary and begin a career as a writer. He intends to kick off that vocation with a novel about an Iowa farm family in the 1940s. Upon its completion, there's a biography he'd like to write, about an American girl in Paris. Some might call it a Cinderella story, although try as he might, even Garry McGee can't make her live happily ever after. ◐

Food for Thought

The international community assembles at ISU to ask, 'Can the world be fed?'

When, two centuries after your death, they've tacked *-ian* onto your name and stuck it in every major English-language dictionary in the world, you know you were on to something.

Thomas Robert Malthus was on to something.

In 1798, with not yet a billion people milling about the earth, the renowned English economist wrote of "the perpetual struggle for room and food" in his acclaimed *An Essay on the Principle of Population*. Two-hundred years and four billion more people later, Malthusian resides in every dictionary, right there between *Maltese* and *maltose*.

And the struggle between humankind's natural proclivity to grow and its absolute need to eat — Malthus' struggle for room and food — rumbles on.

This summer, the battle was joined at Iowa State University.

Under the direction of agronomy Professor Kenneth Frey, the first International Crop Science Congress convened on the ISU campus July 14-22. More than 1,000 renowned crop scientists — two-thirds of them from foreign countries — converged on the Iowa State Center. Two Nobel Peace Prize winners *(pages 20-23)* and three World Food Prize winners *(page 24)* joined them. Their mission could be no more daunting:

Feed the world without destroying it.

Before this century, the last half of that assignment bore only a sliver of the consequence it holds today. Scientists and farmers answered call after call with sagacious actions, certainly. But for the most part they acted upon elementary mathematics: More seeds planted on more earth equals more food.

There is no more earth.

Worse, a burgeoning amount of land is in jeopardy of being worked to death.

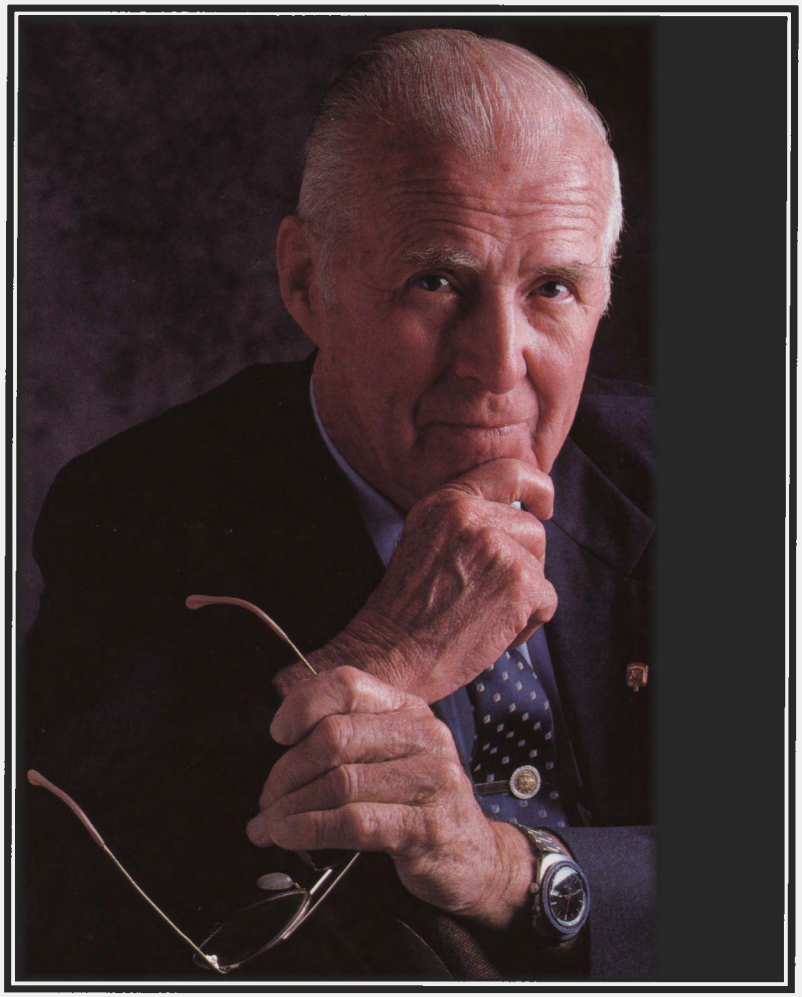
So they came to Ames. From Corn Belt states they came, shrewd scientists looking to increase not yields, but profit margins. From hunger-ravaged nations they came, desperate scientists looking to decrease not population growth, but starvation.

To a person, they are scientists to whom *Malthusian* is a synonym for pain.

— Dan Davenport

Hungry for Action

Food Prize founder: Lack of 'courage, leadership' places world in danger



JIM HEEMSTRA

Norman Borlaug

Cresco, Iowa, native and 1970 Nobel Peace Prize winner Norman Borlaug is credited for starting the "green revolution" that helped many developing countries become self-sufficient in food production. Borlaug, whose research specializes in high-yielding wheat varieties, now is a consultant with the International Maize and Wheat Improvement Center in Mexico and a distinguished professor of international agriculture at Texas A&M University. Frustrated that Nobel administrators would not agree to establish a new category for increasing the availability of food, he spawned the idea for the World Food Prize. It was awarded for the first time in 1987; in 1990, the John Ruan Foundation in Des Moines became its sponsor. Iowa State University serves as prize administrator. During the International Congress of Crop Scientists at ISU in July, Borlaug sat down with VISIONS to discuss his views of the world's future ability to feed a rapidly growing population.

VISIONS: To get straight to the point, Norman Borlaug's attending a scientific event such as this can be, in and of itself, a dramatic statement of the event's legitimacy. Why did you choose to make such a statement?

Borlaug: For 48 years I've been involved, one way or another, in agricultural programs in Third World countries. I've been concerned about these

issues all these years, about whether they're being distorted or overemphasized or ignored. This is an important group of people who have much to say about these issues. I want to hear what it is they have to say.

You're obviously interested in the World Food Prize being connected to the event, as well.

Very much. Since I played an instrumental role in establishing the prize, I was very eager to be here when the winner was announced. It is an exciting, important international event.

Other groups — geneticists, agronomists, etc. — have had major international events similar to this one for years, even decades. Yet this is the first time this heterogenous group of crop scientists has been assembled. Why, when hunger has plagued the world for so long, is this congress just now coming together?

I guess many of these issues hadn't reached the magnitude of importance that they have today. We haven't had the controversies over pesticides in food, changing weather, endangered species, these types of things. There's been so damn much confusion in these issues, I guess their time has just arrived, their time has become opportune for a meeting like this.

Explain the confusion.

Like in changes in climate. There were some excellent sessions here on that topic, but I'm afraid so much of the information still isn't reliable. How much is it changing? How fast? What are the implications? Some say [global warming] is a real problem, some say it's not. Many of these issues have this kind of confusion. I think this kind of union of minds can be a start, however. ... It seems to me that there is such a big job to educate the American people of the importance of agriculture. To have them know that they have the cheapest, best quality and greatest diversity of food of any nation in the history of the world. Americans, you've heard it said before, have no idea where their food comes from. That must be changed.

And I also mean confusion in all the technology that has been created in the last 80-90 years. There's too much for people to handle. Let's have the facts: A girl baby that was born in 1920 had a life expectancy, on the average, of $47\frac{1}{2}$ years. A boy baby, $46\frac{1}{2}$. In 1985, the girl baby's life expectancy averaged 78.6, the boy baby's, 72.6. There's confusion coming from there. People look at that and say, if we could just pass a few more laws [regarding cancer-causing elements in food, for instance], we would suddenly become immortal. The truth is, all species, including man, have a built-in time clock. *Homo sapiens* can't complain too much. We outlive all animals, except maybe some giant turtles that reach 160 or 200 years. People live a long time. Do they really want to live to 150?

The longer people live, the more they eat.

That's exactly right. When we talk about food production, we have to talk about for how many, for how long. It all gets back to sustainable agriculture.

What about population growth as it relates to this congress?

This congress doesn't have particular sessions on population growth, but population means everything to these topics. Absolutely everything. What does it mean, to produce food for the world, if we don't address the number of people? We've added 3.7 billion people in my lifetime. Now we're adding more than 1 billion per decade. Where is this going to take us?

It's a topic not addressed directly here, nor, many say, by politicians around the world.

I was disappointed by the [June] Rio conference on the environment. They would not come to grips with the population issue at all.

If that issue is not being adequately addressed now, what will it take? Must the world see even more horrible tragedies in developing countries before it is forced to face population growth head on?

Probably so, but I don't think I will see that day. I'm too old, I'm 78. Twenty-two years ago, when I gave the Nobel lecture, I said we've got three, at the most four decades to try to bring reasonable balance into human population. To bring balance into our ability to produce for all those who were born the ability to achieve the basic necessities for a decent human life. That means food, a shirt on your back, a roof, education, medical care and a job.

How have we done since that lecture?

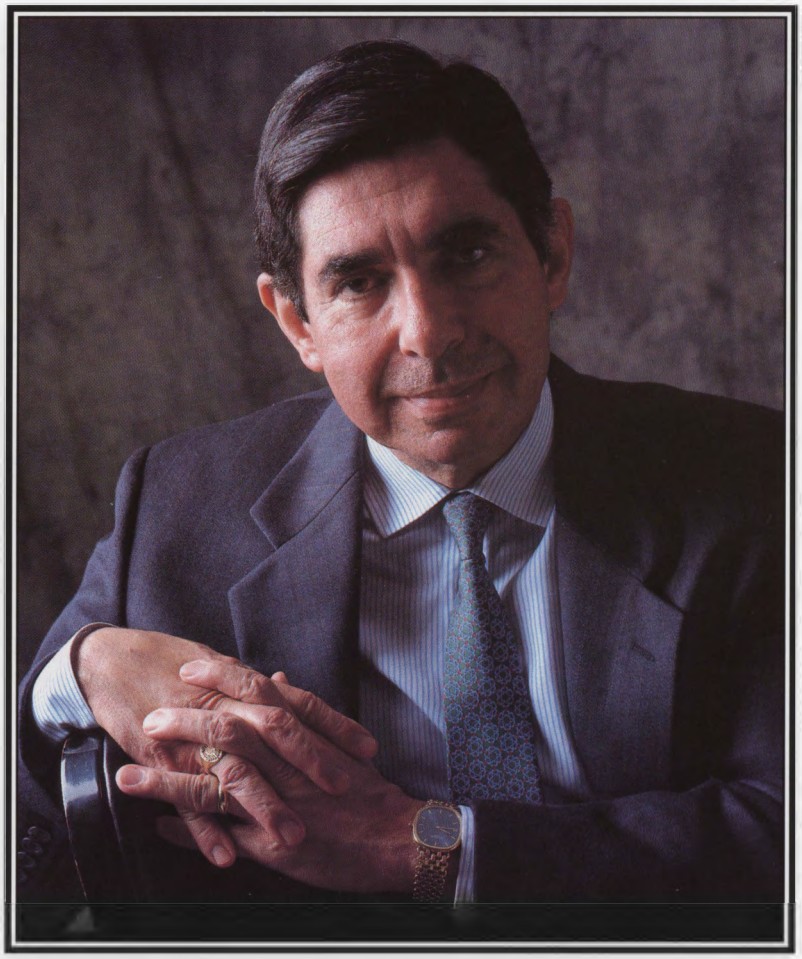
Not very well. We haven't done anything.

With two of your projected three or four decades now gone, where does that leave us?

In a very difficult situation. We've got less than two decades left, and the political leaders, they all stay away from it. Nobody wants to talk. Where's our courage, our leadership? These scientists are addressing many important issues [at the ICSC]. But the rest of the world must become involved. It may already be too late.

'The Great Problem of Our Time'

Nobel laureate implores scientists to help bridge the widening gap between rich and poor



JIM HEEMSTRA

By Oscar Arias Sanchez

The tumultuous history of the 20th century has taught us that if we allow political and scientific activity to be extricated from human values, they can be used to devastate as easily as to protect or improve living conditions. In fact, when we speak of human beings and their endeavors, values are not something extra or optional; they are constituents of all our actions.

I have attended academic meetings in which I have expressed my concern regarding the role of scientists in matters of peace, development and democracy. My great concern stems from the fact that some, blessed with an understanding of science, have often used their knowledge and abilities to the development of weaponry, war-making techniques and environmental deterioration. I call this the most tragic misuse of human talent.

I have also spoken before men and women who, having received their education in the classrooms and laboratories of the most prestigious universities and technological institutions, have chosen to align their efforts with the military- industrial complex. And yet, I find it hard to believe that the product of some of the most talented minds of our society can be used to kill, degrade and destroy.

Today, however, I find myself before a group of men and women with whom I share a resolution for human welfare in the world. I am certain that the often intricate formulas and techniques that you use in your projects and reports harbor the hope for a better life and sufficient food for the famished of this planet.

Yet, let me propose to you today to undertake an even more transcendent commitment: the eradication of humankind's major enemies, poverty and inequality. These are two maladies which may soon precipitate humanity's self-destruction. For centuries, these illnesses have been at the root of armed conflicts, massive migrations, corruption, arms build-up, militarism, environmental degradation and international division.

These overwhelming problems can only be confronted by the sound management of our newly acquired global interdependence; that is, using our energies and resources in unison and not in opposition. Thus, your numbers,

The author, the former president of Costa Rica, received the 1987 Nobel Peace Prize for his work as architect of the Central American Peace Plan. This is excerpted from his address to the International Crop Science Congress.

formulas and statistical matrices, which create visions of food and higher nutrition levels, should be used by all scientists to benefit both rich and poor nations. The product of your research should reach all people everywhere. Your scientific work must be intimately linked to development cooperation and directed to benefit the poorest nations.

This proposal is not another extreme request from a Third World country leader who seeks only to freeload at the expense of the industrialized world. In the post-Cold War era, my friends, interdependence mandates that international cooperation be grounded upon the sacrosanct concept of human solidarity. This concept of human solidarity is not one defined by charity, but by the need to incorporate the poorer countries into global economic growth and thus to ensure survival for all.

In the Third World, high infant mortality rates, insufficient schooling, misery due to ignorance, corruption, militarism and the exhaustion of natural resources are increasingly devastating our societies to a point of no return. More than 1 billion people live at the absolute poverty level.

... The despair of poverty in the furthest corners of the world affects us all as much as the destruction of our neighboring areas. The great problem of our time is not only the existence of tremendous disparities between rich and poor countries, but also the ever-growing gap between rich and poor individuals.

It will take us many decades to overcome the great problems of extreme poverty, hunger, illness, ignorance, oppression and violence that plague our world. The resolution of these social and economic problems requires great financial resources. We are caught in a vicious circle, however. It is a shortage of financial resources that forces us to leave the lives of millions of human beings solely to destiny. The predominance of this situation in developing regions suggests that we will have to witness the vast majority of our fellow human beings living their lives in destitution and unhappiness for many decades to come. We must make an extraordinary effort, thus, to secure a viable path to prosperity and democracy and reverse the dismal fate which may await us.

The shortage of financial means is comparable to the delay in the transfer of technology and knowledge from industrial or poorer countries. To deprive a nation burdened by poverty of the new scientific and technological advances that could improve its agricultural production can be as devastating as an armed aggression. Each year, more children die of hunger than adults do from war. Thus, each agricultural advance that is kept unshared or selfishly concealed can signify the delayed nourishment of a hungry child. This does not mean that we should ignore or discredit the necessary economic incentives provided by society to researchers and institutions. We must make sure, however, that the commercialization of scientific activity and technology does not deepen the immense abyss of poverty which divides humanity into the minority of those who have and the majority of those who have not.

Some argue that the scientist is not responsible, even indirectly, for what a government, military institution or company does with his or her discoveries and inventions. This position is inadmissible. All human beings are responsible for the social and cultural consequences of his or her acts. Neither the scientist, nor the artist, nor the politician, nor the businessman can behave as Cain did in neglecting responsibility. The researcher has the right and duty to demand that the product of his work be used to satisfy the basic needs of other human beings. The scientist has the right and duty to question the paradoxical and inhuman coexistence of highly advanced technology with hundreds of millions of people who lack the most elementary means of subsistence.

... Thus, it is deplorable that the industrialized countries are still attempting to achieve economic and scientific growth at the expense of development and the elimination of poverty.

... I realize that the task which lies before us is unacheivable if only particular countries or groups of people dedicate themselves to it. Contributions toward this effort must come from all sectors, especially those that can generate a major impact in global decisions. Thus, the scientific community can play a very important role in this endeavor. It is well known and accepted that scientific knowledge, and the attitude of those who produce it, can have a significant impact in political decision- making process.

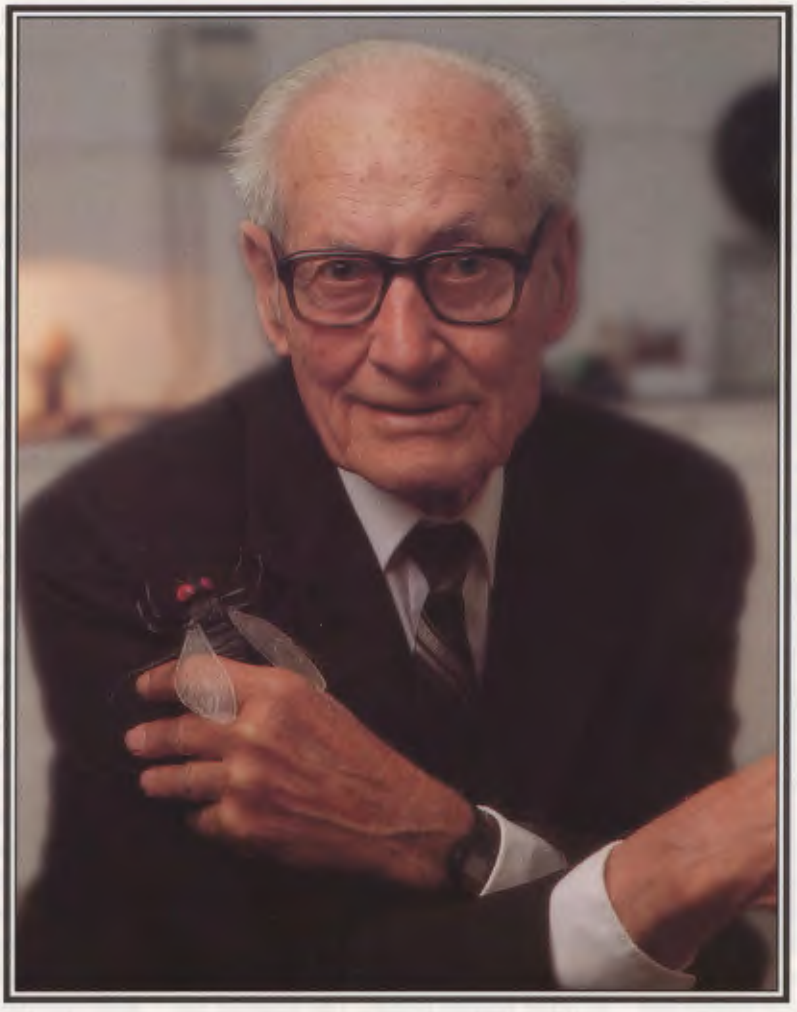
... I invite you to continue developing such knowledge and make the appropriate linkages between issues of development and inequality. I invite you, irrespective of who finances your research, to liberate the compassion, the creativity and solidarity that lives inside of each of us, so that we, together, can work to eradicate poverty and disparity in this world. Yes, my friends, human destiny must be changed, the North-South divide must be bridged, not by chance, but by choice.

Amigos, I come from a country that has no army. Costa Ricans are very proud of this fact and of our vocation to agriculture. We like to describe ourselves by saying that Costa Rica has more teachers than soldiers, given the fact that no military has existed since 1948. We can boast of the fact that, in the past, when the weaknesses of international law obliged our country to defend itself with arms, these were taken up by peasants, by men of the soil who became soldiers only temporarily. Mine has also been a country of law-abiding farmers and not of guerrillas.

Although the need to achieve higher levels of economic growth has modernized our rural life, we still hold great affinity to all that is related to agriculture. It is natural, then, for us to respect and admire those who dedicate their talents to the betterment of the relationship between man and earth. In Costa Rica, we use the term *agronomist* to refer to all of the technicians, specialists and professionals who dedicate themselves to the good earth that has nourished us for centuries. Upon my return to my country, I will be very happy to tell my compatriots, in a nation that has more agronomists than soldiers, that I attended this congress in the company of a group of outstanding scholars of the earth — in the company of a group of outstanding agronomists.

A Bug in The World's Ear

Food Prize winner grows impatient for advances in biological insect control



LEN RIZZI

Edward F. Knipling

Half a century ago, Iowa State graduate Edward F. Knipling helped pioneer an insect control process that would lead him to be dubbed "the father of biological and genetic insect control."

Now 83 years old, he's still waiting for his descendants to adequately carry on.

"I'll put it this way: I don't think we've scratched the surface of how to use biological control," says Knipling, who received his master's (1932) and doctoral ('47) degrees from Iowa State. Though retired since 1973, much of Knipling's research remains at the forefront of entomological technology. Any questions as to the sustaining viability of his four decades of work were soundly answered in July, when Knipling and former partner Raymond C. Bushland were named co-winners of the prestigious World Food Prize.

The annual prize, sponsored by the Des Moines Ruan Foundation and administered by ISU, is regarded as the foremost international award recognizing achievement in improving the quality, quantity or availability of food worldwide. The announcement of the '92 prize was made in conjunction with the first International Crop Science Congress, hosted by Iowa State in July. Knipling and Bushland will share the glory — and the $200,000 cash award — in ceremonies in Des Moines this month.

In the mid-1930s, Knipling came up with the idea of the Sterile Insect Technique (SIT) to eradicate the baneful screwworm from cattle in the southern United States and Mexico. He and Bushland produced massive quantities of sterilized male insects and released them to mate with females in infested areas. This broke the life cycle, drastically reducing offspring. Thus the larvae — the screwworm — was practically eliminated, saving an estimated $100 million annually in the U.S. alone. Since that victory, SIT also has been used to eradicate the pests in Mexico, Guatemala, Libya, Africa and Belize. The concept also has been successfully employed on the Mediterranean fruit fly and the tsetse fly.

Though Knipling retired nearly 20 years ago, he's hardly stopped advocating the use of biological control to increase the world's ability to feed a population that could reach 10 billion in 50 years. "There are no unsolvable technical problems here," he says. "We've got a challenge, sure. But somewhere along the line, we're going to have to drastically change our way of thinking if we hope to become efficient enough to double our food production. We've got work to do." — *D.D.*

On the Road Again

Late-night strategy sessions. The smiles. The receptions. Bill Clinton and George Bush aren't the only ones to discover the campaign trail can be a long, hard pull.

Four years ago, the largest capital campaign in ISU's history was born of the need for change. Its goal? Raise $150 million in five years. ISU Foundation staffers and alumni volunteers, young and old alike, faced this new challenge with ambition, enthusiasm and even a bit of naiveté.

But the victory was sweet — and a full year ahead of schedule. In a joint announcement in June, President Martin Jischke and Partnership for Prominence National Campaign Chairperson Owen J. Newlin heralded the venture's successful completion. Never had so many people given to Iowa State. Never had one university project unified so many age groups with so many diverse interests. In the year alone since Jischke had taken office, more than $50 million had been secured.

At last, opportunities existed for Iowa State to achieve Jischke's goal of becoming the No. 1 land-grant institution in the nation. "The Partnership for Prominence campaign will change forever the fabric of this university," he says today. "Due to alumni generosity, we now have improved laboratories, top visiting scholars and students who have been encouraged to continue their studies on scholarship."

To be more specific, more than 375 new scholarships have been created. Fourteen new professorships are now recruiting the nation's best faculty members. The historic bells of Iowa State will be allowed to ring across campus again.

Reaching its $150 million fund-raising goal a year ahead of schedule wasn't enough for Iowa State. Now it's hitting the streets again in pursuit of another $35 million — another step closer to being the best.

But the needs of the constituency continue to burgeon. The pursuit of excellence mustn't be shelved because state allocations persist in dwindling. And so the institution whose letterhead bears the slogan, "Iowa State University: It Works," has begun blazing yet another path to victory. In June, on the heels of its stunning accomplishments, Iowa State announced the extension of its Partnership for Prominence campaign. The new game plan focuses on raising an additional $35 million by the campaign's original ending date — June 30, 1993. This money will be used to renovate the 23-year-old Iowa State Center, to recruit National Merit Scholars and to provide additional funds for ISU's eight colleges.

Bill Clinton and George Bush learned long ago that a successful campaign can best be identified by its most precious commodity — true believers. The next two pages offer a glimpse of just a few of the university's most loyal supporters, men and women who have cast their vote for a better and brighter Iowa State.

By Kathryn Wiese Morton

JIM GENSHEIMER

Ed McCracken

It's only appropriate that an Iowa farm boy has become ISU's favorite son.

Fairfield-native-turned-Californian Ed McCracken, a 1966 ISU graduate, did just that early this year, when he toured campus and announced his company's campaign gift: $5 million of the hottest computer technology going.

As a farm boy, McCracken was a shy 4-Her with a penchant for building ham radios. Later, as an Iowa State student in the 1960s, the electrical engineer major founded Triangle fraternity and became its first president. Today, at 48, his is the subtle yet over-whelming presence of a nonconformist CEO who prefers the *Art of Zen* to the *Art of the Deal.*" His open-area "office" is surrounded with colleagues, sans walnut paneling and crystal; the company headquarters are engulfed by the serenity of a garden and pond, not the sterility of concrete and parking lots.

Techies (a.k.a. computer experts) are quick to point out that McCracken's company, Silicon Graphics Inc. of Mountain View, Calif., produce the finest computer graphics technology in the world. "Even the Japanese can't compete with McCracken," dozens of engineering faculty members proudly state.

Consequently, McCracken's ability to seemingly corner the market pulls in an impressive list of clients: the Ford and Chrysler design teams, Boeing and Lockheed. He's even dabbled in Hollywood dealings. *Star Trek VI*, *Terminator 2* and Michael Jackson's *Black or White* video all used Silicon graphics technology for morphing, the latest buzz word derived from metamorphosis. (Morphing, as created through computer technology, allows one character or person to become another with amazingly fluid transition.) At Iowa State, the Silicon Graphics' gift allows students to visualize mechanical processes and structures as well as three-dimensional models of the human body.

Herbert Stiles

It's virtually impossible to pass through the hallowed halls of Iowa State without, at some point, becoming privy to the legend of the Dirty Thirty. But who the heck are the Fabulous Fourteen?

They are the donors who have established 14 professorships to date through the Partnership for Prominence campaign. And perhaps the most humble of them all is Herbert Stiles, a 1929 graduate.

Stiles, 86, of Fresno, Calif., has provided stock gifts to the university throughout the years, adamantly refusing to take credit for his generosity. But it's next to impossible not to trumpet his latest gift, the Department of Chemical Engineering's first professorship and a substantial contribution to the upcoming Sweeney Hall addition (*see page 12*).

"Professorships allow university departments to recruit top-flight faculty

KURT HEGNE

members, people who truly are world-class scholars. We hope to create a total of 30 professorships by the end of the campaign," says ISU Foundation President Murray Blackwelder.

Stiles' sister, Frances Stiles, a 1932 and '33 Iowa State graduate, says one of her brother's proudest moments came during last summer's groundbreaking ceremony for the Sweeney addition and recognition of his gifts. "At the time, I thought, 'Oh, gee, he doesn't want all this attention.' But Iowa State means so much to him. Herbert's heart is with Iowa State."

Michael & Jean Hoppe Steffenson

What do you mean, no more bells?

That chorus resounded across the nation last spring when Iowa State announced the possible permanent silencing of its most revered landmark, the campanile. What would return the sound of music to an anxious campus? At least $10,000 for crucial renovations.

The call for funds echoed throughout the alumni body, swelling to a rousing crescendo of $1.6 million in private contributions. For alumni like Michael Steffenson, a 1959 Iowa State graduate, and his wife, Jean Hoppe Steffenson, who graduated in 1960, a campus without the bells of Iowa State was like a Veishea without cherry pies. It simply couldn't happen.

So the Davenport couple pledged $25,000 for the renovation of the campanile. Their gift was spurred on,

Maggie Brunner Drake

Most telemarketers have grown to expect quick — and sometimes rude — clicks of the receiver from potential clients. So imagine the surprise of Iowa State student Tami Lee when the voice at the other end started quizzing her on her knowledge of university business.

JIM HEEMSTRA

"I really made Tami earn my gift, and she passed with flying colors," says Maggie Brunner Drake, a 1988 ISU graduate, recollecting the call she received as part of the Partnership for Prominence annual gift campaign. Iowa State students phoned alumni five afternoons and evenings a week to secure gifts for a variety of goals.

"We really enjoyed talking about events on campus, the Greek system and the campanile," Drake, now a financial services representative in Des Moines, remembers. She obviously liked what she heard — by the end of the conversation, she had pledged $100 for unrestricted use.

"I have faith in the university, and I know how badly ISU needs unrestricted funds. I know they'll put my money to good use — I only wish I had the ability to give more money to the university."

Gary Thompson, a 1957 Iowa State graduate and chair of the alumni division of the campaign, says the hard work of student callers has provided record-breaking support. In just five months, the students raised $1.2 million, and one of the gifts solicited by Lee resulted in a $1 million pledge.

"Our students are unbelievable," Thompson says. "Every day, they walk across campus and reap the benefits of alumni generosity. They realize every gift, no matter how small, makes a difference for Iowa State."

JON VAN ALLEN

in part, by the generosity of Charles and Ivadelle Cownie, longtime Des Moines residents who graduated from Iowa State in the late 1920s. The Cownies had pledged $250,000 to the campanile campaign, and soon were followed by an anonymous donor pledging $87,500. Not long after, that publicity-shy benefactor pledged an additional $1 million to create an endowment for permanent repair and maintenance funds.

The campus is quiet these days, but not for lack of caring. That long-awaited renovation has begun, scheduled to last 18 months to two years. But wait till Veishea '94...

...True and valiant, like the Bells of Iowa State...

Owen J. Newlin

Owen J. Newlin has realized many accomplishments during his life, but there's one challenge he's never mastered: Use of the word "I."

He's the corporate executive who speaks only in terms of "we," the campaign leader who shuns publicity, the Quaker who lives by humble principles. Newlin, who received degrees from Iowa State in 1951 and '53, also runs the largest agricultural genetics company in the world, Pioneer Hi-Bred International Inc. — not to mention the largest capital campaign in ISU's history.

JIM HEEMSTRA

"We live by example," says the campaign's national chairperson, a man whose presence is as commanding as his 6-foot-plus frame. "Pioneer's gift is given in the true spirit of philanthropy. We hope our gift sets an example for corporate giving and provides incentive for students and faculty."

Pioneer's $2 million provides funding for numerous departments and programs across campus. Monies for the Women in Science and Engineering Program create support services for undergraduates. Funds for the agronomy department purchase high-tech equipment in agronomy labs and reward faculty members for outstanding achievements. Other monies are used for student scholarships and to support student groups.

"Dr. Newlin certainly sets the curve in a class of outstanding leaders," says ISU President Martin Jischke. "His vision, his generosity, his commitment to Iowa State have brought many benefits to Iowa State students and faculty members."

POLITICAL UNREST

Ross Perot took his marbles and went home, but Time's presidential columnist says the independent candidate may have changed the rules permanently

By Hugh Sidey

For about five months while Ross Perot toyed with the national political affections, the comfortable old two-party system was in angst and there were even a few friends of the family who thought it might be time for last rites.

The crisis apparently has passed. We have two men running for president. The boys and a remarkable number of girls are back on the bus. The television impresarios have a two-front war and they can shift their crews with dispatch and relative economy. A third front, though of considerable interest, would have created some logistical desperation and extra expense.

Unless there is some other undetected upheaval waiting to happen, the two parties most likely will march on to November under familiar banners. The campaign will play out within the range of modern experience, allowing for the usual number of glitches, pratfalls and dirty tricks.

So much for the idea that our political system was about to be Balkanized because of the general public indictment of Republicans and Democrats having produced a bulky, burdensome government unable to cope with current problems on all levels. Or is there something more at work in our national life, something gnawing at the political structure and only temporarily thwarted? Some thoughtful observers like Bill Moyers believe we have just seen the small shocks leading up to the Big One that really will generate a third party, and maybe several.

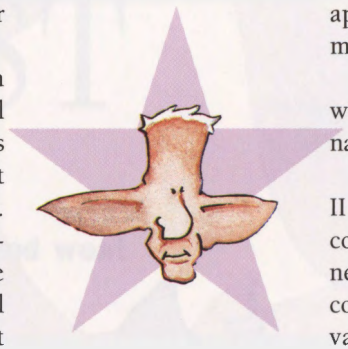
Ross Perot was driven finally by voices heard only by him. But the environment in which he flourished was different than anything we have seen in half a century.

Up until this year, the political background was a world with hordes of communists and dark hints of nuclear clouds on the far horizon. James Bond was about with a stable of fetching spies. That world could scare almost anyone into the muscular arms of the military-industrial complex. The munitions factories thrived, and so did the country.

The political foreground was all about the pocketbook, a remarkable American instrument that, like the Dogpatch ham (Hamus Albamus) from Al Capp's old comic "Lil' Abner," seemed to regenerate itself after every family assault. The question was not whether it would grow, but how fast and how much it would fatten.

On that stage the candidates pranced and postured and by most summers in the presidential years when the steam rose from bayous and the air shimmered over the urban asphalt, the little swirls and eddies would begin to form into the larger currents of political conviction about what should be done to make things better and who should do it. For the most part it was chartable, though not without its exciting personalities and issues. When the Republican and Democratic caravans formed up in sweaty convention halls, politics became structured fun.

But the Cold War dissolved before our eyes. Even the Berlin Wall, which presidential contenders loved to visit in a show of resolve, was reduced to rubble. The old Red enemy became our friend. The huge weapons complex was suddenly a dubious burden. Worse, the American pocketbook could not grow enough to keep up with whetted appetites for goods and services and, in far too many cases, necessities.



'What Perot saw was a nation disappointed with its Republican president and disgusted with its Democratic challengers and ready to listen to a man who had created a wealth-making machine.'

Which way to go in this anxious new world, with peace breaking out all over and the richest nation on earth in Chapter 11?

George Bush, a child of privilege, a World War II hero, a cold warrior for a quarter of a century, conducted two effective hot wars in the old manner but the political benefits from both, plus other commendable foreign policy initiatives, seemed to vanish with the morning dew. The enemy was within the nation, not over the horizon. Like any manager faced with bankruptcy, Bush tried to find a bit more revenue — in his case, through some modest tax increases, even though his lips had promised "no new taxes." Big mistake. He had an instant credibility gap. And it simply got bigger when he tried to redesign programs on crime, drugs, education, health and environment by shifting funds and emphasis instead of finding even more new money. It was a brew for disenchantment if not eruption.

Bill Clinton's calm moderation, his durability through a dismal primary campaign and his choice of Al Gore for a running mate finally lifted him to the level of formidable challenger despite the continuing questions about his character. But all that came after Perot had decided to make a run for the brass ring. What Perot saw was a nation disappointed with its Republican president and disgusted with its Democratic challengers and ready to listen to a man who had, with his own mind and hands, created a wealth-making machine that had poured more than $3 billion into its owner's pockets.

Then the public — after its first infatuation — began to ask just how Perot planned to fix the government. They also began to learn how he had conducted his business. Then came the sudden realization that character, the central ingredient in leadership, was more complicated than net worth. Ross Perot, I suspect, ran for the exit just in time.

So some of the dust has settled, at least at this late summer writing. But there remains great uncertainty about the political future. It is not the black hole that we faced earlier in the year with the prospect of three candidates and the chance that the election might be thrown into the House of Representatives. It is a political volatility brought about by the strains in the economy and

the assaults on family and community structure. Nobody knows how to predict or control these emotional riptides. The media, larger and more pervasive than ever, instantly magnifies every action and word of the candidates, every event which forms the backdrop.

Perhaps there will be a defining hour in this contest, like the others, but right now the only certainty is a great uncertainty. As a campaign warrior of 35 years, I naturally have a little nostalgia for the simple days gone by. I can dimly recall a summer evening in 1960, bumping around the sky with John Kennedy in his propeller plane, the Caroline, and saying to him, "My good Iowa gut tells me that you are going to win the nomination and the election." JFK fixed me with a bemused look and, after a second or two of serious reflection, decided to be honest: "Good chance," he said. "I think it is beginning to go my way." It was, and the electricity of that crusade ran through the nation.

I never had much doubt that Lyndon Johnson would win in 1964. But after slipping into Bill Moyers' office one day and watching a re-run of the daisy-picking commercial about the threat of nuclear war with Barry Goldwater in the White House, I figured the battle was over. And it was, if it ever was a battle, that bittersweet year following Kennedy's assassination.

Then there was the glimpse of Hubert Humphrey in 1968, looking from his hotel window down into the firestorm raging in Chicago's Grant Park. The tears in his eyes were attributed to a few wisps of the riot gas, but I had a feeling then that Humphrey had lost before he began. I wonder now if he didn't know it, too, and his great sadness came from that as well as the violence seen below.

It seemed pretty apparent that Jerry Ford couldn't carry the twin burdens of Vietnam and Watergate and beat an appealing outsider named Jimmy. Actually, Ford came closer than I had imagined he would. Today, he thinks that if he had had another two weeks to campaign, he would have won. I couldn't argue. I had a vague sense that Carter's momentum had waned, as familiarity began to breed doubt if not a trace of contempt. My hunch is that that perception stuck with Carter right through his presidency, handicapping his re-run.

By 1980 the great old Democratic party that had really run the world for much of this century was fragmented, flaccid and rather mindless. Where was Sam Rayburn with his glistening pate and his righteous scowl hammering the gavel for the faithful? Or somebody like Georgia's august Richard Russell calming the convention floor waters? Or, for that matter, where was a stable of candidates the likes of Adlai Stevenson, Lyndon Johnson, John Kennedy, Hubert Humphrey and Stuart Symington? That's when resurgent Republicans under Ronald Reagan stepped up. The message was clear, the enemies well defined. But that was 12 years ago. Now, the Democrats do have a cadre of young, talented aspirants.

'My hunch is the results won't change much. For all their complaints, the losing candidates will do more to defeat themselves than the rest of us can do to stop them.'

Certainly, the new political world has livened up my business. As a matter of fact, it has identified a revolution that was already with us in the trade, but one that we didn't quite know how to handle. Presidential candidates for years have complained about filtering their views through minds and mouths and pens of the traditional political correspondents. To hear them tell it, the purity of their motives and actions and the brilliance of their insight were more often than not distorted by the scribes. So now they have a forum of direct communications with America — the talk shows, C-Span, CNN.

My hunch is the results won't change much. For all their complaints, the losing candidates will do more to defeat themselves than the rest of us can do to stop them.

Those of us in the writing press and in traditional broadcasting have found ourselves scrambling both to watch the spectacle and to figure out just where we fit in this new public equation. I'm fairly relaxed about it all. Having practiced the utterly exhausting trade of fuselage journalism, I welcome the idea of leaving the campaign dashes to electronics and using our still considerable resources to reach deeper and look ahead. Who knows, we might even get some new glimpses of what really makes these men tick before we put them into the Oval Office and it is too late to cancel the contract. ◐

Hugh Sidey, a 1950 Iowa State College journalism graduate, is a contributing editor and author of "The Presidency" column for Time magazine. Four years ago, he ended his first piece for VISIONS, "Casting a Vote for 'Good Enough,'" (Spring 1988), by writing, "There is every reason to believe we will survive the next president." He remains hopeful.

It's a Small WORLD

A land of magic castles, eternally youthful princesses and one marvelously talented mouse might be the last place you'd expect to find six graduates of a hotbed of scientific and technological thought like Iowa State University. But remember, this is Disneyland — the place where dreams come true.

By Dan Davenport

Photos by Leigh Charlton

ROGER BISSELL, DISNEYLAND BAND TROMBONIST

FAVORITE ATTRACTION: FANTASMIC

By night, Roger Bissell is a mild-mannered sort, a self-professed homebody who likes nothing better than whiling away an evening with a good book.

But when it comes to his day job, the 1970 Iowa State graduate loves to blow his own horn.

Since 1985, Bissell has played the trombone in the 15-member Disneyland Band. For nearly 10 years he was a freelance trombonist in Nashville, Tenn., working night clubs and playing advertising jingles for such companies as United Airlines, Ford and Kraft.

"I came here for the security," he says. Indeed, he and his compatriots meander through the Anaheim, Calif., park year-round, entertaining millions of visitors each year with their musical and theatrical talents.

"I'm normally a person who likes to read in a chair, but this job appeals to the ham in me," says the 1970 ISU music graduate. "You have all that audience contact, the eye contact, the chance to clown around. It's nice to have something that brings out the other person."

Though the trombone playing is a full-time job, Bissell also slides in some song writing and singing. He's involved in the park's Five Alarm Jazz Band, a group of musicians dressed in fireman's garb and playing Dixieland music.

In addition to the Disney work, Bissell also plays in some clubs on evenings and weekends; he and a piano-playing friend hope to cut a jazz album next year.

LAURA KAAS DURAN, INTERIOR DESIGNER ■ FAVORITE ATTRACTION: SPACE MOUNTAIN

Iowa State gave Laura Kaas Duran some solid training on the basics of interior design, but nothing could've prepared her for Disney. Here, time and financial constraints notwithstanding, interior designers at the aptly named Walt Disney Imagineering (WDI) division follow just one basic rule: There are no rules.

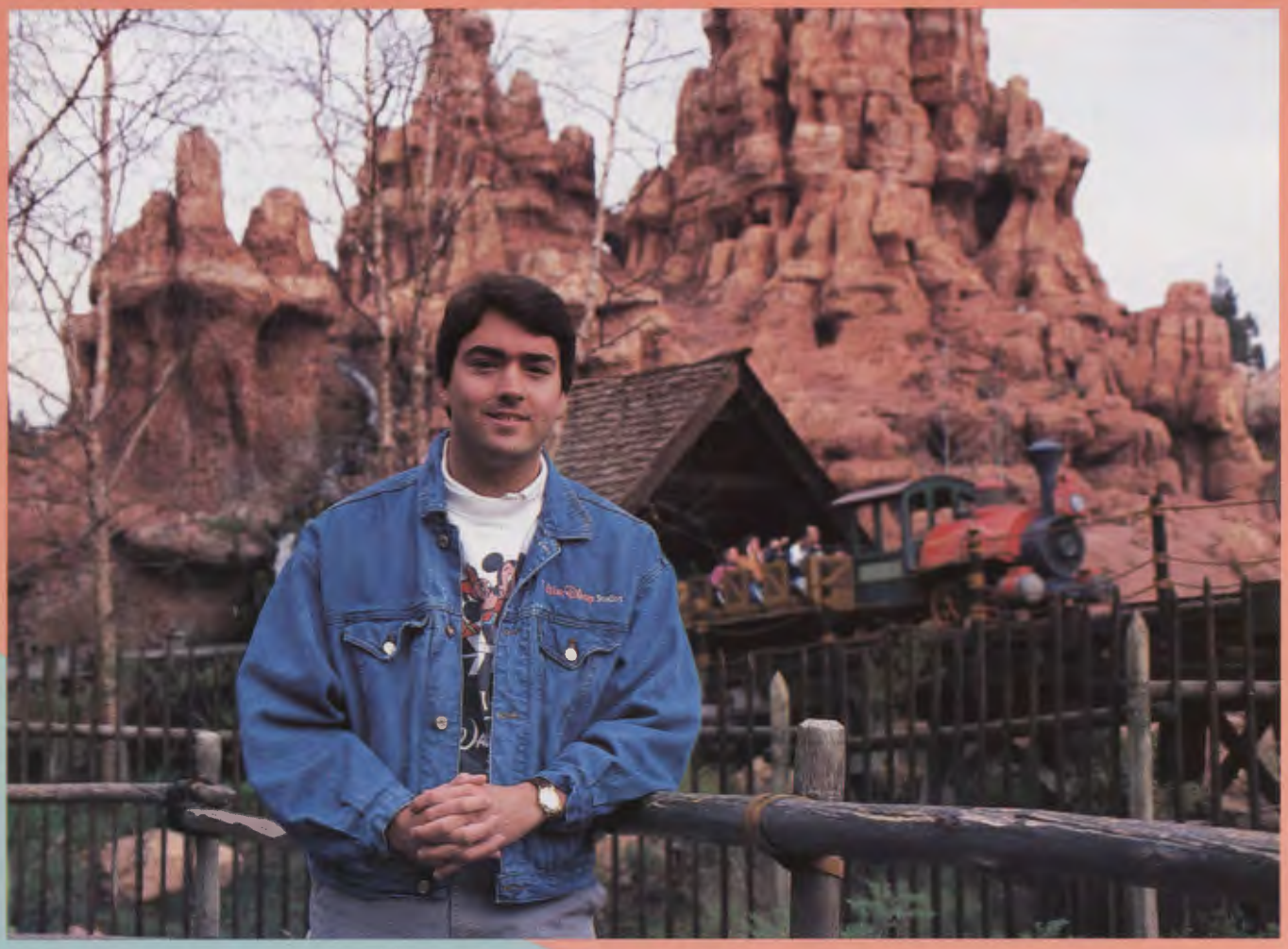
"Things that look like brick probably aren't brick, and things that look like windows probably aren't windows," the 1981 graduate says from behind her drafting table in one of banks of cubicles in a WDI office in Burbank. "Look up at the second stories of buildings on [Disneyland's] Main Street. There's nothing behind the facade. Walt built the park like a movie production, and we still have that philosophy.

"We don't build things like you would at a home or office. We build things like they're set on a stage. We don't want people feeling like there are thousands of people around them. We want them feeling like they're walking down a quiet street in the 19th century."

That's why Duran has had to solve such problems as how to distress new wood to make it look a century old and how to develop a paint to make surfaces appear to be stone. When she was working on a turn-of-the-century Main Street for the recently opened Euro Disney in Paris, she had to become "sort of like a historian," researching Victorian styles and colors.

In addition to her design training, Duran relies heavily on, uh, expertise she's spent many more years developing. "I believed in this park *so much* as a kid," she says. "And I still go a lot. I go to have fun, but now I also look at wear patterns in carpet and whether entryways are inviting, stuff like that."

The stuff of which millions of dreams are made.



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STEVE COLLINS, SENIOR PLANNER ■ FAVORITE ATTRACTION: DISNEY WORLD SPLASH MOUNTAIN

Don't get on Disney World's new Splash Mountain with Steve Collins. While you're screaming and dodging shafts of water and wildly throwing your arms to the heavens, he's likely crunching numbers in his head. *X people are on the ride, Y more are in line. Z people will pass through the park today. Is this attraction fiscally responsible?* While your life flashes before your eyes, visions of pro formas dance through Collins' bottom-line head.

Such is life for a Disney planner with an engineering bachelor's degree, a Wharton MBA and two years' experience at General Motors.

"Most of what I do," says the 1987 ISU graduate, "is evaluate attractions. The pro forma has to make sense."

From its Burbank, Calif., offices, Collins' department, Operations Planning, serves as a link between management and operating divisions. Now in his second year at Disney, Collins spends the bulk of his time analyzing performance and forecasting profits. He regularly shuttles back and forth to Disney World in Orlando, Fla., where he had several preview rides on Splash Mountain before its July opening. He also works regularly with Euro Disney attractions, and has done some work with Tokyo Disney.

"When Imagineering and park people want a new attraction, they send the details to us," Collins says. "We look at it and talk to strategic planning people and the park operators, then let them know how it looks. Really, it's not that much different from the types of things you'd do as a planner at GM."

But previewing the final product can be a whole lot more fun.

The first time Ginny Barr-Ruscio realized somebody actually had to design theme park attractions was the day she interviewed for a job doing just that.

GINNY BARR-RUSCIO, PRODUCTION DESIGNER ■ FAVORITE ATTRACTION: SPLASH MOUNTAIN ▼

She got the job, and 13 years later she's still doing just that.

At Imagineering, Barr-Ruscio, a 1977 home economics graduate, provides art direction on various Disney attractions. She'll take an artist's drawing of, say, a giant garden hose for the *Honey, I Shrunk the Kids* attraction, and spend months figuring out how to build the thing. "It's one thing to see this pretty picture," she says. "It's another to make it work three-dimensionally."

Though the word "unconventional" could be used to describe just about every Disney employee, Barr-Ruscio admits her training is a little peculiar even for this place. First, she says she "has to be one of the only art directors in Hollywood with a home economics degree." Then there's her résumé: Between working for Disney from 1979-83 and '90 to the present, she spent seven years as a freelance designer. During that period she worked with the 1984 Olympics, did music videos with Rod Stewart and the Pointer Sisters, among others, and TV specials with the likes of Neil Diamond and Patti LaBelle.

"[That experience] puts me in kind of a unique position," she says. "Because of my background in film and TV, I also can work as both an art designer and a production designer. I take a lot of projects from concept to installation."

DONALD HUGHES, CIVIL ENGINEERING MANAGER ■ FAVORITE ATTRACTION: CIRCLE VISION THEATER

Step into one of the Disney parks and the sensation wraps its soft arms around you: Anything is possible here. Dreams come true. Rabbits giggle. Teacups spin giddy tots into delirium. Over there — didn't that elephant just wink at me?

Millions come to Disney every year with but one desire: To check their reality at the door.

Or so go the promotional materials. But deep inside the inner workings of Disney — within the costumes, behind the walls, below the stage — the real world spins on.

"No matter what you see, no matter what you think you see, we know that all the engineering fundamentals still work," says WDI civil engineer Donald Hughes, a 1964 ISU graduate. "We still use concrete. We still use asphalt. And the water still runs downhill."

Hughes' work for Imagineering is like that of a baseball umpire or a traffic cop or a quality control engineer: If you notice it, chances are he's screwed up. He and several thousand other Imagineers long ago learned to accept it: Disney is Tinkerbell and Goofy and Cinderella. Disney is not copper pipe and water drainage and sewage systems. "We know we're kind of at the back of the bus," says Hughes from his Burbank office. "Our business is entertainment, not building bridges.

"After you open a show, it's enough to see everybody's eyes open big, and then to hear people talk about it in church and the grocery store. That's why we're here."

Hughes came here in 1979; a year later he dove into his first major job, project management for Epcot Center at Florida's Disney World. These days he oversees site development for specific park segments, everything from utilities to road grading to environmental concerns to color of concrete.

But if Don Hughes has his way, you'll never even notice his work.

If an army of engineers was in charge of designing Disney parks, people would stay away in droves. If artists and designers had free reign, there'd be enough red ink in the place to keep Splash Mountain splashing in technicolor for years.

Walt Smith is paid to patrol the middle ground.

Smith, a 1986 ISU graduate, is a planner/scheduler in the WDI project management division. He is specifically responsible for projects at the company's recently opened Euro Disney and future MGM Studios in Paris. It's a bit disheartening, you say, to learn that a company founded in fantasy has something called a project management division? Don't despair.

"These creative guys have to be crazy and wacky," Smith says over an outdoor lunch in the WDI cafeteria in Burbank. "That's how we get these great parks. But I'm your stereotypical, non-creative, A-to-B engineer. I respect their creativity, but some of those ideas are going to cost so much they won't be possible. We give them their space, but we also have to bring them back to earth."

At Euro Disney — which opened last April — Smith has worked on three attractions, seven restaurants, backlot sets and several support facilities. Each project is guided by a team, including a manager, planner/scheduler, estimator, cost engineer and representatives from creative, show, ride and architectural divisions.

"It's their plan," Smith says. "It's my job to monitor it, check the status and analyze it as it goes on. Wherever you go in engineering, you've got a guy like me. Any construction firm in Ames, Iowa, or any place else has to have somebody like me monitoring cost and schedules on every job they do."

But the difference between Smith and a construction engineer in Iowa? He chuckles. "The difference," he says, "is that I get to ride Splash Mountain this weekend if I want."

What a perk, especially for a guy named Walt.

▼ **WALTER SMITH, PLANNER/SCHEDULER ■ FAVORITE ATTRACTION: SPLASH MOUNTAIN**

Wrap yourself in ISU spirit!

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 at the game or at home! The blanket is:

- 100 percent wool
- 56 inches x 72 inches
- discounted for ISU Alumni Association members
- available only through the ISU Alumni Association.

Just complete the accompanying form and return it with your full payment to ISU Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50010-7164.

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ASSOCIATION

Executive order: Give yourself a pat on the back

CONGRATULATIONS AND thank you to all Alumni Association members who supported the Partnership for Prominence Campaign. You'll see in this issue (*page 25*) that ISU's $150 million goal has been achieved — a year early! The association's board of directors and staff are proud of your role in this important effort. We congratulate National Campaign Chair Owen Newlin, President Martin Jischke, Interim Vice President for External Affairs Reid Crawford, ISU Foundation President Murray Blackwelder and all the others who volunteered and supported the project. As work begins to meet the new $185 million goal, we look forward to the Alumni Association's continued involvement.

Equally impressive was your tremendous support of the association's recent membership campaign. That effort resulted in more then 2,000 new life members and an equal number of new annual members. Thank you!

With gratitude for your support and anticipation of increasing membership, the board and staff held a retreat in August. President Sharon Juon led a lively, productive brainstorming session. Following up the development and implementation of a five-year plan (1988-93), we decided to redefine those goals while implementing a vigorous marketing plan developed over the past year. Watch future issues of VISIONS for details.

Jim Hopson

Meanwhile, be assured that your board and staff are here to serve you and the university. Please share your thoughts and ideas with any of us at any time. A complete list of board members and their cities of residence appears in this and every issue of VISIONS. You may call Alumni Association staff members and me at (515) 294-6525, or fax your comments and questions to us at (515) 294-9402.

I'm confident you'll continue to provide interest and support such as that shown in the successful Partnership for Prominence Campaign and Alumni Association membership drive. Such support allows the continuance of the programs and services you've come to expect.

Jim Hopson '69
Executive Director

Three Graduates named to Alumni Association Board

MEMBERS OF THE IOWA State University Alumni Association have elected three alumni to begin five-year terms on the association's board of directors. Directors recently beginning those terms are:

• Cyndi Murray Bonus, a 1985 consumer food science graduate. Bonus is student activities director for the Iowa Methodist School of Nursing in Des Moines. She is a former graduate adviser to the Homecoming committee of the ISU Student Alumni Association (SAA). In August Bonus received a higher education master's degree from Iowa State.

• Scott E. Olson, a 1969 architecture graduate. Olson is a principal of OPN Architects in Cedar Rapids and a member of the American Institute of Architects.

• Dewayne G. Rahe, a 1977 veterinary medicine graduate. Rahe, who lives in Dyersville, is co-owner of Tri-Vet Inc., a veterinary practice in Dubuque County. He is a member of several professional organizations, including the American Veterinary Medical Association.

ASSOCIATION

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 April, May and June. (The remainder of the list will appear in the Winter '93 VISIONS.) If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6525 for more information.

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The Big Secret

JIM HEEMSTRA

Harley Wilhelm in his metallurgical heyday, below, and today with one of the few machines left from his Manhattan Project days.

SCIENTIST LOOKS BACK 50 YEARS ON THE HIGH-SECURITY PROJECT THAT ROCKED THE WORLD

TO SEE HIM INNOCENTLY squeeze his accordion in a small-town Iowa parade, you'd never guess 92-year-old Harley Wilhelm once was a key player in a world-altering event the likes of which humankind had never seen.

Time has claimed most of the lead cast of Iowa State's part in the 1940s Manhattan Project. But Wilhelm still lives in the small home south of Campustown, where he turned 45 on the day he heard the U.S. had dropped The Bomb on Hiroshima, Japan. It was only then that project director Frank Spedding could drop his own bomb on family, co-workers and the entire Ames community: For three years, an Ames Laboratory-led team had toiled away in secrecy to help the U.S. attain nuclear capability.

From a small machine shop south of downtown Ames — Little Ankeny, it was called, after a munitions factory in Ankeny — Wilhelm helped direct the top-secret task of producing uranium from 1942-45. Spedding was leader of the project, but they didn't name the metallurgy building Wilhelm Hall because Harley kept the coffee mugs full.

PHOTO COURTESY AMES LAB

As one member of the Manhattan Project team, Iowa State's charge was to devise a method to produce high-purity uranium metal — and in the necessary huge quantities. By the time Wilhelm and Co. finished their work, he says more than 1,000 tons had been shipped out of Little Ankeny.

Wilhelm says the project was so hush-hush, even some of the workers didn't know what they were doing. "One guy quit because he was getting pressure from home for not being in the Army," Wilhelm remembers. "He said, 'I'd like to know what I'm doing before I leave.' Spedding said, 'I can't tell you, but when it happens, you'll know it.' He was in France when the [bomb] announcement came over. He knew, all right."

Another time, a fire broke out in the shop — hardly a rare occurrence. When firemen raced to the scene, guards stopped them at the gate. "The chief didn't have a pass," Wilhelm says, "so he had to just cool his heels."

Wilhelm, of course, knew the scope of the project. He says Hiroshima "wasn't a big surprise. When Secretary of War [Henry] Stimson came on the radio with the announcement, I called my wife and said, 'Turn on the radio. Now you'll know what I've been up to.'" ◐

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Home, Jake

An architecture major in an elite Marine squadron? "Architecture was my first ambition," says Jacob Graham (in cockpit). "Flying was second. Flying won out."

WHEN PRESIDENT BUSH CLIMBS IN HIS MARINE HELICOPTER, THIS ISU ALUM MIGHT BE AT THE CONTROLS

WHILE WORKING HIS way through Marine Officer Candidate School and flight school, flying attack helicopters was all Jacob Graham could think about. Sitting at the controls of a transport helicopter was the last thing on his mind.

But this is hardly your standard-issue transport craft. And hardly your standard-issue cargo.

Capt. Graham, a 1980 ISU architecture graduate, is a pilot in the famed Marine Helicopter Squadron One — HMX-1. (The 'X' stands for experimental; the squadron's original mission was testing and evaluation for fleet Marine helicopters.) Tune in the evening news and it's often Graham you'll see at the controls of the white-and-green Sikorsky VH-3D easing onto the White House lawn, dumping off its cargo — President and Barbara Bush and Millie — after a weekend at Camp David.

Since an impromptu transport of Dwight D. Eisenhower from Newport, R.I., to Washington, D.C., in 1957, HMX-1 has provided helicopter transportation for the president, vice president, Cabinet members, foreign dignitaries and assorted VIPs ("vips" — rhymes with "lips" — in Corps *patois*).

"I'd never even considered [HMX-1] before coming to [the Quantico, Va., Marine base]," Graham says. "This kind of work is the antithesis of flying a gun ship. Then again, this isn't a job you just turn down."

So it was that, while his buddies flew daring missions over Iraq during the Persian Gulf war, Graham was shooting baskets with Bush at Camp David. Essentially, where the president goes, HMX-1 goes. Graham and his wife, Marine Capt. Kimberly Graham, have spent Christmas at Camp David, and Graham has played more than a few horseshoe, basketball and walleyball matches with Bush. "He and [Barbara] are very pleasant people," Graham says. "When you play sports against him, he doesn't want you to let up. He wants to go at it."

Highlights of Graham's nearly three years at HMX-1 include flying Russian President Boris Yeltsin during his 1992 U.S. visit and shuttling Bush during last summer's Munich economic summit.

Graham's four-year tour will run through January '94. When he returns to Cobra attack helicopters, he'll carry a new appreciation for transport. "Once you select a certain aircraft, that's the best aircraft in the world," he says. "Being an attack pilot, flying low on night-vision goggles, air-to-air against a jet with heat-seeking missiles, shooting tanks from two miles … that's where it's at.

"But I have to admit, the first time you land on the White House lawn, it hits you pretty hard: This is exciting, too."

Society vs. earth: Attorney fears irreconcilable differences

Lawrence Downing jokes about his vocation's tie to his avocation, but don't let him fool you: He takes lightly neither his legal practice nor his high-level work for the 630,000-member Sierra Club. It's just that, well, the line is too good to pass up:

SUE KYLLONEN

Lawrence Downing

So, Larry, does your legal work complement your Sierra Club duties?

Sure. At the Sierra Club, I work to save the environment from nasty people. As a divorce lawyer, I work to save people from nasty environments.

While the Rochester, Minn., attorney can chuckle at his well-versed quip, during his 25 years with the Sierra Club frowns have become ever more predominant over smiles. From global warming to the spotted owl, from the greenhouse effect to the dwindling Brazilian rain forest, the environment has without argument been one of the compelling issues in this election year. The June Earth Summit in Rio de Janeiro only further emphasized the fact. Yet Downing, a 1958 Iowa State chemistry grad, hedges on predicting success as a result of this new awareness. "People are more sensitive to our concerns," he says from his Rochester office, "but the bad news is, they're aware because the problems are so obvious. It's tragic."

Downing, who became involved in the Sierra Club as a law student at the University of Minnesota, climbed to the organization's presidency in 1986-88 and head of its foundation in 1988-92. While still involved in the Sierra Club, he now is a trustee of the United Kingdom's John Muir Trust. It acquires land and restores it to its original wilderness characteristics. Scotland-born Muir founded the Sierra Club in 1892.

"As a lawyer, I can offer administrative, organizational and management skills," says Downing, who's been principally involved in the Sierra Club Foundation's centennial year, $75 million-plus capital campaign. "As [president], I tried to enhance the organization's grassroots aspect. The environmental movement has always ebbed and flowed, but it's important to keep pushing. Endless pressure, endlessly applied, is how we put it."

No joking matter, that.

Country vet turned weekend wrangler is out of the chute

Country star Garth Brooks has made millions on his smash hit *Ropin' the Wind.*

Ropin' will never net country lover Georgette Goonan more than a few *hundred*, but for the 1980 ISU veterinary medicine graduate life in the Women's Professional Rodeo Association feels like a million bucks.

"We're just working ladies who like to get together on the weekends," says Goonan, owner of a veterinary practice in Fountain, Colo. "We won't make much money; maybe the top is about $3,000 all year. But it's great, out there with [her horse] Bill, out with the other ladies."

MARY KELLEY

Georgette Goonan and Bill

When she was growing up on a Wisconsin farm, Goonan remembers the county fair as an annual highlight of summer. "I'd get out there, show my steer, ride my horse. ... I'm coming back to a childhood interest, I guess," she says.

Her three-vet practice involves about 70 percent small animal work, 30 percent large animal. Goonan, who also helps manage a purebred cattle herd, recently branched into artificial insemination and embryo transfer work.

She joined the WPRA last summer. Because her expanding vet practice forced her to miss several weekend rodeos, she didn't compile enough points to qualify for the September finals. "[The finals] are my big goal," says the former ISU track and cross country runner. "That's team roping heaven."

In team roping, she joins another rider in roping a steer's horns and hind heels. Goonan, the header, snares the horns and sets up the steer for her partner, the heeler. Ever the animal lover, she studied the event hard before giving it a try. "I had to see it through the steers' eyes," she says. "It's humane. We take care of the animals."

Level Playing Field?

EARL RICHARDSON

Will women ever be given a fair shot? The answer assuredly will come down to dollars and cents.

IN FACE OF NATION-WIDE PUSH, IOWA STATE ATHLETICS WRESTLES WITH GENDER-EQUITY DILEMMA

TITLE IX IS AN OPPORTUNITY. It's a threat. It's going to give women's athletics its due. It's going to kill college football.

Whatever the opinion, Title IX is the law and the whip is being cracked.

Part of the 1972 Education Amendments, Title IX prohibits sex discrimination in any educational program receiving federal funding. It's made an impact, but not the kind many expect — or demand.

ISU Associate Athletic Director Elaine Hieber can attest to that — she says Title IX created her first AD job in the 1970s. But she's quick to add that its institutional impact has been less stellar. "We need to look at gender equity as an equal sharing of sacrifices and benefits," Hieber says. "Until now the sacrifices have been made by women. Men have had athletic money for 100 years. Would it be better for women to have 100 years of support? For many, death would be a better option."

Focus on Title IX's application to college sports was intensified recently by a triad of sparks: a 1992 Supreme Court decision permitting monetary penalties for non-compliance; a National Collegiate Athletic Association (NCAA) study documenting dismal compliance and a new enforcement emphasis by the U.S. Office for Civil Rights (OCR).

Title IX's mandate could not be more clear: equal opportunity. Specifically, an institution's man-woman ratio of athletic opportunities and dollars should mirror its student body gender ratio. A recent NCAA study of Division I schools showed that, while women made up 50 percent of students, they accounted for just 31 percent of the athletes. Women's athletic programs received 30 percent of the scholarship expenditures, 23 percent of travel and game budgets and 17 percent of recruitment spending *(see ISU chart, page 45)*.

Bringing equity to women will require new or enlarged programs, bigger budgets, increased use of facilities and more scholarships. Read: More money. These days, it would be easier to find a short breadline in Moscow.

"Women's programs don't have the ability to generate revenue as men's programs have traditionally," says ISU Athletic Director Max Urick. Without new money, existing funds — men's funds, particularly scholarships, coaching salaries and travel — must be reallocated to women's.

Into this equation barges football — the breadwinner, the 95-scholarship monster, the Big Daddy of college athletics. And the sport without a women's counterpart. Take bread from football's plate? To a dyed-in-the-astroturf fan, that's a bad call. "There needs to be opportunity for young women to participate in college athletics," says ISU football coach Jim Walden. "But you're charged to balance the budget, no matter what the cost. … In business, you don't tamper with your No. 1 product."

How have colleges gotten away with such blatant skirting of the law? Women have never drawn the audience or

revenue that men do. Enforced application of Title IX to intercollegiate athletics by the government has been almost nonexistent. Considering the hundreds of programs in the country, if one university isn't in compliance, what inspiration is there for others?

The OCR reviewed ISU's program more than a year ago; as of August, ISU had received no follow-up report. But Urick says strides have been made to assist women's programs. Over the last five years, he says, women's budgets have increased 55 percent, men's, 17 percent. He says that, with the exception of basketball, the budgets of comparable men's and women's athletic programs are, or soon will be, equal. Scholarship levels for all women's programs are at the NCAA limit. New locker rooms have been established for several women's sports in the Recreation/Athletic Facility.

"The values sports hold for participants — dedication, teamwork, sacrifice, success, human relationships, dealing with adversity — are not gender specific," Urick says. "On that level, and not because of the law, we've been making our efforts. But I'm not satisfied with where we are."

Neither, apparently, is the Big Eight Conference, which has established a task force on gender equity. Hieber is one of two women on the 10-member committee; Urick is an ex-officio member.

Despite such efforts, Hieber and others doubt anything short of lawsuits will finally shove universities into Title IX compliance. "All it's going to take is a couple more personal lawsuits — a university getting sued for $500,000 because it discriminated against a women's program," she says. "You put $500,000 into an athletic program, you're going to bring it up to compliance real quick." ◐

— Steve Sullivan

IOWA STATE WOMEN EN-TITLED TO MORE?

	MEN	WOMEN
UNDERGRADUATE ENROLLMENT	12,121 (58%)	8,734 (42%)
SCHOLARSHIP EQUIVALENTS	206 (70%)	90 (30%)
ATHLETIC SCHOLARSHIP $$	$1.27 MILLION (63.5%)	$730,000 (36.5%)
RECRUITING $$	$340,000 (82.9%)	$70,050 (17.1%)
OPERATING $$	$1.55 MILLION (78%)	$437,000 (22%)

1991-92; SOURCES: ISU DEPARTMENT OF INTERCOLLEGIATE ATHLETICS, OFFICE OF THE REGISTRAR

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Behavioral Disorder

ILLUSTRATION BY BRIAN EBERT

By John B. Parks

John B. Parks, a 1991 graduate of Iowa State University, is vice president of Dasher Management Corp., a member of the Ames City Council and a member of President Jischke's Veishea Task Force.

VEISHEA: LIKE THE CAMPANILE, IT TUGS AT the heartstrings of just about every ISU alumnus. But last spring, it pulled at some rather ugly emotions, as well.

Excitement had grown in anticipation of former Middle East hostage Thomas Sutherland's return. The ISU alumnus' visit would mark the high point of what President Martin Jischke has come to call the "official" Veishea.

Unfortunately, '92 would see another return — of the "unofficial" Veishea of 1988. Thousands of revelers, fueled by alcohol, warm weather and the approaching semester's end, spilled onto Welch Avenue and Lincoln Way in Campustown. Vandalism, physical violence and intoxication led to 139 arrests as police were forced to patrol in riot gear and resort to tear gas to restore order.

With film of the riot scene again broadcast nationwide, Jischke faced perhaps the most sensitive challenge of his first year in office: What do you do with a 70-year-old tradition that won't behave? Searching for answers, in May he seated the Veishea Task Force. Our charges: assess whether Veishea should be ended; determine whether a moratorium for future Veisheas should be enacted; assess alternative scheduling that would lead to the elimination of violence and assess ways for breaking the cycle of students' expectations of a party atmosphere.

In his initial remarks to the group, Jischke made reference to "the unrestricted flow of alcohol." Many discussions meandered their way to the drinking issue — such as structural changes that could help avoid a mass party — but most of us realized that, regarding alcohol, Veishea is not the problem. Behavior — and how it's dictated by society — is the problem. We simply attempted to make alcohol less of a factor.

The group met 14 times over 10 weeks; we also convened subcommittee sessions to gather information through interviews, forums and surveys. In the end, we may have found more questions than answers. Issues which had seemed so clear in May had been redefined in shades of gray. The Sunday after Veishea, there was ample support for eliminating the festival — and an ample supply of knee-jerk fixes. But by July you could find few people who wanted Veishea killed. Suddenly, answers weren't so ready-made.

Nonetheless, we had a job to do. And when we set out in search of that elusive beast, Consensus, some things were clear:

1. Strong support for the continuation of Veishea remained among alumni, students and the public.
2. If violence occurs again, Veishea will not survive.
3. In order to continue, Veishea will need to be restructured to include more student ownership and to better meet Iowa State's goals.
4. Everyone has their own idea of how to accomplish No. 3.

In the end, the task force recommended to Jischke the permanent elimination of Veishea in the event of another episode of violence on the scale of 1988 or '92. Other critical recommendations included moving the date to early April and extending the university's disciplinary policies to include off-campus areas during Veishea.

As we toiled through the summer, I have no doubt that most of us saw this as one last chance for Veishea.

So we came, we saw, we recommended. The decision, of course, rests with Jischke. But the future of Veishea rests with no one committee or no one administrator. It rests with the students of Iowa State. It rests with future students. Perhaps most of all, it rests with their parents. After all, what we're really talking about here is behavior.

[Editor's note: In September, Jischke accepted the task force recommendations, including moving Veishea '93 to April 16-18, holding classes on Friday and cancelling Veishea in the case of further violence.] ◐

THE ASCENT

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THURSDAY, OCTOBER 15

TORCHATHON 7:30 p.m. Runners arrive from Lawrence
MARCHING BAND STEP-OFF 7:30 p.m. Leads to pep rally from Music Hall
PEP RALLY/BONFIRE 8:30 p.m. West of Olsen Building

FRIDAY, OCTOBER 16

DAY & NIGHT IN CAMPUSTOWN Receive specials by purchasing Homecoming 1992 button
LEGACY MIGRATION 10 a.m.-4 p.m.
HOMECOMING AWARDS CEREMONY 4-6 p.m. South of the Campanile
REUNION AT THE UNION 6-9 p.m. Alumni, faculty, staff and students over 21 invited to Memorial Union Terrace (Rain location: Sun Room)

SATURDAY, OCTOBER 17

HOMECOMING BREAKFAST 8:15-9:30 a.m. For ISU students and their alumni parents Rooms 220-230 Scheman Building
1952 AND 1967 CLASS REUNIONS 9-11 a.m. First floor of Scheman
COLLEGE RECEPTIONS 9-11 a.m. First floor of Scheman
CAMPUS BUS TOURS 9:45-11 a.m. Depart north of Scheman
ALL-ALUMNI TAILGATE 11 a.m.-1:00 p.m. Iowa State Center courtyard
PRE-GAME ACTIVITIES 12:30 p.m. Cyclone Stadium
KANSAS vs. IOWA STATE 1 p.m. Cyclone Stadium
ALUMNI POST-GAME PARTY After game — Iowa State Center courtyard