VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE • SUMMER 1993

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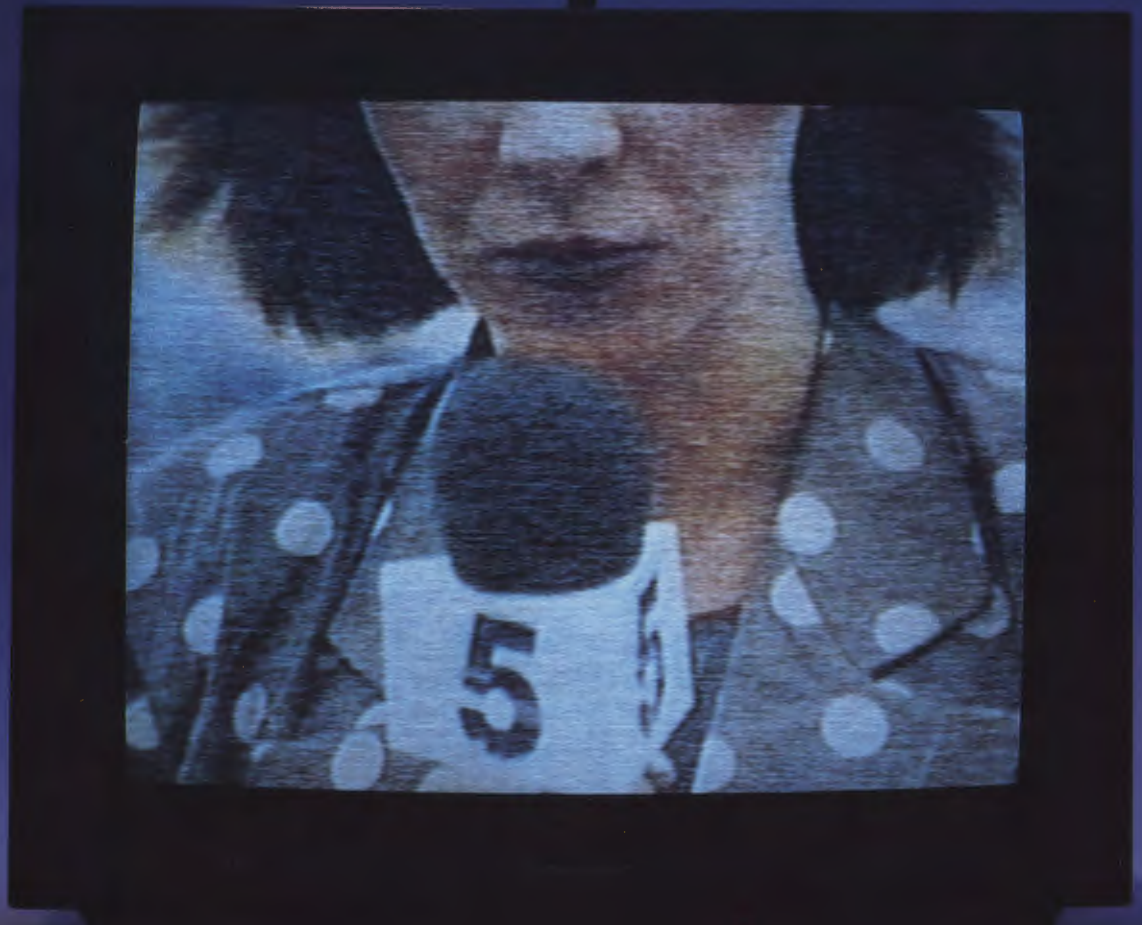

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VISIONS

IOWA STATE UNIVERSITY'S ALUMNI MAGAZINE

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VOLUME 6 NO. 2

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Out of Bounds?

IT WAS ON ONE OF THOSE SUNNY, CRISP DAYS WE brag about in our "Vacation Iowa" brochures that I helped my friend Annie lug laundry baskets into her new home. "Home" for Annie, Mark and their two little sons is now a cheerful, smallish apartment in ISU's Schilletter Village, a stopover on the way to Mark's bachelor's degree and the rest of their lives. Their little corner of the complex is landscaped with Barbie bikes, Ninja turtles and the various other accoutrement expected in an inviting neighborhood swarming with young families.

Bruce Alspaugh and his male partner are still waiting for their invitation.

For two years, Alspaugh, a Ph.D. student in electrical engineering, has been lobbying for a key to the front door of a University Village apartment. His reasoning is as straightforward as one might expect from a physical scientist: He and his partner are a family. Families live in ISU's married student housing complexes.

DOUG SMITH/THE (AMES) DAILY TRIBUNE

Beardshear rights rally.

University officials beg to differ. Because Alspaugh cannot produce a legal marriage certificate—a stipulation of ISU's housing policies—the two men do not qualify. They investigated off-campus housing, but costs and inconvenience nixed that option. The residence halls are out. A same-sex unit such as Pammel Court can't be considered because Alspaugh's partner is not an Iowa State student. Enrolling for classes also has been rejected as an option for the partner (whom Alspaugh wishes to remain anonymous); that would force him to lose his Social Security medical disability payments.

"For a long time, I was stuck in an awkward position on this," Alspaugh says on a cloudy May afternoon. "I could put up and shut up, and not expose myself to the harrassment that would come. Or I could stand up for what's right. I think I made the best decision."

That decision culminated in a rally on the steps of Beardshear April 30, attended by about 100 students, faculty and staff demanding equal rights for ISU's gay population. In addition to protesting President Martin Jischke's denial of same-sex married housing, the demonstrators demanded extended spousal benefits coverage for domestic partners, the creation of a gay resource center and a gay studies curriculum.

Add to that the creation several months ago of a gay support position on campus and the ongoing national debate over homosexuals serving in the U.S. armed forces, and it becomes difficult to ignore the most recent groundswell reverberating through the university community. Like politics and religion (some would say *because* of politics and religion), the issue of gays at Iowa State consistently evokes a vehemency that alternately frustrates and frightens both factions.

So what's an alumni magazine to do?

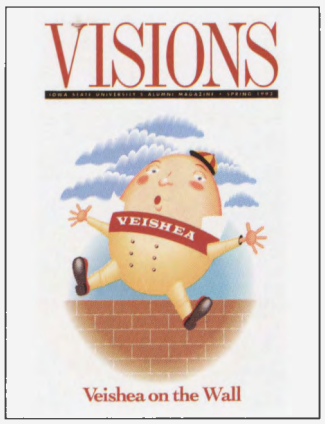
It's VISIONS' responsibility to report the news as it affects this institution. But too often, even the most stellar reporting and writing waxes pathetic when overcome by the vitriol of angered or offended readers. I've pondered—and often—the need for us to address this topic in depth. But I'm always met with the nagging thought that the issues themselves, right or wrong, will be obliterated before their points have a chance to be taken. My hunch was at least partially confirmed recently when a handful of gay alumni were informally polled as to the potential reaction to such a piece. Their responses? An overwhelming, "Don't do it—at least not yet."

It's rare that such uncertainty plagues an editorial decision of mine. But I suspect that this issue has resurrected ambivalence, at the very least, in all of us at some point. Do we "out" our own furies and fears in an attempt to get along? Or do we wait, hoping that in time, the subject sheds its contentious reputation?

Maybe it's time for you to tell me. Consider the invitation extended.

—Debra S. 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.

Applause for Acker

At last, Duane Acker has said it right (*The Elusive 4.0, Spring '93*).

Call it TQM, customer satisfaction or just doing the job for which we are all paid. Our students need to be motivated from day one with no slacking off before graduation day. Likewise, their parents and our taxpayers are entitled to the best efforts we can put forth.

For those willing to excel and prepare properly, many opportunities will come to enhance the standing of his institution as well as his own standing among his own colleagues. The future of this depends on how well academia can make this U-turn. Time is of the essence.

Stanley A. Witzel, '27
Oceanside, California

TQM When TQM Wasn't Cool

Your recent article (*Quality Quest, Spring '93*) showcasing ISU's present TQM efforts was timely and informative, and it's exciting to read of the apparent support by some of the ISU leadership. Unfortunately, the article failed to mention some rather significant total quality activities occurring within the Department of Industrial Education and Technology (IEDT) and the College of Education:

- The IEDT department has been involved in total quality efforts within the curriculum since the early 1980s, when specific principles and process improvement concepts were integrated into two existing undergraduate manufacturing courses.

- From 1989 through 1991, one IEDT faculty member worked with Iowa industry and business to incorporate TQI (total quality improvement) concepts.

- During the 1991-92 academic year, two IEDT faculty members and two graduate students were recipients of a research grant from private industry to benchmark and assess the organizational impact of TQM concepts.

- Since 1992, the IEDT department has maintained one graduate student on a funded research internship with the Center for Continuous Quality Improvement at the ISU Research Park.

- During fall 1992, the IEDT Department developed and implemented a three-credit TQM course. This is the only hands-on TQM course on campus providing students with both theory and application methodology.

- The IEDT faculty has made the adoption of total quality a No. 1 priority. Problem-solving teams bring TQM concepts to traditional "meetings" and decisions are made based on data, rather than emotion. Suggestion boxes and anonymous classroom surveys are used to collect customer data from students and faculty to improve various organizational processes.

- Various IEDT faculty members remain actively involved in research activities with industry and business as resource personnel.

David A. Johnson
Training and Development-Coordinator
Department of Industrial Education and Technology
Iowa State University
Ames, Iowa

They came. They saw. And then they went home.

Credit months of planning. Credit crisper temps and fewer beer mugs. Heck, give Tom and Roseanne the credit.

Veishea survived.

April 23 dawned sunny and cool, and much like the temperaments of the under-25 crowd that weekend, stayed that way. The Welch Avenue disturbances that had dogged the nation's largest student-run festival soon were relegated to newspaper morgues. While local television cameras panned and zoomed in furtive pursuit of a Campustown sequel, the closest they got to scandal was a glimpse of nude young males flashing the folks back home.

The message was clear: When given their choice, ISU students would rather Rock Da Rec than Wreck Da Block.

"The students took back the ownership of Veishea," says Dennis Ballantine, Ames chief of police. "I'd like to think we've seen the beginning of a brand-new tradition—no more of this '8 to 5' proposition for Iowa State."

Indeed, it was the new, nighttime activities that were dubbed the most successful time slots in the weekend's schedule. Veishea-goers milled at Hilton Coliseum's "Battle of the Bands," partied at the Recreation Facility's "Rock Da Rec" dance and sampled the wares of local food vendors at Welch Avenue's "Taste of Veishea." Student security officers blended into the carnival-like atmosphere, occasionally calming the random intoxicated celebrant who met with the cuffs. "There were at least two or three incidents that had the potential for problems inside a very big crowd," Ballantine says, "but the student officers were always right there to say 'OK, it's all over, go back to your fun.'"

In an ironic twist, the popularity of those evening events may have dimmed the lights on the celebration's longtime show-stopper, Stars Over Veishea (SOV). Due to scheduling conflicts, this year's production of *Pippin* was moved from C.Y. Stephens to downtown's city hall auditorium. The change of venue, combined with competition from other evening activities, resulted in a potential loss of $15,000 to $20,000 for the show, according to Jennifer Belken, Veishea's business manager.

Nobody said victorious student celebrations come

Campus insiders planned for months to make Veishea a rousing — but not *too* rousing — success — but the best photo ops involved outsiders. *(Clockwise from above)* A wonderful, wonderful cat named Felix clawed his way along the parade route. Bryan Adams lent his formidible pipes to Farm Aid, while Willie Nelson let down his hair and signed autographs. Who was full of more hot air: Tom and Roseanne Arnold, or the jolly green contortionist, Gumby? We may never know. Back at Cyclone Stadium, 40,000 Aiders rocked into the night.

cheap. The university picked up the $10,000 tab for the weekend's Department of Public Safety expenses. Ames Police Chief Ballantine estimates the city spent $12,000 for overtime pay and equipment, as compared to about $500 for a Homecoming weekend. Veishea proper operated under the auspices of a $100,000 budget this year, and, says adviser Lisa Norbury Kilian, assistant dean of students, "we came out better fiscally than we expected. But we took on many large new events with lots of cost." She anticipates Veishea will have to dip into a reserve fund established last year in order to break even.

Maybe they should consider hiring Willie Nelson as a consultant.

Contrary to what the IRS might tell you, Willie knows how to rake in the cash. At noon on Veishea Saturday, he rolled his Farm Aid production off the road again and into Cyclone Stadium, where he and 50 other performers pleaded the plight of American agriculture. By night's end, he'd lured $1 million in ticket sales and another million in donations phoned in to TV's The Nashville Network. An estimated 40,000 devoted concertgoers braved chilly spring winds and Tom and Roseanne Arnold croaking the theme from *Green Acres*. In more than 11 hours, only 15 arrests were made, as compared to 49 at the Rolling Stones' much shorter stadium concert in 1989 *(see "State Stats," page 8)*.

Meanwhile, millions of dollars in talent hung out in the wings and watched their own favorite performers. "I was really impressed with the communal atmosphere backstage," says Andy Long, marketing director for the Iowa State Center. "Nobody had limos, nobody got paid for their appearances. Most performers just floated around and enjoyed the show," including aspiring singer Roger Clinton.

Actually, rumors buzzed through Ames in early April that it was Roger's brother who would elicit national press coverage for Veishea. The presence of Farm Aid led to a U.S. agriculture subcommittee hearing on campus on April 23, with hopes that President Bill Clinton or U.S. Secretary of Agriculture Mike Espy would attend. Neither did, although the committee, convened to hear testimony about the reorganization of the U.S. Department of Agriculture, did hear from Willie Nelson and the leaders of several farm activist groups.

But the message most were waiting to hear by the end of that weekend didn't come until the morning after, when ISU President Martin Jischke announced, "I think we're going to have Veishea next year…[if celebrations continue to be peaceful] the future is assured for Veishea for a very long time."

But by then, the TV cameras had come, they'd seen nothing, and they'd gone on home.

NEW AD: NOTHING SUCCEEDS LIKE SUCCESS

NEW IOWA STATE ATHLETIC Director Gene Smith tossed around the obligatory platitudes at his introductory press conference in May, but, to his credit and Cyclone fans' glee, he didn't waver from the bottom line. His message, to steal from Los Angeles Raiders Owner Al Davis: "Just win, baby."

Smith, the former Eastern Michigan University sports boss and the first black athletic director in the history of the Big Eight Conference, took over July 1 for Max Urick, whose contract was not renewed. Although Smith touched on such topics as gender equity and academic integrity, he stressed that it's time that Iowa State "step out in the Big Eight Conference and the nation, with an athletic department that's representative of the academic greatness of the institution. I've never been told by players or coaches or anybody that they're going to go out and lose and have a good time. We want to win ... and do it with a great deal of fire and desire. We'll do everything we can to be a dominant force in the Big Eight Conference."

GARY CLARKE/CYCLONE ILLUSTRATED

Gene Smith

Vowed ISU President Martin Jischke: "I am personally committed to his success and the success of the athletic program at Iowa State University."

Cyclone football, particularly, drew attention from Smith, himself a former Notre Dame football standout. "Our football program has got to be successful," he said of a Jim Walden-coached program that has produced 11 wins in the past three years (*see page 44*). "It has to win more. It has to be successful relative to revenue generation."

Smith, who signed a four-year contract that will pay him $100,000 per year, also touched on the other major revenue producer — men's basketball. ISU Coach Johnny Orr created no small stir in April when he openly campaigned for the AD job. When he was told the 21-member search committee hadn't chosen to interview him, he refused to withdraw his name. He publicly questioned the quality of the candidates — ISU also interviewed Virginia Tech AD David Braine and North Carolina State Associate AD Nora Lynn Finch — and even talked for a time about resigning. He later retreated, and appears to be preparing for his 14th season in Ames.

Smith skirted the Orr controversy, saying, "[It] never entered my mind. ... We have to put everything behind us that is perceived or real. We could sit here and elaborate and second guess. ... That's not in the best interests of the student-athlete. ... That's what it's all about — providing a quality experience for the student-athlete. To do that, we have to move forward."

◄ STATE STATS: THE INVASION ►

Approximate number of hotel rooms within 50-mile radius of Ames: 7,000

*

Number of hotel rooms filled during April 23-24 Veishea/Farm Aid VI Concert weekend: 7,000

*

Estimated number of people attending Veishea activities: 5,000

*

Veishea's economic impact on Ames: $500,000

Approximate number of people attending Farm Aid VI: 38,000

*

Farm Aid's economic impact on Ames (excluding ticket cost): $1.77 million

*

Farm Aid ticket revenue: $1 million

*

Amount of phone pledges made during cable TV broadcast of concert: $1 million

*

Hot dogs sold at concert, in pounds: 4,500

Barbecue beef sold, in pounds: 1,000

*

Slices of pizza sold: 11,000

*

Corn sold, in ears: 2,000

*

Soda sold, in gallons: 1,500

*

Steel used in stage construction and show production, in tons: 100

*

Number of golf carts used by crew: 26

Number of uniformed security guards employed: 45

*

Number of arrests made at concert: 15

*

Number of Veishea-related arrests made by Ames Police Department: 66

*

Approximate number of alcohol-related citations issued: 100

SOURCES: AMES CONVENTION AND VISITORS BUREAU, AMES POLICE DEPARTMENT, FARM AID, IOWA STATE CENTER, SWANSON CORP.

OH, THAT SINKING FEELING...

ILLUSTRATIONS BY BRIAN EBERT

It seemed almost too good to be true: U.S. Navy contacts Iowa State, tells us it wants to name one of its new coastal patrol class ships the *USS Cyclone*. Ship will fly Iowa State flag. Campus p.r. types scurry to dream up ways to incorporate ship and motto, "Fast and Furious," into promotions for ISU's athletic teams.

"The football team loves it," says Jeff Shoultz of ISU's athletic media relations department. "When you think of the Navy, you think of strength and power."

At least we used to. Six weeks before a scheduled May 1 commission, the freighter *Robert E. Lee* broke from its mooring in a New Orleans harbor and rammed into the docked *Cyclone*. The result: A $2\frac{1}{2}$-foot gash in the engine room. Though the wound was fixable, the Navy had to push back the commissioning until June.

Navy Lt. Jeff Breslau, who had come up with the idea to barrow ISU's team name for the ship, told the Associated Press, "It was really depressing."

None of the 29 sailors assigned to the *Cyclone* has Iowa connections; Breslau says he came up with the name through his fanatic following of college basketball. Traditionally, of course, the Navy names ships after cities, states and prominent military figures.

"The Navy ... wanted to establish a relationship with us, [to give] crew members a school to follow," Shoultz says. "Something like this doesn't come along every day."

And for the *Cyclone's* sake, we'll hope something like the *Robert E. Lee* never comes along again.

DOCTOR, DOCTOR

MICHAEL HAYNESWORTH PHOTO SERVICE

Iowa State President Martin Jischke (right) congratulates retired Boeing Co. chairman T.A. Wilson during May commencement ceremonies honoring Wilson with an honorary doctorate degree. Wilson, a 1943 Iowa State aerospace engineering graduate, retired from Boeing — the nation's leading exporter of manufactured goods — in 1986.

SWAN SONG

ISU PHOTO SERVICE

Lancelot & Elaine

SIXTEEN YEARS AGO, HOMER Smith stepped in to help Iowa State protect a most cherished piece of heritage. By the time he took leave of those duties last spring, he'd achieved nothing short of hero status, himself.

For the past decade and a half Smith had taken it upon himself to keep ISU's stock of swans culturally correct. He had helped avert a major Iowa State historical *faux paus* in '77 when the university lost one of its two swans to vandals. Just when it appeared Veishea would go on without Lancelot — or was it Elaine? — Smith came through and sold a swan to the university for just $125.

That was the beginning of a decade-and-a-half-long relationship. Smith brought E&L to his farm near Adel each winter, keeping them well-fed and exercised on his ice-free farm pond.

But at 85, Smith's own health has deteriorated of late. In April, after bringing the birds home to Lake Laverne one final time, he officially retired from his duties. In a sort of impromptu celebration, the university presented Homer with a plaque and a check for $450 to cover the two swans he had previously donated.

As we inch into the heart of another luxuriant summer on campus, visitors by the hundreds marvel as Lance and Elaine glide majestically across the shimmer of Lake Laverne. What they don't see beneath the surface, of course, is the furious pumping of the black, webbed feet — the hard work. For 16 years, Homer Smith's hard work went similarly unnoticed. He saw the beloved mascots through illness, nourished them through bitter winters, brought them home to us each spring. It is every Iowa Stater's loss that, when he finally came to the surface, it was to say good-bye.

AMID CONSTRICTIVE ECONOMICS, ISU 'GRATEFUL' FOR STATE APPROPRIATIONS

THERE WAS NO PARTYING AT Beardshear Hall after the Iowa Legislature adjourned in May, but there were sighs of relief.

After the 1992 session of the General Assembly brought layoffs and generally disappointing budgetary news for Iowa State University, the allocation plan for fiscal year '93-94 was pleasantly uneventful.

"I wouldn't say we're satisfied," says Carol Bradley, the university's Statehouse lobbyist. "But we are most grateful. It was another tough budget year [for the state]."

As VISIONS went to press, the only undetermined portion of the state's outlay to higher education was salary money. The legislature approved about $25 million for raises for all state employees; as of VISIONS' June press time the State Department of Management had not determined allocation of that money. ISU officials were confident, however, that the need for layoffs reminiscent of '92-93 would not arise.

Highlights of the legislature's $190.7 million appropriations to ISU include:

• Another $3 million for agricultural research. Five years ago, Iowa State set out to come up with $15 million in new ag research money. This marks the fourth $3 million chunk allocated by the state. "This has been an important goal for several years now," Bradley says.

• $700,000 in new funding for the Institute for Physical Research and Technology (IPRT), which will go along with $3.2 million from the state's economic development budget.

• $500,000 for what Bradley terms "library insulation" — essentially, new money to keep soaring acquisitions costs from nibbling away at the quality of the libraries. Bradley says this is the first time the legislature has made such an appropriation.

• $160,000 to cover costs of opening new buildings, such as the Center for Designing Foods to Improve Human Nutrition.

Without the salary increases added in, the '93-94 budget reflects a $4.4 million increase over last year.

"We wrestled with the expenditure side through budget reform [last year]," Bradley says. "But as a state, we still have a lot to do in order to ensure economic vitality."

TALK ABOUT A BODY OF KNOWLEDGE...

WHO SAYS THE IOWA STATE campus lacks diversity?

In March, the university brought in several prominent women leaders for its first Carrie Chapman Catt Women and Politics Conference. Such notables as former U.S. Congresswoman Shirley Chisholm (*page 11*), ABC News correspondent Lynn Sherr and 1992 U.S. Senate candidate Lynn Yeakel each had her own eloquent message, but a striking admonition trumpeted from each speech: Women have made strides, but there is much ground to make up. And they will make it up only through political activism and relentless hard work.

A month later surfaced another avenue of advancement that all three of the women failed to mention: The bikini. Fahim Rahmani, director of the Rahmani Agency in Ames, issued an RFB (Request for Bodies) for his "Women of the Heartland" poster. Thirty-six students responded. The agency chose five, paying each $100. Included in the agreement was the women's Campustown autograph-signing during a Veishea weekend sales blitz.

It was hardly surprising that, two months after Sports Illustrated bent to the p.c. winds and put more fabric and less skin in its annual Swimsuit Issue, Rahmani's project met with some opposition. An Iowa State Daily letter-writer opined that "the women of the heartland have far more to offer than ——, —— and a smile!" One of the models responded with a line from conservative talk-meister Rush Limbaugh: "[The writer] sounds like the typical 'femi-Nazi.' ... Can't I be beautiful, witty and intelligent all at the same time?"

For his part, Rahmani says "these girls have courage and they represent beauty. ... They're not simple farm girls. They can be just like those on the East Coast or West Coast. It is important that people know that." Whew. For a minute there, we thought Rahmani might've been dabbling in exploitation.

Incidentally, did we mention that Rahmani sold about 1,500 posters, at $6.50 each? Of that nearly $10,000, all of 5 percent went to the models. With such lucrative opportunities for women, it's clear Shirley Chisholm was way out of line when she said a month earlier, "Gentlemen, God bless them, were never about the business of giving serious consideration to those of us who were female."

THREE NEW DIRECTORS ELECTED TO ALUMNI ASSOCIATION BOARD

Kenneth O. Anderson

Mary Beukema Harms

Anne Templeman Robinson

Iowa State University Alumni Association members went to the polls last spring, electing three alumni to the 15-member board of directors. Chosen to represent alumni for five-year terms were:

• Kenneth O. Anderson, a 1947 electrical engineering graduate from Ames. Anderson is retired as a General Electric Co. engineer.

• Mary Beukema Harms, who earned Iowa State graphic design ('73) and interior design ('79) bachelor's degrees and a business administration ('89) master's degree. Harms, from Ames, is owner of T. Galaxy and Meggie's retail stores, and is an adjunct ISU marketing instructor.

• Anne Templeman Robinson, a 1980 bacteriology graduate who is a reference attorney for West Publishing Co. Robinson lives in Edina, Minn.

"AND YOU CAN QUOTE ME"

'I look to an America where women are viewed as women and not as men with missing parts.'

— Feminist and former U.S. Congressperson Shirley Chisholm, during March Carrie Chapman Catt Women and Politics conference

FOLLOW-UP FILE

TI IN BIG D HELPS ISU GO TQM

As VISIONS told you in the Spring issue (*Quality Quest*), Iowa State has been wading deeper and deeper into the realm of Total Quality Management (TQM).

In May, the university took the dive.

Texas Instruments, with an Iowa Stater at the top and another heavily involved in its own TQM efforts, in May pledged $25,000 and ongoing assistance for ISU's venture into quality management. CEO Jerry Junkins, a 1959 graduate, and vice president Jim Watson, who received bachelor's ('58) and master's ('60) degrees from ISU, have traveled to Ames several times to iron out details and promote TQM's promise for their alma mater.

The TI-Iowa State agreement is part of Total Quality Education/Business Partnerships, a national program linking — as its name suggests — corporations with universities. Texas Instruments will lend its considerable TQM expertise to both Iowa State and East Texas State University. (Last fall, TI received industry's premier quality prize — the Malcolm Baldridge National Quality Award.)

David Shrock, dean of ISU's College of Business, is coordinating the university half of the partnership. He says that while Texas Instruments previously had been advising Iowa State on its foray into TQM, this formal arrangement solidifies TI's input. Texas Instruments quality gurus were on the Ames campus to present quality improvement workshops in June, and about 50 Iowa State staff and administrators will travel to TI's Dallas headquarters for training in August.

"The chance for that direct feedback from industry is exciting," Shrock says. He adds that specific early goals include developing additional TQM curricula and increasing the staff of trained quality facilitators. ISU's Colleges of Business, Education and Engineering have been included in preliminary TQM planning.

The university also has begun discussions with 3M in St. Paul, Minn. — from which 1949 graduate Allen Jacobson recently retired as CEO — for further corporate input.

Procter & Gamble is coordinating the partnerships this year. Other couplings include IBM-MIT, Motorola-Purdue and Xerox-Carnegie Mellon.

Check Under the Hood

SOCIOLOGIST GOES TO WAR — AND OTHER RACIST GROUPS — TO LEARN WHY HATE IS ON A ROLL

Betty Dobratz will spend the spring of '94 in Dubuque, where she'll use a faculty improvement leave to study that city's diversity program.

TOM METZGER, A MAN who has done for hate what Davy Crockett did for coonskin caps, was a most congenial host. Into his meager southern California apartment he welcomed Betty Dobratz, an absolute stranger whom he knew was there only to probe the depth of his malevolence. For more than three hours the iconoclastic leader of the White Aryan Resistance (WAR) spoke amiably with his visitor — a sociologist, no less — even intimating to her the streams of pain that still flow through him a year after his wife's death.

It seems even hate has its bad days.

Dobratz has seen hate at its best, as well: Dancing in the eyes of a Ku Klux Klan wizard in anticipation of a cross burning, spewing forth from the lips of rallying white supremacists.

Political correctness and diversity may indeed be two buzz phrases of the '90s, but more and more they're being forced to share billing with the likes of racially motivated hatred and white supremacy.

Betty Dobratz is trying to find out why.

The Iowa State sociology professor is combing through a shockingly intricate labyrinth of groups — 346, by one estimate — in research for a textbook on the white supremacy movement. In addition to flooding the country's network of racists with questionnaires, she has sought out the likes of Metzger and Knights of the Ku Klux Klan Imperial Wiz-

ard Thom Robb for personal interviews.

Perhaps you saw Metzger's son, John, nearly choked to death on *Geraldo*. Or read about father and son losing a $12.5 million lawsuit for inciting three Skinheads to murder an Ethiopian in Oregon. And Midwesterners might remember Robb's trips to Dubuque to lead Klan rallies against that city's efforts to enhance its ethnic diversity.

"They took [Metzger's] house in that court settlement and they're still trying to get more money from him," Dobratz says. "I told him it was amazing that he was still able to run his organization on what little he had. He looked at me and said material objects meant nothing to him. He's committed to his work."

Dobratz needed a stroke of luck to merit her one-on-one with Robb. A Pulaski, Tenn., Klan rally's keynote event was held up when Robb's minions struggled to raise its towering cross. By the time the cruciform was erected and ready to set ablaze, Dobratz had garnered 45 precious minutes with the wizard.

Some of the findings percolating out of such sessions and the perusal of returned questionnaires:

• Events such as the 1992 Los Angeles riots, the gradual "browning" of the U.S. population and the perceived loss of jobs to cheap labor (read: immigrants) have served as movement flashpoints and recruiting tools. "Many of these people are concerned that, in an estimated 50 or 60 years, the white race will not be the majority race in this country," Dobratz says. "And then you had [L.A.], and these people said, 'This is your future.'" She says another longstanding hate-group staple — anti-Semitism — also appears to be on the rise.

• Ironically, the efforts by many to make society more tolerant may be fueling hate groups' rage. Such issues as gays in the military and the often-exaggerated political correctness debate have served to galvanize both sides. A sort of warped symbiosis is occurring, each antithetical movement feeding off the other.

• While there is a tendency to toss white racists into one group or movement, what exists is in fact is a common thread — racism — woven through a tapestry of factions. "Race is usually the main concern," says Dobratz, "but there are so many different ways of looking at the people involved." Metzger, for instance, is a militant advocate of class and white separatism — often referred to as neo-Nazism. Robb's Knights of the KKK — not to be confused with the plain ol' KKK — is built on a foundation of religion and identity, and lacks the blatant militancy of Metzger's not-coincidentally acronymed WAR. Then there are the Skinheads, militant and separatist like WAR, but generally younger and keen on swastikas. As an example of the discriminatory dexterity of these subgroups, Dobratz says Robb refuses to allow Skinheads or swastikas at his rallies.

• Racism and white supremacy are not long-forgotten relics of the early 20th century South. "I'm not saying Iowa is any more racist than other states, but the groups are here," she says. "It may take different forms — more subtle ones — but we remain a racist society. The movement is still there, and gaining strength."

Spreading that word, Dobratz says, is her main motivation in producing this book (to be published next year by MacMillan Press as part of its Twain Social Movements Series). While academic integrity demands that she not come down on either side in print, she admits her principles have been severely tested.

"I see it as my responsibility to at least try to understand where these people are coming from," Dobratz says. "I have got to be as objective as possible. That can be difficult, because this [racism] isn't something I can personally accept. But the more society knows about these movements, the more we're all forced to confront their causes."

A confrontation that, thus far, America has been loath to face.◐

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

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

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

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ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME PHONE ( ) _____

I'd like to order

___ Amana blanket(s) at the member price of $39.95, plus $6 postage, total of $45.95

___ Amana blanket(s) at the non-member price of $44.95, plus $6 postage, total of $50.95

Iowa residents add 6 percent sales tax

Method of payment (check one)

❒ Check enclosed (payable to ISU Alumni Association)

❒ MasterCard ❒ Visa Exp. date _____

NUMBER _____

SIGNATURE _____

Coloring Outside the Lines

TIM SEED

Tinka Sack traveled to Chicago in April to check out her students' award-winning project on display at the Chicago Architecture Foundation.

A DESIGN PROJECT FORCED A ROOKIE TEACHER AND HER YOUNG STUDENTS TO LOOK BEYOND ARCHITECTURE

HER PROFESSORS TOLD HER she was ridiculous and naive. Her own students told her she had misplaced her marbles.

Maybe they were all right. But a marked lack of convention had never slowed down landscape architecture graduate student Tinka Sack before. The last time anybody gave her such admonitions, she ran off and built an 18-foot concrete lizard (*VISIONS, Fall '92*). This time, with the help of those same naysaying students, she coordinated a class project that won wide acclaim in the national Socially Responsible Design Competition sponsored by New York City's Pratt Institute.

Sack, a first-time landscape architecture instructor, and her 20 first-year landscape architecture students still aren't so sure they know what "socially responsible design" means. But they certainly convinced somebody. Last winter, their project was one of 24 selected out of more than 200 from around the world to be displayed in the Pratt Manhattan Gallery and the Chicago Architecture Foundation.

As if social responsibility isn't a tough enough concept for fresh-off-the-farm neophytes to wrap their fingers around, Sack tossed in another wild card: The assignment would be to design a park next to the Forest Avenue Library in inner-city Des Moines. Sack says 14 of the 20 students were white males, most, like Cory Upmeyer, from rural Iowa. "When we started with this project, I realized I had a prejudice I hadn't even known about," Upmeyer says. "I think a lot of the other students were like me — we didn't really think we were racist, but you just can't seem to help it sometimes."

Before the students could decide what the park would be — should it include, say, fountains, a grocery store or a baseball diamond? — they had to look inward. For whom they were designing? The community? The neighborhood? The library? Wealthy donors?

"At one point they basically told me that the project was insane, and I had a huge mutiny," Sack says. "They chose landscape architecture for aesthetic reasons. Now they're asked to be socially responsible. It was a huge, huge struggle."

In the end, what won them representation in New York and Chicago weren't grand drawings of swirling pools or neatly coiffed shrubbery or inviting playground equipment. What Sack and the students submitted was more a process than a plan, a four-foot by 20-foot collection of individual works, with a "dialogue cartoon" running across the bottom. Their self-examination was represented, along with their misconceptions and their prejudices. At one particularly emotional point, a student had blurted out, "Let's just put in basketball courts. All they want to do is play basketball, anyway." Represented in the cartoon, the statement forces not just that one student but the entire class and all exhibit-viewers to confront the less-than-tolerant sides of their natures. The "mutiny" is there, as well, then finally, as Sack puts it, "revelation, revelation."

"I never expected something like this [in a pre-landscape architecture class]," Upmeyer says. "It was a great experience, but I still have to ask myself, 'Am I socially responsible?' I've got a little knot in my gut. I don't think we really know what we learned."

Perhaps more than they realized.

GARREY CARRUTHERS LIKED OUR PARTY LINE.

So he elected to renew his membership in the Iowa State University Alumni Association. The former governor of New Mexico campaigns hard for his alma mater. Our ticket of university-enhancing programs such as student recruitment, student leadership and ISU clubs gets his vote every year. And with his membership, he's in the running for a series of great personal benefits, including VISIONS magazine, the university events calendar and discounts on hotels and merchandise.

So take it from Governor Carruthers: Go for another term when it's time to renew your membership in the ISU Alumni Association.

WHEN IT'S TIME TO RENEW, THINK ISU.

Anyone remotely connected to Iowa politics has tuned in to the bitter two-year fight for control of ISU's television station. Now the Iowa Supreme Court must answer the question that has produced a cacophony of static:

WHO'LL OWN IT?

What more could viewers ask for? Against a backdrop of *Vicki!* and *Major Dad* and *I Witness Video,* Iowa State University-owned WOI-TV has been veritably avant-garde these past 22 months. The perennial also-ran in the 71st-largest market in the United States has produced an uncanny blend of drama, situation comedy, talk and news. It has entertained Iowans, enraged them, enlightened them. It has summoned from them the ignoble and the ideal.

Now if it could only put that kind of programming on the air.

If a mechanic named Joey Buttafuoco can thrice muster *Roseanne*-ian ratings, only God and William S. Paley know how big a share a mini-series on the WOI brouhaha could pull down.

And why stop there? With the fall season nigh upon us — and following it an Iowa Supreme Court decision that will determine, at least for now, whether the State Board of Regents will sell the ABC affiliate to an east-coast broadcaster — network honchos should be hustling like Domino's Pizza drivers to spin this episode into any number of series. What a lineup ...

Growing Pains

Practically since its 1950 inception as Iowa's first TV station — and the first in the nation owned by a university — WOI's very existence has been cause for contention: Should a state institution compete for private-sector ratings and ad dollars? The debate put the station forever in the shadow of a looming For Sale sign. But after the mid-1980s farm crisis tightened the state's grip on the dollar, the governor and an increasing number of legislators hiked the controversy to a new level: Why, if we own a TV station, shouldn't we expect a return on our investment?

By Dan Davenport

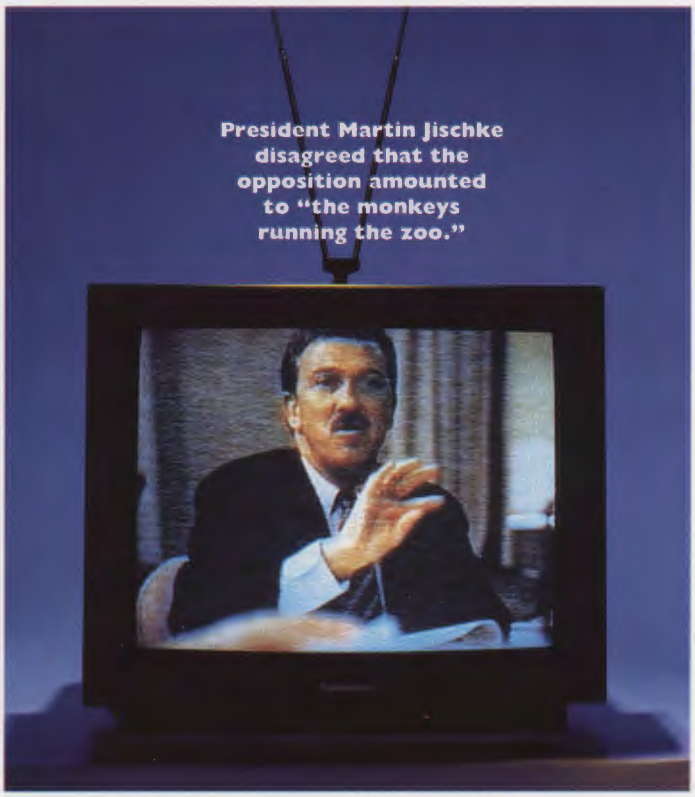
Photos By Jim Heemstra

The regents completed a sweeping study of WOI in 1987, after which they created the for-profit Iowa State University Broadcasting Corp. (ISUBC). The non-profit Iowa State University Equities Corp. was also formed to act as sole stockholder of the ISUBC. Out of all that came a new mandate: We want cash. This after years of being told, as former ISU public relations director David Lendt puts it, "Don't you dare compete." (Lendt, ironically, is now director of university relations at the University of Missouri, home of America's only other university-owned commercial TV station.)

How hamstrung was 'OI? Fathom this: In the '50s, the state didn't think it seemly for WOI to air beer advertising. (Every red-blooded Iowa State basketball fan's worst nightmare: Cyclone Television Network broadcasts without the hallowed Old Milwaukee Quick Stat. A First Amendment-based threat of a lawsuit eventually overturned the ban.)

With the advent of the ISUBC, the regents slapped WOI with an ultimatum to "meet commercial standards of profitability" in three years. The meager ad sales staff was beefed up. Pay scales were adjusted to allow management to lure broadcast talent. (Not that the menacing specter of a sale has exactly been a magnet for would-be Katie Courics.) To compete editorially with rivals KCCI and WHO, the station promo'd to death its standing as a Des Moines station that just happened to have an Ames zip.

But little else changed. Still news and sales were woefully understaffed compared to the competition. Still ratings lagged and polemic reigned. Enter regents President Marvin Pomerantz. The longtime Republican power broker and Des Moines businessman had a vision for the state's three regents institutions: land-grant superiority for Iowa State, teacher education excellence for Northern Iowa, liberal arts mastery for the University of Iowa. Then-ISU President Gordon Eaton nimbly tip-toed across WOI like so much broken glass, leaving his successor, Martin Jischke, to sweep it up or slice open a finger trying.



President Martin Jischke disagreed that the opposition amounted to "the monkeys running the zoo."

When Jischke arrived in June 1991, he found the broom in the form of a ISUBC-hired consultant's report. Its recommendation: Sell. Before his first 100 days were up, Jischke pitched that opinion to the regents.

Pomerantz didn't need to be told twice. All along he had preached that running a commercial TV station was not in line with the mission of Iowa State University. "It's folly to keep it," he says. Should the College of Engineering buy a manufacturing firm? he asked at a 1992 regents meeting.

But as of September '91, resistance to the sale was hardly perceptible. As it turned out, it was a mound of gun powder waiting for a match. We meet the matchmaker in ...

Moonlighting

It wasn't as if Professor Neil Harl needed a hobby. His 100-hours-per-week fixation with agricultural economics had already driven him to major heart surgery (*VISIONS, Spring '91*). The 1955 (bachelor's) and '65 (Ph.D.) ISU graduate certainly didn't need the exposure. Dirt hardly covers more of the Midwest than the Harl reputation. A special affinity for Channel 5? Nah. The only show he wedges into his schedule is *L.A. Law*, over on 13.

But three things matter to Neil Harl: Law, agriculture and Iowa State University. Some would add a fourth — his own power base. If so, his lead role in *Moonlighting* represents no small risk to his standing as arguably ISU's most established, powerful professor.

1987

State Board of Regents orders station reorganized to be run like commercial station. Regents vow to sell station in three years if commercial performance hasn't significantly improved.

June 1991

President Martin Jischke comes to ISU, finding consultant's report suggesting that WOI would be more profitable if sold and moved to Des Moines.

On Feb. 20, 1992, a fellow ag econ prof walked into Harl's office, plopped down the morning's Iowa State Daily and said, "Read the paper? It's a shame we're going to lose [WOI]." Within eight days Harl moved from peripherally following the sale to lambasting it in an 1,800-word newspaper op-ed piece. "I saw it as a phenomenal mistake ... to wrest from campus this most unique feature and highly useful part of so many programs," Harl says. His two problems with the sale:

• He had a vested interest in the station's so-called "distant learning" capacity — using its production and communications capabilities to beam his teachings to Iowa and the world. It should be noted that ISU's Media Resources Center does similar production work, and allows clients to do so without competing with WOI's commercial broadcast demands. Important, too, is the fact that ISU never did plan to sell off its satellite equipment with WOI — thus Vice President for Business and Finance Warren Madden's dispute of Harl's claim that successful distant learning relies on WOI ownership.

• Harl thinks a sale is "a phenomenal mistake financially." At the time he authored the op-ed piece, WOI had all but been sold to the Iowa Television Group for $12.5 million — $4 million down and $8.5 million over 10 years. The plug was later pulled on that deal, one of several bizarre twists to this story (*see timeline*). But even now, with the Bronxville, N.Y., Capital Communication Corporation's $14 million cash the offer of record, opponents contend that no relatively small, one-time cash infusion is worth forsaking a long-beneficial university asset. "You've got a jewel there," says former WOI student reporter Jerry Bowen, now a Los Angeles-based CBS reporter. "[Selling it] is like tearing up a garden or cutting down a forest. You're not going to grow this one again."

ISU's Madden forsakes the analogies for the balance sheet. If the high court overturns the district court ruling and the sale progresses, he says Capital (a corporation formed by Citadel Communications), will have a four-year lease to rent, at $80,000 per year, the building on the northwest corner of campus. Though not yet finalized, the tentative plan calls for ISU to divide the cash among endowments for the university's biotechnology program, electronic and media studies and journalism scholarship endowments. Capital would be bound to provide at least 10 internships each for journalism and meteorology students. Two major unknowns do remain: The distant-learning working relationship, and Capital's commitment to keeping WOI in Ames. Many industry experts say, at the lease's expiration, a move to Des Moines is a broadcaster's no-brainer.

If the court doesn't grant the appeal, and ISU retains ownership, the numbers are more documentable. It'll surprise some to know that, even with one antenna tied behind its back, WOI never needed Iowa State subsidies. In fact, since the ISUBC came along, the station has returned a steadily growing check each year. From $80,000 in 1987, the check has grown to a projected $630,000 this year and $1.15 million by '98. (Madden says, in projecting incomes over 10 years, the status quo will pay ISU $12.2 million; the sale, of course, $14 million.)

Given those figures, given his reliance on WOI's distant learning capabilities, given industry experts' reports that the $14 million is as much as $25 million less than the station could've commanded in the mid-'80s, Harl says, "I could not in good conscience walk away. The worst I can do is lose my job. I am prepared to do that. ... I've been accused of not being a team player, but sometimes the ultimate team player is a dissenter."

Though Harl says he and Jischke haven't spoken since Feb. 27, 1992, Jischke stands behind his star professor. Jischke disagreed when Iowa Senator Harry Slife — himself the first chair of the ISUBC — said the Harl-led opposition amounted to "the monkeys running the zoo," and when other legislators referred to a "shadow government" composed of the Faculty Senate and a clique of retired professors. "I respect their right to a different view," Jischke says, "to bring about disagreement and debate."

That's putting it mildly, as we'll see in ...

Love & War

If Harl is the brains behind the WOI-TV campaign, Jack Shelley is the heart. In 1965 Shelley left a brilliant radio career at WHO in Des Moines to, in his words, "reform and redevelop broadcast journalism" at Iowa State. After 22 months on the front lines, the still-smooth-timbred retiree sighs, "I think I've spent half my life trying to save [WOI]."

It's not been a lonely struggle.

Scores of students rallied with a fervor generally reserved for U2 and two-fers. Main Attraction, a downtown Ames bar, raised more than $1,000 on WOI night last December. Harl and his followers — now calling themselves Iowans For WOI-TV — lobbied the Alumni Association for names and addresses of graduates to contact for dona-

September 1991

Regents approve Jischke's recommendation that university solicit bids for potential sale of WOI.

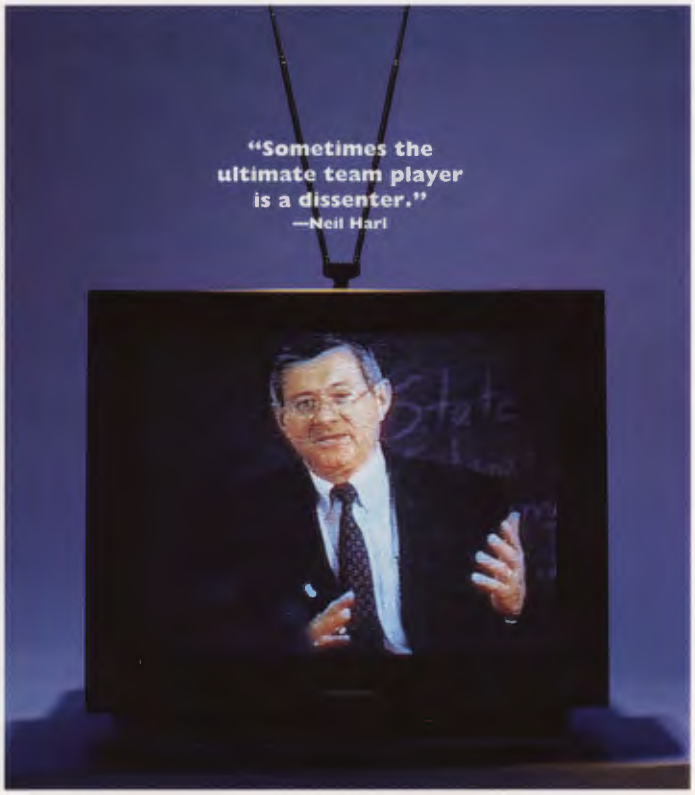
December 1991

A private broker estimates WOI value at $10 million-$15 million.

tions. Their requests were denied because of the association's confidentiality policy, yet in poured more than 1,000 contributions totalling more than $80,000. The group met every other week, commonly drawing 75 attendees. Their yellow T-shirts with *STOP WOI SALE* inside a red stop sign adorned torsos everywhere. "Somebody has to do at least a master's thesis on this," says Shelley, ever the academic. "It would be a great study of grassroots organization."

But documenting the motivation for the WOI fight could prove to be a thicket. The station certainly lacks a significant loyal audience. Its alums — journalists — make up a relatively small group not known for the clout of, say, engineers or business barons. Yet Iowans For WOI-TV foot soldiers were everywhere. Why? Three theories:

1. The We're Mad As Hell Factor.
Parochial faculty and alumni already distrusted the regents after their 1989 efforts to streamline the state's universities (*VISIONS, Winter '90*). Though Iowa State survived with relative nicks and bruises, many viewed as sacrilege Pomerantz' relentless push to narrow ISU to a technological institute. The board made particular enemies in the Department of Journalism and Mass Communication — a group that later would protect WOI like a mama bear guarding her cubs. "This was the straw that broke the camel's back, but the back was already cracked," says junior J.L. Nelson, a leader of the offshoot Students for WOI.



2. The Pomerantz Factor.
Every resistance wants for a heavy, and in Pomerantz, the ISU throng found theirs. After the 1989 efficiency probe and repeated tuition hikes, he teetered on a pencil-thin branch in Ames. Opponents saw in Pomerantz an Iowa graduate out to enhance his alma mater while stripping ISU of all that made it whole. He threatened to plow under everything the patriarchal W. Robert Parks had sown during his two-decade presidency. Critics say Pomerantz lost major points for style — most noticeably at the pivotal May 20, 1992, regents meeting in Ames. After opponents passionately lobbied for more than two and a half hours — 30 minutes beyond their allotment — Pomerantz sliced through them as if with a saber. Your perception of this issue, he told them and an audience of more than 200, is equal to your perception of the allotted time. Minutes later the regents voted to sell.

Stunned, the Harl camp gathered at his home to map strategy. Out of that meeting came Iowans for WOI-TV and the start of a journey down a twining legal road. "[Pomerantz'] pomposity knows no bounds," Nelson says with a student's wonted bravado. "That was his undoing. It got us going. He was like, 'Damn the torpedoes, I'll do what I want to do.'"

Pomerantz has a slightly different view. "[Iowans for WOI-TV's] attacking my style is a part of their big lie," he says. "There has never been a president of the board of regents more receptive to dialogue and debate, to giving everybody a chance to speak their piece, than I was."

3. The Back 40 Factor.
Perhaps this isn't about WOI at all. Perhaps it could've just as easily been the campanile or the Christian Petersen statues. Perhaps, as one alumnus and ISU employee put it in a metaphor strikingly vivid to Iowans, "It was as if somebody sold off the back 40 without checking with the rest of the family." Lendt, who owns ISU bachelor's (1960), master's ('71) and doctoral ('78) degrees, says those who didn't know Iowa State's history and

January 1992

After accepting — but not publicly disclosing — six bids, ISU announces that Iowa Television Group's (ITG) $14 million bid is best. Bid includes $5.5 million cash and $8.5 million to be paid over 10 years.

February 1992

Economics Professor Neil Harl enters fray, calling the sale "one of the most imprudent moves this state has seen in modern times."

Clear Signals of Optimism Upstairs at WOI

All Things Considered, these are exhilarating days for WOI's AM and FM radio stations.

A floor below, their TV counterparts anxiously await the Iowa Supreme Court ruling that will determine their fate. But a wave of optimism pulses upstairs in radio. The industry's future will be littered with its own land mines, but new, successful fund-raising efforts and a new general manager with a striking public radio résumé has WOI charging excitedly ahead.

As excited as subdued public radio types can get, anyway.

"The groundwork is all there," says General Manager Rick Lewis, who began his duties in May. "This situation has so much to offer: Two stations with strong histories, good signals and promising new fund raising. It's an exciting place to be."

Lewis is new to neither WOI nor public radio. He worked as a WOI student announcer before his 1970 graduation, then worked full time at the station from 1972-76. He then moved on to a celebrated stint at National Public Radio in Washington, D.C., where he produced the highly regarded *All Things Considered* and helped create *Morning Edition*. He later

Raising money with frequency.

helped manage Minnesota Public Radio, widely considered the nation's top state system. Most recently he managed KLON-FM in Long Beach, Calif., where he created the popular NPR business magazine, *Marketplace*.

State dollars have grown tougher to come by of late, but by comparison to California, Iowa's ivory towers are papered with money. "The comparisons are just astonishing," Lewis says. In fact, Lewis says state funding for public radio in recession-riddled California will soon go the way of the vacuum tube.

"But any public broadcasting organization ... would be foolish not to be looking ahead, preparing for changes," says Doug Brown, a 30-year WOI veteran and former interim general manager. Thus a most significant change in 1992: The hiring of Catherine Watkins, the first development professional in the station's 80-year history. After Watkins helped WOI bring in $190,000 in a fall fund drive, she hoped to cap the fiscal year by bringing the station's new membership program to 5,000 members and $285,000 by last month.

Much of that money is targeted for operating costs. But soon, Watkins will go after funds for a badly needed FM transmitter (cost: $330,000, with potentially half paid by federal grants).

Lewis is most excited, he says, that WOI's market is such "virgin [fund-raising] territory." When it comes to markets untapped by professional development efforts, Brown says Des Moines' is largest in the country. If the stations did make 5,000 members by June, that still would constitute only about 8 percent of their combined audience of 60,000. National average for listener participation: 15 percent.

Thus it was that Lewis went from nightmarish cutbacks in California to dreams of growth opportunities in Iowa. The wild success of Minnesota Public Radio — including Garrison Keillor's *Prairie Home Companion*— still a fresh memory, Lewis hopes to tap into WOI's tradition and the Iowa State Center's cultural prowess to broadcast Ames to the public radio world. "We've got the [satellite] uplink, we've got the cultural possibilities, to do national and international broadcasts," says Lewis. "I wouldn't have gone just anywhere from California. Only to a place that can become a programming center. We want to see what we can be."

While the folks downstairs just want to see *if* they will be.

—*D.D.*

March 1992

Describing potential conflicts, private consultant says university should allow top two bidders — ITG and Citadel Communications — to resubmit bids. ITG withdraws bid, claiming Citadel had been helped by university-hired broker.

April 1992

Citadel Communications submits $14 million bid — $3.25 million cash and $10.75 million over eight years.

mores "stubbed their toes on this one." We are talking about rural people, about folks reared to embrace nothing if not sense of place. Forget Harl's bottom-line rationalities. Iowa Staters aren't fighting a bad financial decision. They aren't fighting for WOI or even a piece of their university. They are fighting for a piece of themselves. In doing so they had plenty to say about ...

Who's The Boss?

These soldiers were in no mood to take prisoners. In yet another made-for-TV twist, Pomerantz' first six-year regents term ended in the midst of this conflict. Sure, Iowans for WOI could win their war without winning the reconfirmation battle. But their newfound political muscle was intoxicating. Suddenly, crushing the sale was not enough. Now they wanted to bring Pomerantz down with it.

But before the mid-April Senate vote, the plot descended to a level leaving antagonists on both sides squeamish. First, Pomerantz, who is Jewish, told the Des Moines Register that he'd been the target of anti-Semitic remarks. Pomerantz called it a "side issue" and didn't link the comments to his WOI-fueled opposition, but he did say anti-Semitism could harm his confirmation chances.

Also in late March, Harl went public with a phone call he received from ISU alumnus and Des Moines lawyer Steve Zumbach. Two things we know: Zumbach, a 1973 (bachelor's) and '80 (Ph.D.) graduate, former student body president, former regent, former ISU Alumni Association Board of Directors president and deputy chair of the university's current capital campaign, called Harl to talk about the campaign against Pomerantz. And the call ended a valued, mentor-student friendship. From there we have two versions of one conversation:

- Harl maintains that the sole purpose of that call was "Des Moines hardball politics to get us to back off [Pomerantz]. It was a real threat. ... But we do not intimidate easily."
- Zumbach, who stresses that he neither opposed nor supported Harl's efforts to keep the station, says he was "passing along concerns" that opposition to Pomerantz could threaten ISU funding. "The phone call I made was made as a friend and a colleague."

The Call made the rounds at the Statehouse and throughout Iowa's media, galvanizing yet again support of and opposition to Pomerantz.

And there was more fallout. Harl, masterfully orchestrating the media, promulgated the nine-member regents board's absence of an ISU alum. Despite both sides' concerns that regents should not be chosen with an eye toward constituencies, Governor Terry Branstad's two new regents — Owen Newlin and Nancy Pellett — are both Iowa Staters.

Earlier, Senator Leonard Boswell talked wistfully about adding four legislators to the regents in a non-voting capacity. Senator Ralph Rosenberg and Representatives Bill Bernau and Johnie Hammond — all three from Ames — authored a bill that would require legislative approval of the sale of all regents' assets exceeding $5 million. The bill never reached floor debate.

Though many of the zealous anti-Pomerantz crowd welcomed the opportunity to diminish the regents' power, Harl prescribes care. "This is an aberrational period," he says. "We must not draw the board into the partisan political maelstrom."

Therein is a tiny island of common ground in a sea of dispute for two former friends. "... [Pellett and Newlin] will make strong regents," Zumbach says, "but once special-interest politics become part of the [regents] appointment process, the quality of

May 1992

11 — After consultant questions security of bid, Jischke opposes sale.
15 — Citadel ups offer to $14 million cash.
20 — Regents vote 6-3 to sell to Citadel.
22 — Iowa House and Senate approve bill prohibiting sale.

June 1992

03 — Governor Terry Branstad vetoes bill blocking sale.
17 — Regents vote 8-1 to approve purchase agreement to sell to Citadel.
24 — Iowans for WOI-TV sues regents, saying board did not follow proper selling procedure.

governance will go precipitously down."

Harl's legions hammered away at the Senate, where a two-thirds vote was needed to reconfirm Pomerantz. They bought newspaper ads. They wrote letters to the editor. Pomerantz, for one, takes issue with what he sees as, essentially, an employee — Harl — leading a campaign against his employer. "[The opposition] is grossly out of line," he says. "They're insubordinate. In any institution in the world, they would not be allowed to do that."

Of course the press took sides. Another in a string of the-sky-is-falling Daily editorials warned that, if Pomerantz is reconfirmed, by the end of his second term Iowa State would be called "the Pomerantz Institute of Engineering and Agriculture." Though long questioning ISU's ownership of the station, the Des Moines Register cautioned, two days before the Senate vote, that WOI "should not be the main criterion to measure his tenure."

Too little, too late. On April 14, Branstad mustered but 31 of the needed 34 votes for his longtime supporter. The next day, Branstad wailed for yet another structural change in the law: a straight Senate majority approval for appointees.

In an interview with VISIONS nearly a month after the vote, Pomerantz had not backed off a millimeter. If anything, he had grown more resolute. "The 'save WOI' people were very good politicians," he says. "They were masters of the big lie. They communicated misimpressions and made them stick. But I submit that I wouldn't change a thing. And I think history will vindicate our position. ... You haven't heard the end of Marvin Pomerantz."

What started out as a university trying to sell an asset worth less than 8 percent of its annual state appropriations wound up grabbing the state by the throat. The grip has eased somewhat this summer. Both sides lie low and await word from the high court, expected late this year. Capital President Philip J. Lombardo sits tight in New York, his $500,000 check still in an Iowa State escrow account (he receives the earnings). "I'm committed to owning WOI," he says, hoping to add to his stable of stations in Sioux City, Rock Island, Ill., Albion, Neb., Burlington, Vt., and Binghampton, N.Y. "I'm ready to move forward."

A direction in which parties on both sides of this high-voltage fence yearn to travel. "We should not continue to beat ourselves with this issue," Zumbach says. "I hope it doesn't cause us to lose sight of the fact that [Iowa State] has immense potential to better this state. A lot of hurtful things occurred. I must confess I don't fully understand the depth and the passion surrounding these matters ... but I'm hopeful this part of our history is done, and we go on."

Marvin Berenstein, selected May 1 to serve the last two years of his friend Pomerantz' term, doesn't want to lug this baggage into his presidency. "We've spent enough time with WOI," says Berenstein, a Sioux City lawyer who favored the sale. "We are not going to dwell on [WOI] the rest of my term. The court will decide, then the people of Iowa State will say, 'Here's the situation, now we live or die with it.'"

If the Supreme Court upholds, what's to prevent this torturous scene from re-running again and again like some hideous *Brady Bunch* episode? With its history of inspiring more controversy than viewers, who's to say the governor or a regent or a legislator doesn't tune in to Channel 5 in five or 10 or 20 years and wonder, "Why *does* Iowa State University own a commercial TV station?"

Some, most notably Pomerantz, don't need to wait. "WOI, with the dual purpose of profit and education, will never succeed," he says. Slife resorted to classic political theatrics to display his support for Pomerantz. In April, the retired president of Black Hawk Broadcasting in Waterloo took the Senate floor to read WOI's evening lineup straight from the TV listings. The schedule includes *Roseanne* reruns at 6 and 6:30 p.m. and the delaying of *Nightline* until 11:30 to allow for the airing of the more lucrative *Cheers* reruns and *Rush Limbaugh*. "Those who say we can ... make a viable enterprise out of WOI without getting in the way of education ... might as well say, 'Let's go north and south at the same time,'" Slife says.

If the Supreme Court upholds, Jischke likely will face that very task. Even before doing so, however, he says it's crucial for all parties to learn three lessons from WOI:

- Particularly with such volatile issues, openness from the outset is vital.
- Absolute clarity regarding WOI's mission is critical. A murkily defined purpose is a breeding ground for strife.
- Debate should be fostered in a university community, but "managing that debate, keeping it civilized," Jischke says, is a must.

Civility was an early casualty of this war. What followed — blood feuds, friend battling friend, political backstabbing, attacks on and defense of virtual icons of democracy — were all the trappings of a Nielsen ratings monster. But is this any way to run a TV station? ◐

July 16, 1992

District Court judge Ronald Schechtman rejects WOI-TV's request for injunction halting sale, but also declines to dismiss the suit.

October 1992

22 — Schechtman rules that regents had overstepped their bounds in selling WOI.

27 — Regents vote 8-1 to appeal ruling to Iowa Supreme Court.

Night Vision

Death becomes Neal Bowers, at least in his most recent collection of poetry, *Night Vision*. Bowers, an ISU English professor and editor of Poet & Critic, points his ingenious, and sometimes irreverent, pen at the darker facts of life and scripts stanzas from the melancholy to the macabre. Following are Bowers' chosen selections from *Night Vision*.

Illustrations By Dan Wallace

The Answer Man

He proves the ship that vanished
on a cloudless night in sight of shore
was two miles farther out and sank in a sudden squall,
dives deep to find the wreckage,
takes underwater photographs;

tracks the man, who went out
for a loaf of bread twenty years ago
and never came back, to a duplex
and another wife in Cordele, Georgia,
checks his teeth against the records;

spends weeks in abandoned houses
to discover the chink or loose board
that moans like a soul in hell
when the wind blows from the right direction
and at the right velocity.

Disguised as an old woman
he breaks up seances with his concealed flashlight,
throws open the secret door to expose
pulleys and wires and the accomplice
thumping on the wall.

He crawls into caves on palms and knees;
hikes miles into pines, alone, unarmed,
camps on the burnt spot where the saucer was seen;
sleeps with his sure blood thumping in his ears,
though sometimes a voice calls him —
his own, he believes, but still he answers.

For The Piano Tuner

He deserves something better than money
for making the wires waver
like sitars or ring keen as thin glass.
Again and again his wrench twists each note
higher, and again a little higher,
and again, until the voice begins to test itself
against the tightening steel and the throat
feels the awful stress of music, the strain
of each perfect sound held waiting,
as if without effort, the way a small stem
holds its heavy flower,
the room filling with sprays and bouquets,
cups humming on their hooks in the pantry,
everything testing its pitch — pictures, and
windowpanes, the silverware in its muffled case —
the whole house coming into tune
as he finished by playing something new,
something he says he just made up,
and I begin to dance.

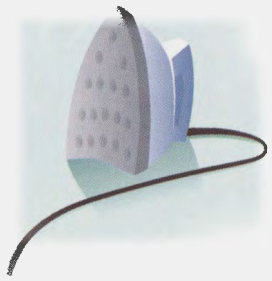
The Dance (for Nancy)

We met because we couldn't dance
but shuffled on the sidelines
where the second-stringers sat
through season after season
studying the bright hardwood
between their feet.

Out on the floor
their agile friends and ours
made moves almost beyond belief —
like making love, we thought,
and practiced in our minds
the moves our limbs could never learn.

On that dim-lit periphery
where time is always out
we had our own eternity
to get it right and found
in our two tuneless hearts
a common beat.

I think of this
years later as we fold the sheets,
matching seams and corners,
coming closer with each fold
like graceful ballroom dancers,
mindless of our feet.



Hedging

She says the flavor he has liked
in her vegetable soup for years
is bay leaf, shows him the can
on the shelf with the other spices,
yields up one by one her secret
additives — a dash of thyme
in scrambled eggs, sweet basil
in the chicken casserole.

He, in turn, shows her how to start
the lawnmower and set the carburetor screw,
explains why it is best to mow
back and forth instead of in a square.

The way she separates whites and colors
for the weekly wash and measures
out detergent in her small, cupped hand
amazes him as he studies her movements
and the settings on the washer dial.

Under the hood, she is less adept,
checking all the fluids as he told her to —
water, oil, brake, transmission, power steering.
He goes back later to make sure
all the caps are tight.

If a fuse should blow, she can change it,
and he can starch and iron his shirts,
assuming there would be anything to see
if he weren't there, or anywhere to go
if she were gone.

For The Heart

Running on Highway 30, the last leg
of a long route in early evening heat,
I was soaked through and talking to myself
like a fighter in the late rounds
when a car slowed down to match my pace
and Dale Shoemaker, killed in Vietnam
just out of high school twenty years ago,
leaned over from behind the wheel and grinned his
yearbook grin, then gunned the engine and disappeared
around a curve bowed out with August corn.

For a moment the air held still,
a bell about to ring, a wave
drawn back before it falls,
and I saw Dale Shoemaker, whom we called
"Mole" for fun, the way he was
and would always be, a boy without responsibility,
free to drive the countryside, not tagged
by yearbook editors, who didn't know him,
with a quotation that read like an epitaph —
"Every mission constitutes a pledge of duty"—
not dead of duty in a wet field far from home,
not middle-aged and legging it down the backroads
of America, as if this one, too, were winnable.

Night Vision

When Russell Gates stepped off the cliff that night
some twenty years ago, he never really hit
but like a soul in hell compelled to suffer an eternity
of closed-loop pains in falling still.
How often I have seen him stumble
from his tent to urinate, I cannot say;
but he always goes the wrong direction,
makes the same unchangeable mistake.
Death after death, he fumbles with himself
and falls in silence down the shafted dark.

I used to think he got up in a dream
and wandered toward a voice
where it hovered shaped like his name
out over the wide abyss filled black,
two sounds trilled like a bird call,
with the last note falling;
or that something took his hand
and jumped with him, whispering,
"This night is bottomless."

He couldn't have known
what was dream and what was real
until he woke or unwoke at the end,
and even then we cannot say.
Only this much is clear: Any one of us,
rising to a common need some given night,
may see for the first time
how the sky is crowded with black kites
and, taking one of the dangled strings,
he pulled away.

AGENT of CHANGE

A NEW DIRECTOR PUTS A LONGTIME STATE ICON — UNIVERSITY EXTENSION — THROUGH EXHAUSTIVE FIELD MANEUVERS

By Dan Davenport

Wouldn't Hank Kimball's vacuous head be swimming? You remember the addle-brained university extension agent whose sole purpose in *Green Acres* was to serve as yet another in a woeful gauntlet of protagonists to gentleman farmer Oliver Douglas. If 50th-century sociologists deem early 1970s TV a black hole for American pop culture — and they almost assuredly will — *Green Acres* will be the blackest.

But as much of a disservice as *GA* did to all of American society, Hank Kimball was downright slanderous to the now-80-year tradition that is university extension. He was supposed to be an extension of the state's bastion of profound thought — its eyes, its ears, its voice to the people.

Pity the people of Hooterville.

Robert Anderson, Iowa State University's vice provost for extension since 1990, would have better luck explaining modern extension to Arnold the pig. Such words and phrases as CD-ROM, E-Mail, agility, block budgeting, program planning cycle and needs-analysis sessions would only heighten Hank's buffoonery.

Washington hasn't cornered the market on change. It slashes through extension, as well. And perhaps nowhere more so than the $45 million Iowa State University Extension. Long a national leader, ISU is winding up its first year of a sweeping reformation. To know the mien of this restructuring, look no further than Anderson's previous life: 12 years as a high-level manager at General Electric.

As longtime Iowa agriculturalist and U.S. ag policy wonk Seeley Lodwick, '42, puts it, "For so many years, [extension's] challenge was, in essence, to make two blades of grass grow where one had grown before." Thanks in no small part to extension, Iowa farmers for decades met that challenge with aplomb. Too well, maybe. They all but erased the challenge.

Since the 1914 Smith-Lever Act of Congress established the Cooperative Extension Service (Iowa State instigated the forerunner of extension-type work several years earlier), extension has helped fewer and fewer farmers produce more and more food. The mid-1980s farm crisis shined a harsh light on the destructiveness of that trend. That rural Iowa is in trouble became a dog-bites-man story in the succeeding decade. Farming and its spin-offs remain critical to Iowa's economy, but increased production — two blades of grass — is no longer anybody's savior.

"Extension built its credibility on agriculture," says extension sociologist Paul Lasley. "But as a people's university, our clientele is broader now. ... Expert knowledge is not what it once was." Clients still ask about fertilizer and feed rations, but these days they're also grilling extension specialists on groundwater quality, economic development and market analysis.

Missouri economics professor emeritus Harold Breimyer writes, "Extension is in trouble. ... [Its] problems arise not so much from within as from concerns and uncertainties in the community at large that extension reflects and tries to deal with."

Some, Anderson included, see the writing of a man-bites-dog story amid the strain. It's the account of that "people's university" playing catch-up, helping its people stare unblinkingly into a foreboding millennium. The reshuffling created, Anderson vows from his third-floor Beardshear Hall office, a "more agile, more flexible, more forward-looking" unit.

As well it should, some contend.

MARVIN CONE – CEDAR RAPIDS COMMUNITY SCHOOL DISTRICT

Given its lead funding source — the state, at $18.9 million last year — Mitchell Geasler, associate administrator of the USDA's Extension Service and a former ISU ag professor, says Iowa State has "a responsibility to deal with the issues facing [Iowa]. It's what extension has always been. It has to structure a system that allows that tradition to continue."

There is no paucity of opinions as to how that new structure should look. That Anderson watched over no minor facelift made those contentions all the more raucous. He ordered a skin peel, a nose job and a tummy tuck, extensive liposuction and not a few strategic implants. "The old structure just didn't work any more," he says. Though this extensio-plasty took place on-campus and off, the most visible incisions were made in extension's field operation — also the place with the most potential for scarring. Highlights of the field slicing and dicing:

• All 100 county offices (expansive Pottawattamie County has two) formerly housed a director/specialist and, at least on a part-time basis, two other specialists responsible for assessing and fulfilling that county's needs in agricultural, "home ec" and youth. Today the county director maintains responsibility for running the office, but she or he also is the point person for all inquiries.

• Formerly, seven area offices housed a director with no direct program responsibilities and specialists from disciplines ranging from farm management to community development. County personnel assessed needs and relied on area workers for detailed expertise. The area office is no more. Those formerly in the office are now known as "field specialists," housed scattershot in the counties. If a cattle farmer in, say, Mahaska County has a question, the county director assesses her or his needs and sees that they are addressed by a field specialist.

There were two engines driving the overhaul: What Anderson calls "a financial crisis because of [reduced] state allocations," and his GE-honed thirst for agility. Cuts in state allocations left extension with a six-figure deficit before the reorganization. From 1985 to 1991, extension saw its staff sliced by 24 percent. State appropriations for fiscal year '93 were $1.25 million less than '91.

The new structure not only is cheaper to operate, Anderson says, but more conducive to agility. The A-word rarely fails to crop up in conversations with extension workers in Ames and across the state. Directors such as 30-year veteran Jim Johnson of the Hardin County office in Eldora coordinate all programming, tapping specialists for particular expertise. "It's all about being more focused, more responsive, more agile," says Johnson, who earned his bachelor's ('63) and master's ('70) from Iowa State.

Less than a year into the field restructuring, there remains a split as to its success. Emmet County Director Holle Smith, an extension home economist and 1975 ISU graduate, sees herself as being "put … much closer to the people. I've got a lot better look at the people and their needs."

Not necessarily, says one field specialist. "I know we had to downsize, but we're beginning to miss the interaction and team planning and organization," he says. "We always felt Iowa State extension was nationally recognized as a premier service, but suddenly, we were told everything was bad, that it needed shaking up. Our morale will come back, but it's even tougher when we're all stretched so thin."

Indeed, as of last September, the equivalent of 29 field positions had been

From Capitol Hill to the Kanawha Cornfield

BY DON MUHM

My first contact with a "county agent," as we all knew him back then, came before World War II when the Amsterdam Go-Getters 4-H Club was formed in the farming neighborhood just southwest of Kanawha in northern Iowa. He was Hancock County agent Paul Henderson, out of Garner. I remember him as a thoughtful, kind and considerate individual who was helpful and patient with us first-year members. I'm sure few of us knew just where Mr. Henderson fit in, or that he was the grassroots link to Iowa State College through its Cooperative Extension Service. Yet, there was respect for this person who helped us line up project animals, advised us on medical treatment and even solved the mysteries of completing our project books.

It was only much later in life that I realized the role of the county extension agent, or director, as he or she later became known. And how he or she was part of a system that brought to Kanawha and all of Iowa the latest information not just from campus, but also Washington, D.C., and the USDA.

As a newspaper farm editor in Nebraska and Iowa for 38 years, I developed an appreciation for the extension professionals in the field, the classroom and the lab.

It is something special, reflecting a relationship that undoubtedly has figured into the most remarkable generations of agricultural progress in the history of mankind. This synergy is a rare recipe for unparalleled success and achievement.

As part of the flurry of historical reflection undertaken during the 1976 U.S. bicentennial celebration, a panel of Americans was asked by the editors of Time-Life magazines to identify the 200 most important contributions to America. One of the items listed was the land-grant college, the home of the extension service cadre that took the knowledge and information from the research plot and the laboratory to the farm field, hog house or feedlot.

How fortunate Iowa has been to have dedicated professionals working — and worrying — alongside the farmer. Cheering for him or her, pulling for them to survive and prosper.

I have seen things go from the "county agent" era to the biotech age of computers, cloning and genetic engineering. I've seen it go from the local farm meetings in high school gyms and cafeterias to E-mail and sophisticated computer software.

Time after time I have seen extension personnel respond overnight, organizing emergency meetings in fields or school auditoriums. And the message is always objective, coming from public servants solely interested in the general interest of the state.

What's ahead? From where I sit on the agricultural sidelines, it seems a mixed outlook. There is some question how long we can see support for an extension professional in every Iowa county. Do farm numbers justify it? As one long-time extension specialist told me once, "I don't know how long we can go on trying to tell someone who has a million-dollar operation how he ought to be doing things. Someone like that ... probably is way ahead of us." Yet, I see a definite role for extension in emergencies — a late spring frost, an early fall freeze or southern corn leaf blight.

Whatever happens, I'm sure we've seen the last of the likes of Paul Henderson and other legendary county agents.

Many won't know how these workers left their marks on rural Iowa and the land.

But some of us remember. And remember well.

Don Muhm is a 1952 Iowa State graduate who retired last month as longtime farm editor of the Des Moines Register.

trimmed — from 283 to 254. Those cuts, all but a handful achieved through attrition, whittled $1.4 million out of base expenses. On-campus spending was cut by $1.2 million. (As of April, extension had the full-time equivalent of 683 jobs.)

Woven throughout such change are seemingly minor switches such as moving the guidance of county 4-H programs from extension staff members to part-time, county-funded workers. The budget-sheet impact was nominal, but the switch was highly symbolic to some. To many, extension *is* 4-H kids in faded jeans with manure on their boots. It is blue-ribbon banana nut muffins at the county fair. Missouri's Breimyer says extension offered rural farm youth noth-

ing less than "cultural emancipation" (*see essay, left*). In the '90s, that culture stretches beyond prize steers to school enrichment programs and services for latchkey kids.

All the more reason why Appanoose County farm wife Marla Long, one of extension's 900 publicly elected county council representatives, initially saw the changes in 4-H as one more threat to beleaguered farm families. The mother of four recently took a part-time job at a Centerville shoe store. When Anderson visited her community and spoke about the need to restructure, she wondered aloud how hard she and her family would be hit. "We talked about the importance of [4-H services], but it was like, 'Are they listening up there?'" she says. Her anxiety is palpable. "We wanted a voice. Sometimes it felt like we had a pillow over our faces. We couldn't scream loud enough. But we kept screaming. I still think we lost some service, but we were finally heard."

Eleven months into the reorganiza-

tion, interviews with clients and staff unearth a mellowing, a graduation from wait-a-minute-here to wait-and-see. In making good on his vow to visit all 99 Iowa counties, Anderson sensed the unrest. He didn't hide his roots in big business. He was forthright about his dismay at extension's lack of a contemporary, client-focused mentality.

And at its woeful communication technology. Two years ago, less than a third of the county offices had answering machines; barely one in 10 had facsimile machines — to some, shocking numbers for the state's institute of science and technology. Computerization also lagged dreadfully. Field specialists such as Bob Cole of Mason City admittedly balked at his first experience with a laptop computer. Now he wouldn't climb in his well-traveled car without it. Anderson says this electronic gadgetry is helping create "a technological infrastructure."

Before, clients' questions might go unanswered for days or even weeks — lifetimes in planting or farrowing season, or when an uninformed marketing decision might lead to layoffs at the local plant. Many were forced to trade extension's long-time promise of "research-based, unbiased information" for sheer expediency. What farm chemical company could be blamed for answering queries with a bent toward their own products? "If I have to wait, I'll figure it out myself or go someplace else," says Long. "New technology was crucial."

Anderson dubs the gadgetry — and the philosophy it represents — "a radical departure. A departure that a majority of my staff ... and our clients do not understand yet. Our historical tradition is, 'Tell me about your services.' The needs are changing too fast. With a structure [in place], I don't care what the pressing issue is, we can reach back and find the research and fire it out." Anderson learned of this management technique in the Harvard Business Review, one of two business magazines he reads religiously.

The other is Fortune.

Few horizon-watchers are predicting bright fortunes for 21st century Iowa. Gone like the thrasher are the days when bigger yields meant more profit meant busier Main Streets meant more jobs meant growing population meant bigger tax base meant better schools meant more educated Iowans meant stronger universities meant better extension service meant bigger yields.

"Extension has a tremendous success story in developing agriculture," says 1967 ISU Ph.D. graduate Leo Mayer, a private economics consultant and former USDA economist. "But it's a success story that's over. With rural areas declining ... and quality of life threatened, how many [public] resources should be invested in [increasing ag] production?"

For FY '93, 43 percent of the $33.2 million in state ($15.9 million), federal ($9.2 million) and county ($8.1 million) funding for cooperative extension goes to ag programs. (The $12 million in non-cooperative or university extension funds goes to such entities as the Center for Industrial Research and Service, the Business & Industry outlay, continuing education and fire service instruction.) In the college-oriented, block-budgeting system introduced by Anderson last year, 73 percent of the $6 million block goes to agriculture and veterinary medicine.

Extension's restructuring left untouched its "client-focus" groups: Agriculture, Business & Industry, Communities, Families and Youth & 4-H. Of the equivalent of 147 full-time field staff positions, 128 are distributed in hallmark extension endeavors: Ag (57), Families (37) and Youth & 4-H (34). Communities has nine, Business & Industry six.

Mayer insists he's not calling for Anderson to heretically gut ag spending, just to continue looking more to the future than the past. Del Shepard, assistant director of extension's on-campus business and industry efforts, points out that Iowa's 4,000-plus manufacturers have surpassed production agriculture in revenue and contribution to the state's GNP. "We won't improve the economy through ag alone," he says. "Communities must build back their population bases, economic bases, infrastructures. We need to help."

Anderson adds that, starting this summer, a primary goal is keen scrutiny of every nickel allocated to extension. To avoid turf battles and to ram through the restructure in 15 months — less than similar overhauls in Minnesota (22) and Illinois (36), he says — all '91-92 cuts were of the across-the-board variety. If ag was cut 10 percent, communities was cut 10 percent. "It will be an be extraordinarily difficult process," he says. "We have 900 county council members, special interest groups, our staff, we have 80 years of history. But we also have a new era."

A 150-year-old moral bedrock will serve Iowa well as it ventures into this perplexing era. But this new age will also demand unconventional reflection and leadership. So far, nobody has accused Iowa State University Extension — led by a man with a subscription to Fortune and no black earth under his fingernails — of being too conventional for Iowa. ◐

THE TREK TO TREBEK

PHOTOS BY LEIGH CHARLTON ▪ ▪ ▪ TEXT BY DEBRA GIBSON

IOWA STATER NIKKI LASKI FOUND THE ROAD TO MORE, UH, CASH PAVED WITH BOTH TINSEL AND TENSION WHEN SHE JETTED TO *JEOPARDY!* AND VIED FOR VOLUMINOUS BUCKS.

The Category: Iowa Staters, Who Through A Relatively Random Process, Qualify For The Wildly Popular Game Show *Jeopardy!*.

The Answer: A high-achieving National Merit Scholar, president of the Kappa Alpha Theta sorority and a mechanical engineering major.

The Question: Who is Nicole Laski, an ISU junior from West Des Moines? And how on earth did she get to L.A.'s Stage 9?

Through a postcard, actually. One postcard. That's all Laski mailed to enter herself in the running for the classic contest's College Championship. The selection of her sole entry, one of more than 3,000, led to a playoff in Minneapolis last January, culminating in her selection as one of 15 student finalists.

Although it's not like the self-effacing 21 year old didn't pay *some* dues to make it to the big time. After all, she's relegated herself to a well-worn spot in front of the tube since eighth grade to watch *Jeopardy!*, and she admits to an idolatry of sorts for its suave host, Alex Trebek. And in a scene right out of *That Girl*, Laski returned to her room at the Beverly Hills Hilton after an exhausting day of taping to find herself the victim of her first robbery. (Professionals to the end, *Jeopardy!* staffers replaced her spending money.)

Nikki found herself in Jeopardy! in the famed stage 9.

The ultimate smart Alex waits in the wings for his intro.

The sweatshirt-clad gang receives instructions ...

Nikki

... before practicing the ever-important art of techno-penmanship.

Not that she didn't come perilously close to winning her own substantial stash during the Feb. 22 taping. Chosen by a lottery to go first in the marathon two days of taping (five shows—a week's worth—were in the can by the end of the second day), Laski competed against students from Cal-Berkeley and the University of Illinois. By game's end, although she didn't win, she had amassed $8,800—which, unfortunately, was not enough to qualify for the semifinals.

Ever gracious, the seasoned contestant zeroed in on her downfall following her debut. "My biggest problem was that I had trouble ringing in during the 'Double Jeopardy' round," Laski says. "If you ring in too early, there's a half-second delay, and someone else beats you to it."

So she didn't win the $25,000 grand prize—she still snagged $1,000 for achieving final-dom. She basked in substantially more than 15 minutes of fame when her segment was beamed worldwide on May 3. And she got to touch Alex Trebek.

The answer: Nope.

The question: Does it get any better than this? ◐

Host Johnny Gilbert warms up the audience ...

... while contestants put their thumbs through the paces.

Back in Ames, Nikki's sorority tuned in to her little-screen debut ...

... and the luckiest sisters got to touch the shoulder that touched his Trebek-ness.

still CRAZY after all these years

SAA 20th Anniversary Reunion
October 22–23, 1993

Schedule of Events

Friday, Oct. 22
7–9 p.m.
Open House at the Knoll

9–?
Gathering at Cy's Roost

Saturday, Oct. 23
11–1 p.m.
All-Alumni Tailgate

1 p.m.
Cyclone Football Game
Oklahoma State

7–Midnight
Casino Night
Dance
Reminiscing

Watch For Invitations In Your Mail Soon!

Iowa State University
Alumni Association

Student Alumni Association

The 'official' Veishea takes back the night

When Wallace McKee, '22, and members of the first Veishea Central Committee initiated the event in 1921, I'm sure elimination of the traditional spring festival some 71 years later was farthermost from their minds. But, as we reported in our Spring cover story, 1993 promised to be a critical year for Veishea. Following Welch Avenue riots twice in four years, President Martin Jischke said this year's event must go off violence-free for the tradition to continue.

Kim Carey and Scott Lee, two determined Iowa State students, stepped forward to accept the challenge and develop a new plan. Meanwhile, Jischke appointed a Veishea Advisory Council to review the students' plan. The council, chaired by Vice President of Student Affairs Tom Thielen, included representatives from the university community and the city of Ames, law enforcement officials, and Alumni Association President Sharon Juon and yours truly. Following many months of careful study, the council recommended to Jischke that the Carey/Lee plan be approved as submitted. Jischke did so, leaving Kim, Scott and their committee just four months to put in place Veishea '93. And put it in place they did!

The 300-member committee faced many unknowns. Would the Farm Aid VI Concert affect the weekend? If so, how? Would having Veishea and the Drake Relays the same weekend work? Finally, and most importantly, what could be done to control activities on Welch Avenue and avoid a repeat of the 1992 incident?

Jim Hopson

Key to the plan of action was the committee's decision to go to the heart of the problem by:

- responding to Jischke's challenge to hold the students accountable for the weekend, and
- recapturing Welch Avenue as part of what Jischke has referred to as the "official" Veishea. Members of the committee acted as "Veishea Patrol" to head off problems before they got out of hand, and "A Taste of Veishea" turned a block of Welch into a food court.

"A Taste of Veishea" was initially designed to provide students with yet another activity, but, as Kim Carey reports, "It developed into more of an event the entire community could enjoy. It really did become a family event." I can attest to that; I was there both evenings. The Alumni Association, ISU Foundation, Iowa State Parents Association, Ames Chamber of Commerce and McDonald's Restaurants of Ames hosted a tent and served free coffee each evening from 8 p.m. to 3 a.m. It was truly a family atmosphere, with faculty, staff, alumni, students and visitors. By early Sunday morning we had served more than 1,500 cups of coffee!

In the end, the event had recaptured the spring festival atmosphere without the violence of the "unofficial" Veishea. "I was very pleased and happy that Veishea went so well," Jischke says. "Much credit goes to the students on the Veishea Central Committee. Veishea worked ultimately, however, because of the support and involvement of the whole university and city community — students, faculty, staff, alumni, Ames residents and business people. Iowa State University had a wonderful Veishea weekend. It was truly a celebration of the entire community." (*For more on Veishea, see pages 6-7.*)

To Kim Carey and Scott Lee — bravo! To the 300 members of the Veishea Committee — well done! And to all who participated in and enjoyed Veishea '93 — ¡*viva la* Veishea!

Jim Hopson '69
Executive Director

ASSOCIATION

THE ISU ALUMNI ASSOCIATION — IT WORKS FOR A LIFETIME!

The ISU Alumni Association welcomes the following new lifetime members who joined during last October through March, as well as the remainder of those who joined during July, August and September of last year. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6525 for more information.

David B. Fischer
Gene M. Fjeld and Jodi Holland Fjeld
David A. and Nancy E. Forbes
Vincent R. Gallery
Seamus and Mi Hwa Gilchrist
Grant D. Godbersen
Elwood G. Grabenbauer
Kipper Graham
James D. and Debra Grove
Kevin R. Gunderson
Tim R. and Heidi T. Hacker
Cozette Hadley
Julie A. Hamilton
Albert J. Hanssen
Janet L. Hanson
Rodney D. and Wendy Harrior Hanson
Roger L. Hanson
Wayane S. Harper
John D. and Gelene K. Harris
Terry A. Hart
Gerald C. and Joan M. Hartman
Kathy D. Haugen
James A. Heckenberg
Thomas A. and Lani J. Heggen
James E. Hein
Kelly R. Henningsen
Douglas C. and Christina M. Hoenig
Charlene Hayne Holabird
Dennis L. Horn
Bruce A. Huddleson
Phillip A. Huedepohl
Patrick J. and Sharon K. Hunt
Kent P. and Kathleen L. Hutchison
Alice and William Jaeger, Jr.
Kevin L. James
Carol E. Jensen
Gary R. Johnson
Laurie K. Johnson
Carol M. Jud
Gregory D. and Sharon M. Kaczmarek
Jeffrey J. and Heidi A. Kaisand
Michael G. Kane and Suzanne L. Bruhn
Teresa J. Kelly
Brian M. and Beth A. Kennedy
Joseph E. Kennedy
Brad J. and Mary L. Kerndt
Janice A. Kiser
James A. Knoll
Alan E. and Terri M. Krysan
Richard F. Kueller
Mark V. and Rosalie D. Lammli
Robert L. Larsen
Jean A. Laufer
Dale Launstein
V. David and Caryl L. Lawyer
James A. Lehman
Vaughn L. and Nancy R. Lenhart
Randall C. Leonard
Monty O. and Marcia Leu
Jeen-Fong Li and Shu Hor
Jyh-Shiun Lin and Yan-Ling Tsay
George D. MacBride
Paul N. and Susan T. Mahlberg
Eldon R. Mangold
Brian D. Markowski
Michael J. Martin
Bruce D. McBratney
Lois M. McCormick
William K. and Barbara McCune
Wayne R. Messer
Timothy R. Meyer
Randolph C. Miles
Mark W. and Michele J. Miller
Alan J. and Joann C. Mitchell
Mildred G. Mitzel
John C. Moellers
Jeffrey D. Mokhtar
Daniel J. and Teresa A. Mollenbeck
Hidenari Morohashi
Scott J. and Suzanne D. Mortimer
James K. and Leanne V. Mouw
Ann M. Mueller
Karin L. Muff
Gregory W. Murtha
Rebecca M. Nagel
Pamela J. Neff
Gary D. Nervig
Keith E. Newendorp
Steven M. Oberhaus
Konomi Ohno
Roger M. Olsen
Dennis W. Palczewski and Ammertte C. Deibert
Donn A. and Donna E. Patience
Roland S. and Karen L. Pauwels
Bradley J. Pellett
Vonise J. Petersen
Brian D. Perry
Harold E. Pike
Bryan A. Potratz
John M. Prueitt
Curtis A. and Carol D. Raasch
Thomas J. and Petty A. Radio
Thomas G. and Michelle Randall
Paul F. Randolph
Vince P. Recker
Curtis C. and Darcy D. Ringgenberg
Jason T. Ringgenberg
Patricia J. Robinson
Douglas M. Roever
Kevin R. Rogers
Daphne M. Royer
Raymond J. Schatzer
Raymond J. Schlotfeldt
Jeff L. and Rita S. Schoeneman
Michael P. Schwarz
Warren D. Sealock
Robin K. Shaeffer
Daniel R. Shepherd
James A. Sheriff
John W. and Ruth A. Sherman
Wen-Chy Shu
Lawrence R. and Mary C. Sibbing
Anne R. Simms
George M. and Louise K. Speers
Michael J. and Audra M. Spieler
Duane D. Stall
Julie T. Stark
Douglas S. and Jean H. Steffenson
Carl E. Steinmetz
Wayne P. Steger and Kim Kirkpatrick-Steger
Lance T. Stewart
Kevin C. and Shelley J. Stow
Scott A. and Janet A. Strachan
Mary Jo Street
Carol E. Strelow
Paul S. Stueckradt
William H. Stultz
Heng-An Su
Dennis L. and Patricia K. Swanson
Patricia E. Tometich
Becky L. Trausch
Pamela A. Truman
Robert H. VanderBeek
Eric B. Vincent
Laura L. Voigt
David A. Walter, Jr. and Julie Jennings Walter
Clifton A. Ward
Lori A. Wardenburg
Darrell Washington and Cheri L. Hecox
James L. and Darla K. Wasson
Sheri Weathers-Chism
Frank R. Webb
Craig A. and Sue Ryan Weiss
Marian L. Whitmore
Todd A. Wiley
Sue Carolyn Wilson
Duane S. and Laura J. Woebbeking
Ronald E. and Mary Jane Wolf
Burman L. and JoAnn F. Wright
Nathalia M. Zimmerman

NEW MEMBERS: OCT., NOV. DEC.

Joseph D. Akin
Grant S. Allison
Carol M. Anderson
Brian P. Arend
William C. Bachman
Ruthanne E. Bay
Mariano R. Bermudes
John H. and Jean D. Brayton
Silvana E. Bragagnini
Ann Burckhardt
Cluin H. Cameron Jr.
Mark D. Christensen
John L. Collier
Jimmy P. Combs
Terry M. and Judith L. Cook
John D. and Cordelia Cosgrove
Paul R. and Shirley J. Dana
Kevin G. Dirks
Kevin S. Dittmar
Christopher T. Ditzel
Lynn C. and Kevin R. Dona
Karen L. Dubiel
Charles W. Duncan
James L. Engle
Mary C. Fields
Steven J. Finke
Thomas J. Finn
Veronica L. Foltz
Brent A. Foss
Vernon L. Garman Jr.
Gregory J. and Sue A. Garvin
Bruce D. and Joan Schmidt Glaman
Donald A. Goetzmann
Theresa B. Hamilton
Sara J. Hansen
Steven P. Hansen
Steven M. Haugse
Barbara A. Henderson
Ali E. Hernandez
Richard A. and Lynne E. Herzberg
Kent R. Hopkins
Gholam Abbas Houshmand and Mahin Pahlavan Hossaini
Kerry W. Knauss
Timothy G. and Annette R. Kremer
Paul L. and Cynthia J. Krull
Christopher A. Larkin
Michael D. Laughery
Mary H. Lavally
Bruce E. Lehrman
Robert and Marcia A. Lin
Gene D. Lucht
Rhonda R. Marx
William L. McGinnis
Randall R. Meals
Frederick C. and Ellen E. Merrifield
Andrew J. Michalicek
Peggy J. Miller
Donald W. Moorman
Thomas C. Mumford
Beverly J. Nelson
Angela M. Potts
Raymond H. Pruchnicki
David D. Putnam
John R. Romans
Kevin R. and Valorie A. Schmitt
Michael L. Sheldon
Ru-Shuo Sheu
Douglas C. Smith
Michael J. and Christine Lowe Specht
Daniel L. and Michele A. Staub
David L. Staub
John H. Steenson
James L. Swartwood II
David H. and Kimberley Thompson
Timothy C. Titus
Timothy L. and Janet L. Toepfer
Theresa M. Weaver
David D. Wedemeyer
Erik C. Whitcombe
Mark A. Woolhums

NEW MEMBERS: JAN., FEB., MARCH

Mark R. and Shelley A. Ackermann
Jeffrey S. Becker
Brad J. Beuter
N. John Boehm
Mitchell D. and Pamela Borchers
William J. Cahalan
Scott B. Calvert
Richard A. Campagna
Holger R. Cassling, Jr.
Donald E. Chapman
Hal R. and Joyce M. Dielschneider
Russell J. and Susan Y. Fenger
John R. Fiske
James P. Galvin
David J. Gatto
Anne L. Gill
Patrick G. and Therese G. Halbur
Kevin R. Hansen
Bruce W. Hartley and Robin S. Warren-Hartley
Fredric A. Heinz
Brian D. Janssen
Brent E. Johnston
James C. Kenney
Todd A. and Sally A. Kreamer
Shawn H. and Dianne R. Lange
Robert E. Lawler
Craig W. Lohmann
James M. Luebbers
Karen R. Mahoney-Bryan
Suzanne M. Masterson
Amy L. Meyer
Tillman M. and Shirley L. Moore
Keith R. and Tracy A. Morling
Janelle Bailey Nickerson
Freddie L. Poston, Jr.
Jay G. Rolfes
Merlin L. and Sharon K. Sams
Brian P. Schaeffer
Keith A. Schnickley
Patrick J. and Jan M. Scholl
Scott R. Schoneberg and Jobeth Malone-Schoneberg
James A. Schroeder and Lisa S. Ridnour-Schroeder
David L. and Lynne M. Shoultz
Byron V. Toot
Karl J. Van Cura and Susan Winter-Van Cura
Erich B. Weinfurter
James C. Whitman
John Williams

Our thoughts turn to fall

"O! what a great fall was there ..."

OK, so Marc Antony was talking about Caesar and not the Iowa State University Alumni Association's lineup of fall events.

His loss.

• Parents Weekend is scheduled for Oct. 1-3. Included in this mom and pop celebration are college receptions, a tailgate before the Oct. 2 Oklahoma-Iowa State football game, Casino Night and a Sunday-morning brunch.

• Homecoming grabs the spotlight Oct. 22-24, highlighted by the Thursday-night pep rally and bonfire and the Alumni Association's annual Homecoming alumni tailgate the morning before Saturday's game against Oklahoma State. Unique to this year's celebration will be a reunion marking the 20th anniversary of ISU's Student Alumni Association (*see ad, page 38*).

VISIONS

Maestro Clone at the Homecoming pep rally.

• The Alumni Association takes its show on the road, with pre-game parties before Iowa State football games at Wisconsin (Madison, Wis., Sept. 18); Rice (Houston, Sept. 25); Kansas (Lawrence, Kan., Oct. 16), Missouri (Columbia, Mo., Oct. 30) and Nebraska (Lincoln, Neb., Nov. 13).

For information on these and any other alumni events, contact the ISU Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50010-7164; (515) 294-6525.

If you can't bring Texas to Veishea ...

Maybe Texans really *do* do everything big.

In May, a week after canoe races on Lake Laverne highlighted yet another Veishea celebration, homesick Iowa Staters commandeered an entire river barge and did up Veishea Texas style.

Twelve members of the ISU Club of San Antonio held their own Veishea in Texas, sharing dinner as they cruised down the San Antonio River. "All of us were missing being in Ames for Veishea, so this was sort of our way of celebrating it here," says ISU Club of San Antonio member Vonise Petersen, a 1981 Iowa State graduate. "It was kind of our honorary entry into the boat races."

PHOTO COURTESY ISU CLUB OF SAN ANTONIO

Veishea '93, deep in the hearts of Texans.

As of our June press time, VISIONS has yet to confirm rumors that jalapeño peppers were snuck into the cherry pies.

Stuck on you

Henceforth, when you renew your annual Alumni Association membership you won't automatically receive a new annual membership car decal. That doesn't mean you can't have new decals — either annual or life — whenever you need them. Just contact the Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50010-7164; (515) 294-6525. Or fax your request to (515) 294-9402. We'll send your new decals right away!

New name, same great card

First Bank Card Center, the company that supports the ISU Alumni Association MasterCard and Visa program, has a new name: INTRUST Card Center. This is a change in name only, and will not affect your credit card or the excellent service you've come to expect. When your current card expires, you'll receive not only a newly designed card with a more prominent Cy and the INTRUST Card Center name, but also a new account number. Use your card as usual, knowing your credit history and credit line remain the same — and Iowa State continues to benefit with every use!

The Spinney Skinny

GENERALLY SPEAKING, THE '70s deserve every shred of the disdain mustered by the more clear-headed denizens of succeeding decades. The Susan B. Anthony dollar, *The Gong Show* and Captain and Tenille? Greg Brady, streaking and *Sometimes When We Touch*?

What in the name of *Maude* were we thinking? Why didn't somebody slap the bunch of us?

But surely in an entire decade we can find something salvageable. Hey, the Dark Ages gave us the Easter egg. And the '70s gave Iowa State University Spinney House. Made one of the campus' first coed houses in 1976, the Friley Hall floor — and the lasting friendships it spawned — can almost make you forget you once ebulliently tapped your earth-shoed foot to Abba's *Fernando*.

PHOTO COURTESY DEBRA STEILEN

From this sea of bushy sideburns and bare feet was born relationships that still flourish two decades later.

This is more than the story of a few dozen post-adolescents taking part in a post-'60s societal experiment. This is the tale of a sentimental group of ex-dormies who — yes, it's true — don't want to let go of the '70s. At least this special little alcove.

Every Fourth of July weekend, a group of Spinney alums reunites in one of the members' homes. The weekend is highlighted by a traditional Thanksgiving dinner, and the renewal of their annual, "I Can't Believe You Did That" stories.

"I can't really tell you why it started," says Jamie Boe, a 1976 ISU graduate now living in Naperville, Ill. "We got together that first summer ['76], and never really wanted to stop. The Thanksgiving thing sounds corny, but we viewed ourselves as such a family."

Charles Frederiksen, then and now director of ISU's residence halls, recalls that parents' and administrators' concerns of rampant debauchery were more misplaced than creative consultants on the set of *Three's Company*. "Now, I won't tell you it was a monastery," Frederiksen says. "But we found [coed housing] created much more brother-sister type relationships than the, uh, other kind."

Initially, women were housed on one end of the floor, men on the other. "I remember some controversy over women being able to get to the bathroom without passing by a men's door," says Debra Steilen, '77, MS '87, host of the '93 reunion in Des Moines earlier this month. "But there was nothing like, 'Keep one foot on the floor at all times,' or, 'Door stays open when a boy is there.' There was some romance, I guess, but it was mostly a group of platonic friends."

Frederiksen and several Spinn-sters don't remember any great grassroots demand for attracting opposites to the same floor. The campus was running out of women's housing, and sharing shingles with men seemed the only answer.

"It was just an idea whose time had come," says Steilen. "I don't remember a lot of controversy, or anybody demanding coed. It may have felt like we were pushing the envelope a little, but remember, the '70s was not that interesting a decade."

Oh, really? ◐

For the Record

LEN RIZZI

Trudy Peterson views her role as archivist — protecting the documentary heritage of the U.S. government — as a task "worth giving your life to."

ARCHIVIST DIGS THROUGH RUSSIAN HISTORY FOR CLUES TO FATE OF POWs/MIAs

IF THE WALLS OF MOSCOW'S Lyubyanka Prison could talk, Trudy Huskamp Peterson shudders to think what horrors they'd describe. For decades it loomed as the very edifice of communism itself: KGB headquarters. These days, in the spirit of irony thriving in the former Soviet Union, it is a sort of temple of freedom. For it is here that Huskamp has combed through long-hidden documents that might offer American families of POWs/MIAs emancipation from their own wrenching tyranny: Not knowing.

Peterson is no expert on military affairs or Kremlinology. She doesn't speak Russian. It was the 1967 Iowa State graduate's fluency in a quasi-universal language — archival studies — that landed her on the high-profile Joint United States-Russian Commission on POW/MIAs. The American contingent is rife with Washingtonian power: Senators, congressmen, a former ambassador to the Soviet Union, deputy cabinet members — and Peterson, the United States' assistant national archivist. As of VISIONS' June press time she was also serving as interim national archivist.

Huskamp did not stumble onto the joint commission. The Russians asked for her. They included their own archivist on the commission, and asked the Americans to do the same. Peterson was the clear choice. As past president of the Society of American Archivists and current secretary of the Roundtable of the International Council on Archives, she had visited archives around the world. Certainly Moscow and Beijing view access to information differently than does Washington. But there are remarkable commonalities in the ways even the most disparate governments keep that information. "Every country has treaties, diplomatic correspondence, military records, police records, hospital records," she says.

As of May, Peterson had visited the Soviet Union five times with the commission. Encompassing World War II, the Korean War, the Vietnam War and Cold War "loss incidents," the commission is:

- pursuing all reports of American POWs/MIAs in the former Soviet Union;
- establishing a mechanism for the return of Americans' remains and
- seeking access to Russian people and archives that could shed light on the fate of missing Americans.

An example of documents Peterson studies: If the Russians had liberated U.S. prisoners from a German camp, the Russians almost certainly would have documented the Americans by name, service unit, physical condition and to what hospital or transit camp they were sent. Now 50 years old, many of those documents still lie in such places as the Lyubyanka Prison. When found, they can be cross-checked with lists of missing Americans.

"We've found documents that give you a very powerful sense of what went on," Peterson says. "You cannot do this work and be unaware of the family members harboring hope. Most of [the POWs/MIAs] aren't [alive]. But the documents can bring these families closure."

And with it, a long-sought peace.

VP balances books to keep Seagram's spirits up

WHEN SHE FIRST WENT TO New York, in the early '70s, Jeananne Hauswald was told that it would be highly unacceptable behavior for a woman to stand alone at a bar.

Twenty years later, she not only stands or sits at the bar

JOHN RUSSEL

Jeananne Hauswald

when so moved — she has more than a little to say about the libations poured over it.

Hauswald has made a light-years progression from the demure Iowa State undergraduate nodding on cue when her not-atypical adviser suggested she drop her "cute" pursuit of a chemical engineering degree in lieu of a "woman's field." After meandering from toxicology to finance, she has made a serious impact in an industry that remains overwhelmingly male-dominated: Wine and spirits. She's one of just a few woman senior executives at the multi-billion-dollar Seagram Company Ltd.

"The spirits industry has traditionally been male-dominated, but women are beginning to succeed," says Hauswald. On Feb. 1, she officially began her duties as vice president and treasurer. From her Park Avenue office she raises capital for the corporation's operation and manages cash flow, investments, foreign exchange exposures and interest rate risk. With a debt securities portfolio of $3.3 billion, we're talking significant risk — or, if you're Hauswald, significant opportunity.

She left Iowa State in 1967 to work as a toxicologist at Shell Oil. She found her way into strategic planning and then money management, picked up a New York University MBA and eventually oversaw International Paper Company's money management group. She later worked at Morgan Guaranty and the Celanese Corp. before joining Seagram in 1987.

Among her challenges now is helping the company further tap into global markets. Seagram already sells more outside North America than in, with operations in 34 countries and customers in more than 150. "[But] some of these places, China for instance, we haven't really been before," she says.

No doubt a severe challenge. But a welcome one, too, for a woman who's learned to survive and flourish in unfamiliar territory.

The jungle look

THANKS IN NO SMALL PART TO Stanley How, it's a real jungle in there.

Under the dome at Omaha's Henry Doorly Zoo, that is.

How's Omaha firm, Stanley J. How and Associates, designed the $15 million Lied Jungle that debuted to rave reviews last year. How rave? In its end-of-1992 issue, Time named the world's largest indoor rainforest one of the year's 10 outstanding designs. How's work, Time said, is "architecturally stupendous ... and zoologically thrilling."

Perhaps what makes How's work most impressive is that none of the jungle's record 1.3 million visitors last year really noticed it. "You're challenged to keep architecture out of the thing," says How, a 1951 ISU architecture graduate and firm CEO. (His son, '79 ISU alum Stan Jr., is the firm's president.) "They come to see a jungle, not a building."

And what a jungle they see. The Lied (pronounced *Leed*) has 60,000 square feet of display area and 35,000 square feet of hidden support space. A clear fiberglass roof keeps more than 135 species of endangered animals and more than 2,000 species of exotic plants at a consistent 80 percent humidity. The display helped the Doorly's attendance jump by nearly 50 percent last year — an almost unheard-of feat in zoo biz.

Though How's 12-person firm does mostly conventional design work — malls and homes — it has designed many of Doorly's buildings. This spring, the firm completed designs on the zoo's next marquee project: a $15 million aquarium.

"This kind of project becomes one of discovery more than anything else," How says. "You worry and

MIKE MALONE

Stanley How

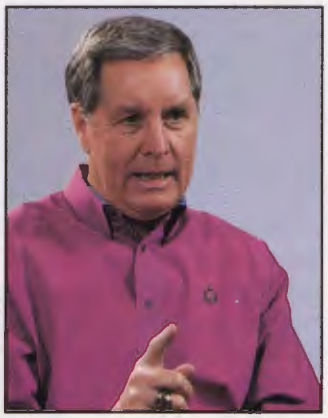
fret to make sure it'll work, but you still hold your breath when you crank it up.

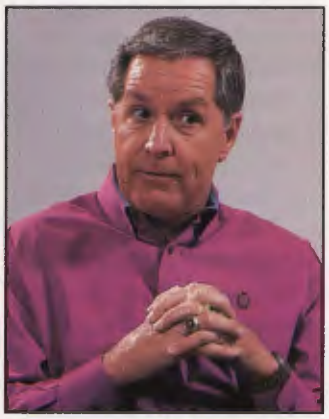
"We cranked it up, and, by God, it worked." ◐

Seven-Year Niche?

JIM WALDEN WAXES BOMBASTIC ON SIX TRYING SEASONS AS ISU's FOOTBALL COACH — AND HIS OUTLOOK FOR THE SEVENTH

(Editor's note: When VISIONS last checked in on Iowa State football coach Jim Walden, in its Summer '88 issue, we quoted him as saying "... if we ... go three, three and three [wins per season], we better be looking for the moving vans." ISU went four, three and four in 1990, '91 and '92. With new Athletic Director Gene Smith's arrival this month, we thought it time to check back with the 55-year-old Mississippian. Following is an excerpt of a typically Waldenian interview — 90 minutes of pure grandiloquence.)





VISIONS: Heading into your seventh season, what grade would you give Jim Walden?

WALDEN: I'd have to make it two grades. If [former President] Gordon Eaton were still here, he would probably give me a B-plus, considering where the program was. [ISU was rebounding from 1986 NCAA sanctions for recruiting violations, and fielded less than 60 of the maximum 95 scholarship players.] He said, 'Coach, we're not doing you any favors. I'm asking you to do us a favor.' The emotion ... was in the tank. ... But as far as how anybody else grades a coach — winning games — I know [President] Martin Jischke would ... give me about a 'C'.

A year before Jischke arrived, Eaton gave you a seven-year contract extension, through 1997, that pays you $105,840 per year. There's been no small amount of talk about that move.

It was like [Eaton said], "Jim, I'm gonna protect you from the people who don't know what a mess I asked you to clean up." I didn't make this mess. I am incapable of making a mess that bad.

People speculated, in the media and on the street, that one of the reasons [former Athletic Director] Max [Urick] was let go [as of July 1] was his role in extending your contract.

If that had anything to do with Max leaving, then within short order I'll be gone, too. Some people would like that, you know.

The man who threatens my job must understand, to have his livelihood threatened is the single most distressful thing a man can go through. ... The guy down at the plant knows that, but yet he can get on a [radio] talk show and say, "... Get rid of Walden." It is amazing to me how the public can so loosely throw my job around. ... That hurts.

Speaking of the radio show ... Five years ago, they said, "I love to listen to that Walden. Man, he's got charisma." Now they call up and say you're whining.

The people who criticize on those shows ... have no voice, have no brain, have no opinion, they have no guts. ... One of the dumbest things to come into athletics is the talk show. With that thought in mind, I'm probably gonna end mine. I mean, how stupid are you to have a show you're not even paid for, and you go on and say, "Call and tell me what a bum I am"?

The rub, though, is that fans think their paying your salary gives them that right.

If I complain about something, anything, then I know I'm going to hear the catchall of all phrases regarding coaches: "That's why you get paid the big bucks." Now what if I told you that there were 90 people [employed] at Iowa State making as much salary as I do? … Get this scenario: A professor [gives] an English test. If 70 percent of the students don't do better than a 'C,' he could lose his job. Every Saturday … people grade me on how a bunch of 20 year olds run around. No matter how they play, if we don't win, some jerk says I didn't do my job.

With more empty seats in the stadium now than 10 years ago, can you afford to call fans jerks?

I just wish people would evaluate why they buy the tickets. Do you buy the tickets strictly because you want to see [ISU] win, or do you buy the ticket 'cause you're looking for a day to go … have a good time and be a loyal supporter? Too many people think, "This ticket gives me the right to demand that you win the game."

We didn't hear that when you first came. What happened to what [VISIONS] called that "match made in heaven"? When did the honeymoon end?

There was a time for the first four years … when everybody said, 'God, this is the most exciting football I've ever seen.' Then I lose one game [to Northern Iowa last fall], and my whole career should go up in smoke. … I've been here six seasons and lost two games I truly think we shouldn't have — Northern Iowa last year and Kansas State [in 1990]. Everything else has pretty well gone by the script. And I've beaten Oklahoma [in '91] and Nebraska [in '92].

Looking at '93 … You've said that, for the first time, you've reached the full allotment of 95 scholarship players — your kind of players. How's that feel?

It's at least gotten to where I feel good about competing. … I see … a nice big round light at the end of the tunnel. And I'm pretty sure it's not a train. … I want to win games. The first four years I thought I'd been tricked and somebody was punishing the hell out of me. I thought God had sent me here to really kick me around. It hasn't been fun for me.

Have you regretted coming here?

No, because of the people. I would do it again, but I wish I could've come here four years sooner. I put my athletic life on hold here for about four years. … But now football is starting to be fun again.

Do you worry that just talking about "fun" and lights at ends of tunnels instantly creates high expectations for the scoreboard? What happens if you go 4-7?

Let me clear this up. I'm not worried about [Jischke] or … anybody else. The Martin Jischke I've gotten to know doesn't want me looking over my shoulder. … But if people want more than what I've given, if they think they deserve better, they can pull the plug. But they'll do it professionally. No negotiating. … Get the contract, read it and cut the check. I'm owed that. Now, I don't think that's ever gonna happen. I'll be honest … they got the best guy they could have right now. If they don't have enough intelligence to realize that, I don't need to be here in the first place.

Is that what you'll tell [Smith]?

It's his prerogative to bring in his own guy. … But I've been too long in this business to worry about who the next AD is. I'm sure he'll be a good man. … I know he's gonna want me to win games and make money and help pay the bills. What else is new?

Have you ever wished you were more thick-skinned and less emotional?

I sometimes wish I was more like [Indiana basketball Coach] Bobby Knight. He scares people. They get ready to ask him a question [at a press conference], they go, "Aw, hell, it's not that important." But I get asked all these questions, I answer 'em, then the media hang me for it. Yeah, sometimes, I'd like to be like Bobby.

SPORTS BRIEFS

TO THE FORE Iowa State's women's golf team, never better than fourth in the Big Eight Conference Tournament, stunned the league with its league championship at Lincoln, Neb., in April. That victory helped the Cyclones clinch their first-ever NCAA regional tournament bid, sending both the men's and women's team to regionals in May. (Neither team qualified for the finals; the women were 11th in Baton Rouge, La., the men 19th in Columbus, Ohio.) At the Big Eights, senior Shelley Finnestad led the ISU women and captured Big Eight medalist honors with a 54-hole total of 232. "I didn't think we could win it," admitted Coach Julie Manning, a 1983 ISU graduate who not surprisingly was named Big Eight Coach of the Year. "But that makes it all the better. It's a little unbelievable." Senior Mark Hankins, a first-team all Big Eight selection, led Coach Dale Anderson's men's team to its third consecutive NCAA regional tournament.

HELP ON THE WAY At one point last season, first-year women's basketball Coach Theresa Becker had just seven players in uniform — and that included a pair of walk-ons and the former team manager. 1993-94 is shaping up into a different story. In the spring signing period, Becker received commitments from seven women: Tiffany Cox, a 6-foot-2 center from Sioux City; Amanda Doten, a 6-foot-2 forward/center from Golden Valley, Minn.; Tara Gunderson, a 5-foot-8 guard from Lake Park; Julie Hand, a 5-foot-10 forward from Emmetsburg; Alecia Lee, a 6-foot forward/center from Kansas City, Mo.; Kim Martin, a 5-foot-8 guard from Kansas City, Mo. and Jennifer Warner, a 5-foot-9 guard from St. Paul, Neb. … As of VISIONS' June press time, men's Coach Johnny Orr had signed just one player in 1993: 6-foot point guard Jacy Holloway from Moundridge, Kan. Holloway played on four consecutive state championship teams. Orr signed two players last fall.

Comparing Notes

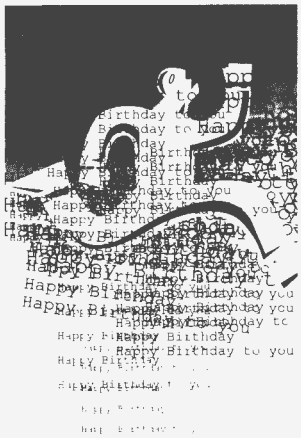


ILLUSTRATION BY BRIAN EBERT

By Dan Davenport

Dan Davenport is associate editor of VISIONS magazine.

No 30 YEAR OLD I KNOW IS SO OBSESSED with Rachel Carson's "ever-flowing stream of time" as the one whose backpedalling hairline I scrutinize in the mirror each morning. For years I have loathed my daughter's first boyfriend — and I am not yet a father. I scan the obits almost daily, my eyes pulled to the under-40 deaths like magnets to a refrigerator. I know my dog's age in my terms (24) and that she will pass me next spring.

It's a rare sun that sets without my undertaking an hour-long run through Ames or on the StairMaster. I (until now) publicly credit my fanaticism to incredible sleep or a 3,000-calorie-per-day diet or some "ultimate challenge" hokum, but in moments of extreme honesty, I know from what I run. And I know the farther and faster I dash, the more harrowingly it clips my heels.

"We die and we live," says the Koran, with a beguiling transposition, "and nothing destroys us but time."

But I'm finding some solace of late in a place where it seems we make so many discoveries: The fine print. Specifically, the Alumni Notes section in The Iowa Stater, VISIONS' sister tabloid.

I once viewed this as a task not unlike cleaning the lint guard in my dryer. Who really cares if Heidi married or Lloyd moved or Beulah died? Heidi and Lloyd care, I suppose, and Beulah's heirs.

But lately, as my trail of heel marks stretches ever closer to the Halfway Point — I hit 38.1 on Aug. 21, 2000 — I've begun to detect a curious texture to these pages. I no longer comb them solely for typos craftily burrowed among legions of faceless names. Now, when Sandi, our horribly proficient editorial assistant, hands me the notes, I close my door and take concurrent lessons in sociology, philosophy and theology.

Individually, there is no mystique here. Early classes are dominated by entries like *Tracy Treeclimber, kindergarten teacher, Crescent Roll Elementary, Drywall, Calif.* The Great Scramble has begun, and I get to watch. Spouses and children sprinkle in some flavor like cinnamon on toast, but in 1990s America, personal lives wait on deck.

For about five years. Then come the Boomers. (Take my word: Boy Scouts will be walking hump-backed Jessicas and Hannahs and Sarahs across the street in the middle 21st century.) Alums are getting promoted now, but mostly they're catching up at home — drawing up pre-nups, letting the dog out, hanging Barney wallpaper in the guest bedroom.

This stretch runs for a good decade, when the priorities (in harmony with the hormones) begin to shift. This is the alphabet section: MBAs, PhDs, CEOs, IRAs. We stay here for, oh, 20 years, before the In Memoriam section begins to stir. (We don't print grandchildren or retirements.) Soon the fine print is dominated by two interleaved phenomena: Death and (re)marriage. Twenty years more and obits have cornered the market. Yet another 20 and it's as if we never were.

I still fidget at the thought of hitting that ultimate exit ramp, of a successor running her or his cursor along something like ***Dan E. Davepnort, Ag Jlsm '84, Ames—Oct. 17, 2040*** under In Memoriam. (Something tells me I'll have that typo coming.) But reading the notes not as a list but as an unfolding account does bring me peace. I find a soothing rhythm there, a pulse. And a symmetry. The yin gives way to yang. We make pink, wrinkly babies, we lose our way home from the post office.

Up and down we march as if on our own sine curve, the 'Y' axis measuring the stream of time, the 'X' marking PTA meetings and gold watches and chemotherapy sessions. Fitful attempts to stretch that curve are woven into our fiber. My hope that I can run my way off it is delusionary and downright arrogant. Thousands of Iowa Staters tell me so — right there in the fine print.

Sure, this curve has built-in latitude. But for the most part, we're held fast to it by an invisible hand: deity or biology, it's your call. And outside my door waits Sandi, primed to type it all smartly into narrative. ◐

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