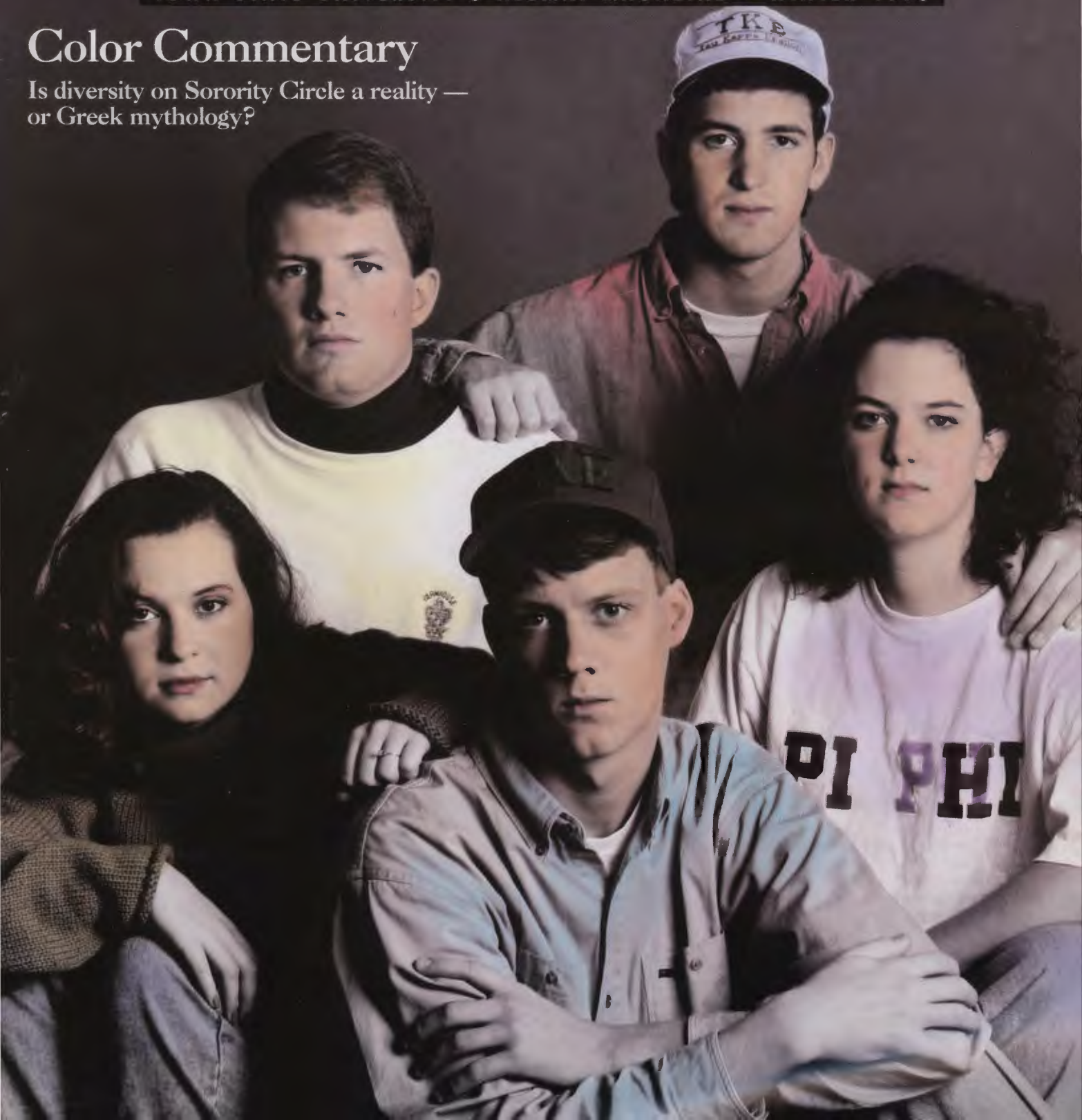
VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE • WINTER 1993

Color Commentary

Is diversity on Sorority Circle a reality — or Greek mythology?



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Greek To Me

ISU's traditional Greek system trains hundreds of the university's best young leaders, but where does diversity fit into the curriculum?

BY DEBRA GIBSON

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Rising From The Ashes

The spirit of Bobby Douglas' ancestors has driven him throughout his life. But he comes to ISU wrestling focused as never before.

BY DAN DAVENPORT

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Over A Barrel

Nobody rivals ISU's ability to secure earmarked federal research dollars during the past 12 years. But plenty can — and do — challenge the system's validity.

BY DAN DAVENPORT

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Soul Maintenance

In a recessed corner of the Memorial Union, our camera Shops for the essence of ISU's hideaway of hip.

BY PATRICK BEACH AND JIM HEEMSTRA

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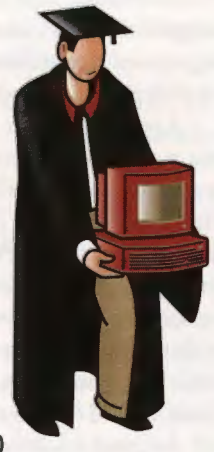

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On cover (clockwise from top left): Craig Vanderleest, John Seim, Sara Olberding, Erik Smedal and Sarah Post

▶ COVER PHOTOGRAPH AND HAND-TINTING BY JIM HEEMSTRA

VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE

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VOLUME 5 NO. 4

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Sign of the Times

EVEN THEN, I DESPISED THE SIGHTS AND sounds of 6 a.m. After an all-night midterm study session, I stumbled out of my dorm room and shuffled into the restroom. A few minutes later, as I left the lavatory stall, a thunderous *whoosh* erupted behind me. Gallons of water poured out around my feet as I rubbed my eyes in dazed confusion. Screams of "Oh, my God," "Get a mop" and "Another stupid freshman" assaulted my slowly awakening senses. Apparently I'd overlooked the "Out of Order" sign posted on the lavatory door.

A few nights later, an outrageously oversized bra was hanging from the door of my room. It was a sign for all who strolled by that Maple Hall's Forbies had christened me "Boob of the Week." It was a practice guaranteed to embarrass, certainly; it also devalued women, which, I'm sorry to say, most of us still didn't comprehend in 1977. To be honest, I felt accepted. I was one of them.

ILLUSTRATION BY BRIAN EBERT

Somehow I doubt Marc Liby was searching for that same sense of unity when he decorated his residence hall door 13 years later.

In the fall of 1990, "All these homosexuals were trying to get seats in governments," Liby remembers. "Whenever I'd go down to food service to eat, I'd have to stare at their table tents telling me that I probably lived next door to a homosexual. Not that I'm homophobic, but it disgusted me so much that at times, I couldn't even eat my meal."

So Liby went back to his Helser Hall room and taped a variety of cartoons and handwritten posters on the door. After residents complained the signs were anti-homosexual, Liby and his roommate were charged with violating residence hall policy. They lost an appeal, and the university placed them on a 90-day probation. There would be more controversy. Last spring, Linden Hall residents protested a door sign depicting Malcolm X with a gun pointed at his head. Students flooded the Department of Residence with complaints, resulting in a temporary policy, effective last August, banning all signage from residence hall doors.

"It was our belief that the only way to get the attention of all students on this issue was to remove the privilege for everyone involved," says Director of Residence Charles Frederiksen. "And it worked—many more students are expressing either their support or their unhappiness."

Some argue the ban is unconstitutional; Frederiksen contends "time, place and manner have always been regulated." There are students who venture that the residence hall is home, and not a place where they should be ridiculed or ostracized for being "different." And there are those like Marc Liby, who thinks his rights were violated by hall policies.

"We pay for the rooms; therefore, everything in the room is rented out to us," the third-year art major says today. "Whatever I do is my business."

A 21-member panel is examining the door signage ban; its recommendation to the Department of Residence is expected early this year. Until then, the university community, and VISIONS, continue to confront the challenges inherent in striving for diversity. The tests, as depicted in this issue, are continual and complex: Can a bastion so steeped in tradition as the ISU Greek system diversify to meet the social and cultural needs of the 1990s? What is campus life like for Bobby Douglas, Iowa State's first black head coach? And at its most basic, am I my own worst enemy when I run a photo illustration featuring almost exclusively blond, blue-eyed babies?

Where does it begin? Or more important, where will it end? Marc Liby asks, seemingly oblivious to the irony, "How can others learn from me if I can't express myself?"

Who's to judge?

—Debra Gibson

LETTERS

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.

A Vote for Veishea

Never in the 40 years since I graduated from Iowa State has anything so incensed me as ["*Behavioral Disorder,*" *Fall '92*].

Whatever happened to management running the show? Who is in charge? Does the whole school have to sink to the lowest common denominator? Why can't rules be laid down?

- Riot and you are dismissed; any fees paid are forfeited.
- The reason for your dismissal will be a permanent part of your transcript.
- Any damages assessed to an individual student will be collected either from the student or his/her parent/guardian.

I am at a loss to understand how the drinking problem can be what it seems to be. Why, you may ask? Simple — money! How can the students afford to drink to excess? It really starts to wear on me when I am continually asked to help support an institution with funds when 1) It seems that it is unable to control students, and 2) Too many of the students have more money then they really need to get an education — or isn't that what Iowa State is about now?

Veishea is too great a tradition to let a few losers spoil it for the rest of the school and the alumni. The stand taken in the [article] is an invitation for the losers to destroy. What do they have to lose? If they are allowed to destroy Veishea, what will be next?

Please, administration, draw the line in the sand and let the national news reflect what Iowa State is all about: Giving the best education available. I look forward to each copy of VISIONS; keep up the excellent work.

Donald L. Drake, '52
Littleton, Colorado

A Brain Reign Chain

"Brain Reign" (*VISIONS, Summer '92*) brought back very vivid memories of my own involvement in College Bowl competition. In the spring of 1980, I organized what I believe to be the first Iowa State team to compete in the modern-day College Bowl competition. Contrary to your article's claim, the 1992 ISU team was *not* the first Iowa State team to make the finals of the national competition. Our 1980 team won the regional competition outright and traveled to St. Louis to compete in the national tournament.

Charlie Van Zile, Mike Allen and I were fraternity brothers at Pi Kappa Phi, back when the chapter had only 20-odd members in the old, run-down house. We had competed together for three years in the Greek College Bowl during Veishea, and we won the competition two of those years and placed second once to the Triangle team, of which Jeff Pedelty was the outstanding captain. I recruited him to join us, and I encouraged one of my buddies from Osborn Cottage (the Honors Program), Jeff Strang, to be the fifth member.

We had a great team, with real comradeship. Charlie Van Zile was a Viet Nam veteran, a chemical engineering major, and he had read and could remember nearly every classic novel written. Jeff Pedelty was a physics major, and sported flaming red hair and X-ray vision that could see right through the question card the moderator held. Mike Allen joined the fraternity in 1977, and began a double major in Russian and physics while learning the banjo in his "spare" time. Jeff Strang earned undergraduate degrees in math, animal ecology and international studies and was regarded around Osborn Cottage as the resident genius. I rounded out the group with a double major in philosophy and economics and an overactive interest in history.

While we did not win the national tournament, we enjoyed the high-spirited competition and everyone, I am certain, cherishes the memories of that spring. Somewhere in the bowels of the Memorial Union there should still be a three-foot-high trophy from our victory in the regional competition.

Gene A. Turk, Jr., '80
Carbondale, Ill.

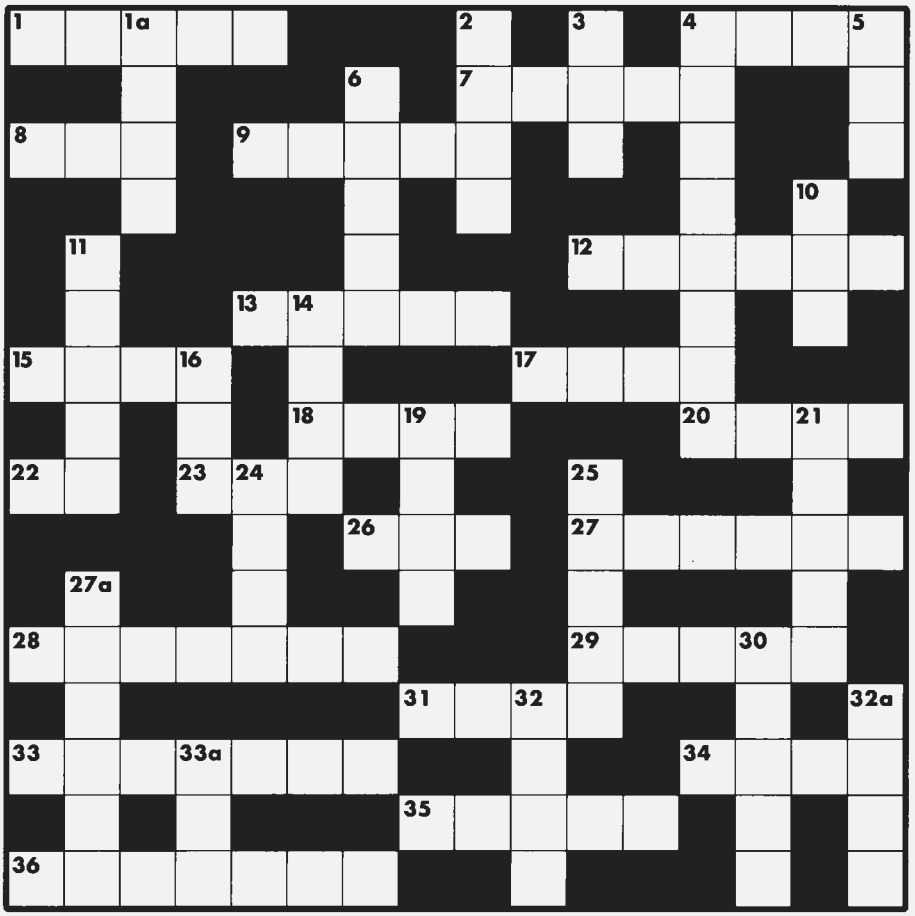
GET A CLUE!

And they say The New York Times crossword puzzle is big.

In October, 1963 journalism graduate Beth Sartor Obermeyer brought to central campus a 30-foot x 30-foot living crossword puzzle laden with Iowa State answers. Students toting empty pizza boxes filled out the answers to the puzzle *(below)*.

Obermeyer is president of Ta Da! Special Events in Minneapolis. A self-proclaimed "wacka-wacka organizer extraordinaire," she has three Guinness world records on her résumé, including the world's largest tap dance (1,801 tappers, if you're interested).

JACK COYIER



Cyclone Power Crossword

ACROSS:

1. Veenker's politically incorrect water hazard.
4. This tune "Ain't Got No ___.
7. Marathoners really dig into this.
8. The slit in the costume is for ___ Eyes.
9. He stands watch today between Beardshear and Carver.
12. The Orr House.
13. Thespian.
15. Related to the 'gator (& Mick Dundee).
17. The kissing disease (except in Japan where it's a form of high-speed transportation).
18. A journey from Beyer to Hamilton in winter can seem like quite a ___.
20. Occupies TV's most famous bar stool.
22. Them. Not!
23. If at first you don't score 24, try, try again.
26. You don't have to be 18-years-old to vote for these Senators.
27. The ISU campus Pulitzer connection.
28. Dan Quayle's favorite vegetable.
29. How did they smash them when they couldn't even see them?
31. The good, the bad and the ___ (Hint: The answer is *not* the left-sided angel.)
33. The connection between the Green Dome and the grassy Knoll.
34. Johnny's favorite Flintstone character.
35. Sometimes called Lake LaVerne.
36. Hell hath no fury like a woman ___.

DOWN:

1A. This Union collapsed as suddenly as a Cubs pennant drive.
2. Our country cousins on the evolutionary ladder.
3. A kind of mental telepathy.
4. The little guy with no mustache who came acropper in Russia and later met his Waterloo.
5. Old ISU tree house.
6. A Big number in this vicinity.
10. How long it takes to buy books at the University Bookstore.
11. The Presidential connection between Beardshear, Brookside and books.
14. They are naming a building after her, but the furniture is still missing.
16. Spook Central.
19. Unimaginative name of appropriately located campus building.
21. How the chemistry lab smells after a sulphuric acid experiment.
24. After buying books, you haven't got a ___.
25. Two choices:
    (A) Exam without any multiple guess or true-false questions.
    (B) Office for gold miners.
    (C) Either of the above.
    (D) Both of the above.
    (E) A,B and D, but not C.
    (F) B, C and D, but not A.
    (G) None of the above.
    (H) It depends on what you mean by "questions."
27A Campus tradition: "Don't tread on me!"
30. Maggie's brother's mother's name. (Hint for TV-less people: A butter substitute)
32. What every graduate would like to be driven back to Ames in.
32A. When you enter a bar, you get ___.
33A. Better than a bike (especially at the drive-in).

ANSWERS ON PAGE 11

THE HUB

THE EYES HAVE IT

Donald Sakaguchi

Poke fun all you want at the bulging orbs that distinguish your everyday frog's face. It's those very blinkers that may provide the vision for cell regeneration in humans.

Donald Sakaguchi, an assistant professor of zoology at Iowa State, currently is researching the visual system of the frog in hopes of learning more about how and why it can regenerate following injury or disease. "The eye of the frog involves the same organization as the eye of the human," the New York native explains. "We're hoping to learn how the development of a frog's visual system can apply to all vertebrate systems."

Sakaguchi, 35, a developmental neurobiologist, has been researching the development and regeneration of nerve cells for 10 years. Long-term effects of such studies could include, for instance, the discovery of how damaged spinal cords could repair themselves in humans. Sakaguchi's research is funded by grants from the ISU Biotechnology Council and the Carver Trust.

A NEW SEASON FOR WOI-TV?

Iowa State University's WOI-TV, once gasping for air on life-support, got new life in October. That's when Story County District Judge Ronald Schectman ruled in favor of Iowans for WOI-TV that the station should not be sold. Schectman's rationale: The State Board of Regents overstepped its bounds in initiating the selling of the Ames station.

Five days after Schectman's ruling, the regents voted 8-1 to appeal the case to the Iowa Supreme Court. The high court later denied the regent's request to expedite the normal appeal process, meaning the imbroglio could continue to grip the campus—and the entire state—for much of 1993.

Warren Madden, ISU vice president for business and finance, said the university already has rung up more than $200,000 in legal costs. Regents President Marvin Pomerantz, at the center of the fiery controversy, has estimated that the cost of the appeal could range from $10,000 - $15,000.

Although Iowa State President Martin Jischke recommended last year that the station not be sold, he has gone on record in support of the appeal. Whether or not he or anyone else favors the sale is not the issue, he says. What matters, the president says, is that the board—and only the board—possesses the legal authority to sell the station. And Jischke believes that the regents acted within the bounds in accepting an offer of $14 million cash from Citadel Communications of Bronxville, N.Y. Jischke says he is concerned that a defeat of the sale could set a dangerous precedent regarding control of Iowa's public universities.

◄ STATE STATS: CRIME FIGURES ►

First year for which 1990 U.S. Crime Awareness and Campus Security Act required universities to disclose campus crime statistics: 1991

*

Murders reported on ISU campus, 1989, '90 and '91: 0

*

Murders reported on ISU, University of Iowa, University of Northern Iowa and Drake campuses, 1989-90: 0

Murders committed by Iowa graduate student Gang Lu on Nov. 1, 1991: 4

*

Rapes reported on ISU campus, 1991: 0

*

Estimated number of rapes reported to Ames assault care center by ISU students, 1991: 29

*

Total number of rapes reported to Ames assault care center in Story County, 1991: 264

Estimated percentage of rapes reported by victim: 10

*

Robberies reported on ISU campus, 1991: 0

*

Aggravated assaults reported on ISU campus, 1991: 15

*

Burglaries reported on ISU campus, 1991: 75

*

Total major crimes reported on ISU campus, 1991: 98

Total major crimes reported on University of Iowa campus, 1991: 134

*

Drunk driving violations on ISU campus, 1991: 14

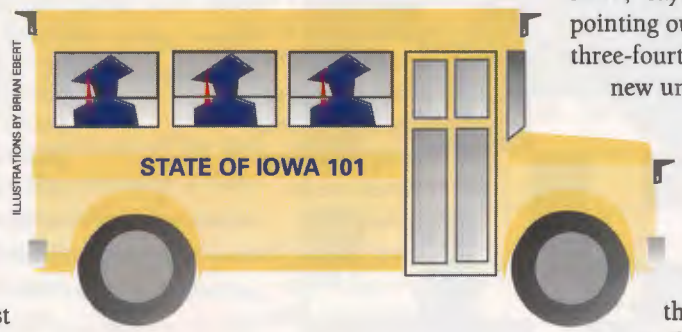
*

ISU Department of Public Safety arrests for liquor law violations (excluding drunk driving), 1991: 73

SOURCES: ISU DEPARTMENT OF PUBLIC SAFETY, UNIVERSITY OF IOWA, UNIVERSITY OF NORTHERN IOWA, DRAKE UNIVERSITY

MUSCATINE OR BUSED

When most new faculty members arrived in Iowa late last summer, they quickly got to know the Des Moines International Airport, I-35 and the rudiments of Ames geography. Soon they committed to memory the basic campus layout, as well: Their office, their classrooms, the bathroom, the best vending machines.



ILLUSTRATIONS BY BRIAN EBERT

For all practical purposes, this was their Iowa. But as President Martin Jischke points out, it hardly was the real Iowa.

Thus was born "Road Scholars," an innovative program that bused 16 new faculty members to two corners of the state last fall. Jischke chaperoned one bus headed for northwest Iowa, while Provost John Kozak took another and set off for the southeast.

The overnight tours made stops in farms, small towns and cities, putting the faculty in contact with educators, extension officials and businesspeople.

"It's important for new faculty to understand the state and the people we serve," says Jischke, pointing out that nearly three-fourths of ISU's new undergraduates last fall were Iowans. "The better we understand Iowans' hopes and concerns, the better we can perform [the land-grant] mission."

All new faculty were given the opportunity to sign up for the tours; Jischke quickly had more inquiries than seats, leading him to plan two more trips for this spring.

ON THE RISE: TUITION, STUDENT TEMPERS

What's up at Iowa's regent universities? Tuition. Again.

When the State Board of Regents met to determine 1993-94 tuition, student leaders from Iowa State and the Universities of Iowa and Northern Iowa joined forces to protest another tuition hike. And in what's become annual tradition, the regents ruled against those objections and raised tuition. This year's hike: 4.98 percent for in-state undergraduates, raising annual tuition to $2,192 from $2,088.

Following recent trends, out-of-staters got hit even harder. The regents voted to raise their annual tuition by 5.4 percent, to $7,226 from $6,856. That's lower than the 7.5 percent non-resident increase at UNI and Iowa, reflecting the regents' hesitancy to hack into Iowa State's tenuous gains in non-resident enrollment.

The regents also decided to increase the annual mandatory student health fee to $80 from $20.

ANNUAL TUITION (PERCENT INCREASE)

	IOWA STATE-*	U.S. AVERAGE-#
1984-85	$1,242 (12.5%)	$1,277 (8%)
1985-86	$1,304 (5%)	$1,392 (9%)
1986-87	$1,390 (6.6%)	$1,475 (6%)
1987-88	$1,564 (12.5%)	$1,563 (6%)
1988-89	$1,706 (9%)	$1,641 (5%)
1989-90	$1,826 (7%)	$1,756 (7%)
1990-91	$1,880 (3%)	$1,879 (7%)
1991-92	$1,952 (3.8%)	$2,105 (12%)
1992-93	$2,088 (7%)	$2,315 (10%)
1993-94	$2,192 (5%)	NA

* TUITION ONLY
# TUITION AND FEES
SOURCES: ISU OFFICE OF THE REGISTRAR, THE COLLEGE BOARD.

BUT CAN WE STILL CALL IT P.E. CLASS?

Updating antiquated college and departmental names seems to be a '90s sort of thing do to on the Iowa State campus. The latest proposed switch would send to pasture a most traditional moniker: Physical education.

If all goes as planned, by next academic year the Department of Physical Education and Leisure Studies will become the Department of Health and Human Performance.

"'Physical education' just doesn't reflect the type of program we have," says department Chair Shirley Wood. "Students planning to teach [phys. ed.] make up our smallest area. We have exercise science, athletic training, spart management. ... We're so much broader than physical education."

The university's ballyhooed long-range strategic planning process issued a death sentence to leisure studies several years ago, further necessitating a name change.

The State Board of Regents is expected to rule on the switch early this year, in time to get the new name into Iowa State's '93-94 curriculum materials.

YOU CAN'T *ALWAYS* TAKE THE BOY OUT OF THE COUNTRY

FOR THOUSANDS OF FARM kids-turned-Iowa State students, there's no smell like home.

But for four fortuitous former farmers, leaving the land didn't have to mean leaving the scent behind.

Bill Bosworth, Rob Cota, Steve Davies and Chad Sickles have the best that town and country have to offer in Ames. They live in a modest farmhouse on ISU's dairy farm barely 100 rods south of the Towers. For their 12 hours of work each month, the university pays all of their housing costs. The students fill in for regular workers, and take full charge of the maternity barn in spring.

JIM HEEMSTRA

(Left to right) Bill Bosworth, Rob Cota and Steve Davies with one of their best girls on the dairy farm.

"It's a great atmosphere out here, just like home," says Sickles. "You can get away from the town, from school, any time. Whenever you want, you can go out and be with the cows."

Where do we sign up?

◄ HUB TOP TEN ►

Top 10 Iowa State University news stories in 1992:

* * *

10. Receipts from fax manufacturers climb past $18 million mark

9. Cyclones lead Nebraska football team at halftime, 12-10

8. Months-long Statehouse budget battle ends; ISU avoids further layoffs and massive program cuts

7. Partnership for Prominence capital campaign reaches $150 million, extends goal to $185 million

6. WOI-TV is, isn't, is for sale

5. English Professor Jane Smiley and alumnus Tom Knudson win Pulitzer Prizes

4. Cyclones *beat* Nebraska, 19-10

3. Alumnus and farmer hostage Thomas Sutherland visits campus

2. Veishea riots gain national attention

1. WOI-TV is, isn't, is, then isn't sold

RANKINGS: VISIONS STAFF

WELCOME TO IOWA

For only the second time since 1985, Iowa State has managed to boost its total enrollment. Its significance should not go unnoticed by the state's demographers.

The university's fall 1992 enrollment was 25,263 — an increase of 13 students over fall '91. ISU's enrollment peak — 26,529 — came in 1985.

In breaking down the '92 total, the most glaring figure comes in non-resident freshman enrollment: To 906 from 774 a year ago, an increase of 17 percent. All told, 28 percent (1,382) of new undergraduates were non-residents. Back in 1979 — Iowa's peak year for high school seniors — ISU's enrollment was just 23 percent (1,290) non-resident.

Iowa Department of Education statistics show 50,411 high school seniors in 1979; by spring of '92, that number had plummeted to 33,837.

ISU also appears to be growing more adept at recruiting ethnic minority students. From just 175 such students in fall '87, the university increased to 320 by last fall. That's 1.3 percent of the total enrollment.

AND NOT A DOUBLE-E IN THE BUNCH

JIM HEEMSTRA

Twin twins have the College of Engineering doing double takes these days. (Clockwise from upper left) Kim and Kristy Devlin are junior industrial engineering majors from LeGrand and Lori and Leah Harthoorn are junior chemical engineering majors from Bettendorf.

TEXTBOOK CASE OF CONTROVERSY

A LATE-SUMMER FLAP ONCE again stirred up the age-old issue of academic freedom on the Iowa State campus.

After receiving a student complaint, Department of Human Development and Family Studies administrators convened a textbook review committee to study materials used by Professor John Strong in the Communication in Human and Family Development class. That committee ruled that Strong's book, *Unlocking the Communications Puzzle*, was not appropriate to be the primary text for the class.

In filing for an injunction in U.S. District Court in August, Strong wrote that the committee's ruling cast "a pall of orthodoxy over the classroom in violation of the First Amendment." Although a judge refused to grant the injunction, Strong's lawyer and ISU did reach an agreement: The book would be used this academic year, revised and then reviewed by an external panel. Acting on that panel's report, the department's textbook review committee will decide the book's fate by June 1.

Strong's lawyer, Anthony Renzo, said Strong had used the materials in the book since the mid-'80s, but only recently had bound them into a book for students' convenience. As per university policy, Strong planned only to retain proceeds of the sales until he had been reimbursed for his own investment. He had not yet pursued commercial publication.

Strong denied comment on the case. But Renzo told VISIONS, "[The agreement] vindicated John's right as a college teacher to select his own materials for a class for which he was uniquely qualified to teach."

FOLLOW-UP FILE

EARTH TO MARS: WE'VE GOT OUR EARS ON, GOOD BUDDY

Think of it as a galactic party line.

On the chance that beings are chatting on other planets, Michael Klein is listening in. Last October, in a debut that drew massive attention from the world media, the Search for Extraterrestrial Intelligence (SETI) began in earnest.

Klein, (*VISIONS, Winter '90*) is a project manager at NASA's Jet Propulsion Laboratory in Pasadena, Calif., and manager for the SETI program office. Using mammoth antennae in Puerto Rico and California, SETI is looking for radiowaves being beamed in from afar. (And we mean way far. Klein says if alien worlds' technologies only match ours, SETI's sky survey could pick up signals from as far away as 100,000 light years — 588 quadrillion miles. You don't even want to *know* how many zeroes in a quadrillion.)

VISIONS

Michael Klein

Though a thought such as, "God, could this be the week we hear something?" often flashes through Klein's mind, the 1962 Iowa State electrical engineering graduate stresses that this is only a tiny start to an astonishingly immense search. "It's like picking up the first cupful of sand on the beach and saying, 'I wonder if there's something in here,'" he says. "We're searching a cosmic haystack. But the search has begun. It's a search we've been on since humankind first looked at the sky and said, 'I wonder ...'"

"AND YOU CAN QUOTE ME"

'In these challenging times, we either all hang together or we all hang ... together.'

—President Martin Jischke, in faculty-staff convocation speech, "University as Community: Myth or Reality"

STUDENTS MAKE ROUNDS TO HEAL SCARS OVER VEISHEA

VEISHEA IS TRYING TO BE good.

After rioting marred the '92 event, President Martin Jischke and his Veishea task force *(VISIONS, Fall '92)* essentially gave the 70-year-old event an ultimatum: Straighten up, or else.

Students apparently saw teeth in the threat. Last fall, led by '93 co-chairs Kimberly Carey and Scott Lee, the Veishea executive board hunkered down and drew up a detailed plan to regain the event's luster.

In December, Carey and Lee submitted their 11-page blueprint. Jischke quickly responded, giving his full approval of the plan. (VISIONS will study the Veishea dilemma in detail in its Spring issue.) The plan's key priorities are increasing student, faculty, staff, alumni and Ames involvement; including a greater diversity of participants and enhancing financial viability. Specific recommendations to help avoid the kind of alcohol-fueled rioting that occurred last year and in 1988 include:

- Hold the event April 23-25, a week earlier than usual but a week later than recommended by the task force. Planners hope the switch lessens students' expectations for a end-of-year blowout. The earlier date also could mean weather less conducive to mass outdoor parties. The date, incidentally, coincides with Des Moines' Drake Relays weekend.
- Block off Welch Avenue from Lincoln Way to McDonald's — the riot venue — and hold a "Taste of Ames" celebration late into the night on both the Friday and Saturday of Veishea. The event would include food vendors, carnival games and music. The exec board recommends bringing in extra lighting and positioning uniformed police officers atop Welch Avenue businesses.
- Move the start of the parade back to 1 p.m. from 10 a.m.
- Move the annual Battle of the Bands from Clyde Williams Field to Hilton Coliseum, where alcohol consumption can be more closely monitored.
- Hold athletic tournament championships and a dance at the Recreation/Athletic Facility late Friday night.
- Because the Chicago Symphony Orchestra already had been booked at C.Y. Stephens Auditorium on Saturday night, the students recommend shifting Stars Over Veishea to the Ames City Hall Auditorium and adding a Sunday-afternoon matinee.
- Organize children's games and a Sunday-morning brunch on central campus.

One wild card has been dealt: On April 24, Cyclone Stadium will be the site of Farm Aid VI, a 12-hour concert held to raise funds for American farmers. Few could make the argument that landing the event is anything but a coup for the Iowa State Center. But students and ISU administrators can only wonder what the influx of tens of thousands more revelers will mean for Veishea.

ISU CREATES GRAD POSITION FOR SUPPORT OF GAY STUDENTS

Iowa State — to many, the most conservative of the state's public universities — has established a first: First state university to hire a person responsible for supporting homosexual and bisexual students. In November, the university hired 25-year-old graduate student Tom Owings to fill its newly created lesbian, gay and bisexual student services graduate assistantship. Assistant Dean of Students Lisa Kilian says the half-time appointment will pay Owings $825 per month, $1,239 annually in tuition (half the in-state graduate school rate) and partial benefits. The funding comes out of the $500,000 pledged toward diversity efforts last year by President Martin Jischke.

Owings' duties will center on student retention. "Just as with our disabled students coordinator and our Office of Minority Affairs, [Owings] will provide service to help retain students and keep them successful academically and personally," Kilian says.

Owings, a native of Sioux City, has estimated that 1,000-2,000 students could be served by the new position. He says one of his most effective tools will be education. "There's hostility on this campus [toward homosexuals], but I think the more they know, the less hostile they'll be," says Owings, who received his ISU bachelor's degree in 1989.

ANSWER TO PUZZLE

Historically Speaking

... AND SPEAKING, AND SPEAKING, AND SPEAKING ...

HANG OUT IN HISTORIAN Hamilton Cravens' sixth-floor Ross Hall office for an hour or so and you'll be struck by manifold questions. Herewith, though, are a few that assuredly *won't* come to mind:

• What are you trying to say, Hamilton?

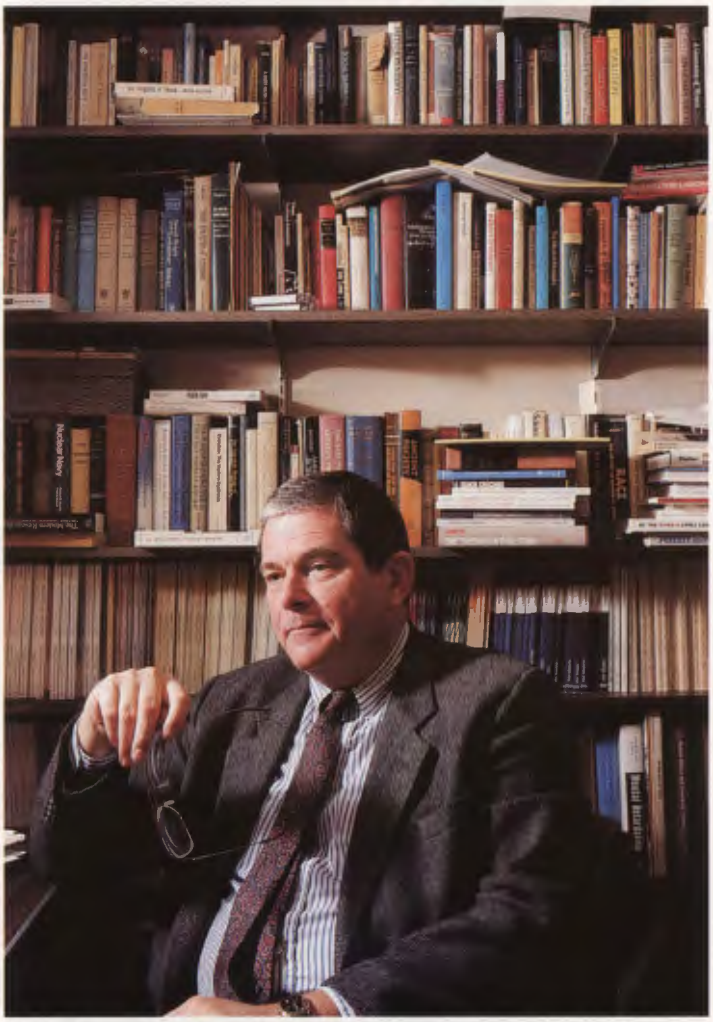
• How do you really feel about that, Hamilton?

• Isn't there *anything* you don't like about the world, Hamilton?

• Why are you called Ham?

With his tweed sport coat, his rich, genteel intonation, even the very name on his office door, you can't imagine Hamilton Cravens being anything but a history professor. He's got more opinions than Lincoln had whiskers and loves nothing so much, it seems, as to hear himself spout them. It'll hardly endear him to Iowa State's considerable hard science population, but he's adamant that history is more challenging than, say, physics. "It's easy to put the elements together," he says, "but hard to figure out what they mean." At age 8 he read *Les Miserables* because, "It was a great historical novel about a past I couldn't understand."

Like so many of his comrades in academe, he is the picture of political correctness. He's sympathetic to the feminist movement. As a 10 year old he took to heart Harry Truman's civil rights initiatives. Yet Cravens seemingly torpedoes all that is p.c. by stopping short of an out-and-out damnation of such a universally perceived malevolence as slavery. He says doing so — at least from a historical perspective — would refute some of his most sacred viewpoints.



Hamilton Cravens is currently working on a history of American culture in the early 20th century.

"It's the historian's dilemma: Once you try to fully understand an age, it becomes difficult to condemn it," says Cravens, who specializes in the history of American science. "I despair sometimes about whether we'll ever shake off the legacy of slavery. Viewed from this age, it makes my skin crawl. But we've got to consider the past on its terms. It isn't like today.

"The past is other from the present, it has no relationship [to the present]. ... I'm not persuaded that all debates historians engage in are particularly meaningful. Their agenda seems to be, 'What are the roots of the

present?' That's silly. The present's roots are in the present. It's a misbegotten attempt to be relevant."

Just when you think you've nailed his m.o., when you've tagged him the prototypical I'm-right-and-you're-wrong-so-there academic, Hamilton Cravens whips out a self-deprecating line such as, "As we get older as professionals, we realize we simply have but a smattering of ignorances."

"I would argue," he continues, "that ultimately, all we can do is try to understand an age. We can't explain why it's there. I believe that, just as with the theory of relativity, the data of a physical existence are not quite what they appear to be. Does that sound pretentious? If you want to tone it down and make it [sound like] corn-husk philosophy, that's OK." No clear-headed journalist would dream of paraphrasing a quote machine like Hamilton Cravens.

Place a hand over his photo and read his words and you might picture a crusty, John Houseman, chalk-dust-on-the-Haggars type. Remove the hand and you see a plump, conservatively dressed pedagogue.

Though Cravens is a consistent central administration/state government basher, he's hung around long enough to check into the 25-Year Club this year. The Washington state native came to Ames in 1968, after doctoral work at the University of Iowa. For the past quarter-century Cravens has been particularly attuned to cultural, social and intellectual history. (Off the record, he intimates that there's a historical novel swirling

somewhere amid all that verbosity.)

Want to watch your typical historian fret? Ask which events in history she or he would like to have witnessed. *So much time, so little time.* But Cravens pauses only briefly before firing off several: Thomas Edison in the lab, the 1787 Philadelphia Constitutional Convention, writer Ralph Waldo Ellison at his desk, the Cuban Missile Crisis, 17th century New England witch trials.

Hamiltonian doctrine may question history's linear — as opposed to cross-sectional — relevance to today, but certainly not its enduring vigor. Any of his students possessing a pulse surely must concur. He is an actor, the classroom his stage. He laces lectures with nugget after historical nugget, pounding each home with such modern-day examples as late Chicago Mayor Richard Daley, erstwhile independent presidential candidate Ross Perot and California's 1992 budget debacle. Beacons of familiar light slicing into a world shrouded in the fog of a foreign time.

Describing, say, 18th century Americans' crawl toward self-governance, his voice rises and falls like a piston. His arms constantly whir out emphases. His hands punctuate evocative sentences with flesh-and-bone exclamation points.

"I like the study of the past because it's not only an exciting adventure, but it's an escape," he says. "In that sense, it's like what my parents always said about education in general: It has its own justification. Sometimes I have difficulty explaining

that to my students. But I understand how they feel. I mean, I've got tenure, and they don't.

"Fair enough?" ◐

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There's No Plié-ce Like Home

Never given to the understatement, high-strung Valerie Williams (seated) describes her devotion to dance: "It feeds my soul."

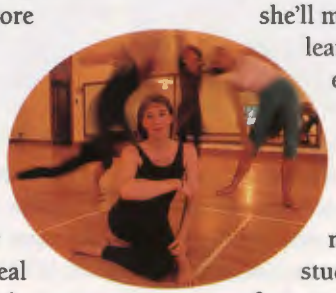
UNIQUE IN-HOUSE DANCE TROUPE PUTS STUDENTS IN GOOD COMPANY

IMAGINE THE ADVANTAGES TO a university of having an NFL team train in the campus football facilities. Or a staff of TV comedy writers housed in the English department. Or a senator and requisite staff working out of political science offices. With such cozy relationships, sheer osmosis couldn't help but infuse a dose of real-worldism into a milieu oft criticized for high-minded insularity.

Stop imagining. Iowa State has just such an example of clock-punching professionals regularly rubbing shoulders with 9-to-5 wannabes. Dance Co'Motion Theater, a bona fide professional dance company, doubles as a collection of ISU artists-in-residence. Their being housed in the Physical Education Building makes students privy to the inner workings of the dance business, giving them a leg up in an industry not always kind to newcomers.

"We have three or four full-time dancers who don't have to wait tables because of this relationship with [Iowa State]," says 1977 ISU graduate Valerie Williams, who helped found Co'Motion 15 years ago. "On the other side, we welcome students to classes, we rehearse with them, we swap costumes. Because we're a professional company, we can't spend a lot of time [in Ames]. We have to be out there. But when we're here, we've got this great little relationship."

Co'Motion performs in a 10-state region in the upper Midwest, stretching from Ohio to Montana. Though its dancers also have performed in New York, more typical venues include church basements, school stages and gymnasiums. Broadway, no. But for students, it's a real look at real people dancing for their dinner.



Students such as senior physical education major Nancy Yates have actually performed with Co'Motion. Last year, she joined the troupe for several Chicago shows. "I'd never have such a terrific opportunity without a company like this being here."

Adds assistant dance Professor Janice Baker: "Students can go to a performance or watch videos, but to see these dancers rehearse, to see how they conduct themselves ... This is an amazing way to see the dance world. If it's only walking past rehearsal and observing, it's an experience a lot of students never get."

If it has to do with dance at ISU, chances are it has to do with Betty Toman (*VISIONS, Spring 1988*). It was Toman, now retired after four decades as ISU's dance czar, who first offered rehearsal space to Williams' company in the early '80s. Further tracing Williams' dance lineage, it was Toman, then teaching summer classes to high schoolers, who enticed Williams to ISU from Milwaukee. So long as Williams continues to sell her wares — her dancing — she'll maintain the learner-friendly environment Toman helped create.

"Students — and I don't mean just dance students looking for a career, but any students — must have opportunities to immerse themselves in dance," Williams says. "It has nothing to do with, 'How will this help me get a job?' It's about helping them be human beings, to think, to appreciate life. That's dance. That's why we're here." ◐

Trickle-Down Theories

IMAGINE *WANTING* YOUR research pronounced all wet.

Saturating the market took on all new meaning last summer for two ISU profs who pinned down the effectiveness and durability of '90s-style cloth diapers. Associate Professor Phyllis Brackelsberg and Professor Janis Stone, both with ISU's Department of Textiles and Clothing, studied 20 families during two 12-week periods to determine the nature of the nappies.

The project, borne of a stack of ongoing questions fielded by ISU extension specialists, set out to ascertain both consumer satisfaction and product endurance. Would today's parents consent to more frequent changings and an ever-present diaper pail? And could a garment withstanding that much, er, production really sustain 150 washings? Armed with new-wave cloth didies provided by the Dimples Corporation and Family Clubhouse, Brackelsberg and Stone distributed two different styles to willing Story County families with children between the ages of 9 months and 2 years. Their assignment: Help us get to the bottom of this project, every day for the next three months.

Parents were responsible for the products' laundering and upkeep; it was the children's job to, well, soil away. The laundered diapers were collected periodically and tested by ISU microbiologists for the presence of bacteria, and were studied as well for fabric and construction durability.

Five kids and a lady: Phyllis Brackelsberg, associate professor of textiles and clothing, with potential research collaborators.

BABIES COTTON TO BOTTOM-LINE RESEARCH—BUT ARE PARENTS UP FOR THE CHANGE?

The results? Nary a parent pooh-poohed the project or its requirements—but few continued to use the diapers following the 12-week commitment, including Brackelsberg's own daughter, Pam Nesbitt of Ames. "The diapers worked fine, but with four children, I just don't have the time to do all that anymore," she says.

"All that" included daily laundering and extended periods of drying. Because the diapers are made of layers of cotton flannel, and in some cases have attached plastic covers, manufacturers suggest drying on low temperatures. Inconvenience also was cited. "Whenever you leave the house, you have to take along something to carry around the dirty diapers," Brackelsberg explains. Cost remains a prohibitive factor as well; although the diapers were provided to the participants free of charge, 24 such diapers retail for about $200.

Even so, the product was far from flushed by participants or the researchers. Parents liked the diapers' fitted shapes and use of velcro or snaps instead of the bulky pins of the past. While more frequent changings were necessary, few encountered leakage problems. And no child during the study developed the demon diaper rash. Brackelsberg and Stone (currently on leave at Cornell University) were impressed with the durability of the products, noting that those with the separate plastic covers did withstand the guaranteed 150 washings. (Attached covers tended to crack before enduring that many spins around the tub.) And of the 190 samples tested in the laboratory, only five diapers showed a trace of contamination early in the study.

Brackelsberg believes the research findings indicate successful diaper usage, providing information that will benefit hospitals, families with young children and elderly suffering from incontinence. For moms like Amelia Flickinger of Story City, who continues to use the cloth diapers on her son Drew, the product is perfect. Well, almost. "These manufacturers need to get with it. Drew still can't figure out why Mickey and Minnie aren't on the front." ◐

Greek To Me

Iowa State boasts—and with good reason—one of the nation's most influential and deeply rooted fraternity and sorority systems. But like other symbols of vintage quality, is it ready for colorization?

Delta Z Girl, I love you,
Loyal and true
You are divine
Girl of the Old Rose and Green,
Visions foreseen,
Lighting your dreams and mine.

Clear, sweet alto voices fill the large, pitch-black formal living room. Forty solemn young women stand in a circle, their mouths sounding the words of their official anthem, their eyes riveted on the white tapered candle passing from hand to hand. The warm, golden flicker of the flame briefly illuminates the earnest face of each woman as she reaches for the beribboned candle. This symbol of promise passes once around the expansive circle, then resumes the circuit. The fidgeting begins as the singing continues. Eyes dart furtively. And then *poof*—the flame is blown out and the room erupts with squeals of "I *knew* it was you!"

Another DZ got pinned.

Her sorority sisters swarm around her, hugging and kissing like so many runners-up congratulating the new Miss America. Their chapter adviser stands off to the side reminiscing about her own candlepassing 30 years ago. An upperclasswoman walks away from the mob, shaking her head. Where's the justice when a sophomore can get a pin and a senior can't get a date?

The Greek mythology continues.

By Debra Gibson
Photos by Jim Heemstra

VISIONS

Universally, being known as Greek is as important a label to its members as Polo or the Gap. Claiming an address on Knapp or Ash is only the title page in a volume of images and experiences needed to tell the story of life in an ISU fraternity or sorority. It's a tale steeped in tradition and inspired by ritual and secrecy. It's a legend that alternately dazzles, challenges, baffles and antagonizes those to whom it is told. And it's a legacy worthy of at least a chapter in the history of influence and power at Iowa State University.

It's all about being Greek.

A time-worn sorority tradition — the candle passing.

Joan France was a self-proclaimed "Betty Coed" during the mid-1960s at Iowa State. The Evanston, Ill., native was president of the Delta Delta Delta sorority, and active on committees for Homecoming and Greek Week. She remembers "thinking my life had absolutely peaked" at a party she attended as a Contemporary Concerts Committee member after a Kingston Trio performance. "It was 1 a.m., and there was [the Trio's] Nick Reynolds, sitting on top of a Volkswagen with his guitar, singing 'Scotch and Soda,'" she says today with a laugh. A real "activities jock," she broke her arm training pledges how to steal derbies from the Sigma Chis. One of her favorite memories is sleeping in the cold-air dorms—"I had a top bunk with a bird's-eye view of the Teke house and all the traffic going down Lincoln Way." Her teen-aged daughter shakes her head at Mom's story of achieving "the perfect pageboy or flip—we'd use lots of Dippity-Do and giant orange juice cans, and after a night in the cold-air dorm, our hair would be completely frozen by morning."

Now a real estate agent in Clifton, Va., France met her husband, Dennis Hippen, "watching a fire at Cap Timm's house during rush one beautiful, balmy August night." Hippen was president of the Lambda Chi fraternity ("He was Joe College to my Betty Coed"); the two served on Campus Chest together. They returned to campus last fall for their 25th reunion, and a walk through the Tri-Delt house reminded Joan Hippen that, "It was such a sheltered, pure little existence in the late 1960s at Iowa State—none of the big issues of the world came and burdened us there."

It was all about being Greek.

Talk to students active in today's system or their alumni predecessors, and they'll echo, almost without fail, Hippen's memories. Fraternity and sorority houses have represented, for generations, the anchor in a turbulent sea of choices. Greg Nickerson, now with a marketing communications firm in Milwaukee, joined the Alpha Gamma Rho fraternity in the late 1970s because "Here was a whole group of farm kids just like me. We were all from very humble backgrounds, and 11 years after graduating, those friendships are still very

much alive." Senior Billi Hunt left rural Diagonal with fears that, "I'd be just a number and no one would know who I was"; those anxieties were relieved by pledging Delta Zeta.

Inclusion in the Greek system provides more than the big block letters screen-printed on oversized Champion sweatshirts. You're a prized member of an instant family. You never have to eat or study alone. Social activities are planned for you on nearly a nightly basis. Older members of the house serve as your "moms" or "dads," guiding you toward campus involvement and leadership positions. But most of all, you belong.

"You know what I remember being the best moment of my Greek experience?" asks Greg Fritz, a Sig Ep in the 1980s. "I remember my mom and dad coming to campus from Nowhere, Nebraska, for their first Parents Weekend. There we were, this whole group of us standing on the front porch of the house, drinking beer together. And all our moms were wearing those big ol' mums. At that moment, I really felt a part of something."

Today, 31 fraternities and 15 sororities function under the jurisdiction of the Interfraternity Council and the Panhellenic Council. The system involves more than 3,600 students who, upon close look at their youthful, spirited faces, obviously revel in those same affectionate ties. Look a little closer, though, and something else becomes obvious: Those faces are overwhelmingly white.

During this academic year, Iowa State will spend $500,000 promoting diversity on campus as part of a major institutional long-range plan. Admissions counselors form their own Rainbow Coalition as they fan out through the Midwest to woo prospective students. Quotas have been established by the State Board of Regents: By the end of 1995, the campus population will boast at least 8.5 percent ethnic minority students. But when they get here, will they have an opportunity to join in an organizational system that traditionally spawns the university's best and brightest campus leaders? And if they do join, will they be happy?

Fraternity and sorority houses have represented, for generations, the anchor in a turbulent sea of choices.

Regardless of color, religion or sexual preference, there's still only one way to enter those hallowed halls. It's called "rush."

Ask any ISU Greek to name the one element of that experience you can always count on, and the response will be universal: It's always damned hot during rush. Especially for women, who endure seven long days and nights of scorching August temperatures and energy-sapping humidity while they investigate the intrigue of sorority life. Calling the process "rush" couldn't be more appropriate: The first day, women are expected to visit all 15 houses. Day by day, the number of visits decreases as the anxiety level—and attire expectations—soar. "I remember what a big deal it was to have the right outfit for every event," says Joan Hippen. "We were like brides assembling a trousseau. But I loved rush, and pledging Tri-Delt was a very positive experience for me."

Not every Greek alum remembers the experience that fondly. "Remember that scene in *Animal House* when there were faces and names of rushees flashed up on the screen and nobody in the house could remember who was who? Rush really is like that," says Allison Engel, who was a Chi Omega during the early 1970s. "I've always disagreed with the concept of rush, and every year, I argued that we should just put everyone's names in a hat and pick out enough names until we'd filled our vacancies. Several people in my house agreed with me, but there was that fear of change."

Today, most fraternities select members through a more informal process, hosting parties and get-togethers at various locations throughout the summer as well as during the academic year. For Eric Hamilton, current Government of the Student Body (GSB) president, it was the more casual approach that convinced him to go Greek.

"I had gone through formal rush as a freshman, and I thought it seemed very, very fake. To me, it was like everyone was saying, 'Hi, we'll clean up our house, we'll shake your hand, we'll do the song and dance for you. Then the minute you join, everything changes." Hamilton lived in the residence halls his first three years, but last summer joined several of his friends by pledging Delta Sigma Phi, "for social reasons." He lives in an apartment off-campus, citing his arrangement as "the best of all worlds."

To choose and to be chosen. Lisa Norbury Kilian, assistant dean of students at Iowa State, defines rush as "a membership intake process that was designed on self-selection—members selecting new members and potential members selecting where they want to spend their time." Many Greek alumni will say

today that no matter how positive their experiences, they remember the ones who were left behind. "I hated saying no," says Jean Humphrey Macalpine of Swarthmore, Pa., a 1945 Tri-Delt graduate. "I hated that selectiveness about the Greek system, and I still do." Adds Hippen, "I remember staying in Roberts Hall and seeing a lot of tears as girls were eliminated. But I do think the system was trying to judge people as people, rather than potential beauty queens."

"I liken it to how graduating seniors go out and get a job," says Mary Beukema Harms, a 1973 Kappa Delta graduate and owner of T-Galaxy in Ames. "That first impression matters. I think it's a very positive process that you're going to use again and again throughout the rest of your life."

Unless, of course, you were a young black woman going through rush on the Iowa State campus in the summer of 1969.

Deborah Turner was a bright, enthusiastic 18 year old from Mason City who'd become enamored with the Greek system through the fraternity experiences of her older brother, Clarence. She recalls rush as "exciting, somewhat anxiety-producing. It was a great way to meet new people." Like the other women in her rush group, she had high hopes—until the day before she was to receive her preference card. She was asked to meet with a black student then serving on GSB. He informed her that other black students had been observing her during rush week. They thought she should know that all but two of the sororities on campus, due to their national chapter rules, would be unable to pledge her because of her race.

"It was devastating in some ways, especially when I thought of the people who had been so friendly to me at all the parties," recalls Turner, now a Davenport gynecologic oncologist. "But there were never any obvious slights. It just made me wonder."

Fortunately for Turner, her top choice was Pi Beta Phi, the university's first sorority and one of the two with inclusive policies. She pledged Pi Phi, eventually served as its chapter president and became a respected campus leader. Her rush experience became an issue again less than two years later, though, as she unknowingly became the symbol for change for another national sorority.

"Women in my house were angry that we couldn't even consider Debbie," remembers Engel, now a freelance writer in Des Moines. Another of her sorority sisters, Susan Peterson Boe, saw a Pennsylvania college newspaper story a year after Turner rushed about another Chi O chapter prohibiting the pledging of a black woman. Boe and several other house members mounted a letter-writing campaign to fellow chapters across the country to determine their pledging practices. As Boe recalls, "The silence from national was deafening." It soon became obvious that the ISU chapter had not been invited to its annual regional conference in February 1971; Boe, two other actives and an alumni representative drove to Kansas City anyway.

These Black Greeks Haze

Michael Jordan's one. So are Theaster Gates and Jeremy Lewis. Add Shirley Chisholm and Barbara Jordan to the list, but don't forget Lisa Harris or Tinika Roland.

They're all "bros" or "sorors," links in a powerful and timeworn chain that wraps around the globe and has unified African-American

(Clockwise from top left): Theaster Gates, Tinika Roland, Jeremy Lewis, Doris Williams, Yasan Jones and Lisa Harris.

men and women since 1906. While traditional white fraternities and sororities may offer their members the key to the campus for four or five years, membership in a black Greek association unlocks a lifetime of professional and personal opportunities.

"As a Zeta, you can go anywhere, on any campus, and just feel the warmth," says Roland, a Zeta Phi Beta senior from Des Moines. Adds Yasan Jones, a graduate student from North Carolina and a member of the Alpha Phi Alpha fraternity: "The networking goes further than that. Let's say a brother of Omega Psi Phi applies for a job where a Phi Beta Sigma has the knowledge he'll need to get the job. It'll definitely be, 'Hey, you're a black Greek, come right on in.' That's the kind of networking we have. When it comes to corporate America and it's white against black, you're just glad to see another brother at that level."

The first black Greek chapter was chartered on the Iowa State campus in the early 1980s; today, four black fraternities and three black sororities are active. Their numbers are small; most chapters boast less than a dozen actives on campus, several only a handful. Their selection process is stringent, and bears no resemblance to the traditional system's "rush." Prospective members must possess a minimum 2.5 gradepoint average and prove a solid

School Daze Image

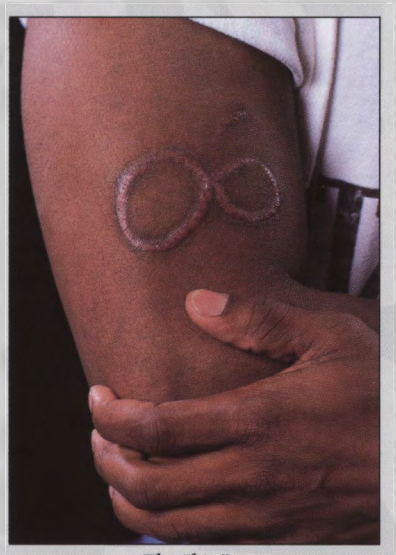
past of community service. If there's anything lacking in their campus experience as black Greeks, it's that they have no chapter houses in which to live and meet.

The black chapters don't discriminate against non-whites, but few have pledged members who are not African-American. Likewise, many black Greeks on campus have no interest in becoming involved in the traditional white system.

"I would still choose a black sorority because they are more like me," says Doris Williams, a Delta Sigma Theta junior from Omaha. "I have something in common with them." Adds Lewis, a Phi Beta Sigma senior from Cleveland: "If I wanted to go into the inner city and help black males, I know that I would be able to start that program a lot quicker in a black fraternity. I don't know what kind of a response I would get from a white fraternity."

"I'm sure [diversity] would attract some black students, but I really don't see it," says Harris, a Delta Sigma Theta sophomore from Des Moines. "The black race is a very proud race. There are so many traditions; people wouldn't want to see the black system die out."

Perhaps the most publicized of those traditions is the "hit," a brand burned into the skin of fraternity members by a hot iron. "It's their way of showing their undoubting love," explains Gates, an Omega sophomore from Chicago. While Gates has yet to get the brand, Yasan Jones did undergo the process as an undergraduate in North Carolina. "I wanted to get it, but I was a little scared," he says now, laughing. "Here I was, around all my brothers, we were going through this together, and I was geeked. But I went ahead and got it. It's cool, but to me it's no big thing."



The "hit."

Not all black fraternity men opt for the permanent markings that date back to ancient African rituals. "I never felt any pressure to get a hit, and I don't plan on ever getting one," Lewis says. "I think my mom would kill me."

Though film maker Spike Lee has openly criticized the black Greek system in his film *School Daze* as being merely an opportunity for black men to win over black women, members of Iowa State's associations view their affiliations as lifelong and sacrosanct.

"There's been a real drive within the system toward the [teachings] of African-American culture," says Harris, "and there's much more of an awareness of where you are from. I'm very proud now to be African-American, and I think that's a service to all our communities in itself."

—D.G.

"We walked up to register, and were told we were not welcome," says Boe, now a Des Moines attorney. The women found a pay phone, called the father of a house member who had agreed to serve as their legal counsel, and upon his advice, resumed their places in the registration line. Anxious to avoid a scene, national chapter representatives escorted the women to another room, where they were told the Iowa State chapter was on probation for "soliciting" other Chi O chapters through their letter-writing campaign. Word of this disciplinary action eventually fell into the hands of nationally syndicated columnist Jack Anderson, whose piece on the incident included reference to one of the more famous Chi Omegas of that time—Martha Mitchell, wife of then-U.S. Attorney General John Mitchell. Eventually, the ISU chapter's probation was lifted, and "in two or three years," remembers Boe, the national chapter supported affirmative action policies.

So how far has the system come the past 20 years? The good news is that all fraternities and sororities on campus today operate under inclusive membership policies. "I think by far, ours is one of the most diverse campuses around," says Erica Reich, an elementary education major from Sioux City and current Panhellenic president. "I feel like anyone could come here and join the Greek system and feel comfortable." And yet, when asked for specific numbers of minority students within the traditional Greek system, "It would be easier to count it on your fingers," admits Reid Crawford, interim vice president for external affairs and a FarmHouse alum.

Perhaps it's one of the Greek system's most desired attributes that ultimately stands in its way of unequivocal access—that tight-knit sense of community. Says sophomore David Mosby, a residence hall assistant and Chicago native, "The Greek system works very well for people who come from small communities where everyone knows everyone, and where there is a sense of shared community values. On the other hand, many students of color and international students come from places much larger, where opinions are at both ends of the spectrum. For me, it comes down to this: If the organization is sincere about wanting diverse membership, then the organization is going to have to seek [it]. Diverse membership is not going to seek the organization."

In some cases, it creates its own. The Black Greek Association became a university-recognized organization in 1984; currently four fraternities and three sororities are active on campus. (*page 20*). And last fall, two Hispanic Greek associations organized chapters on campus. But even alumni who glow about their own fraternity or sorority experiences express the need for change.

"If my grandson were heading off to college today, would I urge him to pursue the Greek system? I'm just not sure," admits Larry Clampitt, an Alpha Tau Omega alum who graduated

in 1944. "I realize it's not an easy thing to encourage diversity, but that does bother me about the system today."

"I would hope that the low number of minority students in the Greek system isn't due to a lack of reaching out by other Greeks," adds Mick Guttau, a '60s-era Alpha Gamma Rho now living in Treynor. "I want to think they're making all students aware of the benefits available to them."

Awareness is the key, agrees Dean of Students' Office Kilian, but achieving it is the challenge. "There are some individuals certainly embracing diversity and relieving themselves of bigotry," Kilian says, "but the Greek system as a whole is still more in tune with assimilation than integration." Ongoing educational programming provided by Kilian's staff is attempting to increase sensitivity among students and guarantee inclusivity, "but as long as an organization operates on self-selection, change will have to come from the individuals."

How big an obstacle is the system's other real forte—the strength of tradition? According to Kilian, not as significant as might be speculated. "Students had to look at traditions when they changed their policies against hazing and alcohol use, and they're saying hey, it's not essential. It has nothing to do with our rituals and values, and it's impeding the process."

But can the system change? Says Julie Hays, the university's Greek affairs coordinator, "The demographics of the university are changing, and if they [fraternities and sororities] are not willing to express an open attitude and encourage the involvement and empowerment of all students, then they will not thrive and grow on this campus." Patricia Weiss, for one, thinks there's hope. Weiss, a 1985 Gamma Phi Beta alumna now working for Procter and Gamble in Cincinnati, says, "There's no question about it. The more different the people you're involved with, the better your experience. But it can turn into a numbers game; I think the real key to success is to make sure no discrimination is going on."

Certainly, the precedent has been set for Greeks to initiate divergence, thanks to a brave band of Chi O's back in the early '70s. But 20 years is a long time to rest on those laurels, in particular for a system that excels in training future alumni leaders, that emphasizes community involvement at every turn. Thousands of dollars are raised each year by ISU fraternities and sororities for myriad nonprofit organizations; nearly 60 percent of Greek alumni have continued to contribute financially to their alma mater.

Greek houses continue to excel in campus events such as Varieties.

And it's an association as steeped in brotherhood and sisterhood as it is tradition. Perhaps now is the time to blend the family. ◐

Pondering the Pledge to Diversify

(Editor's Note: Like any flourishing, motivated community, the Greek system at Iowa State faces its share of challenges. VISIONS recently organized a panel of administrators, faculty, alumni and students to address several of these issues. Members included Reid Crawford, interim vice president for external affairs, a 1973 graduate and FarmHouse fraternity alumnus; Eric Hamilton, a senior from Libertyville, Ill., GSB president and member of the Delta Sigma Phi fraternity; Mary Beukema Harms, a 1973 Sigma Kappa alumna, ISU marketing instructor and Ames business owner; Billi Hunt, a senior from Diagonal and Delta Zeta sorority member; Lisa Norbury Kilian, assistant dean of students; Jim Knaack, a Delta Tau Delta member, Interfraternity Council president and a senior from Des Moines; David Mosby, a Chicago sophomore and residence hall assistant; Erica Reich, a senior from Sioux City, president of the Panhellenic Council and member of the Alpha Omicron Pi sorority; Jane Vallier, assistant professor of speech communication and member of the university's Fraternities and Sororities Committee; and Doris Williams, an Omaha junior and member of Delta Sigma Theta, a black sorority on campus. Following are excerpts of the participants' views on cultural diversity within the university's fraternities and sororities.)

VISIONS: Is the Greek system, as it is designed today, more likely to enhance, or inhibit, the goal of achieving significant cultural diversity on this campus? For instance, why is the percentage of minority students currently in the system still so low?

Kilian: First off, we do not rush international students, so there is rarely an opportunity for foreign students to become members of a fraternity or sorority.

VISIONS: Why don't we rush them?

Knaack: It's too expensive. It's real easy to recruit a lot of people from Iowa. You don't have to go very far [for rush parties] during the summer, they don't have to come very far for formal rush. And I think that is too bad.

Mosby: If the traditional Greek organizations on campus want diversity, they're going to have to pursue programs actively. I understand the cost, but it seems to me if they really want to get involved in [diversifying] membership, they're going to have to come up with [different] pledging processes.

Harms: In the classroom, I asked students to break into groups for a project. There were three international students seated in the center of the room... they ended up in a group by themselves. During my office hours, one of those women came to me and said that was unfair. So I made some alterations so they could each be in groups with others. And what I think happened there was a matter of plain ignorance on the part of the students. They're a little bit afraid of international students; they're used to "pure vanilla" classes, and maybe these international students represent some flavor. But I've seen what happens when the students finally all get to know one another in these small groups—it's such a positive experience.

Lisa Kilian

David Mosby

Mary Harms

Jim Knaack

Jane Vallier

Erica Reich

Vallier: Absolutely. But what troubles me the most about the Greek system is the inherent racism, which is a reflection on our whole society. I hear people making all sorts of excuses as to why people of different racial and ethnic backgrounds don't "fit into the Greek system." We're talking here about racism. We want to think of Iowa State as a diverse place, but that is a goal we have not achieved.

VISIONS: If we were to get this group together 10 years from now, would we be wondering why the numbers of minorities in the system were still so low, or would we be celebrating a much better mix?

Mosby: Ten years from now, I see Americans going through "the browning period," in which people of color will be predominant. I hate to become pessimistic, but I think what we will see are larger Hispanic Greek organizations, larger African-American Greek associations, and the advent of Asian-American Greek associations. I don't really think we'll see a significant increase in the mix of the various groups.

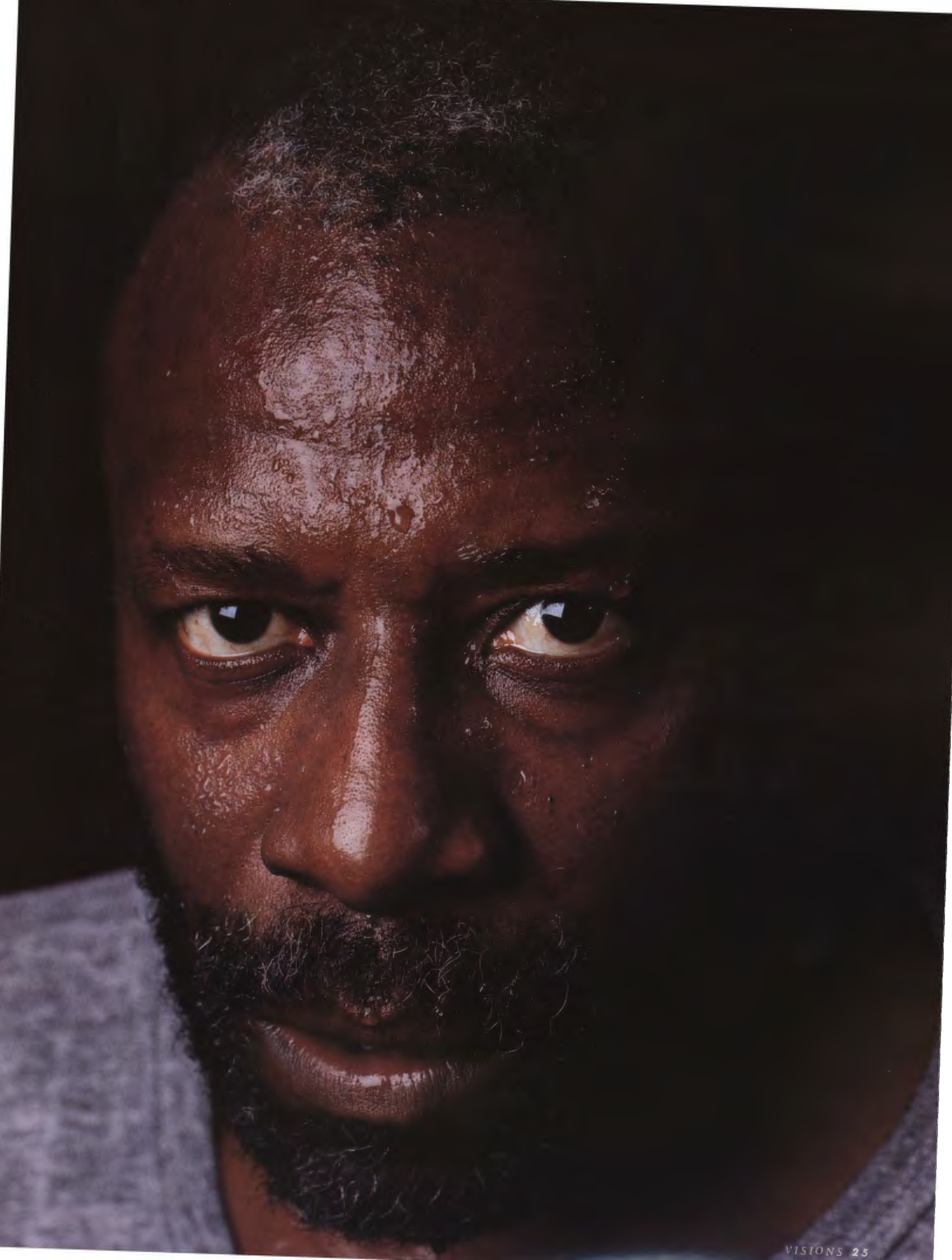
Reich: I would like to think that along with these other groups getting larger, we're all going to be working together more to further the values that we were all founded on, no matter what color.

Wrestling has for centuries occupied a sacred place of honor in the African Nuba tribe. One of its descendants — new Iowa State wrestling coach Bobby Douglas — has made it his life's work to elevate the sport to similar heights in modern-day America.

RISING FROM THE ASHES

By Dan Davenport

Photos by Jim Heemstra



Every time Bobby Douglas set the bowling pins back in line, another ball crashed in to blast all his work into so much scarred wood. As a little boy — make that a young boy; he's still little — Bobby dug through the snow along the railroad tracks, searching for coal to sell for pennies to the widows in Stop-32, Ohio, a ramshackle mining community. (Thirty-two shacks, hence the name.) He combed through garbage for bottles and buttons. He carried water. He picked nuts and berries.

And when he was old enough to hitchhike across the Ohio River into West Virginia, he stood bowling pins. Always he darted away just in time, the 15-pound marble globe rumbling in to destroy his work.

No wonder Douglas' wrestling teams are known for aggressiveness. No wonder his barks of "Attack! Attack! Attack!" slice through the stifling, 90-degree heat and pungency of lean bodies at work in Iowa State University's spacious wrestling room. For 50 years, something, someone has waited to spring on the Cyclones' new coach. Leaping out of the way is all he's known. Oh, he's been nicked and bruised. But he's never given anyone a clean shot.

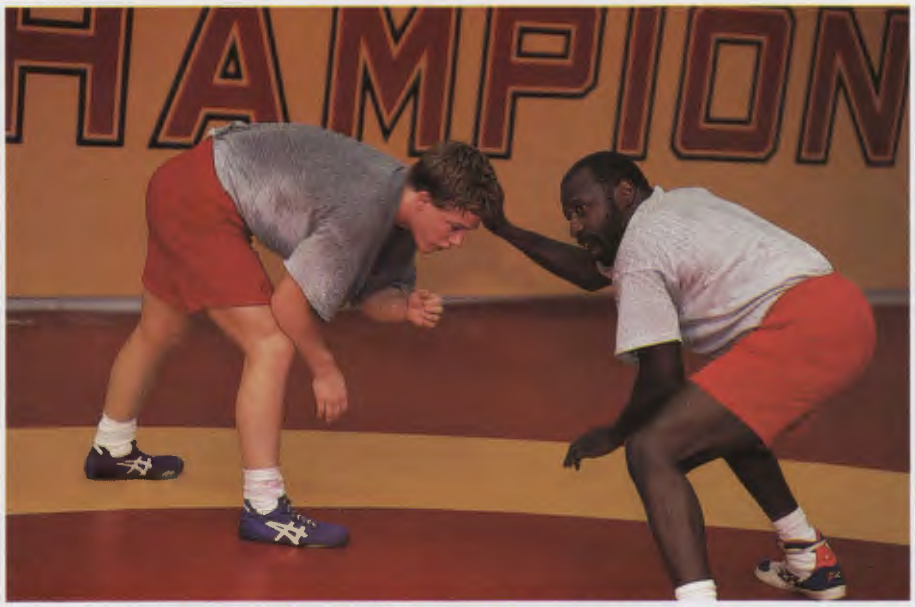
So of course his eyes move. Of course he is perma-coiled, a jack-in-the-box *sans* box. Muscles flexed, mind lucid, plan fixed.

You haven't fidgeted until you've looked across a desk into those vexing black eyes. Constantly the tiny spheres of coal shift, searching, it seems, for something to penetrate. True story: Several years ago in Budapest, on one of Douglas' many wrestling trips abroad, Communist soldiers who'd detained a friend of his backed away from his glower.

Don't be fooled by his daily uniform: Sweat suit, running shoes, fanny pack. There is nothing casual about the man. (Bobby Douglas Fashion Faux Pas No. 1: He once tried to wear the fanny pack over a cummerbund to a black-tie banquet.) He admits he's "not much of a smiler." One of his best friends acknowledges Douglas can come across as standoffish, intimidating.

His speech, too, can rattle your marrow. If his mind works like a master woodsman — intensely, methodically hacking away — his words are hard chips of oak hurtling into space. They fly out in sharp reports punctuated by gaping silence.

But in time, after the eyes have done their reconnaissance, he will relax. Perhaps a quick smile will flit beneath the flecks of gray in his cropped mustache. Or perhaps not. Either way, when he leans back and crosses his arms, you're in for a story. His story. Over several hours you'll visit ancient Africa and antebellum cotton plantations, Ohio coal mines and Olympic villages. You'll barnstorm the glorious success of this little boy turned little big man.



Douglas sees himself as 'teacher,' his wrestlers as 'students.'

And only when he grows quiet again will you see beyond the eyes: Driven, remote, yes. But also a man who feels a colossal debt to humanity.

Ask anybody: Douglas' word is as good as his single-leg takedown. But how can you believe him when he says his life has been divinely blessed? When he was born, his father was in prison. When he was 3, he saw his disabled mother brutally assaulted in a Cincinnati hotel. She survived, but could not raise her boy. She shipped him to her parents in Stop-32, where the mine's alarm often shot whistling bullets of fear into the women and children: Whose husband wouldn't climb out today? Whose father?

The sun of Bobby's universe was his grandfather, "Papa," a shaven-headed giant of a man. On Saturday nights, he took Bobby to nearby Blaine, where miners would gather for wrestling matches by torchlight. Papa took all comers. He was a masterful storyteller, as well. After exhausting days in the mine he wove pulse-racing tales about wrestling's place in his ancestors' lives. Through wrestling, he convinced the timid, distant boy that manhood had nothing to do with physical stature. "Anyone," Anthony Davis told his grandson, "can be David against Goliath."

Like a red-hot iron, Papa's death seared a hole in 8-year-old Bobby that time could not patch. But it would not knock him down for good.

Guided by Papa's steely legacy and Coach George Kovalik's paternal manner, Douglas was a superb high school baseball and football player. But oh, was the scrawny bundle of heart and gristle a terror on the wrestling mat. He trained furiously, Papa's words ringing like a siren in his ears. While others bought the latest training equipment, Bobby's extra pennies supplemented his grandmother's meager welfare check. After practice he filled small bags with sand, tied them to his ankles and ran through Blaine or nearby Bridgeport, where his girlfriend, Jackie, lived. "He was so quiet, serious, focused on wrestling," remembers high school friend Gordon Longshaw. "You

could see it in his eyes even then."

In 1959 he won Ohio's 112-pound title and Bridgeport High became the first non-Cleveland school to win the state crown. After high school, there was no fork in the road for most of his classmates. Their path led only to the mines. A wrestling scholarship to West Liberty (W.Va.) State was Douglas' fork, his route out of the Ohio Valley. He won a 1962 NAIA title there, before Kovalik — the new West Liberty coach — convinced him to transfer to Oklahoma State. In '64 Douglas became the first black American to wrestle in the Olympics (fourth at 138.5 pounds in Tokyo). Later he coached Arizona State to the '88 NCAA crown and then, last summer, led the U.S. Olympic squad to arguably its greatest performance. "It was always 'first black to do this and that,'" says Bob Dellinger, director of the National Wrestling Hall of Fame, of which Douglas was the first black member. "Now it's just the first *man*, the first *person*." (For the record, Douglas is Iowa State's first black head coach — in any sport.)

The rest of the Bridgeport Class of '59? Douglas says 80 percent are dead, incarcerated or incapacitated by drugs or alcohol. As for the blacks — only about 3 percent of the total — two survivors in 10 would merit celebration. "I have to feel selected," Douglas says, "to feel that God's hand has been on my shoulder. A few seconds earlier or later, a few steps to the right or left could have meant death, prison, any number of catastrophes." Today he returns often to the valley, sponsoring wrestling camps, peddling sport as hope.

A year ago he had a $44,000 salary and outside income so great he'd become Bobby Douglas Inc. He had a luxurious home in paradise, a beautiful wife of 26 years, a cherished son, adoration of the wrestling world and leagues of friends who would flop on a hand grenade for him.

Yet instinctively the eyes searched. There, on the horizon, new threats spinning feverishly toward him: Complacency, unfulfilled dreams. Like a lithe cat he darted out of the way.

He hadn't pursued the Iowa State job; Athletic Director Max Urick came to him. (Bobby Douglas Fashion Faux Pas No. 2: Visiting Ohio before deciding to interview in Ames, he had to borrow dress shoes from Longshaw. No report on the fanny pack.)

He took Urick's offer (salary: $55,000), though it meant leaving ASU after 18 years. In Arizona, wrestling is below-the-fold news, filler between the Phoenix Suns and Cactus League baseball. What should have been a stunning victory in '88 was a pebble in the sea. Still, the home, the friends, the weather were all so ... comfortable.

Yet at an age when coaches relish comfort, when they're rounding out their stock portfolios, Douglas forsook it all. He left behind his wife, who, as of VISIONS' December press time, remained with Bobby Jr. in Chandler, Ariz., working at ASU and trying desperately to sell their dreamy, 3,000-plus-square foot home in a brutal housing market. Her husband left it all for the silent walls of a room at Ames' University Inn. For a land where, in winter, the temperatures grow frigid and the expectations feverish.

For home.

To thousands of Iowans, wrestling borders on religion. And Ames is surely one of its meccas. But success for Douglas is not incumbent upon victory over longtime rival Dan Gable and the University of Iowa (*page 28*). As German photographer Leni Riefenstahl has written, the men of the African Nuba tribe — Douglas' ancestors — wrestled not for material gain but "for the renewal of the sacred vitality of the tribe."

Bobby Douglas brought his fight to Iowa to renew the vitality of his sport. To renew the vitality of Bobby Douglas.

When he had nothing at all, Bobby Douglas had everything. He had God. When his mother was attacked, when Papa died, when his mother died and a year later his stepbrother's helicopter was blown out of the sky over Vietnam. He had God. When a leg injury weakened him in his first NCAA championship meet, when a concussion withered him in his second. When his only child was born prematurely, rendered a quivering, three-pound mass of flesh. Always, he had God.

Only once did he feel God's hand leave his shoulder. The summer of 1968, the passionate season of Bobby Douglas Jr.'s tenuous birth and Martin Luther King Jr.'s violent death. While many U.S. blacks debated boycotting the Olympics, Douglas turned his piercing gaze inward. Since Stop-32, since Papa, he'd wanted nothing but to wrestle. Yes, restaurants had turned away West Liberty State because of its black star. But he'd never felt cheated because of his skin, never driven to make a political statement. He only wanted to wrestle. Why was *he* captain? Why did *he* receive calls threatening him and his family if he competed? "It was hard to watch," says Jackie, then his wife of two years. "I called it his lonely struggle."

In the end, he limited his statement to the mat. Amid the furor he arrived in Mexico City woefully overtrained. Once there, he contracted food poisoning. His Iranian opponent not only won the first-round match, he injured Douglas' ribs and tore his Achilles tendon. This time — the time that mattered most — too many enemies hurtled toward him. All his painstaking work was shattered.

In the stands sat Jackie and Kovalik, the bookends that had propped up so much of his life. The girl he'd first seen at a little league game, whom he'd stood up for the senior prom because of wrestling practice. The man who filled Papa's cavernous void, the biggest influence on his career before or since, even now, eight years after his death.

They watched the Iranian break Douglas' world in two.

"I thought God had abandoned me," he says. "It was the lowest point in my life. I thought it was over. I was a lost soul."

As his son gained strength and precious ounces, Bobby Sr. fought to regain his will. He refused to suspend his hunt for gold. He rested, healed his wounds, disregarded his scars. He dedicated himself to training for the 1970 World Championships. Though 28 by then, he fought off a frightful challenge from young Gable and earned the U.S. 149.5-pound spot. But championship eluded him. Injured yet again, he finished second.

It took the scalding pain of that loss to

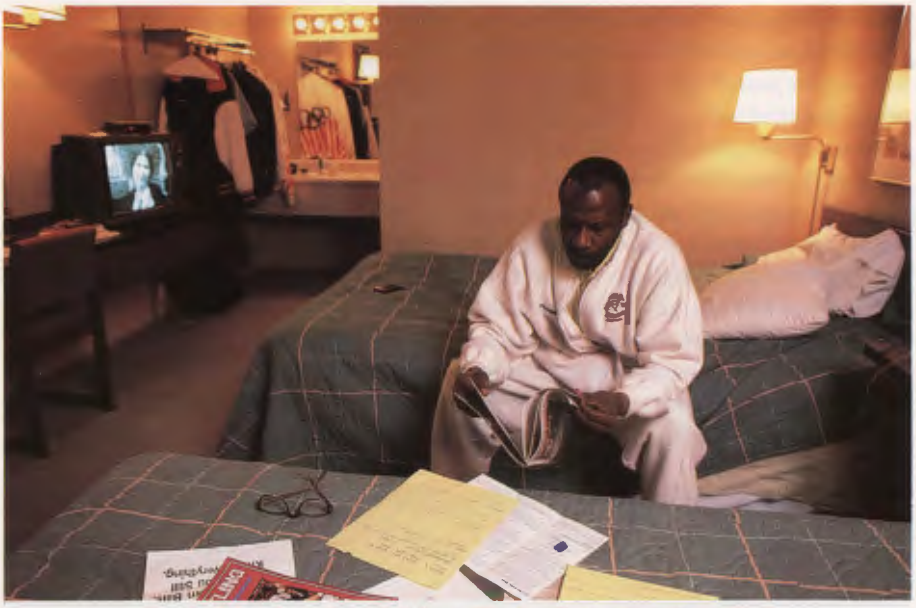
make him see: His African ancestors, Papa, Kovalik — none had sought the prize. They lived only for the journey. "At some point in everyone's life, we fail," Douglas says. He leans forward, elbows resting on tense thighs, bony hands framing his bearded cheeks. Lasers no longer fire from his eyes. "My greatest fear as a wrestler, as a man, was that I would quit. I thought I quit at the Olympics. But after a long time ... it dawned on me — heaven is not winning a gold medal. It's seeking. I spent so much time chasing the rainbow, I didn't enjoy the chase. From then on I started to think about my direction. I looked at the young Bobby Douglases caught in situations like mine. Now I focus on the journey."

That journey took Douglas forward, for sure. To retirement from competition. From part-time assistant coaching at Iowa State to a head coaching position at the University of California-Santa Barbara and, then, in 1974, to Arizona State. To unparalleled renown as a master wrestling technician, clinician and writer.

And now, finally, home.

But the journey also took him back. How could he see his future without knowing his past?

It wasn't until after retiring that he earnestly pursued his heritage. Douglas remembered Papa's electrifying stories of the men of the Ash, but those tales were filtered through a 7-year-old's eyes and



Douglas' time in an Ames hotel was "the loneliest period of my life."

blurred by two decades' time. He saw them not as family history, but as fantasies, dreams. Now a man, he asked his grandmother for facts. Aided also by Riefenstahl's work, he put together like a puzzle the spellbinding pieces of his ancestry. And Papa was right: His great-great-grandfather was a man of the Ash.

After spending months with the Nuba in Sudan, Riefenstahl accumulated scores of photographs of shaven-headed tribesmen with ash-whitened shoulders. Wrestling was the center of life, from the big and mighty to the giddy young. Riefenstahl wrote, "From the moment when, as a child, he can just about stand up, success in wrestling will be the aspiration of a man's life."

At life's center is the ash. The victor is given a branch of acacia wood. After being burned, half of its ashes are to be spread on the wrestler's shoulders in his next match, half used during the wrestler's burial. Riefenstahl sent Douglas several photographs, including one of a shaven-headed Nuba with a remarkable resemblance to Papa.

Douglas has studied wrestling's influence beyond his own lineage. The sport, he says, has been an unparalleled force

Rivalry carved in stone

When Iowa State meets Iowa in wrestling Feb. 20 at Hilton Coliseum in Ames, the action on the mat may well be relegated to sidebar status. The best match of the night could be the first of what promises to be many intense clashes between the two coaches.

Nearly 23 years after they fought some of the most embattled matches in amateur wrestling history, Bobby Douglas and Dan Gable resume their rivalry as the two marquee coaches in a state virtually unmatched for its wrestling heritage. If the prelude is any indication, this turf battle will put their matches to shame.

In the late 1960s and 1970, their rivalry on the mat was so heated it would later be frozen in time in a sculpture entitled "Making of a Champion." The Douglas vs. Gable confrontation for a spot on the 1970 U.S. World Championships team was a matchup for the ages: Black vs. white. Old (28) vs. young (21). Technique vs. power. Iowa State assistant vs. Iowa State athlete. Douglas' final victory in a string of rugged battles marked his last match on U.S. soil. "It was one last time for the old bull before going to pasture," Douglas says.

Time has cast a fog over the clash. Douglas won two straight matches, the second after receiving a late controversial point. In a move that some say had racial overtones, the U.S. coach ordered them to wrestle again that day. A worn-out Douglas refused.

For Douglas, part of ISU's attraction...

on human history. It's a brotherhood he says he shares with the likes of Plato, George Washington and Abraham Lincoln. "Within man is an instinct to prove his role as a warrior," Douglas says. "Wrestling is the only sport that provides that link. A link to a fraternity dating to the beginning of man's existence. That link fuels my fire."

Coming from a wrestling coach, words like allegory and fraternity and ancestral link jar the senses like heavy metal in a church choir. Aren't such men among the most single-minded of their brethren? Don't figure-fours and fireman's carries rule their world?

"For all he's done for wrestling, Bobby's always been, well, so visionary," says Gary Abbott, director of communications for USA Wrestling. "He brings all this history, education, philosophy. He's a breath of fresh air."

But make no mistake: Beneath the professorial ramblings, Douglas does as much as anyone to define the state of his sport. With his three wrestling books (and a fourth on the way; there's also a future autobiography), videos and myriad camps, few begrudge his standing as one of the sport's guiding forces.

He devours detail. At his second meeting with the team, he handed each athlete a half-inch-thick packet documenting every workout from September through the NCAA Tournament in Ames this March. He calls it simply "the system." Papa is in the system. Kovalik, too. Blaine, Mexico City, Barcelona. While one of his deepest regrets is not finishing his Ph.D., few dissertations are more thoroughly researched. "[The system] took us by surprise," says 118-pound junior Eric Akin, third at the 1992 NCAA meet. "I mean, nobody's that organized. But we knew we had to give him a chance. He wasn't the Olympic coach for no reason. It didn't take me long to know he's the best wrestling coach I've ever seen. Being in the [wrestling] room is exciting. It's like we're at the beginning of an era."

Douglas knows wrestling positioning like Robert Frost knew words. He spends more time watching films than Roger Ebert. "I'll never forget getting a call at 1:30 one morning," says assistant coach Thom Ortiz, a former ASU All-American who followed Douglas to Ames. "Bobby's watching film, and says so-and-so isn't holding his hands right. One-thirty! Wrestling isn't a sport to him — it's a science."

It was critical, Douglas says, to build a base of fundamentals under his athletes. In practice, it's not uncommon to see him stop a drill to adjust a wrestler's ankle by 10 degrees, to lift an elbow two inches. "I never thought I'd be this old, this far along, and still be learning this much," Akin says. "I thought I knew it all. Bobby comes in and I'm learning like I'm new to the sport."

Douglas is a panther, stalking. His footprints trail him on the marshmallowy mat as he picks out the tiniest flaws an opposing David could exploit against his warriors. He is rarely silent. "Destroy the position!" "Dance!" "Break him down!" "Form!" "Lower!" And, always, "Attack! Attack! Attack!" Though he'll pay later, he constantly dives into technique drills. This should qualify a 50 year old for hazard pay. "If he asks you to go another mile," Jackie says, "you know you can because you know he can."

Adds Bobby, who also works out on his own an hour each day: "These guys know I'll sweat more than they do. I lose three or four pounds every practice."

He doesn't see himself as a coach, preferring teacher instead. He never strays far from that 1970 revelation: Journey, not prize. Academics, discipline, honor — these constitute the journey.

Promote the journey: It's why he came to Ames. He says it's the only place in America — the only place in the world — where his experience and savvy could help lift wrestling to its deserved heights. "Wrestling has a tremendous place in history," Douglas says. "I want to see it take its rightful place in the 21st century. I can do that, but to do so, I had to bring my fight here."

He had to bring it home. ◐

IOWA CITY PRESS-CITIZEN

...was its proximity to the Gable dynasty.

Douglas says they wrestled later, at which time he won every match. Gable says he doesn't remember any later matches. Either way, Douglas competed in the World Championships, then retired.

Chides Gable, "Maybe it was me that retired him."

Gable, of course, won Olympic gold in '72 and went on to become arguably the greatest amateur wrestler of all time. He's proven to be a decent coach, too: 11 NCAA titles in 15 seasons. "I've analyzed his move," says Gable, a 1971 Iowa State graduate. "I can't imagine myself making it. He must be fired up. He must really want to come in and knock me off."

Douglas said as much in his first press conference in Ames. And in October, Douglas made the sports page again, ripping Gable and Iowa's athletic administration for issuing a reported 3.6 scholarships beyond the NCAA limit in the '89-90 and '90-91 seasons. "If it looks like cheating, sounds like cheating and smells like cheating," Douglas says, "it's probably cheating."

Such confrontations have cast a chill over a once-cordial relationship. Though they've coached together on several U.S. squads when Douglas was at Arizona State, Gable told VISIONS he turned down Douglas' offer to help with the '92 Olympic team in part because, "With him [in Ames], we can't be as congenial. We'll be at each other's throats now."

Douglas' cool response: "You tell Dan, if he feels that way, that's his problem. ...This all just makes me want to [win] that much more."

Feb. 20 can't come too soon. —*D.D.*

ILLUSTRATION BY DANIEL WALLACE

OVER A BARREL

They're squabbling from Washington, D.C., to Ames over ISU's record haul of federal research dollars

By Dan Davenport

Are Iowa's representatives in the United States Senate and House of Representatives bringing home the bacon? Or are they just slicing off record slabs of federal government pork?

The quest for answers leaves squealing antagonists on both sides of a sizzling debate. At stake: $2.5 billion in earmarked federal research allotments over the last dozen years. And Iowa State University has more to gain — or lose — than any institution in the country.

Fact: According to a report issued by the Congressional Research Service (CRS) in September, from 1980-92 Iowa State received $91,563,300 in earmarked federal funds — tops among colleges and universities. More than Stanford, more than Harvard, more than Penn State. (Several ISU insiders claim that a more thorough accounting job could show the university reeling in as much as twice that amount.)

The pork-bacon dialectic may never reach Thomas-Hill dimensions, but hundreds of millions of taxpayer dollars are at play here. Granted, none of several zealous Washington, D.C., earmarking antagonists contacted by VISIONS is publicly ripping a dime of Iowa State's take. But legitimacy of earmark-receiving institutions may be of secondary import. Still smarting from the bite of fall elections dripping with the venom of citizen rage, lawmakers are shying away from even the mention of pork like Muslims from a greasy tenderloin.

Says Bob Palmer, senior policy coordinator of the House of Representatives Committee on Science, Space and Technology, through which a great deal of earmarked research funds funnel, "With this new attitude toward Washington ... people aren't going to keep standing for this kind of pork."

The U.S. Office of Technology Assessment (OTA) defines earmarking as "a project, facility, instrument or other academic or research-related expense that is directly funded by Congress, which has not been subjected to peer review and will not be competitively awarded." A House appropriations committee staff member explains the procedure this way:

The house and senate separately adopt a bill. It likely differs at least slightly, requiring the appropriate committees from the two bodies to meet in conference to hammer out an agreement. That bill then goes before both houses. But somewhere between conference and vote, one or more members of the appropriations subcommittee tacks on a project — an earmarked project. It's what Palmer facetiously calls "some sort of religious experience; the same way [Christ] produced those fish and loaves."

Therein lies the criticism. Opponents stress that these add-ons are in no way scrutinized. They might be solid expenditures, they might be boondoggles. Who really knows?

Earmarks often amount to but a sentence, a mere dozen words. But clipped as they are onto the end of this intricate web of a political process, unraveling the entire bill to change or delete a (relatively) small project is possible but rarely practical.

In an interview with VISIONS, Iowa Congressman Neal Smith, the third-ranking member of the House Appropriations Committee and the man largely responsible for some of ISU's biggest research coups of recent years, defends his work: "Isn't this what I'm elected for? Sometimes there are several logical places for a research facility to go. But if Iowa is one of them, this is where I want it. Isn't that my job?"

Again, even earmarking's most vocal critic — House Science Committee Chair George Brown of California; he calls earmarking "a disease" that has "spread like cancer" — isn't saying any of ISU's $91 million was poorly invested. He's just saying an institution's viability shouldn't be determined by something so arbitrary as the power (or lack thereof) of a state's Washington delegation. Congress, he says, should issue funds based only on an institution's strengths and weaknesses.

"For 50 members of the house, this works nicely," says Rich Borchelt, spokesperson for the House Science Committee. "The other 400 or so have no say. It's a good example of the wasteful abuse by senior members of Congress."

Political abuse and Washington have been cozy since the city's namesake trod along the Potomac. But earmarking is an animal of the 1980s and '90s. According to the CRS report, only $10.74 million in earmarks was doled out in fiscal year 1980, none in '81 and just $9.3 million in '82. Iowa State hauled in more than that — some $12.6 million — in FY '92 alone. Taxpayers' total '92 earmarking bill was $708 million. It's no wonder, then, that 48 percent of all money ever spent on earmarking was disbursed in the last two years.

Why the big fuss all of a sudden? Three reasons:

- In the '70s, before 13-figure deficits, the government routinely included in its budget provisions for supporting the so-called "research infrastructure" at American universities. By the '80s, the debt and dizzying defense and health care budgets had gobbled up such funding. "The push is to be more creative in research, but you've got to do it with a crumbling infrastructure," says Mike Crow, who won raves as director of ISU's Office of Federal Relations (OFR) before leaving for Columbia University in 1991. "We lost so much [federal] support."
- More pressure from states to promote high-tech economic development. There's no question that Ames has become the technological hub of Iowa. Pressure to maintain that standing — and to continue spawning new economic opportunities for the state — drove ISU to employ adroit lobbyists such as Crow and now current OFR director Kent Hall.

▸ Universities took a hard look at the system and made a startling discovery: Earmarking is an option. "They figured out how to do it," says Palmer. "When [funds] got tighter, they looked. And look what they found."

If ISU officials do say so themselves, in taking that look they displayed a prescience matched by few. The numbers concur. "In the way we've pursued our Washington agenda, we're, if not completely unique, at least relatively [unique]," says Stu Hadley, assistant director of Iowa State's OFR. "We've had an aggressive, coordinated, thought-out, multi-item agenda."

Adds President Martin Jischke, who in June 1991 assumed leadership of what he calls "our new research agenda": "Iowa must have a vibrant economy, and technology development and technology transfer are big parts of the bag of tools a state needs to achieve it. That's our responsibility."

Despite opponents' claims, earmarking involves no divine intervention, no alchemy. Projects don't appear out of thin air onto a senator's to-do list and subsequently in a bill. In ISU's case, the OFR uses four criteria to determine projects:

- ▸ They meet a national need.
- ▸ They involve an Iowa State area of strength.
- ▸ They promise a payoff for ISU and the state.
- ▸ They involve multiple campus disciplines.

Once Iowa State finds a potential venture meeting all four, Hall goes to work on Capitol Hill's Iowa delegation. That includes both senators and all five representatives, but particularly Smith and Senator Tom Harkin. Harkin, like Smith a Washington veteran, sits on the Senate's education appropriations panel. Both have wielded their power in turning numerous earmarkings into critical facilities and centers on the Ames campus (*see list, below*).

Though Borchelt predicts '93 will be "a banner year for pork," remember that change is the buzzword in Washington. Brown celebrated a benchmark victory in September when he managed to carve out of appropriations bills $94.8 million in funding for 10 new research facilities. He's also pushing for changes in the way bills are legislated. He wants the House to adopt a rule prohibiting unauthorized location-specific earmarks.

Brown would like to see all federal research funds routed through another process — the peer review system. Already, a dollar of federal research allotments is routed through peer review for every dime shipped through earmarking. More than $9 billion went through merit review last fiscal year, including $153 million to the University of Iowa. The state didn't fare as well, ranking 26th in peer review dollars compared to 12th in earmarking.

Smith says it's ludicrous to look for

FRUITS of LABOR

Six major Iowa State University initiatives made possible by federal earmarking dollars:

ISU PHOTO SERVICES (3)

Center for Crops Utilization Research. $15.8 million.
The CCRU goal is simple yet imperative: make Iowa crops more valuable. Researchers in the center focus on food and non-food uses for crops. For example, a wet corn milling pilot plant will improve research on such products as feedstocks, ethanol and sweeteners.

Center for Aviation Systems Reliability. $7.5 million.
CASR brings bring together resources from university, government and industry to develop nondestructive evaluation techniques leading to early detection of weaknesses in aircraft systems.

Linear Accelerator Facility. $5.5 million.
Beginning late last year, the facility was the first in the country designed specifically to irradiate meat and conduct research on irradiated meat products. Irradiation makes meat safer and maintains its freshness longer.

Center for Designing Foods to Improve Nutrition. $10 million.
The only center of its kind in the U.S. unites two ends of the food chain: production and consumption. Researchers seek ways to modify foods during production and processing to make them more attractive and nutritional.

Project VINCENT. $7 million.
Launched in 1990, VINCENT is a first-in-the-nation, campus-wide computer network that gives researchers the ability to tap into powerful computers throughout the world.

Applied Sciences Center (including the Center for Advanced Technology Development). $5 million.
CATD bridges the gap between development of technology and its production and marketing. In late '92, Washington, D.C., public policy group the Atlantic Council recommended that the Department of Energy study CATD in focusing laboratories from defense to commercial uses.

abuse in earmarking when 10 times that amount is funneled through peer review. He further contends that much of those funds goes to untouchable defense projects. While ISU's Center for Aviation Systems Reliability, for example, has potential benefit for millions of Americans, much defense research, he claims, lacks the duality of increased knowledge and economic advancement.

The peer review framework: A government agency such as the National Institutes of Health proposes funding for XYZ research facility. At the behest of their home state institutions, lawmakers scramble for consideration. The list of contenders is forwarded to an anonymous panel of experts, which studies the proposals and decides the best candidate.

Earmarking opponents say it's the only fair and efficient way to allocate tax dollars. Yet an oft heard knock holds that review panels are larded with representatives of fat-cat institutions such as Harvard and Yale. "It can be a real ol' boys' network," says the OFR's Hall. (Smith says it's no coincidence that George Brown represents California — a heavily populated, mega-research state with strong review panel representation.) Though scientists with daunting international reputations dot Iowa State's halls, competing with a Stanford on institutional and reputational bases is like a Pop Warner team taking on the Chicago Bears.

Earmarking, says Smith, gives the ISUs of the minor leagues a chance to play in the bigs. Wipe out earmarking, he contends, and research plans of relatively small, "unconnected" universities would dry up like corn stalks in October. And along with them would go many of the economically struggling states' last hopes for development through technology.

"[In the early '80s] the state made a demand on [ISU] to do more," says Crow. It was practically an edict from the governor's office: The university's endeavors in such fields as biotechnology and sustainable agriculture are pivotal in attracting industry to the state. Thus were the mid- to late-'80s a heady time around the OFR. The W. Robert Parks era had planted the seeds, and the work bore tremendous fruit under former President Gordon Eaton and then Jischke.

Brown says he empathizes with the smaller states. In a speech before the House

last September, he acknowledged "the circumstances which are leading a growing number of colleges and universities to seek ... earmarks." But his bottom line remains: Congress owes it to taxpayers to send its research dollars to the most capable institutions. Harvard is big because it's good. "We have 100 excellent research institutions in this country," says Palmer of the Science Committee. "Do we need 300?"

That sentiment may be gaining more than a toehold in Washington. If President-elect Clinton is even to make it appear that he's following through with campaign promises regarding fiscal responsibility, he must work to chop "pork" from the federal lexicon. Caught in the crossfire could be scores of legitimate programs — programs like ISU's. "[Jischke] has some plans to continue enhancing the university, but there's going to be less of everything coming out of Washington," Hall says. "Everybody will take a hit; some will take major hits."

So what's an Iowa State to do? Nothing. That is, nothing new. Jischke has no designs on cutting back ISU's work on Capitol Hill. If anything, it'll grow more aggressive. He says the university will continue "leading by example," sticking its nose in the fight for funds and wisely putting them to work.

Some feel the fight grew tougher last November: After redistricting, Smith no longer represents Ames. Jim Ross Lightfoot won November election to represent District 2. While Smith says, "I'll help where I can, but I'm no longer primarily responsible [for Ames]," Jischke maintains hope. ISU still has Harkin, Senator Charles Grassley and four others in the House. And Jischke points out that Des Moines did stay in Smith's district. Bringing research facilities to Ames, he says, helps the capital city and all of Iowa.

"This partnership — the university, our [congressional] delegation, our state leadership — has a vision," Jischke says. "A vision that goes beyond districts. The leadership is convinced that [Iowa State's] continued [earmarking] success is important to the state's strength."

As long as earmarking thrives — and as long as Iowa lawmakers hold seats near the purse strings — ISU will continue its fervent pursuit of federal dollars. But it may do so amid the din of higher and higher squeals of resistance. ◐

SOUL

MAINTENANCE

BY PATRICK BEACH

In the nearly 20 years since it began attracting world-class musicians, a lot of people have forgotten that the Maintenance Shop really used to be a maintenance shop — a work space where tools and stuff were stored.

Tucked into a corner of the Memorial Union, the beginnings of this oasis of hip couldn't have been more humble. But in addition to food and drink since 1973, the shower stall-sized Shop has acquired a reputation for serving up some of the best music you're likely to ever hear anywhere, and in a wonderfully intimate setting that seems inherently conducive to good times.

PHOTOGRAPHS BY JIM HEEMSTRA

Taz Band

Most colleges have a campus bar, someplace students remember fondly. But there is no other place like the M-Shop, and it's more than that beautiful stained glass window behind the stage that makes it special.

Where else can you see Leon Redbone and put your feet up on the stage?

"The shop is really a campus treasure," says F. Michael Miller, who managed the Shop for more than five years ending in 1989. "Most colleges will

▲ *Leo Kottke*

▲ *Saffire*

do one or two shows a semester or a year. When I was there, we averaged over one event a day. Nobody has the volume, nobody has the quality."

Even the briefest list of acts who've played the Shop reads like a Who's Who of quality non-mainstream music: Muddy Waters, Chick Corea, Suzanne Vega, The Replacements, Richard Thompson, Buddy Guy, Arlo Guthrie, Clarence "Gatemouth" Brown, Trip Shakespeare, Leo Kottke and quite literally hundreds more. Blues and jazz

Monster ▼

Funky Thermos ▼

shows have been videotaped and broadcast on public television. And when the subject of great venues comes up in musicians' conversations, someone inevitably says, "You have got to play this little club in Iowa..."

"It is special," says Linda Williams of the Virginia-based folk duo Robin and Linda Williams, who first played the Shop shortly after it opened. "I feel like it's someplace we want to keep coming back to. When we come now, it's like a family reunion. We have folks who visit us here at the house who've been to every one of our shows at the Shop. It's not something I would want to give up to play a bigger hall."

Taz Band ▼

Inka - Inka ▼

Inka - Inka ▼

The proximity of Ames to two interstate highways means acts can swing into the Shop to do an extra show rather than just drive through the area. It's a mutually beneficial relationship: By pulling players off the highway, musicians make a little extra money and the cultural life of Ames is exponentially enhanced.

It's also a kick for employees, many of them students, to hobnob with musical legends. "It's a job like no other," Miller recalls. "Where else can you eat Chinese food with Leo Kottke and play stickball with Arlo Guthrie?"

Nowhere but the Shop. ◐

◀ *Saffire*

Patrick Beach, a former ISU student and Daily columnist, now writes for the Des Moines Register.

Trip Shakespeare ▲

still CRAZY after all these years

SAA 20th Anniversary Reunion

October 22-23, 1993

Stay Tuned for Details!

IOWA STATE UNIVERSITY
Alumni Association

Student Alumni Association

DAYS OF OUR LIVES

IT'S A TRADITION THAT HAS spanned more than a century and has touched the lives of thousands of Iowa State alumni.

It's made possible the rekindling of friendships, the recounting of wonderful memories and the opportunity to "come home"—if only for a weekend. It's Alumni Days.

While most of us only can speculate about the euphoria of returning to the Iowa State campus for the first time in 50 years, several experience the feeling firsthand each year. One alumna from the Class of '39 described the experience as "coming home" after five decades of raising a family and establishing a career, all the while holding fond memories of the "college" and deep appreciation for the education she received. The years may slip by faster than any of us would like, but Alumni Days provides the rare opportunity to turn back the clock for a few days.

Alumni Days '93 will be held on the Iowa State campus June 3-5. It will honor the 50-year reunion Class of 1943, as well as previous gold medal classes, '38, '33, '28, '23 and '18. We have sent more than 2,300 invitations, and anticipate welcoming more than 500 alumni and friends back to the campus.

Jim Hopson

Our records indicate there are 1,000 living members of the Class of '43, 580 from the Class of '38, 375 from '33, 225 from '28, 120 from '23 and 14 from the Class of 1918. Alumni who graduated in other years may attend the class reunion of their choice, particularly if they feel a closer affiliation to one of the classes being honored in June.

Alumni Days is volunteer-driven; members of the Class of 1943 reunion committee *(listed below)* have already begun planning for the June event. Members of that committee and your Alumni Association extend a special invitation to class members to "come home" to Iowa State, June 3-5.

Durwood Baker
Keith Dickson
Ken Main
Dallas McGinnis
Katherine Jacobson Munsen
Don Voelker
Mary Taff-Merrick Watkins
Jean McCormick Zmolek

Jim Hopson

Jim Hopson '69
Executive Director

For more information regarding Alumni Days '93, contact Martha Balster, Director of On-Campus Alumni Activities, ISU Alumni Association, 2229 Lincoln Way, Ames, Iowa 50010-7164; (515) 294-6525.

JACK COYNER

If you like celebrations, fall is your season at Iowa State University. September's Parents Weekend brought back moms and dads in droves, highlighted by the naming of George and Kay Taets *(above)* of Osage as Parents of the Year.

A month later found the campus fired up again — this time for Homecoming '92. The third annual bonfire/pep rally was a raging success for all, though the soon-to-be-singed Kansas Jayhawk mascot might beg to differ.

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 July, August and September, as well as the remainder of those who joined during April, May and June. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6525 for more information.

Kim D. Olofson
David W. and Marlene J. Olson
Deann R. Ostrem
Rebecca I. Overmann
Robert F. Owen
Thomas H. Padley
David M. Parisot
Michael E. Parsons
Mikl J. and Valinda J. Parsons
Kathleen Patterson
Brian J. Pattison
Robert J. and Barbara A. Paugh
Jeffrey W. and Jane Zabel Paul
Douglas G. and Lori M. Pedrick
Carla A. Pence
Patricia M. Pendola
Katherine A. Pennock
Jane E. Peoples
Lenzy Perine
Mark L. and Marie T. Peters
Ronald H. and Kathryn M. Petersdorf
Bradley K. and Jeri S. Petersen
Donald E. Peterson and Janet E. Peterson
Jarrett L. Peterson
Vance E. Peterson
Louise P. and Eugene D. Pettey Jr.
Jan P. Pick
Jeffrey K. Pick
Greg A. and Ellen E. Pieper
Brian K. Pierce
Janet Pierce
Glenn C. Pieritz
Naomi Porter
Robert W. and Geraldyne G. Pratt
Todd A. Puhrmann
Trey L. Purvis
Kevin W. and Barbara Racine-Gerlach
C. Wesley and Nancy C. Randell
Deborah S. Randon
Jan L. Rathke
Ann R. Reckert
William K. and Donna R. Rector
Cameron J. and DeeAnn Benson Reece
Joel A. Reitz
Dale H. and Kelly L. Renner
Kevin L. and Amy J. Rens
Kathy L. Rhode
Cheryl Holmberg Rhodes
Jonathan D. and Susan L. Rich
Brian D. and Kathleen Richards
Kevin J. Richards
Susan K. Richardson
Thomas L. Ricke
David M. Ricken
Viola J. Riggle
Anthony T. Riniker
Matthew N. and Debra K. Roach
Cletis L. Roberson
Steven E. Roberts
Gregory B. Rochford
David E. and Kyla K. Rodgers
Gifford W. Rodine
Scott D. Roecker
John W. and Jean R. Rogers
Michael C. and Cynthia L. Roggemann
Jana J. Rohlinger
Marilyn J. Rosene
Duane F. and Kim J. Rost
Ronald A. Rubenbauer
Susan E. Rudig
James G. and Sandra J. Russ
David C. Russell
W. Ken and Joyce D. Russell
Jeffrey A. Ryan
Mark J. Ryan
Julie A. Sack
William O. Samuelson
Troy R. Santi
Stephen L. and Barbara J. Sauser
Richard A. and JoAnne E. Sayles
Gregory J. Scallon
Gerald J. Scheppers
Jill L. Scheppler
Brian E. Schmitt
Patsy A. Schmitt
Alan M. Schneider
Gary W. Schneider
Mark A. Schoeberl
Donna J. Schoeppner
James R. Schou
Michael S. and Susan A. Schrader
Timothy R. and Laure T. Schreck
Warren L. and Rhonda K. Schroeder
Gary L. Schultz
Brian K. Schulz
Peggy Anne Schune
David J. Scott
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Kirk R. Sederburg
Jan D. Seebach
Kevin R. Seitzinger
Lisa M. Severin
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Linda K. Shannon
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Anne C. Shaw
Susanne M. Sheriff
Donald W. Shetterly
Lori S. Shimp
David C. and Jodi L. Siebrecht
Jennifer R. Sipe
Timothy C. Sirpless
Mary R. Sissel
Roberta Skipor
Louis O. Skogen
Keith J. and Virginia L. Smith
Robert D. and Michelle A. Smith
Roger A. Smith
Suzanne M. Smith
Douglas K. and Dawn M. Snyder
Wayne L. Snyder
Michael R. Sorden
Susan J. Souder
Kurt E. and Rebecca E. Spears
Charles D. and Elizabeth A. Spenler
Jeffrey L. and Lynda S. Springer
Eric D. Stang
Steven N. Stanzel
Craig M. Stapleton
Lorraine A. Staudt
Jann A. Steel
Albert E. Steinbach
Thomas J. Steinbach
Mark and Kathryn Bealer Steinberg
Robert J. and Jamie K. Stensland
Rose M. Sternberg
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Roger D. and Carolyn M. Stifler
Michelle L. Stotts
Barbara A. Strahler
Richard C. Streif
Harriet I. Strom
Robert J. Studer
Roger C. and Sally A. Stutsman
Jerry F. Sullivan
Joseph B. Sullivan
Thomas M. and Jean Murray Sutherland
Richard W. Swanson
Mark A. and Paula Swenson
Jack D. and Connie Sylvester
Edward L. Symonds
Duane R. Sywassink
Paul F. Szurpicki
Keith A. Talbot
L. Peter and Alma I. Tallmann
James R. Tannhauser
Dorothy Tapscott
John R. Taylor
Audrey C. Teich
G. Scott Templeman
Michael J. and Sue A. Teply
Brian R. and Amy C. Tetmeyer
Hanford Thayer
Kevin J. Thedens
Charles G. and Joyce Therkildsen
Suzie A. Berregaard Thomas
Brent A. Thompson
Mark A. Thompson
Robert M. and A. Eleanor Thompson
Scott E. Thompson
Diane J. Thompson-Wells
Patrice A. Thomsen
Troy L. Thornton
Todd A. Thorson
Sandra S. Thurlow
Scott A. Tiedt
Wayne M. Tiffany
Randy K. Tinker
Kurt A. and Kristyn M. Tjaden
Rickie J. Tollakson
James R. Tonsfeldt
Nancy J. Trafton-Dyer
Robert G. Trimble
William C. Tronsen
Sherri A. Troupe
Leon C. Tupy
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Dean A. and Jill M. Uhlenberg
Dean L. and Ardys M. Ulrichson
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Sam T. Williamson
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Perre L. Wimmer
Norman E. and Margaret Winkler
Rodney W. Wittich Jr.
Lawrence W. and Joni A. Witzel
Virginia B. Wolf
Erik Wolfschoon
Jeffrey A. Wolters
Kevin L. Wolters
Tammy Schmidt Wolverton
Mark A. and Veronica Jarvis Woodall
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Hsiu-Chen Wu
Patrick E. Young
Dorothy N. Zaentz
Kent R. and Kimberly Zarley
Barbara A. Ziesk
Steven M. Zimmerman
Donald C. and Carolyn A. Zuck
Susan M. Zvacek

NEW MEMBERS: JULY, AUG., SEPT.
-Continued in the next issue of VISIONS-

Fady Abou-Chedid
Mohammad Abu-Rabi and Virginia Ripperger
Allen M. Acheson
Omer M. Adli
Wisam H. and Agnes H. Al-Hassani
Kevin F. Alcox
Peggy E. Allen
Scott E. and Laura L. Ammann
Bernita C. Anderson
R. Gary and LaVonne Anderson
Luis Anselmi
Martha E. Balster
Carol L. Banks
Brian D. Barringer
Marc A. and Bobbie L. Bellizzi
Mark J. Benda
Thomas E. Bergland
Carl R. Bockenstedt
Denise M. Bornhausen
Dean and Roslind K. Brand
Terry L. and Mindi S. Brandt
Angela R. Bratton
Dennis J. Breen
Scott D. Brejcha
Jill L. Brugger
Kay E. Bryan
Robert D. Buck
Duane R. Buehler
Candace L. Burger
Curtis E. Burger and Brenda R. Brink
Brenda K. Burkgren
Michael D. Carlson
Leslie E. Carpenter, II
Randall C. Carroll
Cynthia L. Casey
Randy J. Christoffersen
Jay D. Cobb
Lois C. Coenen-Hunter
Daniel E. Conley
Jeffrey L. and Shelly L. Coon
Lynn M. Copp
Daniel T. and Ruth A. Crawford
Harold R. and Rachel Crawford
Steven P. and Carolyn P. Cremer
William L. and Laura B. Crist
Robert W. and Sheri Davis
Thomas A. Day and Jodi L. Bruene-Day
David J. and Margaret A. Dedic
Jeffrey D. Deitering
Mary P. Dentel
Todd E. and Kim M. Dittmer
Cynthia J. Donohue
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Karen M. Dull
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Michelle L. Eggerss
Steven C. Ellsworth
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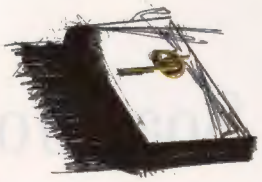
Paul R. and Sally B. Erdmann
Matthew J. Erickson
Dean N. Fagner
Mark A. and Rebecca L. Ferley
Amy M. Finken

Iowa State Memories...



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Soap Jocks

GAMMA-LIAISON

Forry Smith (above) and Mark Pinter (right, with wife, Colleen Zenk) were nearly ISU contemporaries, but their professional paths have yet to cross.

ALUMNI ON OPPOSITE COASTS TUNE IN TO SAME CONCLUSION: DAYTIME IS DYNAMITE

MARK PINTER AND FORRY Smith share an entertainment medium — the soap opera — and its requisite turn-female-viewers'-knees-to-tapioca looks. But Iowa State roots notwithstanding, their backgrounds are as different as, well, nighttime and daytime.

Pinter, a star on *Another World*, owns the more traditional résumé: A theatre nut from adolescence, he lived for the stage at Iowa State, worked small theatres after graduating, earned an MFA, headed to California. His soap break came back in New York, with *Love of Life*. *AW* marks the '72 ISU graduate's fifth daytime drama (these people sniff at the "soap opera" sobriquet). Still in New York, Pinter is married — to *As The World Turns*' Colleen Zenk — with five children and a sixth en route. Around the *World* he goes by Senator Grant Harrison.

Whereas Pinter calls himself a daytime veteran, *Santa Barbara* heartbreaker Smith, a '76 graduate, is a virtual neophyte. He swears his most important training came: a) on the football field, as an all-Big Eight Conference receiver at ISU and with two National Football League teams; and b) as a high school and junior high English teacher.

Inspired by former Buffalo Bills teammate O.J. Simpson's segue to acting, about six years ago Smith stuffed himself and a few hundred dollars into a beat-up Pinto and sputtered to Hollywood. Not for long did he sputter. Scattershot TV series guest shots led, last winter, to his winning the role of rugged *Santa Barbara* cop Reese Walker. Since his divorce 12 years ago, the closest Smith has come to marriage is on the little screen — his *SB* wife is Emmy-winning soapstress Kim Zimmer.

Different routes, same destination: histrionic heaven.

"Some people put down daytime, but the fact is, the medium is getting more and more respect," says Decorah native Pinter. "This is a tough business, [shooting] 75-page episodes every day, but it's full of talented people. And it's as close as you get to a normal life. I've got a mortgage, a family, and I'm privileged to be working. A lot of actors would love my job."

Says Smith, from Waterloo: "When you consider the astronomical odds, I feel terribly blessed. I'm on camera every day, with a great character that gives me a tremendous amount of room to stretch."

Wl ans to leap ig time (se Harrison Ford and Meg Ryan), Smith rules out nothing. He starred with Richard Crenna in the 1991 TV movie, *Intruders* — it was about alien invaders, but we won't go into it here — and had a small part in the '92 Univer-

ROBIN PLATZER

sal feature film *Dragon*. But like Pinter, he's hardly ready to forsake the medium which puts him before millions every weekday.

"Daytime is enticing," Smith says. "I don't look at it like paying my dues. I'm here, and it's a great place to be."

FDA nutritionist warns: Watch your label manners

OF LATE, IT'S HARDLY TAKEN A Mensa membership card to realize those 120-decibel claims on food packaging could be *just the least bit* overstated. Who's not looking for the magic bullet? But a 45-calorie, 0-grams fat, more fiber than a wheat field per-serving dessert that prevents cancer, dandruff and bad breath? Give us a break here.

Elizabeth Degarmo Yetley is trying to give us a break.

For the past couple of years, the U.S. Food and Drug Administration (FDA) nutritionist has been busting her centrifuge to implement Congress' 1990 Nutritional Labeling and Education Act. Essentially, Congress' passage of the act sent a message to food producers: Put up or shut up.

If your product screams "Low Calorie" on the label, it better meet strict FDA guidelines. If it claims to potentially reduce the risk of cancer, it better have no more than this much saturated fat or cholesterol. If it blares "Only 90 Calories Per Serving!" in neon purple, inch-high letters on the front, it better not say "Serving size: 2 grams" in minuscule script on the back.

"Before, we didn't have the regulations or the established authority," says Yetley, owner of ISU bachelor's (1963), master's ('70) and doctoral ('74) degrees. "[The 1990 act] gives us that mandate."

Yetley has spent much of her time working with health claims issues in the FDA's Washington, D.C., offices. Food manufacturers have been known to make some preposterous proclamations (see: the Oat Bran Circus), but from now on they'll only be able to trumpet four:

- diets low in fat may reduce risk of cancer;
- diets low in saturated fat and cholesterol may reduce risk of heart disease;
- diets high in calcium may reduce risk of osteoporosis and
- diets low in sodium may reduce risk of high blood pressure.

And of course the FDA has established strict guidelines regarding what "low in" or "high in" entail.

"The food industry never used to think nutrition could sell products," says Yetley, who's been at FDA since 1980 after faculty stints at the University of Tennessee and Texas A&M. "But Americans now have a keen interest in nutrition. They want control over their lives when it comes to what they're eating."

Now, through the FDA's control over labeling, Americans have a better chance at attaining it.

For world champ, auctioneering is his bid-ness

JIM FUNK IS ONE FAST TALKER. In fact the former Iowa-State student — Whew! You get the hint by now, right? — can lay claim to being the world's speediest spouter. Last June, Funk was named grand champion at the Livestock Marketing Association (LMA) World Championships in Roanoke, Va. Funk voiced over 29 other semifinalists to lock up a $5,000 cash prize and a pile of auctioneering booty. He's spending much of this year traveling the country as an LMA ambassador.

The prize is especially sweet for Funk, who was just a few credits shy of an ISU animal science degree when he left for a hog buyer's job in the 1980s. He'd cracked the LMA top 10 in six of the last eight years, but not until '92 was he able to grab the gold microphone (we're not making this up).

"You always try to be the best at what you do, and I'd been trying for a long time," says Funk, 35, who runs Auctions Unlimited out of his Edgewood, Iowa, home.

Jim Funk

"It means a lot personally, but it's meaning a lot professionally, too. The opportunities are opening up."

Funk says judges use four criteria: Voice quality, bid-catching, sale expedition and appearance. "If you're going to be [world champ]," he says, "you better be strong in all of 'em. This is a fast-moving business."

Nopunintended.

Mind Games

WHEN IT COMES TO PHYSICAL PURSUITS, PSYCHOLOGIST SAYS GRAY MATTERS

THE INCOMPARABLE YOGI Berra said it as nobody else could (or, for that matter, would want to):

Baseball is 90 percent mental, and the other half is physical.

Faulty fractioning notwithstanding, Yogi was on to something. Decades before sports psychology would take a place alongside weight lifting and interval training and batting practice, it took an athlete known for his *lack* of mental polish to shine light on the previously untapped potential of the mind.

At Iowa State, Marty Martinez helps carry the illuminating torch.

While Martinez is foremost a counselor in ISU's Student Counseling Service, for nearly 20 years he's been delving into the mind's wondrous ability to enhance athletic performance. Practically since the invention of the jockstrap, phrases like, "We lost our focus" and "Get your head in the game!" have peppered sports conversation. But it's only been that last 20 years, Martinez says, that the psychological aspects of training have begun to receive their due respect.

"As [athletics] has evolved, the top athletes have been put under more and more pressure," Martinez says. "They have to look for that extra edge. Twenty years ago, all the mental preparation would give an athlete that edge. Today, it's not so much an advantage to do it, but a disadvantage not to. Everybody does it."

Just what are they doing? Just as each sport has its common physical training elements, athletes share common mental preparation techniques. They include:

• Focus. Sounds trite, but Martinez says the ability to focus on an event or even part of an event is what most separates elite athletes from YMCA superstars. "I've learned that you have to channel everything *so much*," says senior baseball catcher Chris Johnson, with whose team Martinez has worked. "I don't know a hitter who doesn't work on focus. You won't succeed at hitting a baseball if you aren't completely locked in mentally to it."

• Relaxed concentration. It's the old, "Be intense, not tense," line. "Most of us think relaxation and intensity are antagonistic," Martinez says. "That's not true."

• Visualization. What 27-handicapper hasn't seen himself or herself holing out from

ILLUSTRATION BY LISA CARLSON

If you can see it, you can do it. That old saying lies at the heart of Marty Martinez' holistic approach to athletic performance.

135 yards? But Martinez says it takes much more than a fleeting mental image of a perfect golf shot to achieve successful visualization. "Most of us see ourselves performing," he says. "Elite athletes see and feel everything. They feel the various muscles, see the field, smell the grass. This is total mental preparation, and they do it as consistently as their physical training."

Marty Martinez

Martinez calls himself a liaison between the Student Counseling Service and the Department of Athletics. He works with several Cyclone teams, including the baseball, basketball, football and track squads. The former California high school track state champion says his sports work "is the pleasure side of business and pleasure."

Says Cyclone baseball coach Bobby Randall: "I'm no psychologist, but I know the work Marty does with our team really helps. It's not hocus-pocus, it's down-to-earth stuff."

Martinez studies sports psychology on an international level, as well. In 1984, The Athletics Congress (TAC), the governing body of U.S. track and field, endorsed psychology as an official emphasis. Martinez was a charter member of TAC's sports psychology committee; he has worked at several major track and field meets, including the 1990 Goodwill Games in Seattle. Two fellow committee members worked at the '92 Olympic Games in Barcelona last summer. Though most elite athletes employ their own psychologists, the TAC committee members are on hand to provide race-day support.

Olympic fans became accustomed to seeing such international stars as Carl Lewis and Kim Zmeskal muttering to themselves shortly before their competition. Martinez' observation, naturally, goes further. He studies the athletes' eyes, looks for signs of tension in the shoulders.

But what about the rest of us? Is there hope for that 27-handicapper? Definitely. Martinez says these psychological techniques can help enhance an athlete's performance at any level — and he's got experience at the most basic level to back him up.

As a youth league soccer coach, Martinez realizes structured visualization sessions would be a bit much. But intermingled with his lessons on fundamentals is talk about mental preparation, about totally experiencing the sport.

The results speak for themselves: Last August, Martinez' team won the silver medal in under-10 boys' soccer at the highly competitive Iowa Games in Ames.

Obviously, his troops had their heads in the game. ◐

SPORTS BRIEFS

JIM PERON/AU/CYCLONE ILLUSTRATED

ISU's 'post busters' in action.

BIG RED-FACED

Rarely has a 4-7 football season incited so much enthusiasm — for one week, anyway. That was the Cyclones' 1992 record, putting them below .500 for the third straight season and the ninth time in 11 years.

But amid another year of disappointment, the shocking Nov. 14 upset of seventh-ranked Nebraska shone like a diamond in a bag of coal. The Cyclones outplayed Nebraska in every aspect of the game, holding the Cornhuskers scoreless for the final 41 minutes in racking up a 19-10 victory. "This is a great day for Iowa State and the city of Ames," said fifth-year senior quarterback (Marvelous) Marv Seiler, who rushed for 144 yards in the first start of the second-to-last game of his career. "I don't quite know what to say."

The win was ISU's first over Nebraska since 1977. No wonder Sports Illustrated called it college football's biggest upset of '92. Delirious students quickly brought down both Cyclone Stadium goalposts, with the remnants of one reportedly last seen being tossed into Lake LaVerne.

2 M-ORR For the past several seasons, few coffee-shop conversations *vis a vis* Iowa State basketball have been held minus one nagging question: How much longer will Johnny stay?

You can drop the question. He'll be here at least till 1995.

In October, beloved Coach Johnny Orr signed a two-year contract extension, pushing his $107,352 annual contract through the 1994-95 season. That'll be his 15th season in Ames, at which time he'll be 67 years old. "I'm more excited than ever about our basketball program and its future," says Orr, who opened this season with all five starters from last year's NCAA Tournament team.

INCOMING Johnny signed two high school players to national letters of intent last November — both guards. Coming to ISU this fall will be 6-foot-4 shooting guard Derrick Hayes of Detroit and 5-foot-11 point guard Jason Kimbrough, a Detroit native now playing at Maine Central Institute in Pittsfield, Maine.

New women's coach Theresa Becker received four commitments last fall: 6-foot-2 center Tiffany Cox from Sioux City, 5-foot-8 forward Tara Gunderson from Harris-Lake Park (Iowa) High School, 5-foot-8 guard Kim Martin from Kansas City, Mo., and 5-foot-9 guard Jennifer Warner from St. Paul, Neb.

What's On Your Mind?

ILLUSTRATION BY BRIAN EBERT

By William S. Robinson

William S. Robinson is chair of the Department of Philosophy at Iowa State University and author of Computers, Minds and Robots. *He teaches a course called "Brains, Minds and Computers."*

"ARTIFICIAL INTELLIGENCE" IS AN AREA OF scientific and philosophical research that has been pursued with increasing vigor in recent decades. It can be given two definitions corresponding to two very different research aims:

• An artificial device is intelligent if it does something that would require us to use our intelligence, e.g. playing chess or proving mathematic theorems. This study of artificial intelligence has obvious commercial value, and has achieved success in such areas as research, oil prospecting, medical diagnoses and computer system design.

• For many philosophers, myself among them, artificial intelligence research is particularly interesting because it promises a large advance in our ability to satisfy the ancient injunction, "Know thyself." For us, an artificially intelligent device is one that works on the same basic principles as our minds. We think of our work as a series of attempts to make models of our minds. Such models help us test our theories about how our minds work.

The idea of modeling our minds has historical antecedents. When La Mettrie wrote *Man as Machine*, advanced machines were gear and lever contraptions such as pendulum clocks. When telephone exchanges were created, some people took them to be accurate models of the human mind. Today's advanced machines are computers, which have dramatically raised our prospects in this endeavor. Computer programs can embody any principle we can definitely state, whether its application be to hurricanes, economics or the brain itself.

Computer models of the mind can take several forms. One that has been influential over the past 40 years features an analogy between using our brain to think and using a computer to execute a program. But now, many have begun to doubt the legitimacy of such an idea. The brain's neural cells operate much more slowly than a computer's electronic elements. Yet, amazingly, the brain often arrives at a useful result with much less processing than is required by our best programs. Traditional programming, it seems, cannot always provide sound models of the mind.

A more recent approach uses our computers to model the operations of *parts* of our brains, rather than the (supposed) principles of our minds. This approach — "parallel distributed processing" or "connectionism" — has had several striking successes. While it might provide a permanent contribution to the understanding of our minds, the likelihood that this approach can provide completely satisfying explanation of our mental abilities remains in doubt. Some recent investigators have taken a new tack; Modeling the evolutionary processes by which sophisticated patterns of action develop out of simpler abilities.

As depicted in more than one sci-fi thriller — *Terminator 2* is a recent example — people often worry that successfully attaining artificial intelligence could lead to our own demise at the hands of a superior intelligence. I am skeptical. First, remember that what we are trying to duplicate is an ability that we already possess. If we succeed, we will have only made something like ourselves. Second, if we can see that novel results produced by our models are intelligent results, we will thereby increase our own understanding. Results that we are incapable of understanding would be regarded as failures to produce artificial intelligence.

There are other problems — such as social dislocation and fairness of distribution — associated with artificial intelligence. But my focus is understanding artificial intelligence to better understand our minds. I view the problems this presents as among the most interesting and the most challenging we can try to solve. We understand much in physics and much in biology, but we are only beginning to understand the marvelous organ that understands these things. It is an important expression of our intelligence that we will not be satisfied until we can understand the principles by which intelligent subjects like ourselves can be constructed.

THE ASCENT

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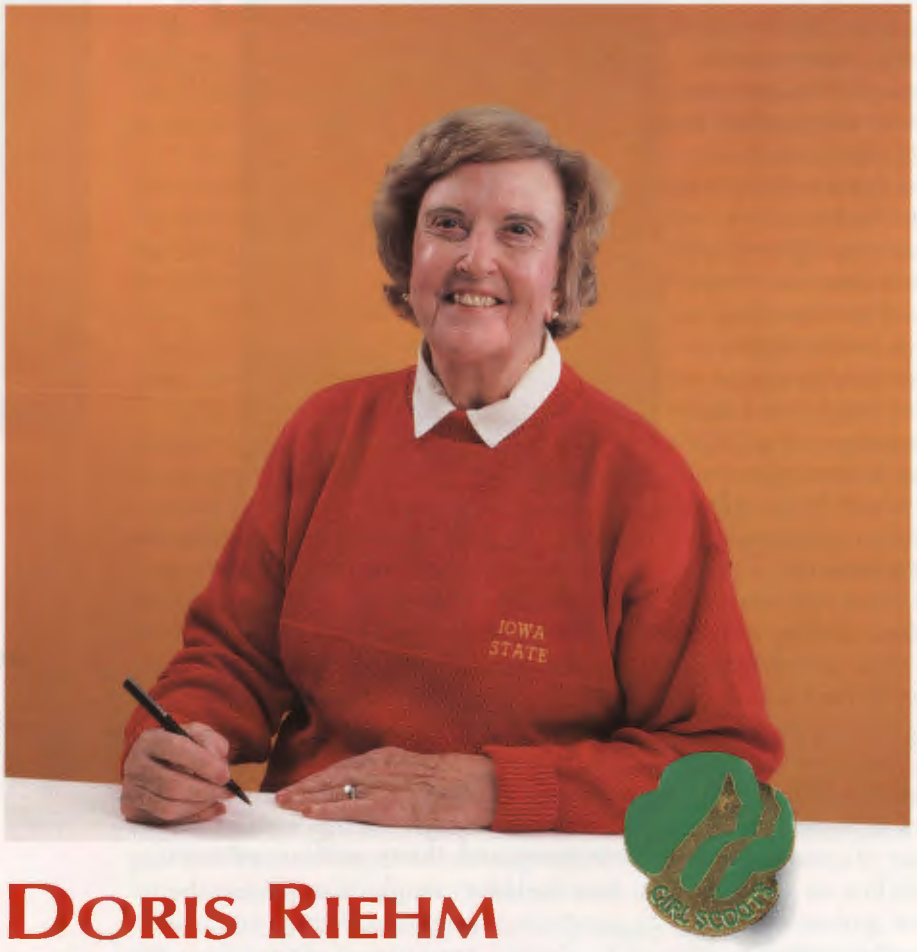

DORIS RIEHM LIKED OUR PLEDGE.

So she renewed her membership in the ISU Alumni Association. When it comes to supporting her alma mater, the retired vice president of Girl Scouts USA has proven to be quite a trooper. Through innovative programs such as student recruitment, student leadership and ISU clubs, we scored some major brownie points with Doris. She also scouted out great personal benefits such as VISIONS magazine, the university's events calendar and discounts on car rentals and merchandise.

So take it from Doris: Be a leader when it comes time to renew your membership in the ISU Alumni Association.

WHEN IT'S TIME TO RENEW, THINK ISU.