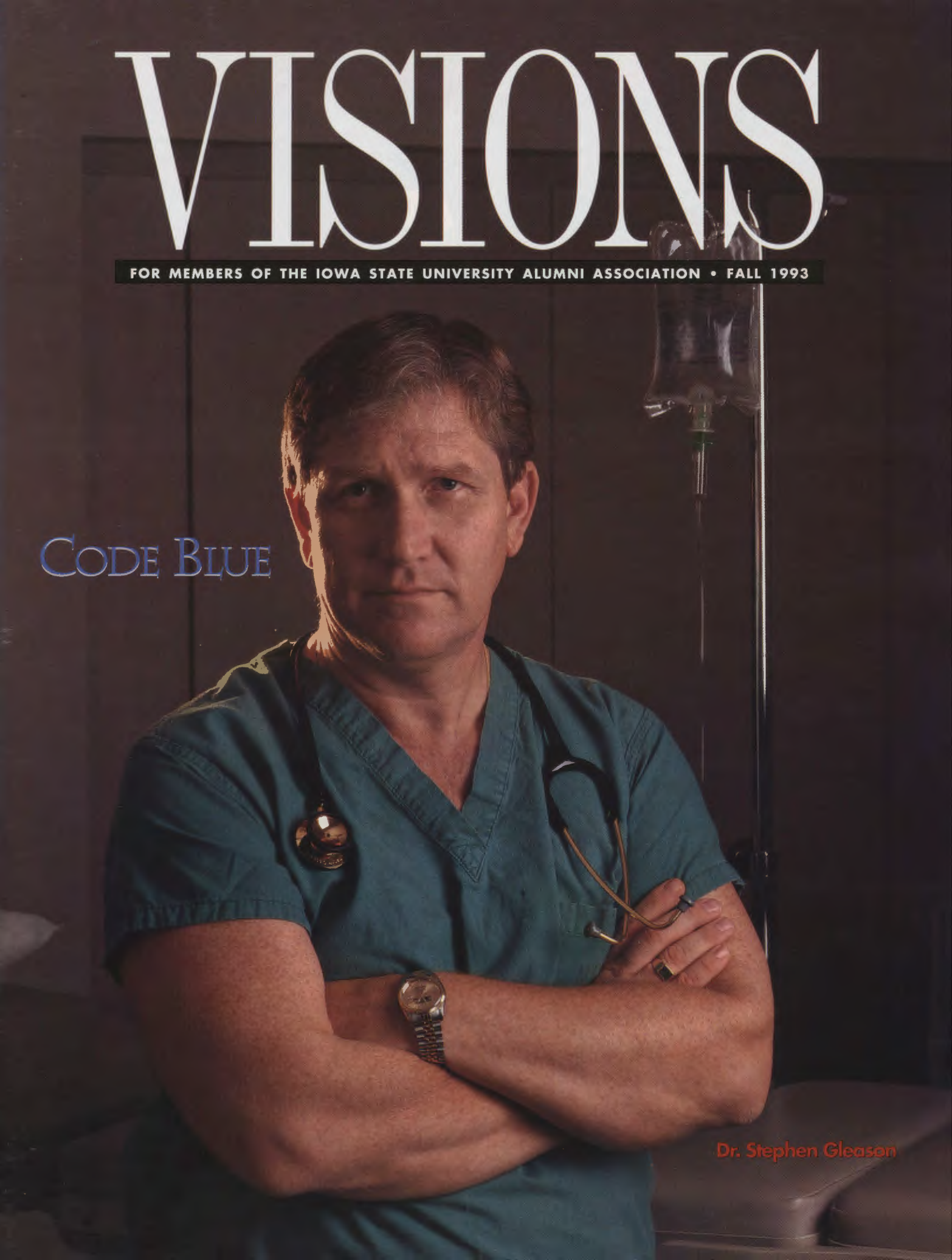
VISIONS

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION • FALL 1993



CODE BLUE

Dr. Stephen Gleason

OUR MEMBERS ARE SAVED.

We can't vouch for the hereafter, but in the here and now, Alumni Association members experience out-of-this-world savings. They receive blissful discounts on such popular Iowa State merchandise as the exclusive Amana woolen blanket (*page 38*), the marvelously entertaining book *Here's Johnny Orr* and the elegant Alumni Association chair (*above*). Our members find that the products are divine, the savings heavenly.

Put your membership to work!

The Iowa State University Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames,IA 50014-7164 (515) 294-6525

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BY DAN DAVENPORT

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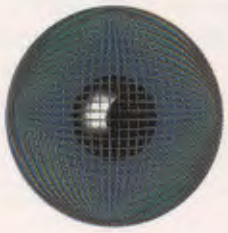

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• COVER PHOTOGRAPH BY JIM HEEMSTRA

VISIONS

FOR MEMBERS OF THE IOWA STATE ALUMNI ASSOCIATION

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VISIONS is published quarterly by the Iowa State Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, Iowa 50014-7164. Second-class postage pending at Ames, Iowa, and at additional mailing offices. Annual subscription price is $24. Annual membership dues are $35, $24 of which cover VISIONS subscription.

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POSTMASTER: Send changes of address to: VISIONS, Alumni Suite, Memorial Union, Iowa State University, Ames, Iowa 50014-7164. Telephone (515) 294-6525.

VOLUME 6 NO. 3

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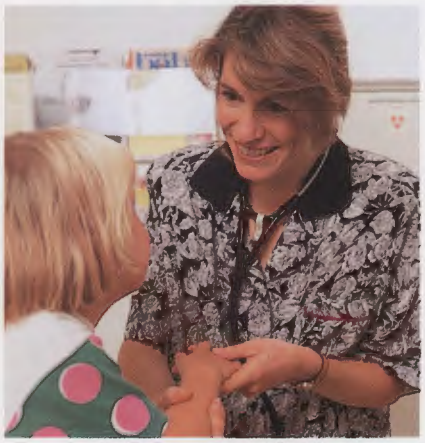
Heart Monitor

I'LL BE THE FIRST TO ADMIT IT. THERE WERE plenty of times during my growing-up years when I was just a little out of sync with my peers. My girlfriends wanted to be mommies and nurses. Not me. I wanted to be a doctor. They drooled over Bobby Sherman and Greg Brady. Other than that mercifully brief period when I fantasized about David Cassidy, I was dedicated to the altruism and allure of *Medical Center's* Dr. Joe Gannon and of course, to the warmth and wisdom of one Dr. Marcus Welby.

How many weeks did I sob (right in unison with Nurse Consuelo, I might add) over yet another German measles virus run amok? And how many episodes did I sweat it out with Dr. Joe until, with four minutes left in the episode, he'd ram through those swinging doors, clad in skin-tight polyester bell-bottoms and ankle-high zippered boots, clutching the magic serum? Yep, there was no question about it—I was meant to be a doctor.



Kathleen Foster-Wendel, M.D.

But in time, I discovered an aptitude for words and a disdain for chemistry formulas, my TV icons were bumped for the likes of *Charlie's Angels*, and I just didn't think all that much about doctors. I wasn't overly impressed with the one who made me sit up and watch him extract my tonsils at age 21, but I'm still quite enamored with the OB/GYN who coaxed our two children into the world. Like many of us, I grew accustomed to drawn-out waiting room intervals and nanosecond exams with no eye contact. More often than not, I found myself apologizing for coming down with that stupid strep throat in the first place.

And then three years ago, I met a physician who obviously missed those med school lectures denouncing the merits of good manners. I suspect she doesn't remember our first meeting at all; pediatricians encounter shaky first-time mothers with raging hormones as often as they peer at chicken pox or ear infections. The calm, patient voice of Kathleen Foster-Wendel on the other end of the phone became my lifeline each morning during my daughter's first week or so, and I've anxiously picked up the receiver and been reassured by that voice countless times since. She's talked my husband and me through bouts with jaundice, pneumonia and asthma. When she suspected meningitis in our 8-month-old son, she counseled me through my tears, doing her darndest to convince me it was nothing more than a flu bug gone berserk. And when she crooned in Sam's tiny ear as she pushed that needle into his back, I'm convinced her murmurs were as much to allay my fears as his.

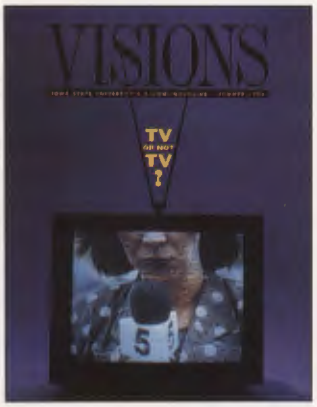
It seems to me that all the policy wonks and legislators currently bickering over health care reform *(page 18)* would do well to drop their sniping and read the prescription that's being waved right under their upturned noses. Forget the bleating about malpractice and whose turn it is to push the paperwork. What we need to focus on is producing more health care professionals like Foster-Wendel, who treats the tiniest patients with respect and affection. Who sheds her white coat at the door because she remembers what frightens a cautious 2 year old. Who doesn't hesitate to share her own trials and tribulations as the mother of three rambunctious children, even when her commitment to her family isn't universally revered among fellow practitioners. Who's not afraid to admit she's really quite human.

At age 38, this physician has diagnosed the problem and delivers a remedy that for decades, politicians have dodged. Isn't it time "care" stopped being just another four-letter word?

—Debra Gibson

LETTERS

Setting Boundaries



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 50014-7164.

(Editor's note: Armed with intensity and decisiveness, VISIONS readers fired off record responses to Summer '93's "Out of Bounds?" Following is a sampling of those reactions.)

I am a proud ISU alumnus. In fact, if I could once again return to my teenage years, I would without waver enroll at Iowa State. My proudest moment was my selection as a member of Cardinal Key. My most productive year, even to this point in time, was the year I spent as president of the Student Alumni Association ('76-77).

I have gone on to become director of education for a major manufacturer of medical equipment.

It is important for you to also know that I am gay.

Did I at times feel out of bounds at Iowa State? No more than anywhere else. Would I like to see Iowa State contribute to social change? You bet! What better institution to be on the leading edge.

Yet, I'm a realist. Social change is evolutionary; rarely revolutionary. It takes leadership and leadership is rarely without controversy.

I think it is time for Iowa State to recognize same-sexed couples. Numerous corporations and municipalities already have. It is only fair. It recognizes what we all know already exists.

Was I "out" at Iowa State? No. Am I any less productive or any less worthy of my space on this planet now that I have told you? No.

I encourage you to utilize your position of leadership to contribute to what will be inevitable social change. Your positive and thoughtful actions will have a tremendous impact on those young students still hidden by the doors of injustice and intolerance.

Scott Rohlf, '77
Denver, Colorado

I am a lesbian, and was going through my own coming-out process while a student at Iowa State. I would very much like to see you cover lesbian and gay-related subjects; in fact, the lack of coverage in the past has been a glaring oversight.

I don't know who was included in your informal poll of gay alumni telling you to wait a while, but I doubt that they represent the majority of us. We simply want an equal place in society — no more, no less.

Most of the time we are able to accomplish our goal of letting people see that we have much in common with them, that our interests go far beyond the bedroom, and that we want the same things for ourselves and our families as they do. The bottom line is that we really just want to be treated like everyone else.

Constance (Connie) Barton, '74
Seal Beach, California

I served as president of the ISU Student Alumni Association and vice-president of the Class of '84, lived in the ISU Greek system for three years, was named the university's Outstanding Journalism Graduate, was honored with the Wallace E. Barron Outstanding Senior Award, and was inducted into Cardinal Key and Mortar Board.

I'm also a gay man who endured countless demeaning comments and jokes about "fags" from my fraternity brothers. I've been physically threatened outside a gay bar in Mississippi. And I consoled my 24-year-old lover while he was dying of AIDS; I can't get the memory of his frightened blue eyes out of my head.

As gay men and women who graduated from ISU, we're your doctors, your lawyers, your scientists, your neighbors ... your newscasters. And the time for intolerance is over. [It is time] to get past prejudice and provide an environment at ISU that does not discriminate against people like me.

Steven R. Walker, '84
Seattle, Washington

The lesson I have learned is simple: "Silence kills." Sexual minorities have been silent for decades, hoping for tolerance from those who discover their secret. This silence leads to isolation, loss of self-esteem, self-abusive behavior and even suicide. This silence

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ignores the fact that hatred is not silent. It speaks loudly from the halls of Congress, the military barracks, the classrooms, the pulpits and the kitchen tables of our nation.

Although I understand the advice of my fellow gay alumni to delay publishing an article until a more opportune time, I believe it is misguided. There will be no more opportune time. Our young people are dying now. Our soldiers are being discharged now. Our sisters and brothers are being routed from churches now. Waiting will not stop this madness.

I am sure that your article will draw nasty letters from irate alumni. But let them write. Let their bigotry be exposed. It's the only way we can move from the silent dark corners into the light of day. I urge you to publish your article, before any more of us perish.

Charles S. Collins, '72
Rochester, New York

I am proud to be an alumna of Iowa State ... I [also] am the only surviving sibling of a gay man who died due to complications of AIDS 16 months ago. My brother, Tom, was a funny, loving, generous, handsome man who died a long, painful death ... at the age of 28. I feel very strongly that the time of his illness and his life as a gay person were made more difficult because of our government's and society's actions and attitudes toward gays and lesbians in general and, particularly, toward people with AIDS.

... People need to face up to the fact that there are gay people among us; even if that goes against their religion or their politics, these people are here to stay. My brother came out to me while I was at ISU.

... When Tom told me he was gay what was once an abstract principle was now my little brother. I know this is a difficult, multi-layered, explosive issue but, please, if the time seems ripe, write about this. I think it is so important that we learn to value, respect and appreciate each other regardless of the differences. We have so very much to lose if we do not, and I know from my own experience that we have a world to gain if we do.

Merrily Dunn, M.A '82
Starkville, Mississippi

Nobody voted on whether women should have the vote or whether racial minorities should have their civil rights protected, but let's all vote on the queers! Should we cover "them" in VISIONS? Homosexuality has "a contentious reputation." Well, in the same issue, there's an article on a woman who's researching white supremacist groups such as WAR and the Klan. Have they shed their contentious reputation? I don't remember being asked if that article should appear.

As a lesbian who shares a home with her lesbian spouse and works for a conservative corporation, I make difficult decisions about discussing lesbians and gays every day. When mainstream media makes an issue of whether or not to be inclusive of lesbians and gays, they ignore the fact that we participate in every aspect of society, we buy their products and services, and that we even graduated from Iowa State University and are members of the Alumni Association. It would be nice if VISIONS could truly be Iowa State's Alumni Magazine, not just Iowa State's Heterosexual Alumni Magazine.

Sandra J. Kurt, '85
Akron, Ohio

Call it homophobia or homo-ignorance, but allowing blatant discrimination against gays and lesbians, starting with ISU housing policies and practices and extending to nonrepresentation in curriculum and resources, is saying "yes" to hatred. I believe it is time to call President [Martin] Jischke to task for failing to take personal responsibility for this oppression of gays.

Furthermore, why does an academic institution, at any level, hesitate to launch a debate in the name of understanding and accepting diversity — does your reference to "wrong issues" in the article apply to gayness, as if saying that gayness is wrong?

Some of us work hard to change policies and laws, but we first need to change attitudes. That takes courage and leadership from key people. We must speak out and take responsibility for educating our youth and young adults about homosexuality and the evils of hatred.

So, I call on the roughly 10 percent of our 160,000-plus ISU alumni to withhold their support until our beloved and respected alma mater finally practices its principles. It's time for change, not because of potential economic pressure, political right or religious might, but because we know in our hearts that it is the right thing to do.

Curt N. Peterson, '79
St. Louis Park, Minnesota

The summer edition of VISIONS was excellent. I asked my wife to read the delightful interview with Jim Walden, mostly because I agree with everything he said. [Regarding "Out of Bounds"] ... My vote is to not address the topic in depth. Not much could be added from an informational point of view that hasn't already been covered elsewhere. The gay alumni you have talked to have responded by saying "Don't do it — at least not yet."

We've been going through a tremendous cultural revolu-

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tion the past 20 years or so. Many of the old traditional ideas of family, church and lifestyle have been pretty well trashed as we strive for fairness and diversity and equality for everyone. The more society tries not to discriminate against anyone, the more things seem to be coming apart at the seams.

I'm sympathetic [to] Mr. [Bruce] Alspaugh, but I would have been a lot more sympathetic if you hadn't written that he was trying to get into campus housing because it was convenient and cheaper and his partner wouldn't lose Social Security disability payments. Those just don't seem like very good reasons to change our culture.

Ray C. Wehde, '48
Lincoln, Nebraska

Your invitation for comments is irresistible.

The American journalists' daily task is to report the newsworthy events of the times. The editor rates the merit of each event and what page it merits, and [should] be editorially above corruption. Honorable "crusading" must be an action of last resort.

... It appears that Alspaugh needs nearby affordable quarters for two males. For heaven's sake, isn't there anyone or [any] agency on campus who can help these two, since they seem incapable of doing so?

It really appears Alspaugh wants aberrant university societal rules for family dwelling (or rather to observe no rules at all). Such existential elitist attitudes are irresponsible and always disruptive. While the university must attempt to be an intellectually free zone, it should not be rule-free. Why subject family areas to the aberrant problems Alspaugh obviously brings with him?

William E. Davidson, '52
Hemet, California

I do not care to read much about homosexuals in any ISU publication, nor do I wish the administration to do anything to legitimize their lifestyle. At the same time, we should not stifle civil discourse or shoot the messenger who brings bad news as Greeks once did.

I view the creation of the gay support position as the start of an infection that could prove disabling for ISU. I know some grads have withdrawn financial support because of that.

The military is trying "Don't ask, don't tell." If that works for them it might work at ISU, at least for ROTC and their instructors.

Diversity does not have to include every fetish and unnatural lifestyle known to humankind. It would be enough if the sexes and races got along and worked in harmony.

Robert F. Jones, '52
Warren, Michigan

I was an honor student who received a DVM degree from Iowa State College, as it was called in 1947. I have always been proud of the years spent in Iowa and especially proud to be an alumnus of Iowa State University. I have kept active through my financial support during the last 46 years. I was especially charged to respond. ...

Please do not be intimidated by a few (100) unusual people. Please support President Jischke in denying these individuals special treatment because they are homosexuals.

I was reared during the period of time when gay meant mirthful, lively, merry, festive, gleeful, jolly, jovial and other uplifting and pleasant words. Those who chose to live a homosexual life style were referred to as queers, not gays.

I was reared during a period of time when the homosexual lifestyle was referred to as a practice of sodomy, not a gay lifestyle.

I came from a period of time that during the six years at Iowa State University I never once knew or heard of a homosexual person.

I came from a period of time when we were taught in veterinary school that an aberration of the normal was defined as a disease. If a person so chooses to have this disease it is by choice, not by chance or by accident.

I came from a time when a group of 100 out of 15,000 would not be considered a minority because of a chosen lifestyle. Now I am living in a time where all these values and goals seem meaningless, where two aberrant individuals insist that they have special privileges just because they choose to be what they are.

Gays, using the modern definition, are not a special group that deserve special treatment. There is absolutely no sense for special classes, or divisions within the university system. Nor any reason to change housing rules merely to accommodate someone because of their sexual preference.

I know that it is highly unlikely that a letter such as this will be published in an alumni publication, even from dedicated alumni. ... However, keep in mind that these feelings and attitudes represent the majority of people and in a democracy such as ours, the majority still counts!

Victor H. Austin, DVM '47
Westlake Village, California

A few months ago a letter to a newspaper editor stated that a "minister" displayed an anti-gay sign at the funeral of an AIDS victim. The letter asked, "What would Jesus do in this case?" I answered that Jesus would have brought him/her back to life and healed him/her of whatever was abnormal.

LETTERS

I don't believe God creates promiscuity in individuals, otherwise Jesus could not have healed them. But gays, at least the ones that get the attention of the press, apparently don't want to change their ways, and furthermore, want public support for their immoral lifestyle. This is hardly a demand for a civil right.

I commend President Jischke's stand, and I shall continue my nearly 50 years of financial support for ISU as long as this stand remains.

Merle Kirby, '55
Davenport, Iowa

I am indeed grateful for your report and questions relating to the repulsive actions of a few students on the campus. Our really great university should have no place for such troubled young people. They are now encouraged by politics (in my view). [They should keep] frustrated personal intimate feelings to themselves.

Samuel C. Hamilton, '29
Austin, Texas

Extending the Outlook

Agent of Change" (*Summer '93*) noted changes to ISU Extension, such as personal computers and fax machines. However, we were probably the second state extension to have computers in wide usage, with the Apple III's, if anybody remembers back that far. Also, our concern is not "to make two blades of grass grow where one had grown before." Farm profitability is and was our underlying goal, which may or may not result in increased yields.

Also cited is that "clients' questions might go unanswered for days or even weeks" at critical times. I challenge you to list three or four specific instances of this occurring because I don't know of any.

Del Shepard stated that Iowa manufacturing produces more income than agriculture. I had always heard that agriculture was the cake of Iowa's income and that the rest was frosting. I'd like some reference substantiating his claim and data to cover a period of years.

Extension's history need not be muddied or misrepresented to make the present great.

Palmer Holden, M.S.'67, Ph.D.'70
Ames, Iowa

(Editor's note: According to U.S. Department of Commerce statistics for 1988, the most recent year for which such figures are available, manufacturing accounted for 22.4 percent of Iowa's personal income, while agriculture accounted for 7.8 percent. Commerce Department figures for 1989 Gross State Product are similar: 21.7 percent derived from manufacturing, 8.1 percent from agriculture. Lloyd Anderson, industrial specialist at ISU's Center for Industrial Research and Service, points out, however, that food processing and farm machinery account for one-fourth of Iowa's manufacturing employment.)

Greek to Them (cont.)

Re: *"Greek To Me," Winter '93*) Several people interviewed refer to the freedom of any individual to come to ISU and "join the Greek system" if that is their choosing. Based on my own experience with sorority rush, "selectiveness" is not a new feature of the Greek system. That selectiveness, however, does not necessarily need to be changed. The question is really twofold: Is one of the purposes of Greek life to prepare young people for the "real" world? And does Greek life really emulate a family?

Greek life that does not integrate people of diverse race and ethnic backgrounds does not prepare its members for the diverse world they will encounter after graduation. The current status of the Greek system at ISU, as described in the article, appears more like segregation than integration.

I am married to a third-generation Japanese man who was born here, as were his parents and grandparents. He was not raised any differently than many Caucasians I know. He does not speak or read Japanese. He is by all rights as American as I am. I also have seven adopted Korean nieces and nephews, all of but two of whom will have lived in the U.S. longer by the time they get to college than they lived in Korea. It saddens me to think that they will be treated any differently than their Caucasian classmates. Even my half-Japanese children will feel the forces of society working against them if people continue to consider other races as somehow different than themselves.

The concept of acceptance of people as individuals rather than as members of any particular group of people relates directly to the question of whether Greek life actually emulates a family. Families are groups of people who share a common bond, but whose personalities, beliefs and convictions may differ widely.

If members of the Greek community do not consider preparation for the real world to be a necessity, and they can admit that their system really isn't much like a family at all, then it is their right to decide against diversity. It concerns me, however, that if institutions that influence college students as much as the Greek system opt to forgo diversity, dangerous preconceptions of non-white Americans and international students will be perpetuated.

Susan Pielsticker Mizuno, '82
Denver, Colorado

ED McCRACKEN LIKED OUR PROGRAMS.

So he renewed his membership in the Iowa State University Alumni Association. The CEO of Silicon Graphics Inc. closely monitors his alma mater. He likes the special effects produced by our menu of university-enhancing programs such as student recruitment, student leadership and ISU clubs. And his membership allows him to access our series of key personal benefits, including VISIONS magazine, the university events calendar and discounts on hotels and merchandise. So take it from Ed McCracken: Keep your file open when it's time to renew your membership in the ISU Alumni Association.

WHEN IT'S TIME TO RENEW, THINK ISU.

A GENERATION OF STAGE TALENT GIVES ITS REGARDS TO SOV

In a year in which New York celebrates 100 years of Broadway, Iowa State alumni are planning a grand tribute to the university's seventy-something version of the Great White Way: Stars Over Veishea. On Nov. 5 and 6, what's being billed as "the largest number of ISU and Ames community actors, dancers, instrumentalists and performers ever assembled in C.Y. Stephens Auditorium" will storm the stage with Stars Over Stars Over Veishea. The musical tribute and review of the annual Stars Over Veishea extravaganza will spotlight more than 30 Broadway musicals performed on campus over the years.

"Our goal is not only to produce a fabulous show, but to create a new awareness of Veishea's annual SOV production in ISU students and alumni and the Ames community," says 1974 graduate Susan Thomas Lee, who'll share SOSOV co-director responsibilities with her husband and '76 grad John A. Lee. Both Lees held upper-level creative positions at Walt Disney Company in Los Angeles before returning to Des Moines to work as vice presidents for Busby Worldwide, a film, video and marketing company.

ILLUSTRATION BY BRIAN EBERT

ISU Vice President for External Affairs Reid Crawford, '73, who is serving as executive producer, says funds raised by the two shows will go toward revitalizing SOV and its future productions.

Also playing crucial roles in planning the event are Greg Millar, '80, and Connie Tapps Ringlee, '69.

Among former SOV standouts planning to lend their considerable talent to the all-volunteer cast are Mark Pinter, '72, now acting in the soap opera *Another World*, television writer/producer Neil Thompson, '70, Steve Petska, Martha Forsyth Haut, '76, and Jonathan Haut. Assisting chief choreographer Susan Lee will be a name familiar to decades of Iowa State theatre nuts: retired dance professor Betty Toman.

For more information, call Crawford at (515) 294-7730.

李總統獲頒ISU國際傑出成就獎

This headline, from the July 29 Central Daily News of Taiwan, announces that the country's president, Lee Teng-hui (*right*) received Iowa State University's International Distinguished Achievement Citation (DAC). ISU President Martin Jischke (*left*) and Patty Jischke traveled to Taipei for the ceremonies honoring Lee, an agricultural economics graduate student at Iowa State in the 1950s. The DAC is Iowa State's premier alumni award. The Jischkes also met other ISU alumni during their visit.

STATE STATS: MUDDY WATERS

Height at which Squaw Creek crested on July 9, in feet: 18.53

Flood stage, in feet: 7

Number of times Squaw Creek has crested beyond so-called "100-year" flood level in past three years: 2

Previous record crest, in 1990: 13.5

Campus area flooded, in acres: 600

Percentage of campus flooded: 33

Approximate number of people in Towers Residence Hall emergency housing: 50

Depth to which Hilton Coliseum was filled with water, in feet: 14

Amount of water in Hilton, in gallons: 15 million

Approximate time water needed to fill Hilton to eight feet, in minutes: 45

Time workers needed to remove water from Hilton, in days: 4

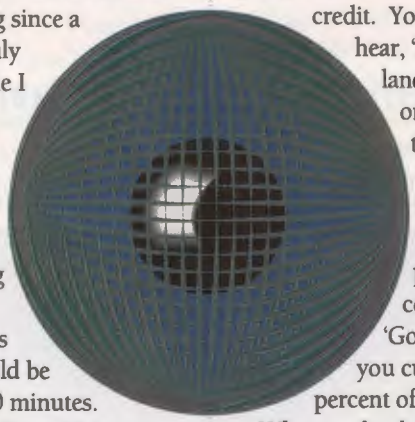
Number of days of classes cancelled because of flood: 1

Estimated total damage to Iowa State University: $7.7 million

SOURCE: ISU OFFICE OF UNIVERSITY RELATIONS

ONE QUICK CLASS BEFORE YOU GO: REALISM 101

By the third sentence of Ames Lab Director Thomas Barton's August commencement speech, all those in attendance should've known this wasn't going to be your typical yawner. "You worked hard for this day, and you should feel proud," he told those of the total 812 graduates who attended the ceremonies at C.Y. Stephens Auditorium. "But I wouldn't get too smug since a lot of the truly stupid people I know are college graduates."



He went on to make the shocking announcement that his address would be limited to 10 minutes. He largely achieved his precedent-setting brevity by replacing tired maxims (see: "If it is to be, it is up to me") with what he described as such nuggets of "somber . . . realism" as:

- There will be a war, poverty, bias, bigotry, prejudice, hunger and disease, and it is "totally unreasonable to expect that humankind will completely change its stripes in only a generation or two. Thus I can guarantee you opportunities if you are willing to define opportunities as problems needing solutions."
- "Watch out for progress."
- And perhaps most discomforting for students already anxious about life outside the bounds of Lincoln Way and Pammel Drive: "... The biggest thing [you're going to miss] ... is partial credit. You will never hear, 'Nice landing, you only missed that runway by 30 feet,' or 'You built that car 80 percent correct,' or 'Good job, doc, you cut out 90 percent of the cancer.' ... What used to be a 'B' might now be an 'F'."

{ If the newest inductees into our brethren are to succeed — and they will, for they are Iowa Staters — they must open their eyes and minds. }

These are daunting times beyond the Green Hills, perhaps as demanding as any faced by ISU alums save the early '30s. If the newest inductees into our brethren are to succeed — and they will, for they are Iowa Staters — they must open their eyes and minds. Tom Barton deserves full credit for helping the grads of summer '93 do just that.

HELEN LEBARON HILTON DIES

There are certain members of even the largest of institutions that, upon dying, leave an unmistakable void in all those left behind.

Helen Hilton

The emptiness created by the loss of former Vice President Carl Hamilton remains as discomfiting today as it did upon his death, now nearly two and a half years ago.

August 10 brought the passage of yet another irreplaceable landmark from Iowa State University's glorious horizon: 83-year-old Helen LeBaron Hilton.

She was the longest-serving dean in the rich history of the College of Family and Consumer Sciences (formerly home economics). She held that role from 1952-75. When she retired from the university in 1980, the south wing of MacKay Hall was renamed Helen R. LeBaron Hall. She had married former ISU President James H. Hilton in 1970.

Two U.S. presidents — Dwight Eisenhower and John F. Kennedy — named her to important national education panels. She was the first woman to serve on the Ames City Council, and helped organize and direct numerous local organizations.

This fall, the retirees' continuing education program she helped create will be launched.

"AND YOU CAN QUOTE ME"

"It's pretty tough to put a price tag on [flood damages] right now. But I think 'A lot' would pretty well cover it."

—Iowa State Center marketing director Andy Long

NO HOLES IN THIS THEORY

Not long ago, VISIONS told you about the ISU Exercise Clinic's work to assess the health of some 500 Iowa law officers (*"Heart Disease Stakeout," Spring 1993*). That program is being heralded as instrumental in helping the women and men in blue crack down on heart disease. Now, researchers on the other side of campus may also be able to help law officers — and all of us sweet on fried, round breakfast goodies with holes in their middles — police their pumps.

ILLUSTRATION BY GABRIEL TSANG

The glazed donuts most cops pick up during their nightly rendezvous at the local do-hut derive more than a third of their calories from fat. You don't need to be Richard Simmons to know that's not good on the arteries.

Now, food science and human nutrition Professors Lester Wilson and Diane McComber, along with 1992 master's graduate Lori Murphy-Hanson, may be on to a donut-making process that, by substituting soy milk for powdered milk, cuts by more than a fifth the amount of fat absorbed during frying. "The question, of course, was, Can we reduce the [fat] uptake without affecting the flavor?" Wilson says. "We found that the answer is yes."

Soon after news of Murphy-Hanson's graduate thesis was released to the media, baking companies sought out Wilson with more questions. Among those calling to learn more about application of the soy milk process was Allied Lyons of the United Kingdom, which owns the company that owns Dunkin' Donuts.

"Quite a number of companies, large and small, national and international, are interested," Wilson says. "We're just now investigating the patenting situation. This has some real possibilities. This could end up being a great situation for everyone — farmers, the [donut] industry, consumers."

HUB TOP TEN

Top 10 University Book Store magazines, by unit issue sales

⑩
GQ
⑨
Windows Sources
⑧
Self
⑦
Computer Shopper
⑥
Vogue
⑤
TV Guide
④
Rolling Stone
③
PC Magazine
②
Glamour
①
Cosmopolitan

SOURCE: AMES NEWS AGENCY

CHRISTY TAKES OVER ISU'S FEDERAL RELATIONS OFFICE

A man with a fat resumé in university-government relations has been named Iowa State's newest director of federal relations. In July, Lowell Christy, most recently a visiting research fellow at the Economic Strategy Institute in Washington, D.C., filled the vacancy left by the January resignation of Kent Hall. At the Office of Federal Relations, Christy will serve as a link between Iowa State and the U.S. Congress, federal agencies and educational groups.

At the Economic Strategy Institute, Christy researched technology management and infrastructure investment effects on U.S. competitiveness.

Christy has also:

- **advised the Bill Clinton and Ross Perot presidential campaigns on infrastructure and technology policy;**
- **implemented an infrastructure strategy in North Carolina's Research Triangle;**
- **overseen federal relations at the University of Illinois-Chicago;**
- **served as president of a Washington firm bringing together U.S. senators and representatives and leaders from industry and higher education;**
- **served as president of a Washington international trading company and**
- **worked for four years in technology transfer and innovation management at Stanford Research Institute International.**

Up On The Roof

Iowa State's vaunted campanile got her head on straight in June, when construction workers placed a new roof atop the 94-year-old structure. Be ready for a surprise when the renovation is completed and the blue tarp pulled away next year: The copper-shingled roof will now be, well, copper-colored, not to oxidize into the familiar green for several decades.

JACK COYER-ISU PHOTO SERVICE

Shine On

PrISUm II, Iowa State University's Cy-mugged entry in Sunrayce '93, finished 10th out of 32 solar-powered college and university entries in the 1,100-mile race in June. From the starting line in Texas to the checkered flag in Minnesota, thousands of ISU supporters came out to support the student project. The highlight came on successive days in Iowa, where more than 800 watched *PrISUm II* finish first on a stage at the Iowa State Fairgrounds, then hundreds more gathered in Ames the following morning to watch-to watch the cars beam through town.

ISU PHOTO SERVICE

THE HUB

UTTERLY ROMANTIC

Through parts of three seasons and the first game of the '93 football season, Cyclone quarterback Bob Utter had completed 112 passes.

But none — not even the three touchdowns he threw in the season-opening, 54-10 blowout of Northern Illinois — could match the scoring pass he threw minutes after that Sept. 2 game.

The luster still on his 7-for-9, 206-yard passing performance, Utter climbed into the Cyclone Stadium stands, made his way to Section 23, Row 4, dropped to a knee and uncorked a Hail Mary to Sara Barber, an ISU senior from Ruthven:

"Will you marry me?"

Before you swoon and ask, *Who could say no?* there's more: It was a rare Thursday night game for the Cyclones, with a breathtaking display of stars crisscrossing the sky and set off by a nearly full moon.

Wait, still more: To doubly ensure a reception, Utter talked the scoreboard operator into flashing the proposal in Technicolor, lighting up the south end of Cyclone Stadium for Sara and the giddy crowd of 35,000 to see. (Don't quarterbacks get all the perks?)

Even more: As if the overwhelmed Sara needed any help (after all, this *was* the star quarterback kneeling at her feet), Utter had also rigged the scoreboard to double as the world's biggest teleprompter, brandishing the correct response:

Yes.

OK, now in unison: *Who could say no?*

Not Sara Barber.

ILLUSTRATION BY BRIAN EBERT

GOLDEN AGE OF FLYING

Iowa State's Department of Aerospace Engineering, christened when landing on the moon was little more than a glimmer in Neil Armstrong's eye, celebrates its 50th anniversary this year.

It was called aeronautical engineering upon its formation in 1943, at a time when American pilots were flying missions over Europe. Although it went on to graduate hundreds of successful aviation and aerospace professionals in the ensuing half-century, a member of that inaugural class remains its most celebrated.

T.A. Wilson went on to serve as chairman of mammoth Boeing Co., which he guided through periods of stunning change. Today, Boeing is the nation's leading exporter of manufactured goods. And aviation and aerospace, points out ISU department Chair David Holger, leads all U.S. industries in trade balance.

Holger and more than 70 department alumni were on hand for a June banquet marking the anniversary. Guest speaker was President Martin Jischke, himself the owner of MIT aeronautics and astronautics master's and doctoral degrees.

Banquet attendees were treated to the showing of a 20-minute videotape produced for the celebration. Those interested in purchasing copies of the tape can contact the Department of Aerospace Engineering, 304 Town Engineering, Ames, IA 50011; (515)294-3776. This fall, Holger and other members of the department plan to visit several cities with concentrations of department alums.

EX-HOSTAGE HAVING NO TROUBLE FILLING HIS FREE TIME

Terry Anderson, a man who couldn't vote in the 1988 presidential election — or any other local, state or national race — for 2,455 days, is quickly making up for lost time. The 1974 ISU journalism graduate, held captive in Beirut, Lebanon, by Islamic fundamentalists form March 16, 1985 to Dec. 4, 1991, has set out to form his own grassroots political organization.

Anderson says the group, tentatively called New York Renaissance, will focus initially on New York's state legislature. Although he supported the 1992 Bill Clinton campaign, Anderson's description of his group's genesis smacks more of a certain independent candidate whose name rhymes with Thoreau. "My reading is that people are discontented enough that they are ready to get involved again if they have a little direction and a little leadership," he told the Associated Press. "But unlike the [Ross] Perot organization, which is a top-down, hierarchical group, I want to do this the other way around. I want to draw the agenda out of the people. It is not my agenda, not me telling them what they have to do."

Now nearly two years after his release, the 45-year-old Anderson isn't limiting his pursuits to those of the political persuasion. The former Associated Press reporter is a fellow at the Freedom Forum Center for the Media Studies at Columbia University, and his book documenting his captivity, *Den of Lions*, is to be released this fall.

FOLLOW-UP FILE

NIH UPS THE AIDS ANTE

Iowa State veterinary immunologist James Roth and virologist Susan Carpenter received another $1.1 million National Institutes of Health (NIH) grant to continue their study of a cattle virus that is similar to the HIV virus that leads to AIDS in humans.

For four years, Roth and Carpenter (*Summer '89*) have teamed with researchers at Ames' National Animal Disease Center (NADC) to study the bovine immunodeficiency-like virus (BIV). That study—from an original $1 million NIH grant — has thus far not shown BIV as a model with which to learn more about AIDS.

This recent grant will fund three more years of research.

FOR JOURNALISM, MACK IS BACK

When Barbara Mack moved to Beardshear Hall as executive assistant to the president in September 1991, she told President Martin Jischke that she knew she'd return to teaching journalism one day.

That day is Jan. 18, 1994.

In August, Mack announced that, next semester, she'll leave Beardshear for Hamilton Hall and her old post as assistant professor of journalism. Mack says she will go back to teaching a variety of journalism classes, but her concentration will again be on journalism law. Next spring she'll also teach in the university's Women's Studies Program, return to scholarly writing and perhaps begin work on a book.

"I've enjoyed working with [Jischke], but it's time to get my academic career back in order," says Mack. "I'm going to be a happy, happy camper."

HONEST, I RAN IT THREW SPELL-CHECK ...

A slip reminiscent of Freud threatened to launch a feud on campus during the summer.

Granted, a demon typo or too has been known to skate by the scrutinizing eyes of your favorite alumni magazine staff. It's just that, when it comes to infuriating our readers, we tend to do it with what we put in, not what we leave out.

In what they swear was an honest copyediting mistake, editors of Iowa State's yearbook, the *Bomb*, opened the fraternity and sorority department of their 1993 edition not with "Greek Houses," as intended, but with "*Geek* Houses."

What in Panhel were they thinking?

"We were very, very surprised," says a repentant Helene Bergren, the 1994 editor who took the heat for this year's mistake. "Our Greek editor [Michelle Whitehill] is in a sorority herself. None of us harbor any bad feelings toward the Greek system. A mistake just happened."

Besides apologizing, Bergren also ordered the printing of correction stickers to be placed over the misspelled word in the books sent to the Greek houses and residence halls. That'll cover about 200 of the 2,550 books.

"We know that won't completely fix the problem, but at this point, that's about all we could do," Bergren says. "We just keep saying, Why couldn't it have been anything but the 'r'?" Then again, a dropped 'G' wouldn't have made many friends on Ash Avenue, either.

ILLUSTRATION BY BRIAN EBERT

RESEARCH RESEARCH

It's long been a common perception outside academe that too many university scientists seek lucrative research grants not to further knowledge or society but to further, well, research grants. The seven-figure project that determined bumblebees were not physiologically equipped to fly comes to mind.

Pamela Cooper, a 1981 ISU journalism graduate and development and external relations officer at the Texas Tech University Libraries, has award-winning research that she says discount that view. Her 1991 Texas Tech Ph. D. dissertation was titled, "A Characterization and Analysis of Faculty Activity and Productivity Reporting Systems in Research Universities." Sift out the doctoralese, and you've got a paper proclaiming that scientists don't conduct research for research's sake. What's more, they want their chief funding source — the federal government — to stop inadvertently advancing that misperception.

While Cooper says the U. S. Office of Management and Budget — overseer of federal funds allocated for university research — bases its grant sizes solely on research time, scientists from the country's top 200 research institutions would much rather be judged under more realistic standards. "They want to see what products come from the research, to see the impact it's having on their disciplines, to see what new knowledge is created," says Cooper. "Taxpayers want to know what they're getting for their investment. Some faculty member is spending 25 percent of his time on a project. Big deal. That research may be totally worthless."

The time factor is also misleading, Cooper says. She found that faculty members work not 40 hours per week, but, on average, 53.6. A Texas Tech professor calls this the first higher education research to disprove the myth that professors work just 40-hour weeks.

The American Association of University Administrators Foundation Board in June awarded Cooper its award for excellence in research on higher education administration. Since then, she has taken her studies to the second 200-member tier of research institutions, as well as junior colleges across the U. S.

Fly in the Ointment

CALIFORNIA POLITICIANS TRY TO SHOO IOWA STATER FROM SWATTING DOWN BIG BUSINESS

Ceratitis capitata **— the medfly — is every bit as menacing as it looks when magnified 50 times. A single female can lay 1,000 eggs, which turn to larvae with an insatiable appetite.**

FOR TWO DECADES, JAMES Carey steadily burnished his reputation as a renowned entomologist.

Lately he's become all too versed in political science, as well.

Not the science of politics.

The politics of science.

NASA's space station and Texas' supercollider aren't the only venues where science and politics clash these days. Remember ISU food science Professor Suzanne Hendrich's research into red meat's role as a carcinogen (*VISIONS, Summer '88*)? State lawmakers and beef producers went ballistic, wondering quite noisily whether she realized who signed her paycheck. But as much as that episode flooded Iowa with debate, it was a trickle compared to the raging torrent unleashed in California by Jim Carey. The University of California-Davis professor's study of a tiny fly with an elephantine appetite has ignited a science vs. politics war that, after several years, still has its combatants hunkered down in deep trenches.

"I've crossed the Rubicon," says Carey, who earned bachelor's (1973) and master's ('75) degrees at ISU.

All this over a quarter-inch, blue-eyed fly. The Mediterranean fruit fly first showed its menacing mug in Southern California in 1975. Since then, several hundred have been sighted in the Los Angeles basin — usually followed by state-ordered dousings of the pesticide malathion. Though each spraying touched off protests from California's environmental posse — then-Governor Jerry Brown's refusal to allow spraying in 1982 was said to be a nail in his political coffin — the California Department of Food and Agriculture (CDFA) deems that the end justifies the means. The flies, it says, come from stowaway eggs or larvae on fruit illegally brought into the country. The occasional malathion shower, contends the CDFA, is preferable to the alternative: allowing the voracious medfly to establish residency and gobble up thousands of acres — billions of dollars worth — of fruits and vegetables.

Enter Carey, who joined the CDFA's Mediterranean Fruit Fly Science Advisory Panel since 1987. From the beginning, he may as well have been wearing a white hat and black mask to the meetings — he's been the Lone Ranger regarding the medfly. He studied the same sightings and came up with a much more pernicious cause: medflies in residence. His rationale:

- Medfly findings have steadily progressed to the east since the '75 findings.
- Repeat findings have been made at several sites.
- Flies have never been found near international points of entry.
- There is an abundance of sightings in late summer and early fall — just as in the

Mediterranean, where, as in Hawaii and Mexico, the medfly is endemic.

Carey himself understands the state's reluctance to endorse his claims. As long as the flies are viewed as unwanted visitors that can be summarily erased after each sighting, life in California's $17 billion per year ag industry can go on relatively unchanged. But a CDFA declaration that medflies had colonized California would have two dramatic impacts:

• Overseas customers likely would slap quarantine restrictions on California. The state's most dire fear is that a major importer such as Japan would simply do its produce shopping elsewhere. For California, the stakes are painfully high: a United States-leading $4.7 billion in annual produce exports.

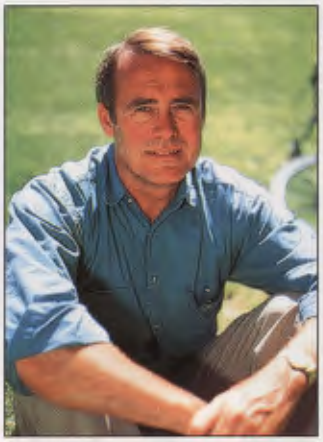
• As long as the flies aren't officially endemic, the CDFA can declare an emergency upon each sighting — and thus receive government funds for eradication. Since the initial '75 sightings, the medfly campaign has run up a $170 million bill. If the agency publicly agrees with Carey, the funding of medfly control would be thrust onto the state's growers who have a powerful lobby in Sacramento.

The fly specks hit the fan in March 1990, when Carey was one of 19 expert witnesses called to present testimony during a State Assembly meeting in Sacramento. That, Carey says, was his "time of truth. Do you play this down and toe the party line, or are you true to your scientific principles and call it the way you see it? ... I had some real professional capital on the line ... but I looked straight ahead and said the only thing that made sense: [medflies] are established."

That testimony created a medfly maelstrom that swirled far past California's borders. Carey, firmly backed by UC-Davis, was interviewed by CNN, The New York Times and *Today*, among others. But he says it wasn't until Science, the highly regarded journal of the American Association for the Advancement of Science, published his research in September 1991 that legitimacy was his. "That nailed it in the scientific community," Carey says. "My only agenda was that this would be a scientific, not political, discussion."

THE FLY SPECKS HIT THE FAN IN MARCH 1990, WHEN CAREY WAS ONE OF 19 EXPERT WITNESSES CALLED TO PRESENT TESTIMONY DURING A STATE ASSEMBLY MEETING IN SACRAMENTO.

As related in a sweeping, 11-page Discover magazine piece last February, the CDFA continues to dismiss Carey's claims. The magazine quoted



NEIL MICHEL/AXIOM

James Carey

Isi Siddiqui, who oversees the department's med fly eradication program and is probably Carey's leading protaganist, as calling Carey's view "an irresponsible perspective." So why not just boot him off the panel? Politics certainly plays a role. But, the med fly notwithstanding, Carey's work has received rave reviews from politicians, academics, agriculturalists and environmentalists.

Thus his position remains solid, as does the CDFA's med fly strategy of spraying, releasing billions of sterile males and employing traps to better define the infestation's boundaries. "With a little fine-tuning, we can make this work," Siddiqui told the Los Angeles Times.

This fall, however, after the sighting of more than 100 flies, the department seemed to soften its tone ever so slightly. "We aren't just saying, 'Jim is wrong, go to hell.' We were [five years ago]," CDFA Chief Entomologist Robert Dowell told the Associated Press. "... It's real easy to dig into extremes. ... The reality is probably somewhere in between."

Carey says he does have allies in the CDFA, although their support has largely been private. Ironically, a fellow Iowa Stater — 1970 doctoral graduate George Loughner — is another department entomologist who comes strikingly close to endorsing Carey's work. "It could be biologically possible ..." he told Science. In an interview with VISIONS, Loughner allows only, "We don't know how he's ever going to prove it. If you're sick, you go to a doctor. He or she might tell you one thing, but a second doctor can see the same symptoms and tell you something else. His interpretation is just different than ours and the rest of the [medfly] panel."

Battle lines are drawn. In ink. One adversary has a political image and billions of dollars at stake, the other fights not just for his career but for the defense of sacred scientific principles. Carey likens the fly's endemic state to a chronic disease. In time — two or three decades, he predicts — it will become so evident, there simply will be no other way to explain it. "Sooner or later," he says, "we'll deal with this problem."

For now, California's $17 billion dollar per year ag industry chooses to deal with Jim Carey by not dealing with him at all. ◐

RECONS

NORMAN ROCKWELL'S KINDLY OLD DOCTOR LONG SYMBOLIZED AMERICA'S FLOURISHING HEALTH CARE. BUT KINDLY DOCTORS ALONE NO LONGER FILL THE PRESCRIPTION. CAN MEDICAL POLITICOS LIKE STEVE GLEASON RESTORE A SYSTEM THAT RESEMBLES THAT AMERICAN DREAM?

STRUCTIVE SURGERY

It hasn't taken long for Steve Gleason to finesse the FOB facade required of the Beltway's up and comers. Granted, the shoulders are slightly slouched and the suit's a little rumpled. But he's got the moves down pat as he pounds along Pennsylvania Avenue—the determined yet noncommittal stare, the swing of the bulging burgundy leather attache, the air of complete preoccupation.

He bounds up the concrete steps of the Old Executive Office Building with the assuredness of one who could make the ascent in his sleep. Just inside the revolving door, he's greeted with back slaps and Where ya beens? from seasoned policy wonks hustling out. Surly security guards expedite him and his attaché through checkpoints and past X-ray machines. In short order he's halfway down the quiet marbled hallway.

With a veteran's authority, his fingers stab at the air in the direction of the vice president's office ("The door's closed, so I suppose either he or Tipper are in there."). He disappears into the official photographers' office to order more copies of his mugs with Hillary. Moments later, he flings open a door at the end of a hallway and points out the proximity to the Oval Office.

Been there. Done that.

But he's saved the best for last. Ask the man who's played a key role in shaping some of this century's most significant U.S. policy to show you his favorite room in the White House compound, and you'll end up in the bowels of the building, winding through hallways that eventually halt in a cramped, closet-sized room. Two beefy guys stare at you with unmasked boredom as you gawk at shelves of White House T-shirts, teddy bears, key chains, mugs—a virtual Nightmare on Knick-Knack Street. And then you look at Steve Gleason, his grin so broad it nearly swallows up his eyes. "You're now in the Secret Service gift shop," he says in a tone that can only be considered giddy. "I come down and buy this stuff all the time."

So long, Friend of Bill. Hello, Beav.

Capitol Hill's collective blood pressures should be mounting these days as Congress begins its debates on the long-awaited health care reform plan orchestrated by First Lady Hillary Rodham Clinton. The tome presented to U.S. lawmakers on clean white paper is deceptive in its bland appearance; its contents purport to change the American lifestyle more dramatically than any legislation since the passage of the Social Security Act nearly 60 years ago. It's nigh impossible to find an American who doesn't think the current $940 billion health care system is as ineffective as Bactine on a bruise. And yet try to track down any two individuals who agree on a remedy.

That may explain why the plan, with more than 500 health care "experts" amputating and reattaching its parts over a 100-and-then-some-days schedule, took so many months to limp up the Hill. Though its prognosis will endure a second and third and four-hundredth opinion, its volumes-high medical history provides a probing examination of dissent in this country.

It's a history that, if committed to accuracy, will remember Steve Gleason, now 47, as more than just a health care adviser to the Clinton-Gore transition team, or the chairperson of the task force's health care professionals review committee. It will cite him as a pioneer in championing health care reform. He was critical of the system when critical wasn't cool. He was pushing for an overhaul when the political climate viewed the issue as attractive as leprosy. Who was this guy from Des Moines, Iowa, they'll ask? And what got

BY DEBRA GIBSON PHOTOS BY JIM HEEMSTRA

him all riled up, anyway?

It was the day that modern medicine let him down.

Gerald Gleason was a simple man, a man accustomed to hard work and few dollars. The first home he built for his family in southern Iowa was made from the remains of an unclaimed grain elevator. He worked as a carpenter, then a barber, eventually moving his family to Des Moines' east side. When his older son, Steve, decided in junior high to start a rock 'n' roll band called The Tornadoes, he and his wife shelved their personal tastes in music and agreed to let the group of Motown wannabes practice in their basement.

Though Steve decided in high school to become a doctor, his father encouraged him to study business at Iowa State instead. It would be less expensive, and certainly more practical. But 20 years later, when his son was an established and respected physician in private practice back in Des Moines, the elder Gleason was proud—and confident in the system to which his son was contributing.

By 1984, Gerald Gleason was a relatively healthy 68 year old with minor cardiac problems corrected by a pacemaker. One day, severe abdominal pains led him to a Des Moines hospital emergency room. His temperature was normal, and laboratory tests and X-rays displayed nothing unusual. Based on that assessment, his insurance company refused to certify his need for admission, leaving him without coverage if he checked in. He continued to

Optimist in residence

Gary Erskine manages the largest medical group clinic in Indiana, boasting the specialties of 110 physicians. On the outside, he hears the jabs about the docs' luxury cars and their million-dollar homes. And on the inside, he sees the heavy disillusionment that hangs on the medical profession like a bod case of the croup.

"Today's doctors entered a field they considered highly respected, and now they see that eroding," Erskine says. "That loss of respect is a tough one to deal with. Somewhere along the way, the rules got changed."

Societal attitudes. An impending overhaul in the way American health care is delivered. Medical school debts that now average nearly $56,000. Why would *anyone* want to become a doctor these days?

If you're Bonnie Beer, it's because you still believe in the need to care for others, in the need to make a difference. It's because you're committed to educating young women so their babies don't keep dying. And you don't much care if you won't be driving a Mercedes at age 32.

Beer, a 1988 ISU graduate, is in her second year of a four-year obstetrics/gynecology residency at Indiana University Medical Center in Indianapolis. She splits her time between seeing private patients at the university's teaching hospital and working at a county hospital. It's her latter experience that has strengthened her belief in universal access to health care.

RICK BAUGHN

Measuring up: Beer conducts an ultrasound test

"When I work in the county's emergency room, we have a little hallway assigned to OB-GYN patients," says Beer, "and that hallway ends up serving as a primary care facility for patients who don't have a doctor. It costs the county an incredible amount of money for us to see them—we definitely need a more appropriate delivery of primary care services for these people."

Beer, 28, started her ISU career pursuing basic science with an eye on research. It was only after she attended a meeting of the Pre-Med Club ("and saw a really interesting program on colonoscopies, can you believe it?") that she decided to pursue her M.D. These days, she's contemplating private practice, and possibly a master's degree in public health. Eventually, she'd like to be a clinic administrator or a professor.

"I've had older physicians tell me that medicine is changing," Beer says, "and they've even asked, 'Are you sure you want to do this?' But I'm optimistic, and I think my generation expects that changes should, and will, be made in health care."

—D.G

complain about his pain, and eventually, son Steve convinced a colleague to admit him for immediate surgery. A ruptured valve had caused peritonitis, an infection in the abdominal cavity. Gerald Gleason subsequently developed septicemia, a blood infection that had spread throughout his body. Respiratory failure led to his being placed on a ventilator for nearly three months; 10 days after being removed from the equipment, he died. But not before confronting his son, the doctor: Why did he have to lie in pain in a cold, sterile emergency room all those hours? And why, in the midst of that pain, was he forced to interpret stacks of mind-boggling paperwork? His last words to Steve? "You gotta do something about this."

So Steve listened to his dad. He started reading, and took a sabbatical from his duties at Mercy Hospital to study policy at the Harvard University School of Health. Drafting position papers for an Iowa political campaign got Gleason invited to a Des Moines fund-raising event, where he was introduced to Michael Dukakis and Arkansas Gov. Bill Clinton. Shortly after, he began working for the Dukakis presidential campaign.

Not exactly the most auspicious foray into national politics, but Gleason's appetite for affecting change had been whetted. In 1988, he founded the National Health Policy Council, a nonpartisan organization that "works to bring all the players to the table to talk about common themes in health care," says Liz Shannahan, NHPC director. Tired of "the gridlock where everybody was complaining about the system but nobody would come to any agreement on what the system should do," Gleason envisioned a group that focused on "patient-centered" reform, one that would concentrate on consensus-building. The NHPC sponsored its first national conference, co-sponsored by 35 members of Congress, in Washington, D.C., in 1989. It sponsored the '92 presidential candidates' health care debates in Florida, and is slated to conduct six satellite conferences this fall featuring Hillary Rodham Clinton.

It doesn't take a brain surgeon to figure out the hot topic of those conferences. How will the proposed health reform plan make a difference? And who's going to pay for all this?

Lee Anneberg is tired of having this conversation. The Denver internist saw a patient on a hot August afternoon whose hospital bill pained him more than his sutures. He'd fallen off his bicycle, gone to an emergency room and ended up with 20 stitches. And a bill for $1,500.

"People in this town are a lot nicer to you when you have White House credentials": Gleason

"So I get to explain to this poor soul that his bill really was only about $400 or $500," says Anneberg, a 1970 ISU graduate, "but all these other emergency room patients with stab wounds and gunshot wounds and no insurance are causing him to bear the brunt of their unpaid expenses."

With approximately 37 million Americans currently uninsured, the promise of universal "cradle to grave" coverage surfaces as one of the few potential win-win suggestions in the plan. For instance, Brenda Mensink, a Colorado public health nurse and a 1975 graduate, sees countless infants who end up in emergency rooms with common ear infections because local pediatricians won't examine Medicaid patients. Nearly every American can relate a similar anecdote and can pound the pulpit for change—until, of course, you talk about costs.

According to Gleason, insured Americans for years have been absorbing the costs, albeit indirectly, for those who cannot. Says David Drury, a 1966 Iowa State graduate and president of the Des Moines-based Principal Financial Group, "We believe that the private insurance industry could play a major role in providing universal access, but certainly not an exclusive role. It seems the government—in other words, the taxpayers—will need to finance at least a portion for those who can't afford it."

Conventional wisdom says the new health care plan will institute the "health care policy," perhaps even obliterating the term "insurance." Policies will be purchased from competing health care plans, or health maintenance organizations (HMOs), which involve the services of a variety of doctors, clinics and hospitals. The plans regulated on a state-by-state basis, will be required to adhere to government-established guidelines for quality and cost control. One annual fee would pick up most of the consumer's major medical costs, with options for consumers to participate in fee-for-service (physicians' services outside the plan's coverage) as well.

All businesses probably will be required to pay a portion (about 80 percent) of their workers' health care costs, with subsidies most likely provided for small business owners. Drury suggests an incentive-based system for the employer to encourage healthy behavior in the workforce. For instance, Principal employees who don't smoke are rewarded with reduced costs in their share of their insurance benefits.

According to the plan formally introduced by President Clinton Sept. 22, total costs for the reform package are estimated at $700 billion over five years. The administration proposes the tab will be covered by a new cigarette tax and savings in existing federal health care programs, e.g. Medicare and Medicaid. Projected savings from these two programs have been pegged at roughly $238 billion.

At least one physician believes every participant in universal health care coverage should have to pay a portion of the costs, even if it amounts to only a dollar or two. "If people had to pay directly for their services, rather than have them paid through taxes or the Department of Human Services, they would see to it that there was cost-effectiveness in the delivery of those services," says Melvin Chandler, a 1970 Iowa State graduate and medical director for the Tulalip Tribes Health Clinic in Marysville, Wash. The clinic serves about 2,700 tribal members; Chandler is its first physician hired and paid directly by the tribe. "People are more involved with the money spent rotating the tires on their automobiles. Let's bring some sanity back to medicine."

Not all health care professionals promote universal access. Gary Erskine, who received a bachelor's degree in 1968 and a master's degree from Iowa State in 1971, is administrator of Arnett Clinic in Lafayette,

Ind., that state's largest medical group with 110 physicians. Erskine, a fraternity brother of Gleason's at ISU in the mid-'60s, questions the philosophy of providing nationwide access.

"I'm not a believer that it [health care] is any more a right than the right to have food or the right to have lodging," he says. "We don't give food to everyone who is hungry, and we don't give homes to those who don't have them, so I'm not sure it's a reality to expect top-of-the-line health care for everyone. I think we need a needs-based system."

Anticipating an eventual movement toward managed health care, Erskine's clinic created its own HMO in 1985. "Rather than just sign on with many different organizations, we thought the best way to maintain our quality care was to do it ourself," Erskine says. The clinic's HMO boasts 22,000 members, more than 20 percent of the clinic's total business.

Managed care appears to be another mainstay of the proposed reform. This system would assign a "gatekeeper" (most likely a primary-care physician) to supervise a patient's care, and ultimately be responsible for referrals to specialists and the ordering of diagnostic testing. Under this plan, the emphasis would be on cost control, and would require measures such as hospital preauthorization and less reliance on specialists. Managed competition, likewise a focal point of the Clinton plan, orders the government to regulate insurers so no one can be denied health coverage. Health alliances created in each state would monitor coverage costs, ensur-

Oh, Canada! Alum diagnoses single-payer system

Forget about Wayne Gretzky and Michael J. Fox. These days, when magazine and newspaper articles focus on Canada's claims to fame, it's that nation's government-supported health care system that's sopping up American ink.

The single-payer system allows patients to select any physician as a provider, and the government picks up the tab with tax revenues. There are cost-control mechanisms in place, and individual provinces negotiate with physicians for fees. While the Clinton administration has nixed the Canadian plan as a model for the U.S. to emulate, proponents continue to tout its benefits.

For Gregg Lueder, a 1981 ISU graduate, practicing within that system was like operating with a double-edged scalpel. He recently completed a pediatric opthalmology fellowship at Sick Children's Hospital in Toronto, the second-largest children's hospital in the world. And what he saw leaves him feeling ambigious about *both* systems.

The plusses of the Canadian system? Undoubtedly, universal coverage for all citizens. "When I was working at the University of Iowa," Lueder recalls, "I saw an injured construction worker with no insurance, who ended up with

ODELL MITCHELL

American doctors would balk at the Canadian way, Lueder says.

thousands of dollars in bills he was personally responsible for. And here he was just trying to earn a living and support a family. In Canada, that wouldn't have happened." Nor would the worker have had to wrestle with stacks of paperwork under the single-payer system, or seek out preapproval for treatment, Lueder adds.

But if that same construction worker's care would have required sophisticated equipment, he might have been out of luck. According to Lueder, Toronto, with a population of 4.5 million, owns two MRI (magnetic resonance imaging) machines for the entire city. In St. Louis, where Lueder now practices, there are four or five located in one city block near his office. Lueder knew of Canadian breast cancer patients who had to wait six months for radiation treatments. He says when the premier of Quebec developed melanoma, he traveled to the U.S. for treatment.

One of Lueder's responsibilities while at Sick Children's Hospital was to perform surgery on babies with crossed eyes, most of whom had been on a waiting list for the procedure for five to six months. According to the surgeon, "Operating rooms in Canada are available from 8 a.m. until 3:30 p.m. In the U.S., if you run into complications during a scheduled surgery time, everyone agrees to stay until it's done. In Canada, at 3:30, the nurses are gone. And even if that child has been waiting for five months for that procedure, his name gets bumped to the bottom of the list. If the government doesn't have to pay, then that's considered good."

Lueder, 34, who now is an assistant professor at the Children's Eye Center at Washington University, ponders where the "model system" may end up. "By the time I left, their cutbacks were really starting to pinch. The government was proposing that new pediatricians and family care physicians would earn only 75 percent of what seasoned doctors get in established billings. I see that system in a lot of financial distress." —*D.G.*

ing competition and ultimately, lower costs. They, in turn, would be monitored by a National Health Board.

Implementation of such a plan would eliminate much of the paperwork that bewildered Gerald Gleason during his last days. But physicians familiar with managed health care look to it as even more a burden on their time and ability to practice medicine.

"Ninety-five percent of my patients are in a managed care system," says Anneberg, "if you consider Medicare, Medicaid and all the HMOs I'm in. And it's terrible because of all the paperwork. I'm getting paid to be a pencil pusher, a letter writer, a form filler-outer."

"Everyone needs to recognize that one part of the system will need to be a way to monitor and check on the quality of health care being provided," counters Drury. "I understand the difficulties doctors are talking about, and I think there will be some attempt within the system to determine protocols ... but there will be restrictions on the way doctors practice medicine, just as insurers will be restricted. This is all needed if we're going to control the costs."

If arguing American health care around the office break room table results in pounding temples, imagine the migraines that must have permeated craniums during the months the plan was formulated. More than 500 task force members streamed in and out of the White House during early '93 to debate, argue, cajole and demand their special interests be addressed. Some critics of the process pointed out that few of the task force members were well-known in inner D.C. circles, while others panned the health professionals review committee, which Gleason chaired, as "predisposed to support Mr. Clinton's plan." Gleason, who worked as a health policy consultant during the Clinton presidential campaign and served on the White House transition team, told the Des Moines Register after the criticisms surfaced last spring, "Even if I wanted to, I couldn't get this group all headed in one direction." Those who worked with him on the committee, organized to review the feasibility of elements of the proposed plan, support Gleason's contention, but argue that his leadership was crucial in accomplishing the task.

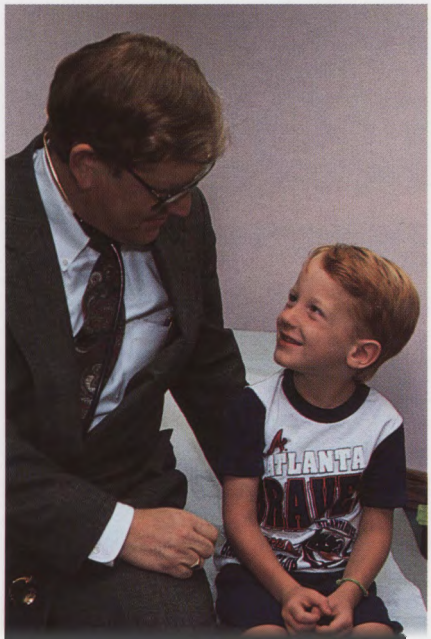
"No question—Steve Gleason was the heart and soul of that group," says Lawrence Jindra, a White House fellow who assisted Gleason. "He was the one who brought order out of chaos, who made it bearable despite our lack of resources and a very small amount of time. Within the White House, the committee was known as Gleason's group."

Certainly the Irish Catholic boy from smalltown Iowa has to view that position as a pinnacle after years of doggedly pursuing health care reform, right? "Working in the White House was a terrible experience, and I loved every minute of it," he says with his characteristic Cleaverish grin. "But you better not quote me on that. Just say it was a difficult experience and I loved every minute of it."

Hmmm. So how bad was it?

"OK, working in the White House was very demanding," Gleason admits. "There were very lengthy days, and you have 1,000 Phi Beta Kappas all concentrated in one building, and they're all trying to explain their own particular perspective. It leads to a lot of discussion, some productive arguments and debate."

"It wasn't easy for any of us," agrees Irwin Redlener, one of 47 committee members and chief of community pediatrics at the Montefiore Medical Center-Albert Einstein College of Medicine in New York City. "We all have huge family, job and professional commitments, and we sacrificed a lot to go down there and help out in Washington. With a brand-new administration, we didn't get any level of support like we're used to getting in our lives, we didn't get paid and we didn't get reimbursed for our expenses. It took a fair amount of good humor, and Steve especially hung right in there."



Family practitioners "do the heavy lifting" for the health care system, Gleason says.

"Steve doesn't give up," agrees Pat Ford-Roeger, an Atlanta nurse and health-care consultant who also served on the committee. "He's very persistent, and yet he's sensitive in knowing how far he can push. He knows how to bring about consensus, all the while reminding us of all the other people out there and beyond who have good information to share."

Forget his diagnostic virtues—it's Gleason's prognostic talents that colleagues say have led him to the forefront in national health policy development. According to White House Fellow Jindra, "This is a guy who can see to the essence of things and distill down what is important. Let's face it—he did that with the president. [Gleason] met him when [Clinton] was governor of one of the poorest states in the Union. Most wouldn't have given any odds that he would be president in '93, but Steve saw in the president a winner."

Gleason will be the first to admit that his visions don't always merit him a full dance card at the auxiliary balls. "In the early years of my political career, a lot of doctors weren't concerned about my politics, because they didn't think they'd matter," Gleason says. "But as my ideas were getting national political attention, and people were listening to me, then they took it more seriously. But the AMA (American Medical Association) has been very good to me personally, because I've been able to connect the AMA with progressive health policy makers. Actually, when I first entered DNC headquarters in '87 during the Dukakis campaign, one of the staffers said, 'Wait a minute. There's never been a *doctor* in here before.'"

But then, Steve Gleason is known nationwide for talking his way into most anything. As NHPC director Shannahan says of her boss: "That guy could sell you a warm bucket of spit."

It's a hot July afternoon, and the blanket of cooperation wrapped around the city of Des Moines is starting to fray at the edges. It's been 10 days since massive floodwaters washed away homes and brought a water treatment plant to its knees. Ten days without drinking water and showers. Ten days without air conditioning. Ten days doing Kybos.

Nurses at the Mercy West Health Center scurry around in shorts and T-shirts in a last-ditch effort to stay cool. A steady stream of patients share stories of trauma and triumph as they wait for

tetanus shots. Andrea Segovia, a 60-ish Hispanic woman, fidgets nervously as she sits on the edge of the examining table. She wants the doctor to look at the sores on her hands, an occupational hazard for one who shapes flour tortillas.

Her round, lined face lights up when she sees "my Dr. Gleason" walk through the door, her grin even broader as he throws his left arm around her shoulders and pulls her in for a hug. She talks nonstop as he gently turns her hands from side to side. "I missed you on TV," she laments. "I watch Channel 13 all the time, and I missed you." Gleason relives with her the television coverage of his frontline work administering first aid during the flood's sandbagging efforts. Interestingly, he omits the story he's been sharing with everyone else for days, the tale of President Clinton, visiting the scene, wrapping Gleason in a bear hug. ("A Register photographer got a great shot—I've gotta get a copy of that.") He and Segovia blame the lack of showers for their "bad hair days," and with a few more quiet, reassuring words, he pats her on the shoulder and leaves the room. "They know him and love him so well they'll never leave him," says Leigh Roerig, Gleason's nurse. "All the months he was in Washington, his patients would see other doctors, but they won't give him up." Though his patient load has lightened due to his work in politics, Gleason insists he'll never abandon family practice. "They're what it's all about," he says between appointments. "But I will tell you what I still dream about changing: That I

Holistic healer needles mainstream medicine

Pela Tomasello definitely had the edge on other kids in her California neighborhood back in the 1940s. While their parents were yanking them into doctors' offices for immunizations and finger pricks, Pela's mom and dad were leading her to an elderly Chinese doctor who treated her ailments with herbs.

Today, Pela Sander leads similar young children into her small home office, and with a soothing voice, tends to their ailments with those same herbs—and the occasional needle. Except her needles are considerably thinner and lighter and are placed methodically at various points on the body, as she practices the ancient art of acupuncture.

Sander first began studying acupuncture 15 years ago. Mostly self-taught, she re-entered the world of nontraditional medicine after living in Mexico and rediscovering herbalism. Though she had dreamed of being a doctor since the age of 7, by the time she graduated from high school, "I realized how little support I had from anyplace" to pursue science. She followed her husband to Iowa State, and earned a bachelor's degree in statistics in 1963. After returning to California, Pela continued as a housewife and mother until the late 1970s, when she determined that alternative medicine was her calling.

Following five years of training with internationally-known acupuncturist Michael Tierra and a state-approved apprenticeship, she established her Santa Cruz in-home practice. She treats all ages, for anything from sciatica to kidney stones. Sander says she doesn't hesitate to refer her patients to traditional physicians if she feels the problem requires more specialized treatment. She considers herself a "minimalist," using as few needles as necessary and herbs "that are the least expensive and the best tasting." Some insurance policies do compensate a percentage of Sander's services, but she herself does not purchase malpractice coverage. "If I'm really practicing from the place I should be, why would anyone sue me? That's the route Western medicine has gone, and I can't tell you how many of my patients complain about their doctors. They say their physicians don't take enough time with them, they don't listen to them, they're in and out the door and there's still a problem. I think lawsuits come from basically disgruntled patients."

JIM GENSHEIMER

Non-traditional practitioners like Sander may be getting the official green light from the new health plan.

Sander, 54, also teaches prenatal care classes to low-income women at a community health center in an effort to remedy what she sees as current health care's most significant malady. "Our society sees health care as continually treating illness," she says. "My way is to put the money on educating people on how not to get sick. We could prevent a whole lot of disease that way." ***—D.G.***

wouldn't have to check when the patients come in to see if they have insurance. That I could provide whatever was medically necessary to the patient and not be seen as somebody who's mercantile. Because the fact is, the amount of money I get is unaffected by how much care I provide."

While D.C. colleagues may hint at the occasional presence of a Gleason ego, his Des Moines co-workers revel in stories of the physician's generosity. The meals he has persuaded restaurants to serve free to indigent patients. The Christmas gifts he has delivered to patients' children. The cash he has pulled out of his own pockets and quietly slipped into someone's hand. The hours he counseled his longtime executive secretary, Nicki Ginder, as she struggled with single parenthood. Don't talk to these people about personal agendas and positioning. They only know a Dr. Gleason who's walked their walk, talked their talk. And regardless of those with whom he's done lunch, he won't ever forget that.

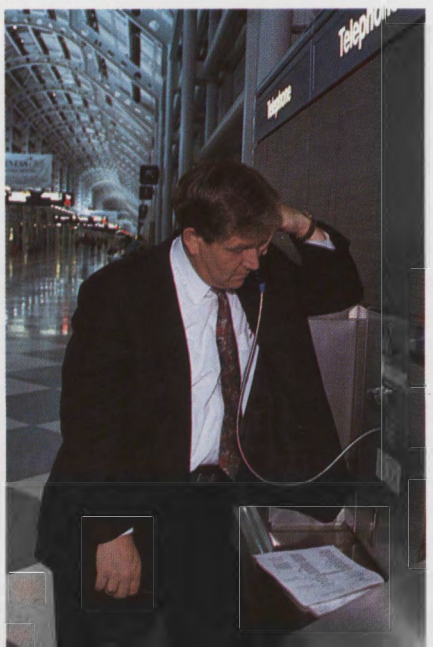
Leigh Roerig has known Steve Gleason since, well, she was old enough to know anyone. Seems he and her father, Gary Grimes, started a band in the early '60s called The Cavaliers, and for a dozen years, the two men and a few other musicians (including fellow Des Moines native Victor Jackovich, now U.S. ambassador to Bosnia) dazzled the Midwest with tunes like "Quite Like You" and "Oh, So Glad." Roerig remembers living in the 72-unit apartment building Gleason and his wife, Diana, managed and cleaned in Des Moines. They were in their early 20s, the parents of two small boys. Steve had dropped out of ISU after just two years, his financial responsibilities overtaking his love for school. But by the time Leigh was a preschooler, Gleason was back in school full time, managing the apartments, selling furniture and playing in The Cavaliers. "I remember watching Steve go into this little closet area under the stairs of one of the apartment buildings, where he'd stashed a desk and stacks and stacks of books. Whenever there was a free moment, he'd sneak in there and study," she recalls.

After receiving his zoology bachelor's degree from ISU in 1971, Gleason enrolled at the College of Osteopathic Medicine in Des Moines, graduating as valedictorian in 1974. Following a family practice residency in Corpus Christi, Texas, the Gleasons returned to Des Moines where Steve joined a private practice.

By 1980, he was working around the clock to pay off his $50,000 college debts and was in constant pain. Several years earlier, Gleason had been diagnosed with Crohn's disease, a painful colon affliction. In a classic misguided case of "Doctor, heal thyself," Gleason stopped pursuing treatment for the disease and became increasingly reliant on pain medication. "I was probably in denial that I had a serious illness; I just wanted to be normal and to practice," he says today. Weak, bleeding and suffering from serious weight loss, Gleason finally succumbed to his family's pressures and checked himself into the Mayo Clinic. Following treatment for both the Crohn's disease and the drug dependency, Gleason returned to Des Moines and family practice. He's refused to ingest even pain medication the past 13 years; a broken leg a few years back was no exception. The Crohn's disease remains in remission.

The Gleasons were divorced in 1980. The couple shared custody of their three sons for the first few years, then Steve Gleason assumed full custody. He was remarried in 1981 to Lisa Corcoran, then a nurse at Mercy; their brood now ranges in age from 7 to 26. Oldest son Mike is studying pre-med in California. Son Tim, an aeronautical engineer, now works for Sen. Jay Rockefeller, D-W.Va., in Washington. Chris, Sean and Keriann are at home.

In true Gleason fashion, his own brush with substance abuse led to a passion for addiction medicine. Upon resuming his practice, Gleason linked up with counselor Tom Murtha and started an alcohol and drug treatment program in the evenings in Gleason's waiting room. Murtha remembers the project as "an affair of the heart," and credits Gleason for visualizing a need.



Middle-of-the night phone calls to colleagues are a trademark of the Gleason MO.

"Steve has so much energy, and eventually he was going so fast, he couldn't keep up with himself," says Murtha. "In order to get himself turned around, he had to have help from others. Patients could identify with that."

Three years later, Gleason had directed that vision and energy toward a new concept in health care. "To prepare for what was coming," he convinced Mercy Medical Center to establish relationships among the hospital, doctors and pharmacists by establishing an expanded clinic system. Today, the system boasts 13 clinics and 60 physicians, with Gleason serving as its chief medical officer. (Mercy also acquired Gleason's substance abuse practice in the '80s, and Murtha now serves as administrative director of First Step-Mercy Recovery Center.)

Those who have followed Gleason's political circuit of late may question whether the stethoscope is next honing in on the pulse of the D.C. powerbrokers. Says Jindra, "It was no secret around the White House that Steve was being highly considered for a sub-Cabinet position." Gleason himself acknowledges interviewing at the Pentagon for the assistant secretary of defense for health affairs slot—and then withdrawing his name for consideration. "In some camps, I'm made to feel like I failed if I don't take a government job," Gleason says. "But right now, it's not a good career move for my family. I came out of school with a lot of debts, and I don't have lots of money in the bank. I have one kid in college and three in private schools. When I look at the cut in pay I'd have to take, and the increase in living expenses, I'd be looking at a 30 to 40 percent decrease in revenue. I think my family has sacrificed enough already."

But that's not to say he's ready to give up the pass into the Old Executive Office Building. Or the private meetings with Hillary. Or the furtive dashes into the Secret Service gift shop. Besides, there's still one gig left that definitely bears pursuing. Rumors periodically abound regarding a Midwest reunion of The Cavaliers, and Steve Gleason knows this sax player who just might be up for a late-night jam...◐

Moon

WE'VE ALL DONE IT. YOUR WATER PUMP IS PUMPING WATER, ALL RIGHT — ONTO THE PAVEMENT. IT'S 10 DAYS TILL PAYDAY. THE $40 AN HOUR LABOR AT THE LOCAL GARAGE IS DEFINITELY NOT AN OPTION. BUT YOUR MECHANIC NEIGHBOR — NOW THERE'S A POSSIBILITY. YOU INVITE HIM OVER FOR A SUNDAY AFTERNOON, HE FIXES YOUR PUMP, YOU FEED HIM AND SEND HIM ON HIS WAY. EVERYBODY'S HAPPY.

Or say your camcorder records snow where your 2 year old's beatific face should be. OK, so you *didn't* cough up the extra C-note for the manufacturer's service agreement. But your boss' daughter, the electrician, can fix it — if you'll babysit her monstrous twins next Saturday night.

Freelancers — we've all used them. Many of us have *been* them. Sometimes we get paid in merchandise, sometimes cash, sometimes in returned favors.

They're so common on college campuses that they've become ingrained in the culture. You teach, you conduct research, you publish and — pardon the battered English — you consult. Attend enough professional conferences, publish enough journal articles, snag enough seven-figure research grants, you're bound to catch the eyes of all kinds of suitors from industry.

While your stereotypical academician wouldn't last 90 minutes on Wall Street or in Silicon Valley, he or she can provide — for a price — contacts and an expertise that the sharpest Harvard MBA or MIT Ph.D. in industry could only dream about. For profs and scientists, it's a way to further hone their skills, to poke their heads out of the ivy and scan the real-world horizon and, not of least significance, turn their surplus gray matter into green.

Though thses moonlighters work on their own time, with their own equipment, the practice does have the potential to raise the eyebrows of salary-paying taxpayers. Thus administrators at Iowa State and most institutions require employees to report all outside work. Here, VISIONS reports on four of the university's hundreds of hired brains.

lighting

By Dan Davenport

Photos by Jim Heemstra

Export Witness

It seemed like a good enough idea. U.S. exporters, determining that the increasing amount of ground beef imports from Australia was hindering our own cattle producers, slapped a restriction on the amount of hamburger brought in from Down Under. Keep It Home, the nationalists crowed.

Little did they know what they were Keeping Home.

The Australians, now with a projected beef surplus, lowered their prices and shopped the meat to Japan. Tokyo liked what it saw, purchasing the cheaper beef at the expense of their planned U.S. purchases. The end result of these efforts to protect American producers? A decrease in demand for their product.

Dermot Hayes could've seen it coming.

At his day job, as assistant director of Iowa State's Meat Export Research Center (MERC), he is a proponent for meat producers looking for overseas buyers. (He also teaches two graduate-level courses.) And, as is often the case on college campuses, his salaried work for the university — and the incumbent market-analysis skills and labyrinth of international contacts — draws a stream of consultant-fees-paying suitors. In this case, they represent the restaurant and meat-packing industries, as well as entire foreign governments.

Hayes qualifies his work as simply "making information available." How he does that — how he finds the information — is not at all simple. He possesses a remarkably sound foundation in his business. He was raised on a beef, pork and barley farm in Ireland. He has worked in a meat processing plant. He earned an animal science bachelor's degree in Ireland and an economics Ph.D. at the University of California-Berkeley.

Still, Hayes' effectiveness is only as good as his ability to track current market trends. How can he help Canada predict how many loins England will buy in 1994 if he knows nothing of the British taste for loins? How can he help a private meatpacker devise its 1994 strategic plan for beef exports if he doesn't know how much meat will be available — and in what cuts?

Hayes also supplements his income — and his mastery of international meat markets — by serving as an objective third party in trade disputes. Say, for instance, that Canada and the U.S. differ on their view of the way Canadian ground beef exports to the U.S. affect U.S. prices. Hayes, whose list of international clients includes Canada, France, Japan and the former Soviet Union, might then be called in to offer his unbiased insight.

"The nature of my work [at MERC] brings me closer to the business community than is typical for most academics," Hayes says. "I get close to it, I get to see the twists on existing research."

Consulting has long been a controversial topic in academe, what with faculty members earning outside money for expertise developed through their campus ties. Hayes says he once shared those concerns, but, after dabbling in night work, he found that his outside contacts benefit all parties. "The success of a university depends in part on the relevance of its research," Hayes says. "There's no substitute for getting that relevance by being exposed to the market forces driving the business community. That relevance carries over into my teaching, too. It enhances my productivity."

Take a Powder

Barbara Lograsso's knowledge of automobiles, airplanes and copy machines is pretty well limited to her ability to drive them, ride them and push their buttons. But that hasn't stopped the car, business machine and aerospace industries from picking her brain.

Lograsso, a materials science engineer at the Center for Advanced Technology Development (CATD), doesn't need to leave her lab at the Applied Science Complex west of campus to, say, help Detroit make anti-lock systems more cost-efficient. She's a member of a small group of scientists experienced in finding the most efficient method of turning useless piles of powder into high-performance, long-lasting metal parts.

Lograsso specializes in two state-of-the-art processes: powder injection molding and hot isostatic pressing. In the former, she mixes, say, a copper powder with a plastic to form a substance that can be melted at relatively low temperatures and formed into desired shapes. That low melting point — 50-100 degrees Celsius as opposed to 3,000 degrees C — allows manufacturers to produce high volumes of parts at low cost.

In hot isostatic pressing, Lograsso uses higher-performance materials such as titanium or nickel-based super alloys to form parts able to withstand more stress. Jet engine rotors, for example, could be made with this process, which involves shaping a powder by simultaneously applying increasing temperature and pressure.

Although thousands of scientists work fulltime in many of the applicable industries — including firearms, computers, automobiles, communications, medicine and aerospace — Lograsso, like many campus consultants, brings an added dimension to the work. "There are companies that have developed their own processing techniques," she says. "But when I work with companies, I'm able to teach the science as well as the technique. You have to understand, for instance, reaction chemistry, to know this process."

Lograsso often consults entirely via mail, facsimile and phone. Companies send her samples of material, for example, asking her to give cost estimates on making X number of parts.

"With these methods, we're getting better and better at producing superior parts," Lograsso says. "From way back, to elementary school, I've been interested in science and math. But I'm an engineer now — I use science to engineer solutions."

Turban Renewal

In 1988, as founding chair of the Ames Historic Preservation Commission, Riad Mahanyi was more than a little taken aback by a house's age necessary to be eligible for inclusion: 50 years.

For a man who grew up in a building perhaps *500* years old, these home in Ames must've seemed positively wet behind the dormers.

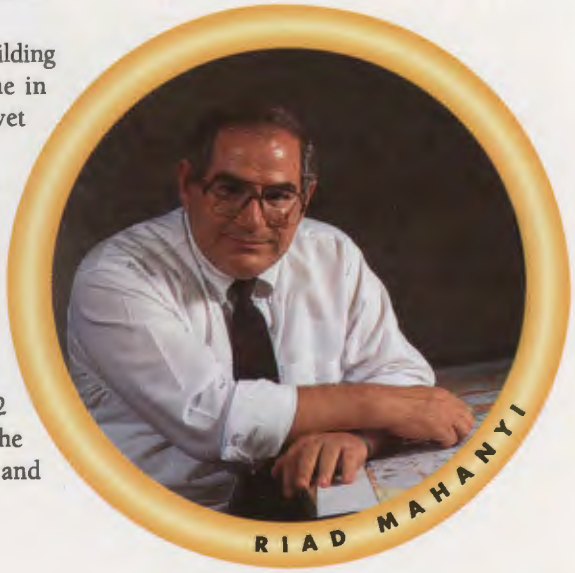
Mahanyi's name may have tipped you off as to the location of his ancient homeland: The Middle East. Specifically, Damascus, Syria. While the community and regional planning professor — and inaugural department chair, in 1979 — has spent the better part of the past 32 years learning the ways of the West, he remains active in both consulting and research projects back home.

His more recent consulting work involved city planning in the United Arab Emirates and his native Syria, but his most glamorous freelance assignment came in the middle '80s in the Holy City of Mecca in Saudi Arabia. For three years, Mahanyi served as technical coordinator in developing comprehensive plans for the home of the annual pilgrimage of millions of Muslims. That work — as does any city planning in this historic part of the world — involves maintaining a delicate balance between centuries-old tradition and up-to-the-minute technology.

"The growth of some of these cities has been haphazard," says Mahanyi. "Thirty or 40 years ago, many of these cities' infrastructures were very old, 100 years and more. But since then, they have expanded and grown tremendously. That growth hasn't always been so well-planned."

As a boy in Damascus, Mahanyi lived in a huge house with many members of his extended family. Every fall, he remembers, a crew of several men came in and inspected the home and took care of necessary maintenance. The house didn't have air conditioning, but boasted four-feet-thick walls and high ceilings. Outside, many of the streets were more like alleyways, narrow and curving, permanently shaded.

The '60s, he says, changed all that. That decade brought on a "new approach of questioning what technology can do for us," he says. Smaller families meant smaller homes and apartments. Streets straightened and widened. Population soared. Mahanyi says that, in 1960,



Damascus, occupying an area similar to the size of Ames', had about 360,000 people. Today's population: More than 3 million.

"For a long time there, people considered modern structures superior to the older ones because the modern ones had more technology and demanded less work," he says. "But I think they are relearning the value of the history, of the old structures. That is important as you make plans for the future."

While American cities are centuries behind the Middle East, Mahanyi says the skills he learned in the United States are largely transferrable back home. What he couldn't have learned here, though, are the culture differences. "You have climatic and physiogeographic differences, of course, and available resources differ, too," he says. "But the cultural variables are the most important. Governmental structures, the politics involved, are so different."

Which meant that, in helping plan Mecca, Mahanyi had to juggle those essentially saying, "Level the place and start anew," and those saying, "Any change is bad for Mecca." "The challenge that any planners face, but especially in these areas," he says, "is finding that balance."

Thus it is that while Mahanyi won't say city planning is more difficult today than decades past, he does concede that it is far more complex. "We need much more sophistication in planning urban forms, in balancing old and new, than ever before," he says. "But with regards to planning cities, one thing never changes: Cities are people. They are not really houses and buildings and streets, but people. You see, my argument is that we do these things to serve the people. Without the people, what does it matter?"

BBC VOA

Americans may not know John Major from Major Dad, but our two-centuries-removed cousins from the right side of the Atlantic have never gotten over their fixation with our political escapades.

It is that very obsession, particularly in Scotland, that keeps Jorgen Rasmussen's night job hopping.

BBC Scotland regularly calls on the erudite political science professor for his musings on the American political scene. Now, since Rasmussen is a British political expert himself, there certainly are plenty of Scots more studied in the ways of U.S. government. But BBC listeners in Scotland would much rather hear about, say, President Clinton's popularity or the U.S. slant on political correctness from a Yankee. Why? To borrow from real estate, three factors: Location, location, locution.

"Sometimes it all gives me a bit of a pause," says Rasmussen. "I think, 'Gee, I'm really not an expert on the things you're asking.' But that's the nature of the business. Somehow, you get somebody on the telephone, and they become an expert. WOI [radio] doesn't call me, because I'm here. You call somebody long distance, that raises their prominence.

"I suppose what they get from me is somebody with an American accent, in the middle of the United States, giving some kind of insight and understanding. At least that's what I try to provide."

So when talk of the General Agreement on Trade and Tariffs (GATT) heated up, Rasmussen figured his telly soon would be ringing. It did. Same for high — and low — points of the '92 election, the Clinton Administration's rocky start, the growing intensity over the U.S. role in Israel.

Rasmussen moonlights in the literal sense. Since his freelance commentary travels six time zones via phone before being broadcast to top-o'-the mornin' Scotland, he usually phones in his observations in the Central time zone's wee hours.

While Americans' interest in the UK generally begins and ends with the royals' domestic trials, Rasmussen says the British can't get enough dirt from both inside- and outside-the-Beltway political goings-on. And not just because our president studied at Oxford. "Beyond knowing about [Winston] Churchill and [Margaret] Thatcher, I don't think most [Americans] could care less who the British prime minister is," says Rasmussen, who got hooked up with BBC Scotland while on a faculty exchange at Glasgow University in 1986-87. "Britain doesn't have the power and influence it used to, while [the U.S.] has remained so large and important. I think the British feel it's crucial to figure out what's going on here."

Too, Rasmussen opines that the British possess a greater interest in the political process itself. Voter turnout is higher there, and there exists a greater identification with political parties. Rasmussen also contends that there's a general sentiment in the United Kingdom — anathema in the U.S. — that government should have a significant role in people's lives.

All of which combines to ensure that, the next time American politics takes a turn toward the dramatic — and we all know that it will, again and again — Jorgen Rasmussen will be in for a short night.●

A River Runs Through It

When the phone rings at 4 a.m., the best you can hope for is a wrong number. That's all there is to clutch onto as you stumble from bed, the dread of your caller's message sweeping through your semi-consciousness.

Many of us in Ames awoke with just that start July 9. Across the city desperate homeowners and businesspeople raced to their phones, frantically rounding up posses to help fight a foe they knew could not be beaten:

Water.

By 4 a.m., the day's terror had been set in motion: Squaw Creek and the Skunk River were

Photos courtesy ISU Photo Service

"I've got to find a place to live. This has devastated me."

ISU Senior Mary Turpen,
flooded out of her mobile home southeast of Ames, July 13

This awesome image will be burned into the minds of Iowa Staters for years to come: Hilton Coliseum under attack by Squaw Creek.

furiously pumping millions of gallons of chocolate-brown water toward town. Maybe, occupants of Ames' vast flood plain hoped, a few sandbags would cajole the waters back into benign paths.

By sunrise, the usually placid rivers began climbing out of their banks and over the streets — over Duff Avenue, 13th Street, Sixth Street, Lincoln Way and Elwood Drive. They roared into homes, grocery stores and movie theatres, mocking the myopia if not the utter idiocy of the human race.

Mercifully, the water began receding within hours. By nightfall its fury was spent. Its retreat allowed victims to view their losses, to learn if their lives had been momentarily interrupted or forever altered. Everybody with any connection to Iowa State University was sickened by what they found. Fifteen million gallons of the Squaw had poured into Hilton Coliseum, filling it like a giant cereal bowl with more than 14 feet of water. The ground level of the neighboring Scheman Continuing Education Building was submerged under four feet of water and slime. Surely James H. Hilton — the patriarch of the Iowa State Center — tossed in the grave that historic night. (*See "State Stats," page 10.*)

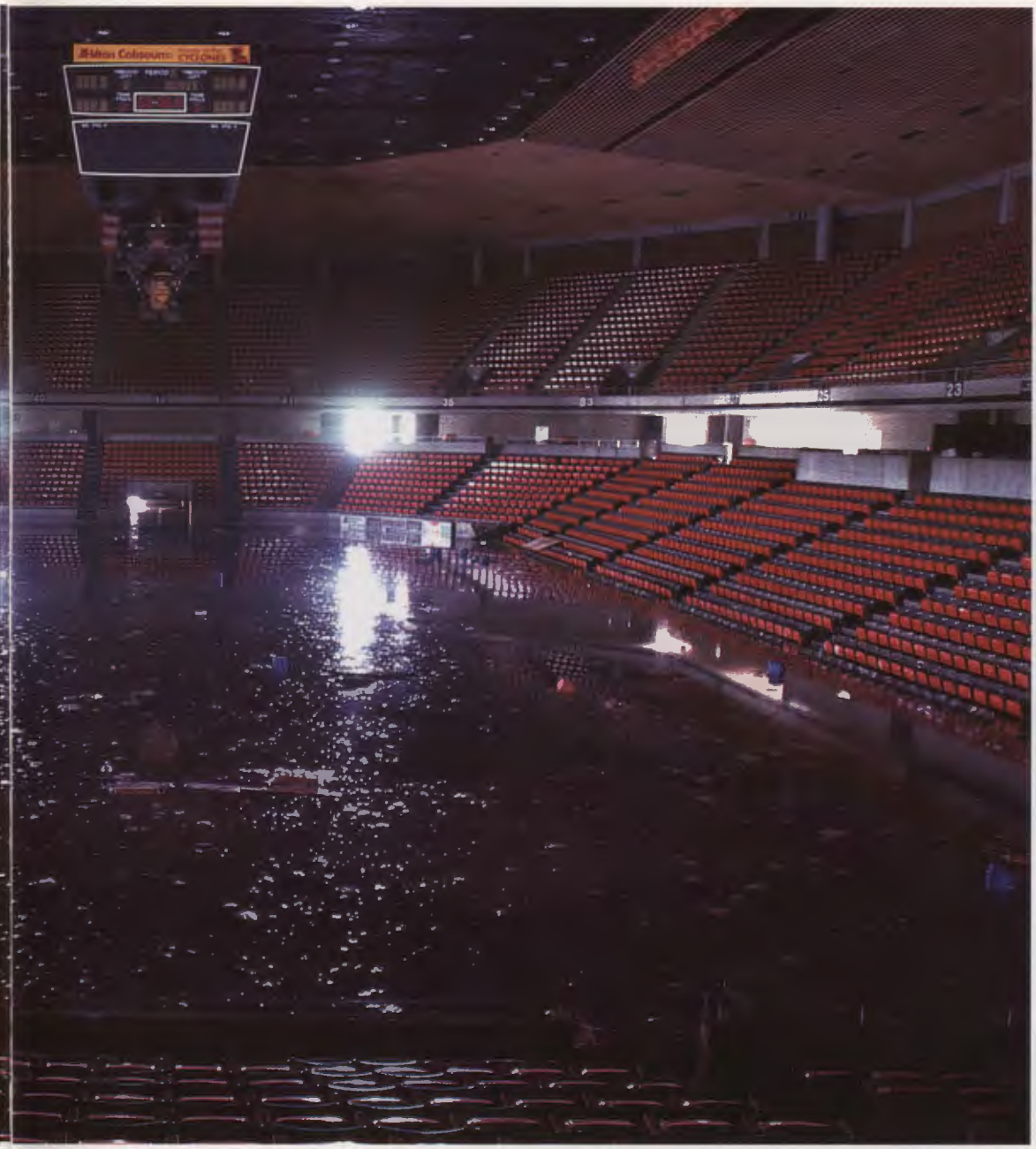
For weeks, the grounds surrounding the center were covered in black, as if in mourning. The air reeked of dead carp. Huge, uprooted trees were left hundreds of feet from river beds, like children's toys abandoned in the driveway.

It required weeks of back-breaking toil and alms from around the country (*see "Association," page 36*), but finally, the slime has been sucked away. The Squaw is once again tame, content within her centuries-old banks. But there is a smugness in her gait. That she unleashed her fury here, on an institution with technology in its very name, made it all the more humbling. The further humankind advances, it seems, the more striking its inferiority becomes.

—Dan Davenport

"I've seen it flood before, but this is the worst I've ever seen it."

Andrew Stephenson,
age 12, July 12



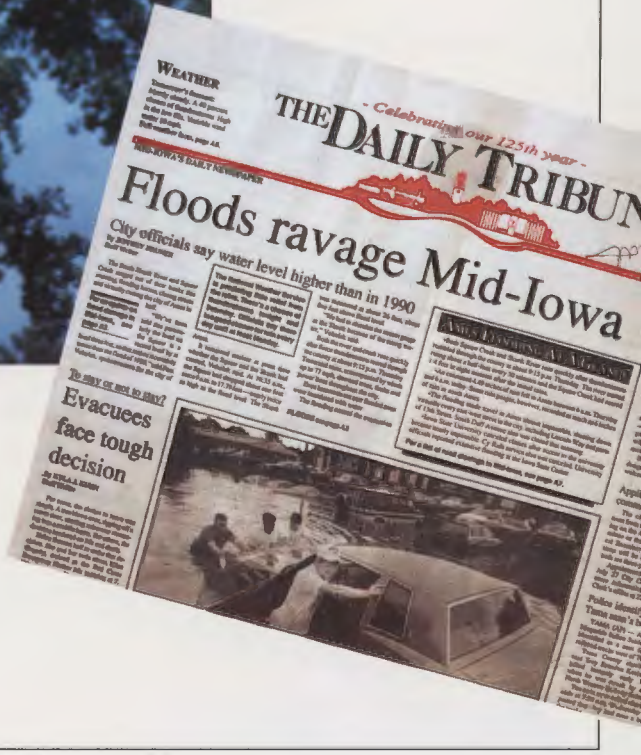
Top, the Iowa State Center's Andy Long manned his communications post at a walkway cum bridge over the courtyard. Above, workers took to paddling to rescue an onlooker swept away by the raging Squaw.

Above, the sickening view inside Hilton Coliseum, where 14 feet of water flooded the ghosts of so many thrilling Cyclone basketball victories. Right, Hilton's north face, with C.Y. Stephens in the background.

"The entire region is in a world of hurt."

Ames Assistant City Manager Bob Kindred, July 13

As if the water wasn't enough, 80-plus mph winds shredded Pammel Court apartments, leaving behind striking reminders of their fury.



Above, the Scheman Building was an island that first day, and, left, a mucky mess thereafter. Iowa State Center Director Joe Romano literally had to wade through the work on his desk.

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

Still time to register!
Call (515) 294-8488

Iowa State University
Alumni Association

Student Alumni Association

When the flood waters came, Iowa Staters rose even higher

Jim Hopson

The calls and inquiries came from far and wide. From Batavia, Ill.: "How can our company help?" From Atlanta: A note and a personal check. From both coasts and as far away as China, a deluge of messages of concern and offers of help.

This outpouring, of course, was in response to the flood of the century that devastated the Midwest, including Des Moines and Ames, in July *(page 30)*. Iowa State University alumni and friends were particularly concerned about reports of damage to the campus.

With Iowa Staters' long history of service, we at the ISU Alumni Association weren't surprised when the calls began pouring in. But we sure were proud — especially of the many efforts of our Iowa State University clubs. Chapters in Alburquerque, Denver, Portland, Sacramento and San Antonio held fund raisers to generate flood relief assistance. Radio and TV stations around the country assisted local university clubs.

The ISU Club of Houston provides an especially striking example of the tremendous support. Led by Scott Evans, '88, the club teamed with radio station Z-107.5, the Houston Post and the Houston Chronicle to coordinate efforts to round up more than 7,000 pounds of supplies and $4,200 in donations just days after the flooding. ISU Club of Kansas City President Bret Keast, '89, provided some crucial assistance by securing air transportation from Houston to K.C. via USAir Express and Continental Airlines. From there, two Iowa firms, Pella Windows and Barr-Nunn Trucking, were instrumental in transporting the supplies on to Iowa.

Though much of the clean-up is over, the damages are still being felt across campus. Those wishing to help may send contributions to the Iowa State University Foundation, 2229 Lincoln Way, Ames, IA 50014. Please specify "flood relief" on your check, as well as the specific area you wish to support. The damage list includes:

- Hilton Coliseum
- Scheman Continuing Education Building
- Maple-Willow-Larch residence halls
- Recreation/Athletic Facility
- University Village and Pammel Court apartments
- Cyclone Stadium
- Parks Library storage facility
- Veenker Memorial Golf Course
- 44 large trees

Those wishing to provide for student financial aid should specify "Student Emergency Flood Relief Fund."

To the hundreds of Iowa Staters nationwide who assisted, and to those who yet will, thank you.

Jim Hopson

Jim Hopson, '69
Executive director

The ISU Alumni Association — it works for a lifetime!

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

Brian D. and Rebecca A. Albert
John C. Baenziger and Garnet R. Harris
Patricia A. Bahrenfuss
James C. and Marcia A. Borel
Kevin M. Carpenter
Dan E. Charlson
Roger A. Davis
David T. and Janet H. Drees
Martin J. Drost
Frances M. Evans
John C. Evans
Stephan W. and Kay C. Fisher
Travis C. and Susan J. Glenn
Ellen M. Hansen
William R. and Lizabeth L. Harris
Ronald L. and Marian A. Hartje
Shirley M. Jacob
Jonathan E. and Lisa L. Klein
Ross C. Klicker
David D. Kochel and Jill M. Cawizell-Kochel
Mark A. Land
James A. and Suchada V. Langley
Kirk A. and Kim Leeds
Chun-Huang Lu
Reece F. Mahood
Kenneth W. and Debra K. McMillin
Paul E. and Frances Morgan
Kerrianne Nagle
Duane A. Ohnemus
Daniel D. Porter
Franklin J. and Ruth C. Postma
Mary E. Rayner
Christopher J. Renk
Edward C. Schram
Kevin A. Schreier
Maren J. Smith
Mary L. South
Andrew D. Stackhouse
Travis A. Steen
Greg A. Stoulp
John J. and Kristi J. Tillo
Pamela H. Whelan
Kenneth M. and Ruth A. Wilcke

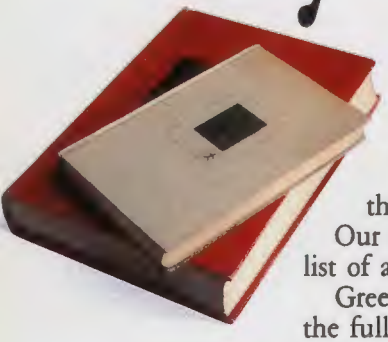
The entry for Vince P. Recker (Summer '93) should have read Vince P. Recker and Michelle Mahoney Recker.

What a Card.

No joke—the ISU Alumni Association credit card offers its holders good times and good deals such as competitive rates, instant cash access, no-cost travel/accident insurance *and* lower annual fees and interest rates for Alumni Association members. But are you ready for the punchline? Each time you use your exclusive ISU MasterCard or Visa, a percentage of your purchase goes back to the Alumni Association, resulting in big smiles around this campus. Sign up today* for an ISU credit card — you'll laugh all the way to the bank.

*To apply by phone, call 1-800-582-2731

Cyclone Reunion.



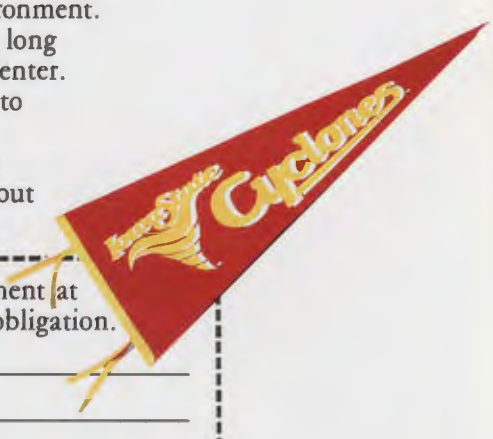
There's more than one lively campus in Ames. And as you can see, Iowa State University isn't the only place to spot a Cyclone. Green Hills Retirement Community has lots of graduates and former ISU faculty members as residents.

Located just south of the ISU campus, Green Hills Retirement Community is the home of active, independent adults who appreciate the social and intellectual advantages of a worry-free environment.

Our residents come from all walks of life because we offer a long list of amenities and an on-site, professionally-staffed Health Center.

Green Hills was designed for people who want to enjoy life to the fullest.

For more information, please call (515) 296-5000 or toll-free 1-800-336-8883. Or send in the coupon today. You'll learn about a retirement that feels like a reunion of friends every day.



Please send me more information about continuing care retirement at Green Hills Retirement Community. I understand there is no obligation.

Name _____

Address _____

City _____ State _____ ZIP _____

Telephone _____ Age _____

Single _____ Married _____ Widowed _____

Mail to: Green Hills Retirement Community, 2200 Hamilton Drive, Ames, IA 50014
Or call: (515) 296-5000 (IA toll free 1-800-336-8883).

GREEN HILLS

Managed by Life Care Services Corporation

EQUAL HOUSING OPPORTUNITY

14200

THE FIFTH EDITION

1993 IOWA STATE COMMEMORATIVE ORNAMENT

Shown Actual Size

THE FIFTH EDITON

The *fifth* edition of IOWA STATE UNIVERSITY's Pewter Commemorative Holiday Ornament Collection, featuring "Cy" is now available.

A MEMORABLE KEEPSAKE

You can proudly display the ornament this holiday season and for years to come. It is an heirloom that you and your family will cherish.

LIMITED EDITION

ORDER NOW as quantities are limited. It is not too early to start thinking about the holidays. Don't get caught without owning the 1993 Iowa State commemorative ornament. (It also makes a wonderful holiday gift).

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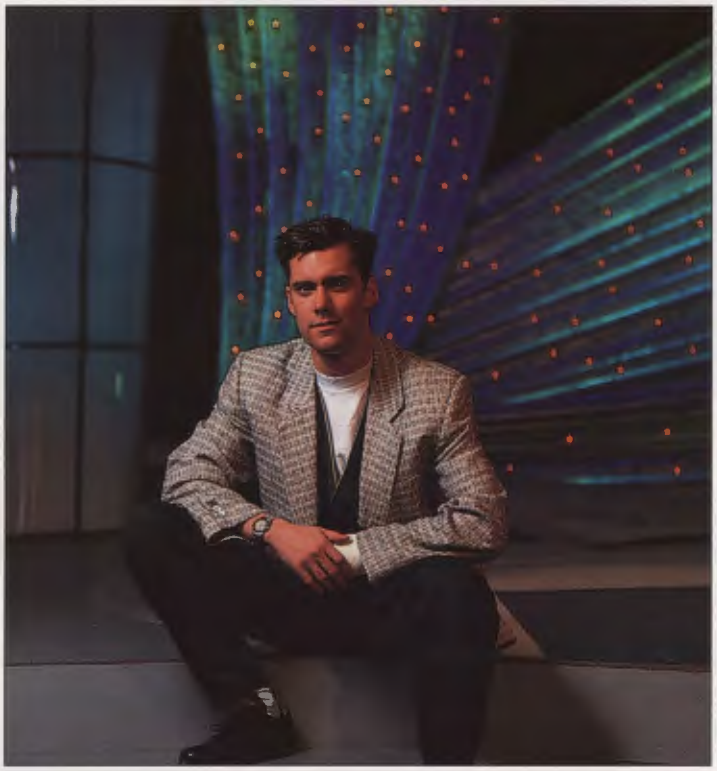
It's Just a Stage



LEIGH CHARLTON

Ironically, Scott Murphy's entree into Hollywood set design was a stint in amusement park design.

HOLLYWOOD ARCHITECT CONVERTS GRUNGE TO GOSSAMER

IT'S GAUCHE TO DROP NAMES in Hollywood, but if they kicked out all the name-droppers, who'd keep Jack Nicholson company? So what the heck:

Chevy Chase. Michael Jackson. Bob Hope. Natalie Cole. Billy Crystal. Garth Brooks. Clint Eastwood. The list glitters on for Scott Murphy.

Murphy isn't an actor, a director or a singer. He's more of a behind-the-scenes kind of guy.

Correction: He's a *scenes* kind of guy.

Murphy, a 26-year-old Iowa State architecture graduate, is a freelance art director in Hollywood. He literally sets the scene for some of the most celebrated events in show business. In just a few years in Hollywood, the Des Moines native has helped design sets for the Academy Awards, two Bob Hope specials, Chevy Chase's new talk show, the Country Music Awards, the Golden Globe Awards, the Super Bowl XXVII halftime show and the now-defunct soap *Santa Barbara*.

"The Oscars was big, but transforming an enormous sound stage at Universal [Studios] into what looks like a plush, inviting auditorium for the People's Choice Awards was huge," says Murphy, who went west to pursue architecture graduate studies at Southern Cal.

Unfortunately, Brooks' work has been more thrilling than regular — it's all freelance. While he hopes to keep snagging assistant art director jobs — as of summer he didn't know what would follow the work for Chevy — he's had increasingly serious designs on another pursuit: Furniture design. His work got some decent press at the International Contemporary Furniture Fair last spring in New York City, which he hopes to parlay into decent commissions.

"Since I was fingerpainting at 4 years old, I've thought about designing things," Murphy says. "So [designing furniture] isn't really a departure. Set design, furniture, it's part of the space. Frank Lloyd Wright designed down to dishware and people's clothes."

Talk about name dropping...

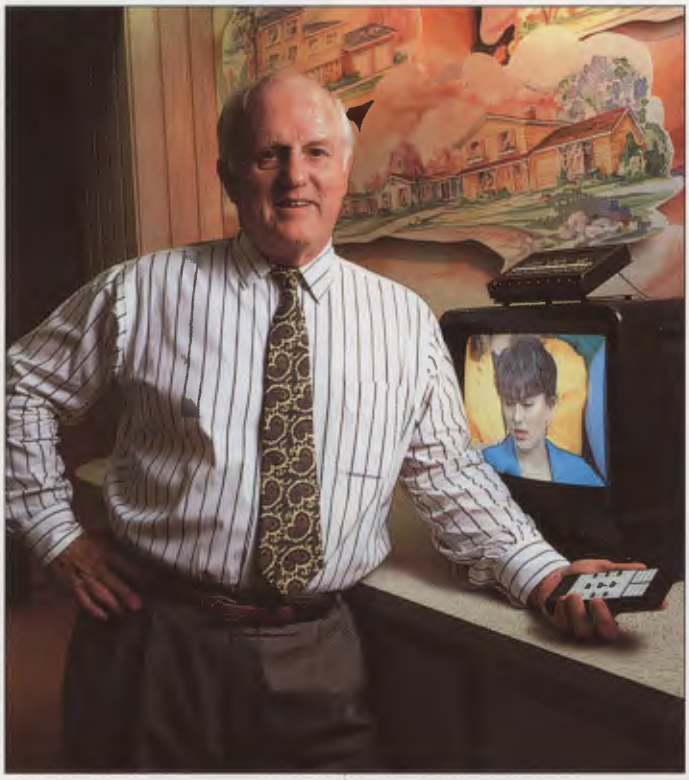
When it comes to screening viewers, alum is Nielsen's TV guide

THE NEXT TIME YOU SETTLE down, click your brain on auto pilot and stare zombielike into the TV screen, keep this in mind: Edward Schillmoeller is in there, staring back.

When you flip the channel, he knows it. When you go to the fridge, he sees it. When you curse the dearth of good programming and thump the off button, he hears it.

Schillmoeller isn't 1-foot-3, and he hasn't come up with some Trek-ian method of beaming himself into Americans' TVs. He's hit on something even more powerful: Statistics. For two and a half decades, the 1953 Iowa State College math graduate has helped A.C. Nielsen Media Research keep its finger on that miniscule pulse of electrons flowing into our homes and exploding into Dan Conner and Connie Chung and Barney Fife. Schillmoeller is senior vice president for the television ratings division of Nielsen, a company that for decades has dominated its industry arguably more fully than any other firm in any other business.

By attaching little boxes to TVs in just 4,000 households, Nielsen can tell the four net-



STEVE DONISCH

Edward Schillmoeller

works and dozens of cable channels and thousands of advertisers what millions of Americans watched last night — and what they're likely to buy tomorrow.

An intoxicating premise, indeed, for a long-time numerator like Schillmoeller.

"It's all based on samples," Schillmoeller says from Nielsen's Northbrook, Ill., headquarters. "It's all grand stuff — TV, Hollywood — but it's all guided by solid statistical theory."

When Schillmoeller and his 50-member staff put that theory into practice, networks, TV stations and advertisers jump. In addition to his national clients — ABC, CBS, NBC, Fox, cable networks, syndicators and major ad agencies — Schillmoeller also works with local TV stations and advertisers. Besides the little boxes — called set meters and people meters — Nielsen also pays members of its sample audience to keep viewing diaries. Though the TV ratings snatch major entertainment-section headlines each week — see *Cheers*' final episode — Schillmoeller says determining *who's* out there and not just *how many* is an equally important aspect of his job. "Sure, there are programs I wish [networks] wouldn't cancel, things I wish they'd telecast more of," he says. "But it all depends on what audience they're trying to attract. Advertisers are looking for specific audiences. We can see where to find them."

From the inside looking out — what a view.

Fashion designer breaks old patterns

DEMOGRAPHERS USE THE phrase "the graying of America" to describe the rapid growth in the country's over-65 population.

Julie Lawson takes issue with that.

At least when it comes to clothing, the 1988 Iowa State graduate refuses to accept cultural norms that say the elderly must settle for the drab and frumpy. It's harsh verity that, as they age, many women gradually lose height, mobility and independence. "But they shouldn't," Lawson insists, "have to lose their dignity."

Thus with the slogan "Fashion with dignity," the 34-year-old Chicagoan launched her Edna B line of women's clothing specifically designed for elderly and disabled women. The line is named after Lawson's late grandmother, Edna Brown, who suffered from osteoporosis and arthritis. Before Edna died in 1988 at age 89, Lawson watched her struggle greatly to dress herself. And Edna's clothing was limited to what Lawson calls drab, "old-lady house dresses."

TIM SEED

Julie Lawson (left) with client Evelyn Goldstein

Lawson's fledgling company got a major boost this year, when the upscale Nordstrom department store announced plans to sell the Edna B line. In September, Nordstrom began selling Lawson's fashions in its Seattle headquarters store. Regional merchandiser Denise Wilkins says Nordstrom is "testing the waters" before deciding whether to carry Lawson's line in any more of its 70-plus stores. "We've been using more disabled models in our catalogs, and gotten a great response," Wilkins says. "There is a customer out there who has this need."

Lawson says Edna B's advantages over more traditional older women's clothing include richer-looking, more colorful and machine-washable fabrics; velcro closures; styles allowing dresses to be pulled on from the bottom, not over the head, which can be difficult for many elderly women; and two-piece, wedge-shaped dresses that Lawson says give a "taller, leaner look."

"You go into business to make money, and I think this is going to have enormous potential," she says. "But more than that, these people need clothing they can be proud to wear."

And Edna B would be proud.

So Much To Sea!

From the sun-soaked beaches of Acapulco to the breathtaking waterways of Norway, the Iowa State University Alumni Association offers an ocean of possibilities for you in 1994. Water you waiting for?

⚓ Second Annual Big Eight Trans-Panama Canal

Feb. 12-22

Cruise aboard the Royal Princess *from Acapulco to San Juan via Costa Rica, Colombia, Netherlands Antilles and St. Thomas, U.S. Virgin Islands. Sold out. (INTRAV)*

⚓ Splendors of New Zealand

March 22-April 2

Included in your 10 days down under is a seven-day cruise aboard the new Marco Polo. *From $2,565 per person, including air fare from Los Angeles. (Travel Dynamics)*

⚓ Holy Land, Greek Isles and Ancient Civilizations

April 19-May 2

Cruise from Rome to Athens via Naples, Cairo and Jerusalem on the Royal Odyssey. *From $2,890 per person, including air fare. (Royal Cruise Line)*

⚓ Routes of Discovery

April 30-May 12

Thirteen-day adventure anchoring in ports in Portugal and Spain. From $3,295 per person, from Chicago. (Alumni Holidays)

⚓ Columbia River, Olympic Peninsula, British Columbia

May 19-29

Board the Yorktown Clipper *in Portland and cruise for 10 days with stops in port cities including Astoria and Victoria before finishing your voyage in Seattle. From $2,550 per person, plus air fare. (Clipper Cruise Line)*

⚓ America's Magnificent National Parks

June 20-July 4

Beginning in Bozeman, Mont., embark on a journey to Yellowstone, Jackson Hole, Salt Lake City, Grand Canyon, Bryce Canyon, Zion and Las Vegas. From $2,045 per person, plus air fare. (Vantage)

⚓ North Cape and Majestic Fjords

June 27-July 10

Twelve-day, round-trip cruise along Norway coast from London aboard the Crown Odyssey. *From $2,999 per person, including air fare. (Royal Cruise Line)*

⚓ Alaska, Route of the Glaciers

July 20-27

Seven-night cruise from Anchorage to Vancouver aboard the Golden Odyssey. *From $1,348 per person, plus air fare. (Royal Cruise Line)*

⚓ Mongul/Manchu Dynasty

August 11-27

Round-trip, 17-day adventure from Beijing, with flights to Mongolia and Russia and a three-day trip on the Trans-Siberian Railroad. $4,495 per person, from Los Angeles. (Alumni Holidays)

⚓ Danube Canal

Sept. 9-22

Twelve-day cruise on Rhine, Main and Danube Rivers from Cologne to Vienna aboard the M.S. Switzerland. *From $4,399 per person, from Chicago. (INTRAV)*

⚓ Southeast Asian Odyssey

Oct. 2-19

Tour Bangkok before boarding the new Marco Polo *in Singapore for cruise including ports in Malaysia, Vietnam and, finally, Hong Kong. From $3,760 per person, from Los Angeles. (Travel Dynamics)*

⚓ Antebellum South and Coastal Waterway

Nov. 5-12

Board the Nantucket Clipper *in Charleston, S.C., for a seven-night voyage including ports in Hilton Head Island, Savannah, Ga., and Jacksonville, Fla. From $1,700 per person, plus air fare. (Clipper Cruise Line)*

For information on any trips, contact the ISU Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164; (515) 294-6525.

The Season After

THE ISU WOMEN LOST 25 GAMES LAST YEAR — BUT THEIR INDOMITABLE COACH REFUSED TO LET THEM LOSE HOPE

After "dealing with more last year than in all my 13 years of coaching," Theresa Becker is happy to announce, "Now we're talking future."

TWENTY-FIVE TIMES, SHE stood outside the door. On the other side, pain swirled in the eyes and hearts of her young Iowa State basketball players. She had come here to devise practice schedules, call time outs, make substitutions.

There was no mention of pain.

Yet there it was again, familiar as her own pillow, waiting behind a door that may as well have weighed a ton. Where to find the strength? The words? What hadn't she said the 10th or 15th or 20th time? What could convince those success-starved women to get up and practice tomorrow, to turn ankles and bruise thighs and jam fingers to prepare for their next pummeling?

Twenty-five times she swallowed that pain, tamped it way down there with the rest. Twenty-five times she pushed open the door.

The day before Theresa Becker met the media at a May 1992 news conference introducing her as Iowa State women's basketball coach, she went out and bought the most conspicuous yellow and red suit taste would permit. Yet bold as her outfit was, it was muted in the shadow of her flashing brown eyes. She beamed. Seven years as a Nebraska assistant, she said, eyes aflame, had readied her for her this program. It is, she chirped, "a diamond in the rough."

Jack Nicklaus couldn't hit out of the rough she would find.

The low point came Jan. 17, when Kansas hammered the woefully under-womanned Cyclones, 92-33. Becker pushed open the door and found the words. When ISU opens the season next month, it will try to snap a 12-game losing streak born on the Kansas prairie.

Last season's zenith? Two days earlier, in Manhattan, Kan. — a 67-61 win over Kansas State. Eight women, including a former manager and two walk-ons, were in uniform; seven played.

The Cyclones' 25 losses averaged 25 points each; their two wins came by a total of seven. They suffered three season-ending injuries and one career-ending injury. By late in the Jan. 24 game with Colorado — a 92-52 loss — Becker was down to five players.

"AS LONG AS I HAD ONE KID WILLING TO WALK WITH ME, I HAD TO LEAD. THEY KEPT COMING BACK. THEY'RE THE STORY. NOT ME."

At Nebraska, she had run a practice exercise known as the 11-man drill. To even approach pulling off that drill here, Becker solicited members of the men's and

women's golf teams and an assortment of drop-ins. "But as long as I had one kid willing to walk with me, I had to lead," she says. "They kept coming back. They're the story. Not me."

On that point her players differ. From that first day, zooming into town all smiles and emotion smartly trimmed in yellow and red, Becker infused her will into these students as if with an IV. "Our record didn't mean we were losers," says senior Melanie Young, the team's leading scorer last season. "She made us know there's a difference between getting beat and quitting. No *waaaay* would Coach Becker let us quit."

Indeed, amid the worst thrashings, they never stopped clawing. Not after the 50-point loss to Colorado. Not after drawing powerful Nebraska in the Big Eight Conference Tournament. The Cornhuskers already had beaten ISU by 30 and 49 points. Coach Angela Beck, Becker's mentor at Nebraska and earlier Bradley University, her best friend, calls the pairing "devastating. We were great together [at Nebraska]. With all the trouble they had, they had to play us again ..." Tears crawled down Beck's cheeks during the Huskers' 87-39 victory.

Becker shoved open that door, too. She cobbled her women back together yet again, and brought them home. Their plane touched down in Ames at 9 the next morning. By 11 she was in her car, doubtless wearing *something* yellow and red, driving to Mason City to scout junior-college prospects. She will have her 11-man drill. Each of her seven new players, she says, possesses two traits. Two traits as much a part of Theresa Becker as blood and bone: Courage and the ability to dream.

Taped to a file cabinet in Becker's State Gym office is a page torn from a child's coloring book. The drawing depicts a large bird with a frog in its beak; only the frog's hind legs are visible. The artist drew it so as to make it clear that, despite the frog's predicament, it is frantically kicking its legs. The caption reads, *Don't ever give up!*

Theresa Becker, knowing that the door swings both ways, is still kicking.

What price equity?

TO TAKE AN OFT-USED FEMINISTS' PHRASE AND TURN IT ON ITS EAR, Iowa State women's basketball coach Theresa Becker doesn't get it. Why all the fuss over gender equity in college sports?

Don't get her wrong: She believes a woman talented and dedicated enough to compete in college should have every opportunity a similarly accomplished man has. Title IX of the 1972 U.S. Education Amendments clearly spells that out. It's just that she thinks Title IX is about creating — not limiting — opportunity.

As National Collegiate Athletic Association (NCAA) institutions bemoan woeful economics, most gender equity proponents say shifting money from men's programs to women's is the only solution. These Robin Hoods often see budget-rich football as the prime target.

Becker just doesn't get it.

"I guess I'm not a women's libber or a big feminist," she says. "I don't want to take opportunities from [football coach] Jim Walden."

She knows about opportunity. Though her hometown of Festus, Mo., didn't offer girls' athletics, a gym teacher encouraged her to try out for the boys' team in 1973-74, her senior year. The shy Becker demurred. But she did take on the coach's son — and starting point guard — one-on-one.

Theresa Becker, never shy on the court, won.

"It was kind of my own victory," she says, smiling. She runs a hand through her black hair. "I had always wanted to be good enough to hang with the guys."

She doesn't want to take from the guys. Just hang with them.

SPORTS BRIEFS

TO THE MAX Some people questioned Max Urick's effectiveness during his 11 years as Iowa State's athletic director, but nobody can doubt his timing. In June, just two days before his ISU contract was to expire and his replacement was to move into the Olsen Building, Urick was named AD at fellow Big Eight Conference member Kansas State.

Says Urick: "I'm very happy the way things have worked out — especially that I'll be staying in the Big Eight." As VISIONS reported in its Summer issue, Gene Smith, formerly Eastern Michigan University's AD, succeeded Urick in July.

TITLE IX (CONT.) ISU's 1993-94 budget, approved by the State Legislature last spring, allocated $200,000 for the development of a new women's intercollegiate sport. The new sport has not yet been selected.

GIVE IT YOBES In July, former Iowa State runner Yobes Ondieki became the first person to break the 27-minute mark in the 10,000-meter run. At the Bislett Games Grand Prix track and field meet in Oslo, Norway, the Kenyan ran the 25-plus-lap race in 26:58.38, slashing more than nine seconds off the old world record. The 32-year-old Ondieki, a 1985 ISU graduate, was a six-time Cyclone All-American in cross country and track. Ironically, he never won an NCAA 10K title. But a countryman and fellow Iowa Stater did, in June. Jonah Koech, competing in his final meet as a Cyclone, won the NCAA 10,000 in New Orleans.

ON THE LINE The Miami Dolphins traded former ISU football standout Gene Williams, '91, to the Cleveland Browns in July for a future draft choice. The deal breaks up Miami's Cyclone offensive line duo of Smith and Keith Sims. But don't feel bad for Sims. Over the summer, the 1990 Iowa State graduate signed a three-year, $4.2 million contract.

Advise and Dissent

ILLUSTRATION BY BRIAN EBERT

By Jerry Knight

Jerry Knight, a former Iowa State student and 1963 Daily editor in chief, is a business reporter at the Washington Post.

After 103 years as the newspaper of, by and for the students, the Iowa State Daily is threatened with the loss of its independence. A movement is afoot to put a grown-up in charge — to have the Daily's student publication board hire what amounts to a full-time publisher with ultimate responsibility for everything in the newspaper.

As a former Daily editor, I'm disturbed by the idea of a staff member usurping the power of the student editors and ending a long tradition of independent student journalism. And as a working journalist, I'm disturbed that First Amendment freedoms are under attack on American college campuses. Freedom of expression is facing pressure not seen since the '60s, when administrators freaked out over sex, psychedelics and anti-war activism and decided "free speech" didn't apply to college students. We've seen the University of Pennsylvania's president decree that "water buffalo" is a politically incorrect term not protected by the constitution. We've seen several incidents of gangs of students scooping up and destroying campus newspapers they didn't agree with, essentially adopting book-burning as their means of political expression.

But it's not only the voice of ISU students being threatened. It's the Daily's effectiveness as a teaching tool. The Daily was the most important part of an excellent education for generations of students. The lessons learned in the long days — and nights — enabled me to prosper as a reporter and editor at The (Ames) Daily Tribune, the Des Moines Register, the Trenton (N.J.) Times and now the Washington Post. As a reporter, you quickly learn if you don't quote your fellow students correctly, they nail you. So you get it right. As an editor, you learn that if you mess up somebody else's copy, you both suffer.

As I see it from half a continent away, the push to install a paid publisher is also driven by issues created not by the Daily but by the Department of Journalism and Mass Communication, the university and, perhaps, the higher education system. Journalism Professor Thomas Beell says a full-time overseer is needed because professors don't want to serve as advisers. Why? "It no longer counts for tenure and promotion." Why doesn't it count? Turning out responsible, independent journalists able to carry on the media's crucial role as the fourth branch of government is central to ISU's mission.

Beell also says a lack of professional supervision doesn't allow student's Daily work to meet internship requirements. Talk about valuing form over substance. Supervision most interns get at newspapers is no better than the feedback Daily reporters get from their student editors. Change the requirement.

As a practical matter, I'm not persuaded that the department can hire a "professional" who can guide the Daily better than student editors and faculty advisers. It's hard to imagine recruiting someone with a better background than Bill Kunerth, Rod Fox, Jim Schwartz, Dick Disney and the other professors who helped me put out a better newspaper and become a professional.

The secret of successful student activities has always been that they give students power while demanding responsibility. Veishea didn't need a hired stage manager to become the nation's largest student-run festival. Should we call in Disney next year? Should the homecoming committee be abolished and the weekend turned over to the Department of Athletics?

Being an editor at the Daily means putting out a real newspaper every day. It allows students to make mistakes — and run corrections — and to earn the respect — or ridicule — of their peers. It forces student editors to debate — with themselves, their peers and their faculty friends.

Empowering students is impossible with a professional staff member making the tough calls, toning down the inflammatory headlines and taking the heat when students screw up. Putting authority in the hands of a hireling with neither the mandate of students nor responsibility to them will disenfranchise students, not empower them.

Historically, there have been two kinds of student newspapers: those run for the students and those run by them. The latter have always been better — better educational experiences, better newspapers. After 103 years as a genuine student newspaper, it would be a shame to see the Iowa State Daily abandon that proud tradition. ◐

THE ASCENT

A Summit Attained — A Journey Begun.

STAND at the summit, bathed in sunlight and success. Savor the rarefied air of high accomplishment. Gaze out to peaks yet higher, awaiting another day.

FOR today, celebrate achievement. After five years, Iowa State's capital campaign, Partnership for Prominence, has ended. The efforts of National Campaign Chairman Owen J. Newlin and of countless others have helped raise $214,530,001 to benefit Iowa State. Aspirations have risen in programs spanning the disciplinary spectrum.

AS we continue our journey to the heights among the nation's land grant universities, we must remember this day on the summit.

ONE GOAL AT A TIME.

PARTNERSHIP FOR PROMINENCE

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For information about the Partnership for Prominence campaign, call the ISU Foundation at (515) 294 • 4607

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HOMECOMING 1993

Excellence in Motion

SUNDAY, OCT. 17

TORCHATHON begins in Stillwater, Okla.

VICTORY LANE PAINTING, 3:30-7:30 p.m. — North of Olsen Building.

THURSDAY, OCT. 21

MARCHING BAND STEP-OFF, 7:30 p.m. — Begins at Music Building.

PEP RALLY/BONFIRE, 8:30 p.m. — West of Olsen Building.

FRIDAY, OCT. 22

BANNER DISPLAYS, 7 a.m.-evening. — Central campus.

LAWN DISPLAYS, 7 a.m.-evening. — Participating houses.

HOMECOMING AWARDS CEREMONY, 4-6 p.m. — South of campanile.

OPEN HOUSE FOR STUDENT ALUMNI ASSOCIATION (SAA) ALUMNI, 7-9 p.m. — The Knoll.

CARRIAGE RIDES, 9 p.m.-1 a.m. — Central campus.

SATURDAY, OCT. 23

BREAKFAST for students and alumni parents, 8:15-9:30 a.m. — Rooms 220 and 230, Scheman Building.

1953 AND 1968 CLASS REUNIONS, 9-11 a.m. — First floor lobby of Scheman Building.

COLLEGE RECEPTIONS, 9-11 a.m. — First floor lobby of Scheman Building.

CAMPUS BUS TOURS, 9:45-11 a.m. — Depart from north side of Scheman.

ALL-ALUMNI TAILGATE, 11 a.m.-1 p.m. — Tent west of Olsen Building.

PRE-GAME ACTIVITIES, 12:30-1 p.m. — Cyclone Stadium.

OKLAHOMA STATE VS. IOWA STATE, 1 p.m. — Cyclone Stadium.

SAA REUNION CASINO NIGHT/DANCE, 7 p.m.-midnight — Scheman Building.

ST. PETERSBURG PHILHARMONIC ORCHESTRA, 8 p.m. — C.Y. Stephens Auditorium.

For more information contact Iowa State University Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164 [515] 294-6525