VISIONS

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION • SPRING 1994

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Alumni Association

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VISIONS

FOR MEMBERS OF THE IOWA STATE UNIVERSITY 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. Copyrighted 1993 by the ISU Alumni Association, James A. Hopson, executive director. POSTMASTER: Send changes of address to: VISIONS, Alumni Suite, Memorial Union, Iowa State University, Ames, Iowa 50014-7164. Telephone (515) 294-6525.

VOLUME 7 NO. 1

Categorically Speaking...

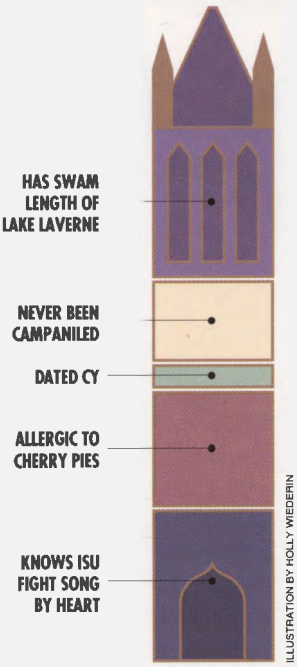


ILLUSTRATION BY HOLLY WIEDERIN

By Debra Gibson

LONDON HAS ITS SLOANE RANGERS. Hollywood has its Brat Pack.

And ISU has its Tailgaters and its Briefcase Crowd.

At least that's what it says in this very official-looking spiral-bound manuscript I've kept stashed in my desk the past few months. Thanks to plenty of legwork by Alumni Association staffers and the sculpting of data by a Kansas City research firm, we're now privy to a virtual Ripley's assortment of fun facts about Iowa State grads.

I'll admit it—I'm alternately fascinated and appalled by market research. On the one hand, show me a journalist who doesn't harbor at least occasional voyeuristic proclivities. Or perhaps it's an inherent insecurity: There's assurance in realizing I'm not the only American who refuses to read a magazine's table of contents so as not to spoil the surprise. But then I ponder some stranger's need to know how I wrap my leftovers or bathe my children or fight that pesky tooth plaque, and I become suspicious and testy.

In all fairness, perhaps even the road to consumer inquiry is paved with good intentions. There certainly were no lascivious thrills being sought when the Alumni Association decided to investigate who its alumni are, what they want and how they could best be served by their alma mater. So, after several weeks of telephone surveys and focus groups (to be among the great '90s icons, I'm convinced), we've got the goods on you.

If you're a "Tailgater," you're most likely 43 years old with an average income of $59,500. Your ISU degree probably was awarded from the College of Liberal Arts and Sciences, and ISU was possibly the only university you attended. It's a safe guess you were active in university activities as a student, and you consider the Association events calendar the most important membership benefit. You're most interested in the Association pursuing programming such as personal enrichment seminars, continuing education, scholarships for your children and tickets to university events. And best of all, you maintain a strong desire to hold on to your connections with Iowa State, primarily to enjoy and support sports programs and social events.

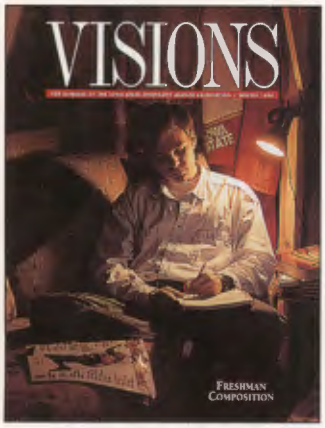
So you say you'd rather network with the Briefcase Crowd? Chances are you're a little older (probably 47) and a little wealthier (average income of $61,500). You join professional and civic organizations with great frequency, and you hold more advanced academic degrees than any other group studied in this survey. You believe your Iowa State degree has been integral to your professional success, and you like VISIONS magazine. You see your Association membership as important to maintaining professional ties; in addition to the programs requested by the Tailgate Crowd, you'd also like networking assistance.

YOU COULD BE ONE OF OUR "TRUE BLUES," OR AS THE RESEARCH CALLS YOU, "ALTRUISTICS INVOLVED." AT ITS PUREST, THIS MEANS YOU JOINED THE ALUMNI ASSOCIATION BECAUSE YOU BELIEVE IN A SENSE OF PRIDE, LOYALTY AND INVOLVEMENT WITH IOWA STATE.

Of course, you could be one of our "True Blues," or as the research calls you, "Altruistics Involved." At its purest, this means you joined the Alumni Association because you believe in a sense of pride, loyalty and involvement with Iowa State. Most likely you're just under 40, highly involved with your community and the keeper of strong family ties. At least half of you live in Iowa, and it's probable you received your degree from the College of Agriculture. Your favorite Association membership benefits? The calendar and the credit cards.

Now that we've gotten the scoop on you, we're turning our magnifying glasses on our own programs and services for the diligent process of revamping and fine-tuning. In other words, now is when we roll up our sleeves and determine how to best season our offerings to whet your appetites. (I enhanced that verbage from a real cutting edge how-to crafted to maximize product potential. Have I got this marketing stuff down, or what?) ◐

LETTERS



VISIONS magazine strives to celebrate the power of thoughts and ideas. You, the reader, are the ultimate judge of success in this endeavor, making your opinions highly regarded and your letters greatly encouraged. Please send letters to: VISIONS editor, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164.

Freshman Follies

As I read the experiences of Lee Teras' early days on campus *("The First 30 Days," Winter '94)*, I couldn't help contrasting them with those of the typical engineering freshman who entered in 1935:

• Most of us were working [for] a major portion of our college expenses and had to spend every available hour either looking for work, or actually working. We had very little time for socializing or worrying about anything but money.

• Freshmen were not allowed to participate in intercollegiate activities, a situation that should still exist.

• 'Twas illegal to sell beer in campus town.

• As for looking for a girls' room with a key in our hand, we'd have been requested to leave campus! A man could get by the front door and reach a chaperoned desk where he waited for a young lady he'd already met to be summoned and come to meet him. She had to be safely home under lock and key at 10 p.m. on weekdays. An hour or two later was allowed on weekends.

• A great many of us couldn't call home because there no longer was a phone there.

• A small room wasn't crowded. We needed only space for clothes and books.

• Very few of us expected to graduate in less than five years. Many took more.

Dean G. Hughes, '40
Aurora, Colorado

In reading Lee Teras' journal of his first 30 days, I was taken back in memory to my arrival at ISU in 1936. About 25 years later, we visited campus with our three children, and the contrast wasn't nearly as marked as it was when I returned in 1981 ... and again in 1990 for our 50th class reunion: Who could have imagined that parking would be such a problem?

Here are more reactions to Teras' journal items:

• "I move into a college dormitory, for which I am billed $762 a semester — why did costs have to rise so much?"

1936-39: OUR "LATE SHOW" WAS PREPARATION FOR THE APPLE POLISHER'S BALL, A GALA SPRING EVENT HELD IN THE LANDSCAPE STUDIO AFTER LENGTHY ARTISTIC PREPARATION, FILLING THE BROWN PAPER TACKED TO THE WALLS WITH CARTOONS SUITABLE FOR CELEBRATION WITH ALL LA STUDENTS, DATES AND FACULTY.

1936: Although depression dollars were still on the gold standard, Teras' $762 would have been almost enough for a whole year: tuition, board, room and a little more.

• "I feel more at home, with a TV, stereo and other essentials."

1936: Radio could complement our studies as background in design lab in the Landscape Studio — the former horse barn on the east edge of campus — but we were free from today's barrage of TV news and commercials. Our favorite noon break for laughs was Garry Moore, and there were occasional ranting German broadcasts by Hitler. Little did we realize what was coming!

• "A group of us went to a party. Yes, there was alcohol: no, I didn't drink."

1936: Prohibition had just ended, and the nearest place for liquor was in Des Moines, so my only experience with beer was in 1938 or '39 when the college banned all liquor permits, requiring that they be turned in or the holders would be expelled. This didn't affect any of us, but our worldly department head took a group of us over to Ames for beer as his gesture of rebellion.

• "The first *Late Show with David Letterman*."

1936-39: Our "Late Show" was preparation for the Apple Polisher's Ball, a gala spring event held in the Landscape Studio after lengthy artistic preparation, filling the brown paper tacked to the walls with cartoons suitable for celebration with all LA students, dates and faculty.

• "Tonight was Iowa State's first football game."

Early 1936: Came down with a group of [Mason City High School] seniors for the Iowa State-Iowa U game, which Iowa State won 35-6, showing us that Iowa State was certainly the place to come. Unfortunately the bitterness engendered by that rout called an end to the two schools' meeting for many years.

• "It was good to get home ... I'd only been gone two weeks."

1936-40: Except for summer vacations, trips home were limited to the few times I could get rides with one of the few hometown car owners, or had time to hitchhike. Besides, as we progressed into more design and report writing, we spent more time in design lab and library, nights and weekends.

• "I called home Sunday — talked to Mom and Dad for over half an hour. ... So little time to watch the news and read the paper."

1936: Telephone calls were for crises only — just a shade less drastic than telegrams. Letters carried all the news we needed, and we were trying to be so independent and resourceful.

• "I went to the Union to check out the companies there for Engineering Week. A couple (of) representatives ... changed their demeanor when they heard that ... I was a freshman ... Almost like 'Go away, come back in a couple years when you know something.'"

1939-40: We began to realize how little we knew, and who knew what might happen here and in Europe. Never saw a representative, so wrote letters, letters, letters. The faculty made suggestions, offered some name.

Epilogue: Although there may be much less contrast between Lee Teras' and my first experiences than I found, I do feel that today's students are far better informed than we were, due largely to broader exchange of information. And I truly hope that they pursue knowledge, as well as information.

Richard A. McEwen, '40
Baton Rouge, Louisiana

Evaluation Elaboration

Regarding the article, "Ratings War" *(Winter '94)*, Professor David Roochnik states his case distressingly well:

"Being a student at an American university is rarely an intense and demanding task at which only an enthusiastic few will succeed. Instead, it's conceived as a 'right' to be enjoyed by almost everyone —even those who work hardly at all."

It was not this way for the class of '62 in mechanical engineering at ISU. Clearly there is now a strong market for "no content" college programs. I still expect ISU to be a bastion of standards, a real university.

Bravo for Professor Fern Kupfer. I like to think that engineering students are still the enthusiastic few who need to know and will not be bought off by cookies served during the course evaluation.

Robert R. Parker, '62
Ogden, Utah

In 1955 I was an assistant professor in the Department of Chemistry at Iowa State College and was assigned two classes of about 210 students each in Chemistry 105 and 106. Toward the end of one class I noticed Dr. Harley Wilhelm sitting in the back of the room — a pleasant sight as he was one of my heroes from when I had worked for him during the Manhattan Project at Iowa State during WWII. He and Dr. Ben King, another favorite friend on the faculty, visited my classes several more times that quarter.

... Later, as a tenured faculty member, I found that Dr. Charles Goetz, the head of the department, had a very thorough system of evaluation of faculty that included, among other things, visits by senior faculty to classes being taught by junior faculty. ... Later, when I was the head of the chemistry department at Kansas State University, I patterned my faculty evaluations much after what I had found to be so successful at Iowa State. I am quite sure that the first-class chemistry faculty now at Iowa State is a result of continuing detailed and fair promotion and tenure practices in the department.

Adrian H. Daane, PhD '50
Newman, Georgia

WHEN I WAS THE HEAD OF THE CHEMISTRY DEPARTMENT AT KANSAS STATE UNIVERSITY, I PATTERNED MY FACULTY EVALUATIONS MUCH AFTER WHAT I HAD FOUND TO BE SO SUCCESSFUL AT IOWA STATE.

Bigger than the Bronx

Thank you for your interest and coverage of my work and activism *("They Are My Heroes," Winter '94)*. Dan Davenport's and Jim Heemstra's visit reminded me again of how different my life in New York has been from my life growing up in Ames, and as an ISU student.

Some of the circumstances of individuals, and conditions of neighborhoods described in this article, are indeed grim. However, this state of affairs is not the definitive characteristic of the individuals and conditions. If it were, there would be no hope of improvement nor prevention of further disintegration of lives and the "social contract." The condi-

LETTERS

AIDS RESEARCHERS REPORT THAT IN THE LAST TWO YEARS THE NUMBER OF TEEN-AGERS AND YOUNG ADULTS DIAGNOSED WITH AIDS INCREASED BY 77 PERCENT. ... IT'S SUCH A SHAME THAT THIS COULD HAVE BEEN PREVENTED, AND THAT EFFORTS TO DO SO, EVEN NOW, ARE GROSSLY UNDERSUPPORTED.

tions described could have been prevented, and can be reversed.

The neat pre-fab buildings you noted are a small but solid down payment on the revitalization of that neighborhood. Buildings such as these have helped to positively redefine communities throughout the city. (My concern about the early installations of windows and fixtures stemmed not from a threat of neighborhood thieves and vandals but from potential damage from unfinished construction activities.)

... Until voters in America decide that the type of conditions and circumstances you described are preventable, reversible and unacceptable, the degenerative trends will persist. These are not Bronx issues or New York City issues. These are American issues which are festering throughout the United States. AIDS researchers report that in the last two years the number of teen-agers and young adults diagnosed with AIDS increased by 77 percent, and that by the year 2000, up to 10 million children will be orphaned by AIDS. It's such a shame that this could have been prevented, and that efforts to do so, even now, are grossly undersupported.

Sheri Clemons, '79
New York, New York

Required Reading

What a powerful story "False Start" *(Winter '94)* is. Let's hope all young people are required to read it. Perhaps it might save one or two. Thanks for including it in an always high-class VISIONS.

W.A. Anderson, '65
Cedar Rapids, Iowa

History Lessons

(Re: Guns and Roses, Winter '94)

When I was an NROTC student at Iowa State, 1948-52, we studied military history in hopes that we could avoid repeating mistakes of the past. Some of the things taught were that Hessian mercenaries were no match for citizen soldiers like the Green Mountain Boys who often furnished their own rifles.

The kind of results needed to stabilize the world's trouble spots [are] not likely to be achieved by an all-volunteer force controlled and directed by civilians in the [United Nations]. No [UN secretary] general, in recent years, has been willing to work long term for them in places like Bosnia. When world public opinion will no longer accept genocide, we will field a force ready, willing and able to stop it. There may not be enough volunteers. It won't be cheap in lives or money. My favorite quote is that of Retired Admiral Crowe, "War is a messy business." He knows whereof he speaks. That is Real World 404.

Robert F. Jones, '52
Warren, Michigan

A Vote for the Mix...

Congratulations on a superbly produced Winter issue of VISIONS. I thoroughly enjoyed your mix of informational pieces and human interest stories. The article about Sheri Clemons *("They are my Heroes")* was particularly touching. Too much news from Ames lately has suggested ISU and central Iowa are becoming narrow minded, demonstrating an intolerance to secular views, and resisting an appreciation for diversity. Your selection of stories reinforces my belief that ISU graduates are free thinkers, champions of the oppressed and exploited, and courageous leaders in their communities. Enough of the greed of the '80s. Thank you for reminding us what really is important!

Bob Riesselman, '77
Excelsior, Minnesota

...and One Against

In review of the last several issues of VISIONS I present my comments. I dislike the changes in VISIONS. I also dislike the changes in other university magazines. We get four. My husband and I want to only learn about our class and/or decade class members. You like writing features. Journalistic competition obviously likes features. But that's NOT what we want! We are "featured" to death! TV and newspapers are doing it, too. Call graduates and, in small notations, not feature stories, bring us up to date. We also need death notices.

Cele Grask Hansen, '47
Joliet, Illinois

Not His Type

I enjoy the "on campus" articles in your magazine when I can read them, but the print is so small I have a hard time reading, as I would guess many of your older readers have. I would sure enjoy larger print, even if it had to cut down on the volume of items covered.

Joy D. Hayes, '46
Hudson, Iowa

FINALLY, REGENTS PULL PLUG ON ISU OWNERSHIP OF WOI-TV

It was two years and reams of newsprint in coming, but it appears that the sale of WOI-TV is finally official.

In its Feb. 16 meeting in Iowa City, the State Board of Regents voted 7-2 to enter into a post-closing agreement with Capital Communications of Bronxville, N.Y. The two dissenting votes were cast by the board's two ISU alumni — Owen Newlin, '51, and Nancy Fredrechsen Pellett, '66.

"The decision to sell the station was made in 1992," said Regents President Marvin Berenstein. "To me, we were honoring that commitment."

Of course Berenstein's presidency is due in no small part to that agreement: President Marvin Pomerantz, long a vocal critic of the university's ownership of a commercial station, was denied reconfirmation. There certainly were other factors at play, but most agree his stance on WOI pushed his presidency over the cliff.

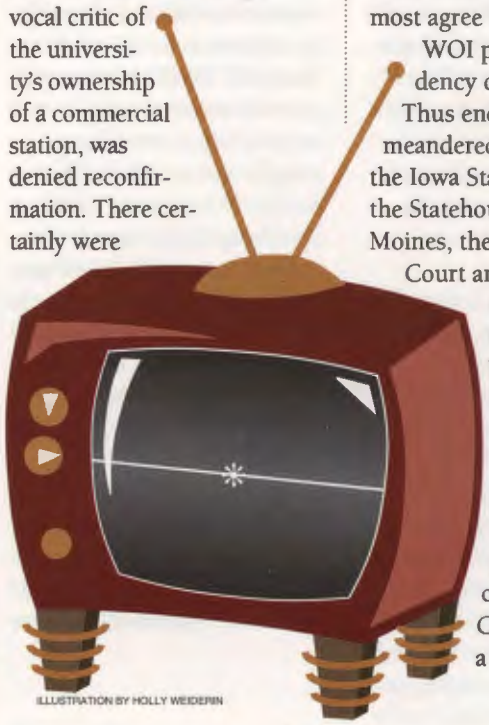


ILLUSTRATION BY HOLLY WEIDEMAN

Thus ends a saga that meandered through not just the Iowa State campus but the Statehouse in Des Moines, the Iowa Supreme Court and the Federal Communications Commission. Both the Iowa Senate and House attempted to block the sale, and Attorney General and gubernatorial candidate Bonnie Campbell issued a statement in opposition to the sale.

The university laid out an estimated $600,000 in legal and other fees, much of it deemed necessary by the relentless ground warfare waged by Iowans For WOI-TV. Though that group — led by ISU graduate and professor Neil Harl — vowed to continue fighting the transfer of license to Capital, lawyers on both sides admit such a scenario is highly unlikely.

Capital opened WOI's post-Iowa State era on March 1, taking control of the station and promptly firing about 20 employees. Bob Helmers, a 23-year WOI employee, declined Capital's offer to stay on as general manager.

PEP BAND CHOPS HAMM'S JINGLE

When we asked Indian rights leader and 1958 Iowa State graduate Vine Deloria Jr. his take on the controversy involving sports teams' uses of Indian names, mascots and chants (*Word Warrior, Spring '92*), we had no way of knowing the debate would visit Ames two years later.

After all, Iowa State's athletic teams are called "Cyclones" and its mascot is a bumbling, 7-foot cardinal.

But we forgot about the Hamm's Beer song, the fire-up ditty blasted by the ISU Pep Band before and during Cyclone basketball games.

Make that *formerly* blasted.

Because the song was originally known as "Indian Chant," with its origins in 1920s westerns — the antithesis of political correctness.

There had been a smattering of complaints from Native Americans for about five years, especially about the "war whoops" and tomahawk chops occasionally accompanying the song. The issue came to a head last December, when Jerry Stubben, director of Iowa State's Native American Studies Program, took his concerns to a meeting with bands Director Joseph Christensen and Associate Director Roger Cichy.

"I know some of the kids were upset," Cichy says. "But we felt it does fit the mold of being stereotypic ... so we decided to pull it."

Stubben applauded the move, but others, predictably, were less than pleased. "... I've always thought of it as a rousing fight song ... serving to bring the crowd to its feet and helping to give ISU fans a reputation as the game's most enthusiastic," 1990 graduate Chris Bevolo of West Des Moines wrote in a letter to the editor of the Des Moines Register. "Little did I know we were trying to 'imitate the stereotypical view of Native Americans.'"

For what it's worth, Deloria told VISIONS two years ago that the debate "means nothing. ... I could care less about it." Were he to return to campus today, he'd find little support for that position — from either side of the controversy.

THE HUB

BLACK-AND-WHITE ISSUES

Iowa State University, where more than 93 of every 100 students are white, is centuries behind the rest of the world in learning to deal with race-related incidents. But it's playing a quick game of catch-up.

First, a wrap-up of two taut issues detailed in VISIONS' Winter '94 issue (*Can't We All Just Get Along?*), and then the latest controversies:

• In November, a departmental committee exonerated history Professor Christine Pope on charges of throwing a newspaper at an African-American student, DeAngelo Moore, and of ridiculing his religion. Moore, who calls himself DeAngelo X, is a member of the Nation of Islam. He had been enrolled in History 353 — Pope's African-American history course covering the country's early years through Reconstruction. (In an unrelated incident, X was arrested in October and charged with trying to steal more than $500,000 in cashier's checks from an Ames bank. He has since dropped out of school.)

Before the Department of History's Promotion and Tenure Committee exonerated Pope, who is white, members of the Black Student Alliance (BSA) gathered on the steps of Curtiss Hall vowing to respond "by any means necessary" if no action was taken on the Pope issue. The statement is commonly attributed to slain African-American rights leader Malcolm X.

ILLUSTRATION BY DAVID JORDAN

An estimated 50 of the 100 students originally enrolled in 353 last fall stopped attending the class. In its ruling, the history department committee wrote, "Even if it were decided that [Pope] limited discussion too much, that she sometimes behaved too curtly, that she faced the 'white' side of the classroom too much, or that she threw the newspaper too vigorously, we are amazed that she has been able to conduct herself as civilly as she has throughout the ordeal."

Pope is teaching in Glasgow, Scotland, this spring.

• Pope aftershocks continue to rumble, but the case of the tattooed food service worker appears to have quieted. In that incident, President Martin Jischke ruled that no university employee may display tattoos during work hours. Black students had demanded the firing of food service employee Jackson Warren, who wore KKK and swastika tattoos on his arm. All workers have been ordered to cover any tattoos during work hours.

• Thomas Thielen, vice president for student affairs, in January cited hiring irregularities in the removal of Al Campbell as temporary coordinator of Minority Student Affairs (MSA). Thielen met in February with black students at the Black Cultural Center to explain his actions. Eight days later, Assistant Vice President for Student Affairs George Jackson, who was in charge of the search process, said Campbell's hiring was not flawed. Jackson was quoted in the Iowa State Daily as calling Campbell's ouster "a witch hunt." Jackson and Campbell are black.

As of VISIONS' March press run, the vice president's office had again started a search for a permanent MSA coordinator.

• At a February press conference held by the Hispanic-American Student Council (HASC), Hispanic students called the university's closing of the Hispanic American Resource Center "a slap in the face." Thielen said the office was closed because of a lack of office space in Beardshear Hall. He said a search for additional space is underway.

• Also in February, fliers containing racist literature appeared on campus and in Ames. The fliers were found on car windshields at an ISU wrestling meet at Hilton Coliseum and at the North Grand Mall.

SO THAT'S HOW SPRINGSTEEN DOES IT

A list of eight Carver Trust Grants awarded for 1993-94 came across our desk the other day, and we just had to pass this one along:

An Investigation of the Relationship Between Intraoral Points of Sound Pressure Oscillation, Vibrotactile Sensations and Measurable Spectral Quantities of the Radiated Sound of Professional Singers.

Kinda gives you a little more respect for Wayne Newton, doesn't it?

"AND YOU CAN QUOTE ME"

'If I want to be the coach next season, I'll be here. I'll quit when I want to quit.'

—Cyclone basketball Coach Johnny Orr, saying he'll announce later this year whether he'll be back for a 15th season

Bill Clinton on Line 3...

Former Iowa State President Gordon Eaton (*page 14*) is one of several Iowa Staters answering yes to prestigious calls from the nation's capital this spring:

• Gary Krull, a 1967 Iowa State graduate and former staff member of the ISU Alumni Association and Foundation, has assumed the top public affairs post at the National Endowment for the Humanities. Formerly vice president for public relations at Georgetown University, Krull oversees all the NEH news, publications and public information operations. The 29-year-old NEH is an independent agency that supports education, research, preservation projects and public programs in the humanities.

• Edward R. McCracken, a 1966 ISU graduate, is co-chair of President Clinton's 27-member National Information and Infrastructure Advisory Council. The group will advise the Information and Infrastructure Task Force on development of the national information link — the so-called information superhighway. National Public Radio President Delano Lewis is the other co-chair. McCracken is president and CEO of Silicon Graphics, the Mountain View, Calif., firm from which Clinton announced his technology policy last fall. Silicon Graphics technology was responsible for the graphics seen in last year's blockbuster *Jurassic Park*.

• Robert J. Hermann, who earned ISU bachelor's (1954), master's ('59) and doctoral ('63) degrees, is a member of Clinton's 12-member Foreign Intelligence Advisory Board. A senior vice president of United Technologies Corp. in Hartford, Conn., Hermann spent 28 years in government intelligence and defense planning. The Foreign Intelligence Advisory Board advises the president on foreign policy issues.

• Phyllis Henry, a manager at the ISU Department of Public Safety since 1990, in February began her new job as supervisor of southern Iowa's U.S. Marshall's office. Henry was nominated by Senator Tom Harkin and approved by President Clinton and the Senate.

HUB TOP TEN

Top 10 faculty E-mail addresses:

10. Robert Benbow: narfhead

9. April Franksain: twerp

8. Bobby Beavers: jazzblue

7. Melanie Allsup: fuzz

6. Mark Beran: spock

5. Nancy Peterson: nannypoo

4. Todd Campbell: elvis

3. Marcus E. Kehrli: mastitis

2. Todd Vens: rodan

1. Jerry S. Garcia: deadhead

***Source: 1993-94 Iowa State University Campus Directory; ranking: VISIONS staff**

High fives: ISU wins fifth straight Sweepstakes Award

VISIONS and the Iowa State University Alumni Association pulled in 11 awards to help the university to its fifth straight Council for the Advancement and Support of Education (CASE) District VI Sweepstakes Award for overall communications programming.

First-place magazine awards went to:

•Associate Editor Dan Davenport in feature writing (*Rising From the Ashes, Winter 1993*) and investigative reporting and other feature stories (*The Play's the Thing, Spring '93*);

•Photographer Jim Heemstra in series of photos (*Soul Maintenance, Winter '93*) and

•Reeder & Co., magazine design.

CASE awarded second places to:

•Editor Debra S. Gibson in opinions and columns (*Out of Bounds?, Summer '93*)

•and Heemstra and Reeder & Co. in cover design (*Winter '93*).

And VISIONS earned third-place honors for:

•the overall magazine category;

•Gibson, opinions and columns (*Sign of the Times, Winter '93*) and

•Heemstra, news or feature photography (*Rising From the Ashes, Winter '93*).

Two other Alumni Association programs earned CASE awards:

•Mary Jo Banwart, director of alumni admissions programs, won first place for her "Taste of Ames" Student Send-off Parties and

•Frankee Oleson, director of membership, earned second place for her New Graduate Series.

SENATE'S REPONSE TO ISU REQUEST FOR FOREIGN LANGUAGE CENTER: *ISI!*

Iowa State will be home to the country's only foreign language center focusing on elementary and secondary education. In February, the U.S. Senate Subcommittee of Labor, Health and Human Services and Education approved a $400,000 grant to establish the National K-12 Foreign Language Resource Center on the ISU campus. The country's other five foreign language centers also have components other than K-12 education.

"There is clearly a national mandate … to start the foreign language education process early," Director Marcia Rosenbusch told The (Ames) Daily Tribune. "This center will focus on preparing foreign language educators in the K-12 classroom for this challenge. That is a unique offering that we are able to provide."

The center will bring in national foreign language experts to lead several institutes for nearly 100 educators from across the country. Rosenbusch says the institutes will focus not on specific languages, but on teaching methods.

The $400,000 grant is to cover 16 months; it is renewable for a second 16-month segment.

Other foreign language centers are located in Hawaii, California, Minnesota, Ohio and Washington, D.C.

JIM HEEMSTRA

NO TWO-BIT SHOW

The team of Kappa Kappa Gamma and Delta Upsilon hit the jackpot in the 1994 Varieties competition, winning first place with its performance of "Four Coins in a Fountain."

FOLLOW-UP FILE

P.C. 1, EXPRESSION 0

A student committee voted last fall to permanently slam the door on a longstanding form of student expression.

It was three years in coming, but a movement born of anti-gay and -black signage on Department of Residence dormitory doors (*"Sign of the Times," Winter '93*) hit paydirt in December. At the recommendation of the Inter-Residence Hall Association Door Policy Committee and the Department of Residence, Iowa State officially ruled to ban the posting of materials on all dorm doors. Approval was incumbent on revision of the discriminatory conduct section of the ISU student conduct code and its subsequent review by the Iowa Attorney General's office. Under the policy, only cards stating a student's name, hometown and major are allowed.

ONE ALUM WINS PRESTIGIOUS LONDON ECONOMIC AWARD …

Deanne Julius, a 1970 Iowa State graduate and chief economist of British Airways, last fall shared the $25,000 American Express Bank Review Award for short essays on international economic subjects. Julius, formerly chief economist for Shell International Petroleum in London (*VISIONS, Fall '91*), co-authored the essay with Richard Brown of the Manchester Business School.

Their essay, *Is Manufacturing Still Special?*, warned that resisting the shift of manufacturing jobs to developing countries would harm, not help, developed countries' economies. "The center of gravity of global consumption and production of manufacturing goods will shift from the rich world to the formerly poor world," Julius said in her speech following announcement of the award. She and Brown advise developed countries to turn their attention to enhancing their competitive advantage in the service sector.

The 1993 Amex Bank Review Awards competition attracted 260 entries from 54 countries.

… ANOTHER HONORED BY U.S. MAGAZINE

Dollars & Sense magazine last fall named 1988 Iowa State graduate Richard W. Freeman to its America's Best and Brightest" list among account executives. Freeman is an account executive/product specialist for AT&T in Dallas. He is responsible for developing and implementing account plans for selling an AT&T data service.

FORGET THE SPHINX—ISU WORKS TO HELP EGYPTIANS SOLVE FOOD PRODUCTION RIDDLE

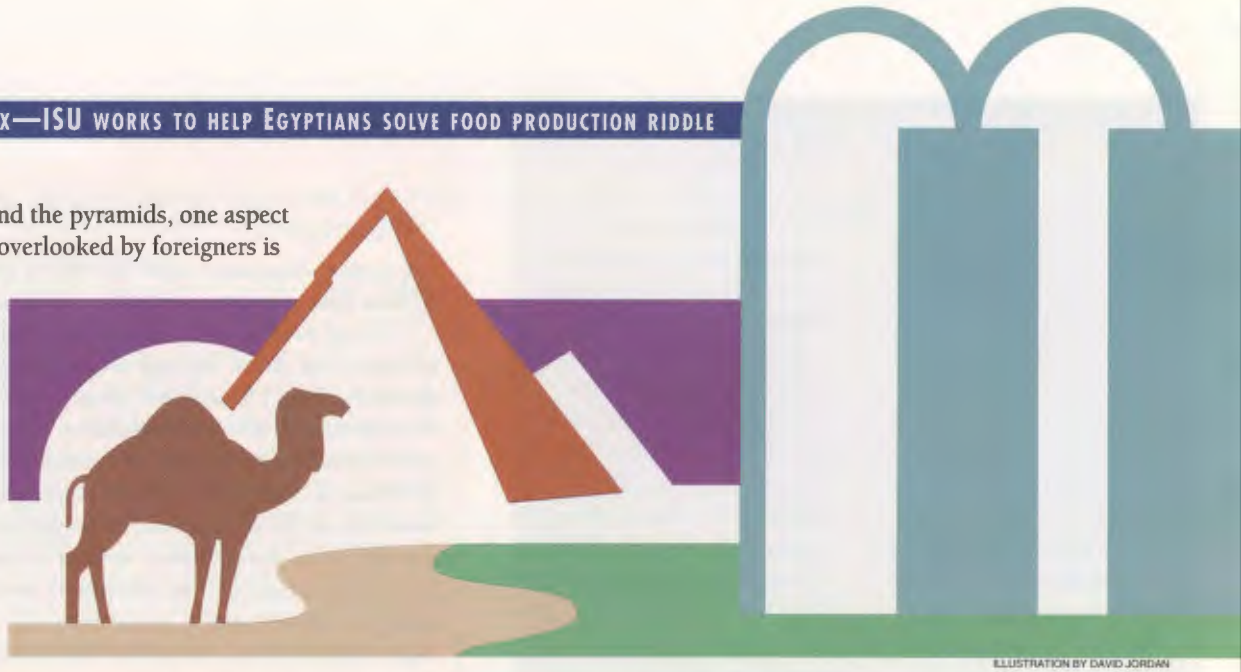


ILLUSTRATION BY DAVID JORDAN

Amid the sand and the pyramids, one aspect of Egypt often overlooked by foreigners is its dependence on agriculture. A new, $15.5 million arrangement between the African country and Iowa State may go a long way toward smashing that misconception.

In January, ISU President Martin Jischke visited Egypt to inaugurate the university's interchange with the Egyptian Higher Institute of Agricultural Cooperation in Cairo. Egyptians will be looking to Iowa State professionals to help in restructuring the institute's education, research and training policies in such ag-related fields as food processing, distribution and marketing.

Jischke says the higher institute is responsible for training most of the country's professional and technical employees. Egyptians hope, Jischke adds, that the five-year agreement with ISU can help their transition from government-controlled to market-oriented agriculture system. Jischke says the Egyptians' key goal of the transition is to decrease their dependency on imported food. The country currently imports a majority of its agricultural products.

CATT CENTER GETS FIRST DIRECTOR ...

One step at a time, Iowa State's Carrie Chapman Catt Center for Women and Politics is coming to life.

The university took an important step in February, naming Mary Ann Tetreault the first director of the center. Now the former Old Dominion University professor needs a home for her center. Work has already begun to metamorphose Old Botany into Carrie Chapman Catt Hall. Tetreault hopes to move in beginning summer 1995, in time to celebrate the 75th anniversary of the 19th Amendment, which gave women the right to vote.

At Old Dominion in Norfolk, Va., Tetreault has focused on women in politics at the international level. She says studying women in other countries offers insights into the role of American women.

... JISCHKE GETS SECOND ASSISTANT

Iowa State in January named Charles M. Dobbs to take over as executive assistant to President Martin Jischke. Dobbs, assistant to the president at Metropolitan State College in Denver, replaces Barbara Mack, who resigned last year to return to teaching in Iowa State's Department of Journalism and Mass Communication.

THE MAN BEHIND THE SEAL

Perhaps no more than a handful of Iowa State grad-uates recognize the name John Huseby, but it is doubtful that there is even one post-1960 alum who doesn't know his work intimately.

Huseby, who died of cancer at age 76 on Feb. 11, is the man who designed the Iowa State's seal in 1959, when Iowa College of Agriculture and Mechanic Arts became Iowa State University of Science and Technology. He worked in ISU's publications office for 35 years, and was highly regarded in the Ames and Des Moines areas for his love of and contributions to the arts.

PHOTO COURTESY ISU PHOTO SERVICE

John Huseby

FEAR OF COMMITMENT (POLICY)

At any given college campus, at any given time, it's a given that the faculty and administration will be bickering about something. They're like siblings — same family, same goals, different viewpoint.

Iowa State's latest sibling battle went to Team Faculty.

Administrators had sought to adopt a strict conflict of interest and commitment policy, but ran into a brick wall when it came to "commitment." ISU Vice Provost Patricia Swan had gone on record as saying faculty and staff members should report such activities as singing in a church choir as possible conflicts of commitment. "When you are employed 100 percent by the university, the university owns 100 percent of your professional activities," Swan had said.

Employees bristled by the hundreds, vowing that what they do on their own time is their own business.

In the end, the administration decided not to let the harangue over commitment jeopardize the more important conflict of interest section of the policy. In February, Associate Vice Provost John Dobson told the Faculty Senate that the commitment statement would be eliminated. "The [resulting] policy ... [will] very specifically focus on only those activities which are related to university responsibility, and even more specifically, only those activities which might have a potential conflict of interest," Dobson says.

Representatives from faculty, staff and administration formed a committee to revise the policy. Faculty Senate President Harold "Sande" McNabb says the proposal should be voted on in May.

FIVE GALLONS OF HYDRO, AND CHECK THE OIL

Gallon by gallon, the world is sucking up its fossil fuels and pumping their residue into the atmosphere. A recent discovery at the Ames Lab regarding the powering of refrigeration systems could help alleviate both problems.

Materials science and engineering Professor Karl Gschneidner supervised development of a new material for magnetic refrigeration, a process more efficient and environment-friendly than the traditional gas-based refrigerators. The new material, a combination of aluminum, dysprosium and erbium, cuts by 40 percent the previous cost of magnetic refrigeration.

Nationwide, scientists are working to use magnetic refrigeration in space exploration, medical imaging, food processing and production of liquified gases such as hydrogen. As costs continue to fall and efficiency to rise, scientists predict a significant shift from fossil fuels to liquid hydrogen for satisfying the world's thirst for energy.

RIOT-FREE IN '93, VEISHEA LOOKS TO SOAR IN '94

Could it be barely a year ago when the word most associated with "Veishea" was riot? Granted, the disturbances of 1988 and '92 won't soon be erased from Iowa Staters' memories. But after exhaustive planning and restructuring, 1993 was universally lauded as the year Veishea returned to its virtuous roots.

By all indications, Veishea's '94 planners relish following that tough act.

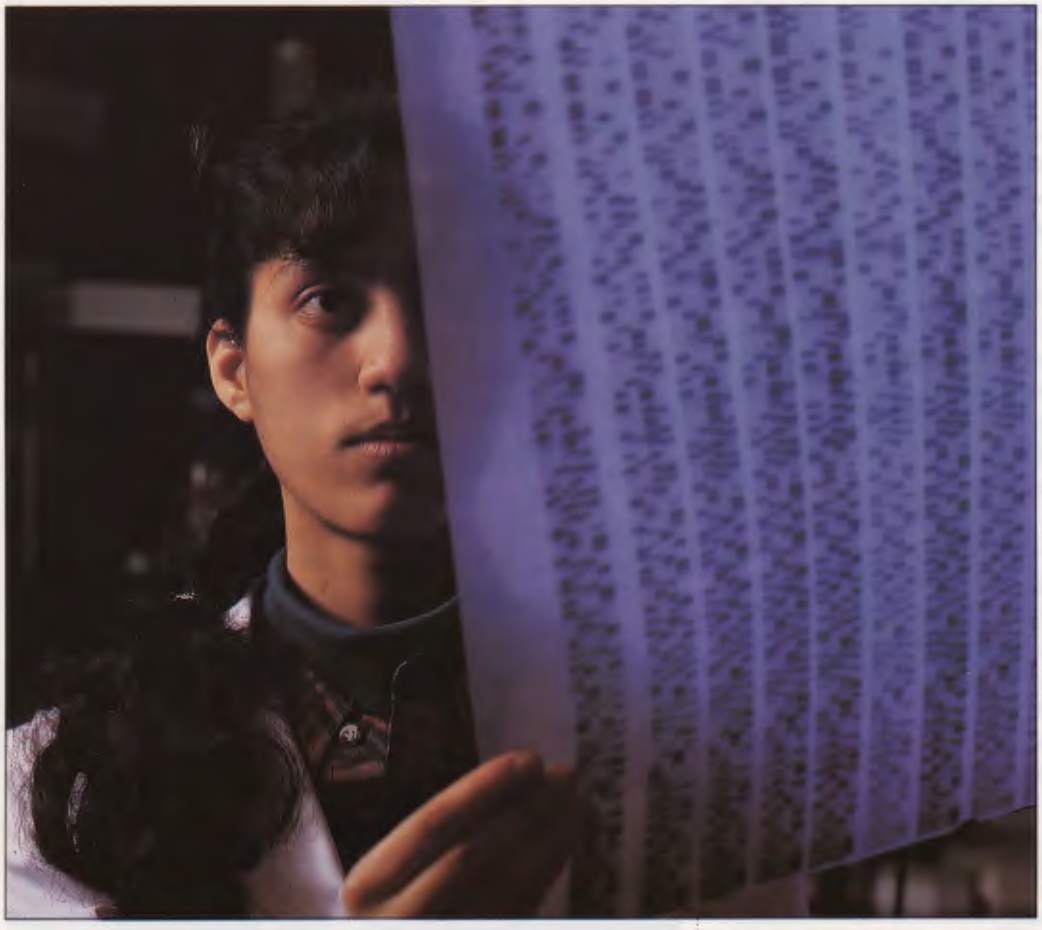
They chose "A Journey of the Mind" as their slogan. And they chose to center the April 22-24 celebration around one of the university's most celebrated graduates: George Washington Carver. Activities honoring Iowa State' s first black student and faculty member include a fund-raising torch run from Carver's hometown of Diamond, Mo., to Ames; Carver torch ceremonies at Simpson College in Indianola, where he was a student, and the State Capitol in Des Moines; torch lighting and opening ceremonies featuring U.S. Poet Laureate Rita Dove, a Pulitzer Prize winner and the first African American to be named laureate; a celebration of the centennial of Carver's 1894 graduation featuring his former personal assistant, and a musical based on the renowned scientist's life.

Major changes instituted last year, including delaying the opening of activities until Friday, holding a "Taste of Veishea" food court on Welch Avenue Friday and Saturday nights and starting the parade at 1 p.m., have been incorporated into Veishea '94 plans.

PHOTO (COURTESY PARKS LIBRARY SPECIAL COLLECTION

George Washington Carver

Eye on the Prize



Nupur Ghosal studies genetic profiles with zeal: "It's looking at everything that makes us what we are."

INTENSELY DRIVEN UNDERGRADUATE HAS HER SIGHTS FIXED ON SOLVING GENETICS' MOST PERPLEXING MYSTERIES.

INSTITUTIONS OF HIGHER learning — particularly large universities — are not unlike Broadway or Major League Baseball or the Louvre. The cumulative talent on display is so stunning, so alien to us mortals, that it mutes the brilliance of all but a graced few.

But just as some wondrously gifted souls fight and sweat their way into the light — a Murman, a DiMaggio, a Rembrandt — so, too, does the occasional college student.

Nupur Ghoshal is one.

Still just 20, the genetics major already has accumulated a bio over which Reggie Jackson would have trouble hitting a belt-high fastball. Though she's chosen a field laden with students of remarkable drive and determination and stratospheric IQs, Ghoshal has been tagged by more than one professor as a once-in-a-lifetime student. What's more, those same profs — not a group ordinarily taken to overstatement — project her as a can't-miss hit in the intensely competitive and demanding field of genetic research.

All this might be a heavy burden for one child-sized, postteen to carry — until you realize she's been lugging it around for years now. This is a woman who:

•was mesmerized by the Chicago Field Museum's King Tut exhibit — at age 3;

•was captivated by genetics and the life sciences in third grade, after completing an in-depth profile of Charles Darwin.

•as an ISU freshman, camped out overnight to ensure herself not front-row Pearl Jam tickets but a spot in a graduate genetics course;

•has taken 12 years of ballet lessons and 10 years of piano, studied French for five years, speaks two Indian languages and a dialect and is a member of the university's premier choral group, the ISU Singers.

•will, in addition to taking a genetics major, pick up a zoology minor and complete study as an ISU biotechnology scholar. And with characterstic relentlessness, she is making good on her vow to complete the five and a half year program in four years.

•plans to pursue a joint PhD-MD curriculum.

"Gene therapy research, that's the exciting place," Ghoshal says from her parents' home in west Ames. Her father, Nani Ghoshal, a 1961 ISU doctoral graduate, is a veterinary anatomist at the university's College of Veterinary Medicine. Her mother, Chhanda, doesn't work outside the home, but does have a master's degree in geography and taught elementary and secondary school in India. She moved to the United States after an arranged marriage with Nani Ghoshal.

"We have 100,000 [genes],"

Nupur Ghoshal continues, "and there's so much that can go wrong to result in cancer, multiple sclerosis, Alzheimer's."

The usually stolid Ghoshal was veritably giddy the day the nation's media reported that scientists had located the gene responsible for colon cancer. Soon after that report, a January Time magazine cover package was titled, "Genetics, The Future is Now." Inside, the magazine proclaimed that gene therapy researchers are "plotting … nothing less than a biomedical revolution. … The ability to manipulate genes … could eventually change everything: what we eat, what we wear, how we live, how we die and how we see ourselves in relation to our fate."

Imagine the fires such beguiling copy flames within a bright-eyed neophyte like Nupur Ghoshal. Says Duane Enger, chair of the Department of Zoology and Genetics and Ghoshal's adviser: "There will be a great need for physicians who have an in-depth understanding and experience in the lab. Nupur's going to be one of those people — I just know it."

Ghoshal exudes similar confidence, if not more. And it is complemented by an uncannily lucid understanding of, as another professor puts it, "what she wants and what it takes to achieve it." She doesn't shy from self-promotion — while most juniors resort to listing intramural activities and hobbies to pad their résumés to one page, hers has spilled onto nine. Yet she has the knack for always stopping short of self-indulgence.

Ghoshal and her campus mentors credit her parents for instilling a great deal of this poise. "One thing about east Indian families I've noticed is their strong family orientation," says botany Professor Harold "Sande" McNabb, in whose lab Ghoshal worked in the National Institutes of Health Minority High School Student Apprenticeship Program in Biomedical Sciences in 1990. In her application for the prestigious Barry M. Goldwater Scholarship, which she won last year, Goshal wrote, "Being the daughter of east-Indian immigrants, I understand and embrace the values of hard work and making your own mark in the world."

Though she has not chosen to follow her father's career, Nani Ghoshal did inspire in his daughter the thrill of the lab. While other tots were playing house, Ghoshal was fabricating a life that had her and her family bumping around the world in a lab-equipped bus. "I never got excited about the insides of cows," she says with a grin.

Her interests lie inside humans — deep inside, at the cellular level. There prowl the answers to questions mystifying humankind throughout its existence. Last summer she worked in the shadow of one genetics' Columbuses: James Watson, who, in 1953, along with Francis Crick, created the famed double helix model of the DNA molecule. Watson is director of Cold Springs Harbor Labs in Long Island, N.Y., where Ghoshal interned last summer. For students of her ilk, it's generally regarded as one of the top undergraduate research opportunities in the world. Of hundreds of international applicants, Ghoshal was one of 19 selected. Most are students between their junior and senior years.

Students often saw Watson wandering through food service, decked out in his fisherman's hat. "[He and his wife] were really cool, really down to earth," Ghoshal says. "Sometimes you'd have to stop and tell yourself, 'I'm talking to Dr. Watson.'"

Will she one day breathe the rarefied air of a Watson or a Mendel? The answer, statistically speaking, must be no. There is only so much oxygen up there to go around. But whether or not we — advisers, professors, parents, writers, even James Watson himself — answer yes or no is irrelevant. Nupur Ghoshal thinks she can. It is our great fortune to be able to sit back and watch her try. ◐

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Gordon Eaton

U.S. GEOLOGICAL SURVEY LOOKS TO MINE TALENTS OF FORMER IOWA STATE PRESIDENT

THIS TIME, MAYBE THE Eatons really are going home.

Virginia Eaton has certainly heard that one before. When her husband, Gordon, left the presidency at Iowa State University in 1990 to direct Columbia University's Lamont-Doherty Earth Observatory in Palisades, N.Y., he told her they were finally going home. In his heart, he probably believed it. It's just that, after twining through Connecticut, Arizona, New Mexico, Colorado, Hawaii, Washington, D.C., Texas and Iowa, Gordon Eaton's concept of "home" had grown as fuzzy as a caterpillar.

But this time, Virginia Eaton appears to have at least two allies in her corner: Her husband is now 64, and his meandering river of a career has made it to the sea: the directorship of the United States Geological Survey (USGS). In assuming a position that he says is a geologist's equivalent to a lawyer's being named to the Supreme Court, Eaton is bringing his career back to its very roots. Forty-five years ago, as an undergraduate, Eaton spent his summers doing grunt work for the USGS.

There certainly are worse ways to end your career than by being named by President Clinton to run a $600 million-a-year, 114-year-old agency. Clinton tabbed Eaton in January, and in February the Senate Energy and Natural Resources Committee confirmed the appointment. Eaton's Capitol Hill swearing-in was in March. "This whole process is a tad bit awesome," Eaton says. "[Prior to his confirmation] the FBI was investigating me in Iowa, Texas, Colorado, Virginia and New York. It's not quite like anything I've done before."

And he has done plenty. After spending his summer breaks collecting water samples for the USGS, Eaton went on to work for 16 years in the organization. He then broke for academe, working as provost and vice president at Texas A&M before leading Iowa State from 1985-90.

Congress established the USGS in 1879, charging it with the "classification of the public lands and examination of the geological structure, mineral resources and products of the national domain." Though the national domain underwent serious transformation in the succeeding century. Eaton says the USGS obligation has changed little. "This is very much a mission agency," he says. "The nature of our missions makes these times of great opportunity and responsibility." Particularly in the areas of:

- Natural disasters. Hurricane Andrew in 1992, the Midwest floods of '93 and the Southern California earthquake of '94 all put enormous demands on the survey's mappers and scientists.
- Water and energy resources.
- Toxic waste.
- Research, which Eaton says provides "crucial feedstock for practical solutions."

Gordon Eaton has spent nearly half a century getting to know this country at its most intimate level: From whence its mountains came, and where they are going. How much ore and coal and oil it holds, and the cost of taking too much too recklessly. The raging fury of its volcanoes, the utter frailty of its deserts. Knowledge at its most practical. Knowledge that could make this final move his most consequential. ◐

By Cornel West

The author, professor of religion and director of the Afro-American Studies Program at Princeton University, has written several books on race and religion including *Race Matters* and *Keeping Faith: The Philosophy of Race in America.* This is excerpted from his keynote speech at the Institute on National Affairs in February.

Iowa State, struggling to bear up under the burden of racially motivated dissension, invites a renowned African-American philosopher, theologian and author to campus. His chilling message rings well beyond these tiny borders

Everyday People

THE BLACK FREEDOM MOVEMENT has always been a "whosoever will" movement — those who were willing to hold up a blood-stained banner for struggle. For me, the black freedom movement is a species, a version, of what I call the radical democratic tradition. And the radical democratic tradition simply believes fundamentally that ordinary people ought to live lives of decency and dignity. There was a brother who used to play the organ in my church. … We knew him as Sylvester, but he was known to the world for the genius that he is: His name is Sly Stone. [He] wrote a song called "Everyday People."

Everyday People have possibilities and potential. There are Promethean energies among Everyday People that if, unleashed, produce possibilities heretofore ignored and downplayed and overlooked. To put it more clearly, there is a sense of the sublime of grandeur.

… The Greeks didn't believe that, that's why they reserved the comic and the idyllic for the lives of Everyday People. The tragic was reserved for who? The elite. Egyptians didn't believe it. How rare it was that the lives of Everyday People could be taken seriously inside of the pyramids. Even though Everyday People built the darn things. Even Elizabethan England with the great Shakespeare reserved the tragic for elites.

You've got to turn to the Hebrew bible, you've got to turn to scripture to find an example of Everyday Peoples' lives having epic significance. Little David. Off-the-wall Jonah. Problematic Abraham. And on and on and on. Let alone that New Testament, that homeless Palestinian Jew who dies on the cross. Everyday associating with the everyday. Keep in mind that for so much of human history intellectuals have characterized ordinary people across race, across gender, across sexual orientation, as mob and herd and rabble. As poisonous flies and raindrops and weeds and bacteria. … That's why they had to be controlled, coerced to defer to kings and queens and potentates and monarchs.

And of course most of human history is what? Ordinary people having to defer to unaccountable elites. That's why democracies are so rare in human history. That's why they are short-lived. … And that's why we must talk about race in the American experiment called American democracy. … [These are] the conditions under which most

democracies … begin to unravel: increasing poverty that produces escalating levels of despair, and increasing paranoia that generates escalating levels of distrust. No democracy can survive in the midst of a poverty and a paranoia, a despair and a distrust that shatters the body politic and people feel as if they no longer have links and bonds with one another. When public life more and more is viewed as empty and barren and vacuous. And we turn inward, [to] our own selves, our own group, our own enclaves, our own slice of the various tribes that constitute humankind.

To put it another way, to talk about white supremacy and its legacy is to acknowledge the degree to which the issue of race was like a reptile wrapped around the legs of the table upon which the Declaration of Independence was signed by the founding fathers. And it has been haunting the American experiment ever since.

[Because] to talk about race is to talk about poverty. Too many poor people, too many poor people of color. To talk about race is to talk about paranoia. We distrust one another because of something that's [as] arbitrary and capricious as skin pigmentation and hair texture and nose sizes and lips and hips.

[You] can't talk about race without talking about white supremacy tax on black beauty. Can't talk about race without talking about white supremacy tax on black intelligence. Can't talk about race without talking white supremacy tax on black capacity and capability and black humanity per se.

What then is one to do? Well, first and foremost, we have to do something that is quite un-American: We have to have a sense of history. It's difficult. Very, very difficult. People get uncomfortable when they have to look in the face of 244 years of chattel slavery of people of African descent. They don't want to talk about the degree to which slavery is over, but so many of its effects and consequences are still operative in terms of a psyche of each and every one of us, as well as a social space in which we live as well the perceptions and perspective of deject. Because the moment the first proud, dignified, skilled African got off of the slave ship and set foot in the USA, there appeared the problem of what Ralph Ellison called "invisibility" — black invisibility. Or [W.E.B. DuBois] said it so well in the first paragraph of the first chapter of the classic *The Souls of Black Folk* in 1903. He says, between me and the other world there was always an unasked question: *How does it feel to be a problem?* The second paragraph goes on to say, being a problem is a strange experience, especially given the fact that one never recalls *not* being a problem.

What is he getting at? The sense of black people in the United States being viewed as a problem people rather than people with some problems. Crucial distinction. Each and every one of us have problems. That if we were to get to the bare facts of who and what we are we featherless, two-legged, linguistically conscious creatures born between urine and feces, that's us. Each of us has to find some meaning and value in order to face inescapable and unavoidable extinction of some sort. No escape from death. No escape from despair and dreg and disease and disappointment. That's us.

Is it the case that American democracy's stability was in some sense predicated on black subordination? That's a chilling question.

We all have problems. But a problem people is something else. A problem people means that these people constitute one homogeneous blob. One monolithic conglomerate which makes each individual interchangeable and substitutable. You only need one person to speak because all black people think the same way, anyway.

I used to get this in class, even in Harvard College, [as] the one and only black student sitting up in class and the issues of race come up. They say, "What did black people think about that? Tell me about that." You speak on behalf of 30 million, because you all have the same mind, the same sensibility, you walk the same, you dance the same, you have the same orientation. That's the invisibility, losing sight of individuality, diversity, multiplicity, humanity.

And when black folk are perceived outside of the blob, *vis à vis* the mainstream, it's as exotic object or transgressive object. Exotic object: *I want to get close to you and be revitalized. You've got that rhythm. Give me a little bit of it. I'm feeling a little down and dull, I want to get close to you to feel vital and vibrant.* Going all the way back to the history, the minstrels are the first mass leisure-time activity in America. White people putting on a black face and acting as if they are black. But black people could not even see the show.

But it's not just exotic object, the sexualization of black bodies, the ascription of sexual prowess to black bodies. But also transgressive object: Source of fear automatically. … Unease. Even among very well-intended white brothers and sisters. Black person walk into a cocktail party: How can one relate to them in such a way that they feel comfortable? That makes black people feel even more uncomfortable, sometimes. But we get the point. [They're] trying to be compassionate. … *Here come one of those problem people, how we gonna react? You go say hello, Bob. I'll come after you. Ask them about Michael Jordan.* I'm being facetious, but you get the point.

… This is part of the legacy of those 244 years of chattel slavery. Black people had no legal status, no social standing, no public worth at all. Only economic value subject to the brutish contingency of the slave auction, which one's loved ones, one's mother, one's father, one's grandmother, one's child, could be sold at will and violently punished at whim. In the land of opportunity and liberty. … Remember Malcom X's scientific definition of a nigger: A victim of American democracy. It sounds oxymoronic, it sounds self-contradictory. But keep in mind for the first 87 years of the founding of this particular grand, yet flawed, precious, yet precarious experiment called America, people of African descent were enslaved, right alongside.

Which raises deep questions: Is it the case that American democracy's stability was in some sense predicated on black subordination? That's a chilling question. Why? Because there would not be a substantive attempt to engage in a genuine multi-racial democracy until reconstruc-

Cornel West

JIM HEEMSTRA

tion for 11 years. It's so very important to keep in mind that there were more black senators in the 1870s than there are now, in 1994.

And after 1965, America again had to raise the question, "Can we actually create a genuine multi-racial democracy?" Not a racially specific democracy in which black people were the floor. ... This history is crucial. [In] 1877 when Rutherford B. Hayes withdraws the troops from the South, the white supremacist powers again shape the history and destiny of those in that South. For the next 50 years every two and a half days some black child, black woman, black man will be hanging from some tree. Strange fruit the Southern trees bear that Billie Holiday sang about. Yes, that part of the tragic history with which one must come to terms if one recognizes that fundamental challenge. Democratic experiment — to deal with poverty and paranoia, the despair and the distrust.

Where are things today in terms of this challenge? Beginning in the '50s and the early '60s in light of the decolonization of the Third World, the impact of the entire colonial struggles of India in '47 and China in '49 and Ghana in '57 and 18 African countries in 1960, the world itself began to be reshaped by the collective insurgency of the organizing and mobilizing of ordinary people around the world. I know some people just called it the Third World. We're just talking about where the majority of humankind on the globe live and die. Where most ordinary people live and die: Third World. You'd think you'd call it the first but ...

I would suggest to you one reason why it's so very important to get into candid critical conversation about race is precisely because it takes you to the very core of the crisis of American democracy. Because I'm fundamentally committed to radical democratic tradition and want to ensure that ordinary people's voices are heard at the highest levels of the decision-making processes in those institutions that guide and regulate their lives. Because I want to build on the history of organizing of ordinary people that fundamentally believes in the conditions of democracy, freedom of

association and movement and expression. Separation of powers, across branches. So that there are in fact some means by which people's voices can be heard and not hemorrhaged and blocked.

And my assumption is, of course, that ordinary people would not choose to be poor if they had a choice in the matter. I've got some friends, monks, who take vows of poverty, but I don't think it's gonna become a mass movement soon. My hunch is that ordinary people would choose to have food, shelter, decent education, decent housing, decent jobs. And if they don't, their voices must not be heard in decision-making processes that affect their lives. For those who are fundamentally committed to this ideal, the present moment strikes me as rather frightening. Because of the unprecedented legal linkage of relative economic decline, undeniable cultural decay, and a sense of political passiveness. Relative economic decline has to do, of course, with the downward mobility, social slippage, people losing jobs as a result of the downsizing of the American middle class. The shift from the social structure that once looked like a diamond — with a mass middle class — to an hourglass.

Downward mobility brings out the worst in each and every one of us. It leaves us open to scapegoat. Scapegoating usually takes the form of blaming the most vulnerable members of the community for the impact — negative impact — of one's lives. I was at Cairo, Ill., just the other day. I was trying to convince some deeply conservative white brothers that the reason why the factory shut down, they lost their jobs, is not because black people owned it. Yet they were convinced that it was just a presence of black bodies in town that accounted for their downward mobility. Scapegoating.

[We must stay] in contact with their pain and their anguish, but also try to understand why it's articulated in such a reactionary way. Not turning toward elites, the most powerful, who make choices, decisions that affected their lives, but toward the most vulnerable members.

[There's a] deep crisis in the culture. Some brothers say, Well, that's because the women left the kitchen. If they had just stayed in the kitchen, the culture would be intact. As if women actually are running the culture industry and shaping the values and sensibilities of our day. … Or just if the gay brothers and lesbian sisters had stayed in the closet, we'd have our morality intact. Blaming again the most vulnerable members of the community. Why? Because downward mobility is a very difficult experience to come to terms with.

… We're living in a time in which more and more people are weary and tired. I travel the country and people say, "Oh, Brother West, why are you talking about race again? We solved that issue in the '60s. Black people are doing so well. Turn television on from early morning till *Nightline*." … Yeah, Oprah [Winfrey] is doing well. God bless her. But 51 percent of black children live in dire poverty. Talk about Arsenio [Hall]. Arsenio is doing well, God bless him. He's talented like Oprah. … But 33 percent of all black people live in poverty. Forty-two percent of Spanish-speaking young brothers and sisters live in poverty. Twenty percent of all children in America live in dire poverty. Britain has been in economic decline for 35 years and only 4 percent of their children live in poverty.

What's going on in the richest nation in the history of the world? People who are tired, weary, are often reaching the conclusion that they cannot make a difference.

… What's going on in the richest nation in the history of the world? People who are tired, weary, are often reaching the conclusion that they cannot make a difference. Those of us who are fundamentally committed to a black freedom struggle that ensures that white supremacy and its legacy is beat back recognize that we cannot bring critique to bear on white supremacy unless we critique male supremacy and vast economic inequality and homophobic sensibility and ecological devastation. [We recognize] that we have to be able to generate a sense of audacious hope in one another to energize and galvanize one another so we can convince each other that the world is incomplete. That history is unfinished. That the future is in fact open-ended. That what we think and what we do can make a difference.

We must fundamentally believe that it's always dawn, that daybreak is forever, that at this very moment the sun is somewhere about to peek. All we need is that little crack, that window of opportunity. Try to convince one another … that the condition of truth is to allow suffering to speak and that we see social misery that is changeable, transformable, unnecessary. That if we organize and mobilize we can make a difference. If so, then we people are the best of the black freedom tradition.

… T.S. Eliot was right when he said, "Tradition is not something that you inherit. If you want it, you must obtain it with great labor." We have to fight and struggle to keep the best of the tradition alive. So I say to you … that I hope that you do as Earth, Wind & Fire used to sing: Keep your head to the sky. As Mahalia Jackson used to sing: Keep your hands on the plow. And as the freedom fighters of all colors used to say in the 1960s: Keep your eyes not on each other, not on the individual interest, not on just group interests, but keep your eyes on the prize. Something bigger than you. Something that you can pass on to those who come after, so you can leave the world just a little bit better than you found it. So that which is bigger than you can appeal to the best in you, the better angels of your nature. … Maybe, through our struggles, we can mushroom in such a way that social motion and momentum and maybe even social movements like the 1890s and 1930s and 1960s [can make] ordinary citizens feel they can make a difference. Knowing that it took tremendous courage and sacrifice, but feeling as if this is the only way that this experiment called American democracy could stay afloat. Because in the long run, of course, we are on the same boat. On the same turbulent sea. It's got a big leak in it. We go up together, we go down together. We hang together or we hang separately. ◐

1992 • 1993

IOWA STATE UNIVERSITY
Alumni Association
ANNUAL REPORT

WHY WE WORK

WE'VE BEEN CALLED EVERYTHING from points of light to national servants. We're volunteers, giving our time and expertise to thousands of organizations in our cities and states. We give because we believe in our ability to make a difference. We give because we want to "give back." And in the case of hundreds of us who graduated from Iowa State University, we give because we believe in the institution that taught us to question, to challenge, to grow.

One of the highlights of my volunteer career has been to serve as president this past year of the ISU Alumni Association. In my "other life" as an Iowa banker, I preside over numbers daily, figures that matter significantly to peoples' lives. Much the same can be said for my Association tenure—by cultivating membership dollars and overseeing the creation of programs and services, I can affect change. Supported by an elected board of directors composed of some of Iowa State's most prominent alumni (see page 23), I am witness to volunteerism at its finest. Men and women from across the nation offer their intellect and their experiences to Association staff to craft outreach opportunities that extend globally. The results of many of those cooperative efforts are highlighted on the following pages of this annual report.

As the pace of our world continues to accelerate, sometimes at rates that threaten to veer out of our control, it's natural that we look for ways to slow down. And often, our volunteer efforts seem the likely candidates for paring, if not eliminating. But if ever there was a time when sharing your expertise with your alma mater was needed, it is now. As Marian Wright Edelman reminds us in her best seller, *The Measure of Our Success*, "America's fate and direction depend on citizen leaders in every nook and cranny of our great nation. Change will come…not from the top down, but from millions of people like you and me raising our voices from the bottom up…"

Never hesitate to raise your voice in support of Iowa State University.

Sincerely,

NORMAN D. SKADBURG
PRESIDENT
ISU ALUMNI ASSOCIATION

I SUSPECT YOU COULD ASK ANY 10 Iowa State alumni why they succeeded at their alma mater, and at least 9 would respond, "Hard work. And a lot of it." And my guess is that if you asked those 10 if that same work ethic applied to their accomplishments post-Iowa State, they'd agree.

So is it any surprise that the ISU Alumni Association's motto is "It works for a lifetime"? Or that this year's annual report will show you an even greater increase in numbers of people affected by our programming? We, too, subscribe to Thomas Edison's theory that there is no substitute for hard work. And as I recently commemorated 25 years of my own service to the Alumni Association and Iowa State University, I have had even more reason to ponder the significance of work to the success of higher education.

The Alumni Association "works" because of a commitment, shared by all of us, to promote the values and benefits of an Iowa State University education. That dedication, measured in both hours and dollars, is inspiringly evident in the next several pages of this annual report. Our programs and services will cease to register in your minds as a series of impressive, yet faceless, statistics. Instead, you'll see the smiles and hear the voices of both the volunteers who make those projects work and the recipients who reap the benefits. And it's our hope that you will be reminded of how, you, too, can make a difference as a member of the Iowa State family.

Should you need yet one more example of the importance of work, I offer this challenge: Crawl up into the attic, dig into the musty, dust-covered box of American Lit books you've stashed in a corner, and pull out John Steinbeck's *The Grapes of Wrath*. And motivate yourself with his words, "Man…grows beyond his work, walks up the stairs of his concepts, emerges ahead of his accomplishments."

The ISU Alumni Association—it works for a lifetime.

Sincerely,

JAMES A. HOPSON
EXECUTIVE DIRECTOR
ISU ALUMNI ASSOCIATION

OUR MISSION

THE PURPOSE OF THE IOWA State University Alumni Association shall be to promote the general welfare of Iowa State University by fostering a spirit of loyalty and commitment among students, former students, alumni, faculty, staff, parents, friends and other interested groups. The purpose shall be accomplished by the following objectives:

1. Serve as a public relations arm of the university by promoting a deep loyalty and commitment among its constituents.
2. Communicate with constituents via publications, periodicals and other appropriate means in an effort to inform, as well as solicit involvement and input through the association for the university.
3. Provide constituents with services and programs that foster social, educational and cultural interaction, and support the teaching, research and service functions of the university.
4. Provide responsible stewardship of the association's resources.
5. Assist the university in any appropriate manner that would help achieve its mission.

ISU ALUMNI ASSOCIATION BOARD OF DIRECTORS

NORMAN D. SKADBURG, 1969, MS 1971
PRESIDENT
WEBSTER CITY, IOWA

HARVEY FREESE, 1970, MS 1973
VICE PRESIDENT/PRESIDENT-ELECT
DES MOINES, IOWA

SHARON DUNKER JUON, (1969)
PAST PRESIDENT
WATERLOO, IOWA

DANIEL C. ROBINSON, 1970, MS 1972, PHD 1978
SECRETARY
ANKENY, IOWA

WARREN R. MADDEN, 1961
TREASURER
AMES, IOWA

JAMES A. HOPSON, 1969
EXECUTIVE DIRECTOR
AMES, IOWA

KENNETH O. ANDERSON, 1947
AMES, IOWA

DON C. BICE, 1949
WAYZATA, MINN.

CYNDI MURRAY BONUS, 1985, MS 1992
DES MOINES, IOWA

KEVIN L. BROOKS, 1980
HAMPTON, IOWA

LINDA R. COTTINGTON, 1970
DES MOINES, IOWA

MARY BEUKEMA HARMS, 1973, 1979, MS 1989
AMES, IOWA

RANDY J. HENDRICKS, 1980
MINNEAPOLIS, MINN.

BARBARA MEYER JOHNSON, 1949
CEDAR FALLS, IOWA

DONALD H. JORDAHL, 1958
DES MOINES, IOWA

SCOTT E. OLSON, 1969
CEDAR RAPIDS, IOWA

DEWAYNE G. RAHE, 1977
DYERSVILLE, IOWA

ANNE TEMPLEMAN ROBINSON, 1980
EDINA, MINN.

ROBERTA SIMPSON-DOLBEARE, 1976
NEW CANTON, ILL.

EX-OFFICIO MEMBERS

GARY L. AITCHISON, PHD 1972
COLLEGE OF BUSINESS ADMINISTRATION
AMES, IOWA

ROGER BRUENE, 1956
COLLEGE OF AGRICULTURE
AMES, IOWA

CATHERINE THOMPSON CURTIS, 1979
COLLEGE OF EDUCATION
AMES, IOWA

KATHLEEN HALLORAN
COLLEGE OF DESIGN
WEST DES MOINES, IOWA

STEPHENIE ELLIOTT HEUCHELIN
COLLEGE OF ENGINEERING
AMES, IOWA

WILLIAM D. HOEFLE, DVM 1966, MS 1974
COLLEGE OF VETERINARY MEDICINE
AMES, IOWA

ANNE COLLISON JOHNSON, 1963
COLLEGE OF LIBERAL ARTS AND SCIENCES
DES MOINES, IOWA

HERB AND JOYCE KINTIGH IOWA STATE UNIVERSITY PARENTS ASSOCIATION
SPENCER, IOWA

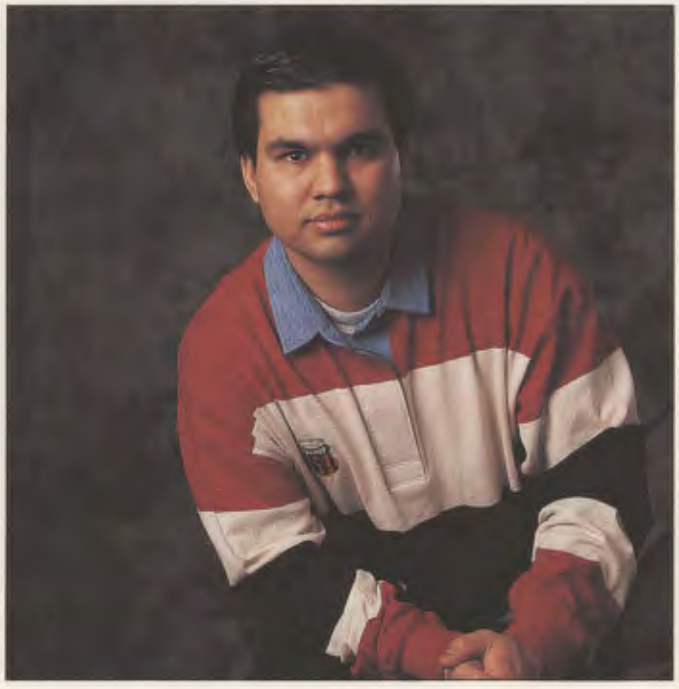
DYNETTE MOSHER, 1981, MS 1984
COLLEGE OF FAMILY AND CONSUMER SCIENCES
AMES, IOWA

BILL KONRADY, 1995
PRESIDENT, STUDENT ALUMNI ASSOCIATION
AURELIA, IOWA

ALL IN A Day's WORK

IN THE TIME IT TAKES YOU TO READ THESE PAGES, AN ALUMNI ASSOCIATION ambassador will phone an admitted Iowa State student. A reunion committee will select a class gift. A Cyclone Guide will conduct a campus tour. Alumni club officers will interview scholarship applicants. A membership will be renewed.

For just a few moments, we'll file away the steadfast statistics and share with you the pulse of our programming—the men and women who volunteer for, or benefit from, the many programs and services of the ISU Alumni Association. Though their ages, backgrounds and experiences may vary, they can attest to one common theme best identifying the Association: It works for a lifetime.



MUNEEB GHANI

HOMETOWN: KARACHI, PAKISTAN
OCCUPATION: ISU SENIOR, MAJORING IN FINANCE
AFFILIATION: MULTI-CULTURAL OFFICER, SENIOR CLASS COUNCIL, STUDENT ALUMNI ASSOCIATION

"I've worked with at least six other student organizations here at Iowa State, and SAA is by far the best. The Alumni Association supports us fully in our job to target and do programming for very diverse student crowd at Iowa State.

"By the time students become seniors, it's time for them to start thinking about giving something back to Iowa State. I'm glad Senior Class Council is there to help them learn how."

FYI

- Nearly 200 students participated in SAA's nine committees.
- Senior Class Council's annual Senior Challenge received $140,000 in pledges for its class gift, a reflecting pool and fountain for the Reiman Gardens.
- 75 younger siblings of current ISU students visited campus for the second annual Lil' Cyclone Stay.
- Cyclone Guides gave tours to more than 3,000 campus visitors; Student Ambassadors visited more than 7,400 Iowa junior high students.
- Homecoming and Parents Weekend committees orchestrated the two most well-attended fall weekend celebrations.
- Staff coordinator: Julie Larson, Martha Van Der Kamp

ARDYCE FETT ROEHR, '67 DONALD ROEHR, '61
RESIDENCE: PELLA
OCCUPATIONS: ARDYCE—HOME ECONOMICS TEACHER, LYNNVILLE-SULLY COMMUNITY SCHOOL DONALD—PRINCIPAL, PELLA COMMUNITY SCHOOLS
AFFILIATION: CO-VICE PRESIDENTS, IOWA STATE PARENTS ASSOCIATION; DAUGHTERS KRISTIE, A JUNIOR IN FOOD SCIENCE TECHNOLOGY, AND KARI, A SOPHOMORE IN PRE-CHEMICAL ENGINEERING

Ardyce Roehr: "There are a lot of parents who are wary of their students coming to a large university; they can be a part of this organization that can help make those transitions."

Donald Roehr: "The Parents Association is really an extension of the university to help meet the needs of those parents. It's extra-special for us to help out in this way because we're also alumni—Iowa State has been really good to us, and is still very fine to our daughters."

FYI

- Annual tuition raffle earned more than $18,000 for the association, of which parents of all ISU students are members.
- Parents Association handbook was revised, with 5,000 distributed.
- The Parent Calling Project made 3,914 calls to parents of students regarding academic or personal questions or concerns.
- Nearly 500 parents with similar questions called the Parents Advisory Line (PAL) in its second year of toll-free service.
- Association worked with the Student Alumni Association (SAA) in coordinating Parents Weekend in September.
- Staff coordinator: Julie Larson

TOM NUGENT, '85
RESIDENCE: OLATHE, KAN.
OCCUPATION: CREDIT ANALYST, UNITED MISSOURI BANK
AFFILIATION: BOARD MEMBER, KANSAS CITY ISU CLUB

"The club provides real outreach for the university, recruiting as many area alumni as possible to support local activities and charities. It's a great way to meet people you know share a common interest in Iowa State.

"The highlight for me as a club member? At our last board meeting, it was announced our club had finally met its goal of raising $25,000 for an Iowa State scholarship. It was a great moment."

FYI

- Approximately 8,000 members of 60 ISU clubs nationwide held 170 off-campus social events sponsored by the Alumni Association.
- 500 alumni attended 10 receptions for President Martin Jischke and eight receptions supporting the ISU Foundation's Partnership for Prominence campaign.
- 450 graduates attended four road football pregame parties, 400 celebrated at annual Homecoming pregame tailgate and approximately 2,100 attended Big Eight Conference Basketball Tournament party in Kansas City, Mo.
- Staff coordinator: Liz Venner

KATHERINE (KAY) JACOBSON MUNSEN, '43, MS '65
RESIDENCE: STORY CITY
OCCUPATION: RETIRED EXTENSION NUTRITIONIST, ISU
AFFILIATION: MEMBER, CLASS OF '43 REUNION COMMITTEE

"I think Iowa State has done an excellent job of organizing reunion activities. It's great to be able to get back and see those you haven't visited with for awhile.

"For me, the real highlight occurred when classmate Durwood Baker suggested we make our class gift to the Memorial Union's Gold Star Hall. We could all relate to the significance of that project, and I think the Alumni Association took leadership in furthering the importance of that recognition."

FYI

- In addition to 400 people at the Homecoming tailgate, about 100 attended 25- and 40-year class reunions during the October weekend.
- In June, approximately 400 members of the classes of 1923, '28, '33, '38 and '43 attended Alumni Days '93. Class of '43 raised more than $40,000 for class gift, restoration of Gold Star Hall.
- Staff coordinator: Martha Van Der Kamp

ALLEN MERTA, '74, GREG MERTA
RESIDENCE: CEDAR RAPIDS
OCCUPATIONS: ALLEN: DEPUTY DIRECTOR OF ECONOMIC DEVELOPMENT, CEDAR RAPIDS CHAMBER OF COMMERCE
GREG: STUDENT, LINN-MAR HIGH SCHOOL
AFFILIATION: ATTENDED LEGACY MIGRATION PROGRAM, SPONSORED BY ALUMNI ASSOCIATION FOR ALUMNI PARENTS AND THEIR HIGH SCHOOL CHILDREN.

Allen Merta: "This program gave us both the opportunity to take a good look at the university, and see so many of the newer facilities. We enjoyed the session the students themselves presented, and we received good information on financial aid.

"It's a natural these days that the university gets involved in marketing, and certainly one of the best ways is through its alumni. The job becomes very easy when you have something good to recommend to somebody else."

FYI

- 142 ninth and tenth graders attended the legacy migration program.
- Staff coordinator: Mary Jo Banwart.

GRACE MADSON KUNZ, '62, MS '70, PHD '85
RESIDENCE: AMES
OCCUPATION: ASSISTANT PROFESSOR, TEXTILES AND CLOTHING, ISU
AFFILIATION: RECIPIENT, ISU FACULTY CITATION

"The Alumni Association has really assumed the leadership role on this campus in understanding the importance of recognizing faculty for their work. It's always nice to be recognized."

FYI

- During annual Alumni Days weekend, 13 alumni, 19 faculty and staff and 11 students were recognizedby the Alumni Association for outstanding achievement.
- Staff coordinator: Karen Tow

MELINDA TASCHETTA-MILLANE, '90, '91
RESIDENCE: LOMBARD, ILL.
OCCUPATION: ASSISTANT EDITOR, *AMERICAN PRINTER* MAGAZINE, CHICAGO
AFFILIATION: ALUMNI AMBASSADOR (SHOWN [ABOVE RIGHT] WITH ADMITTED STUDENT KELLY BROGELMAN, MARENGO, ILL.)

"I think the Ambassadors program is a really great way for students to learn more about Iowa State and what it has to offer. I remember wishing I'd had somebody to provide me with that kind of assistance when I was in high school.

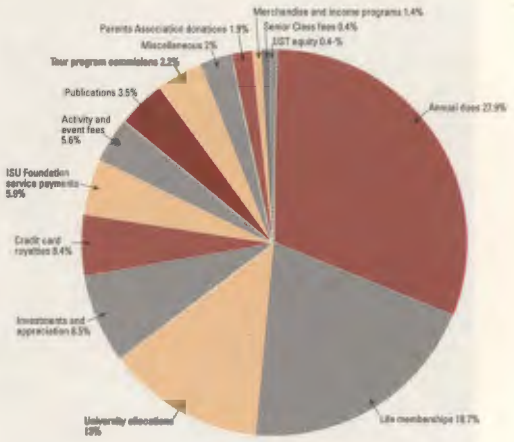
"Recently, one of the students I'd contacted actually sent me a thank-you letter. It's really nice to know the students appreciate my help."

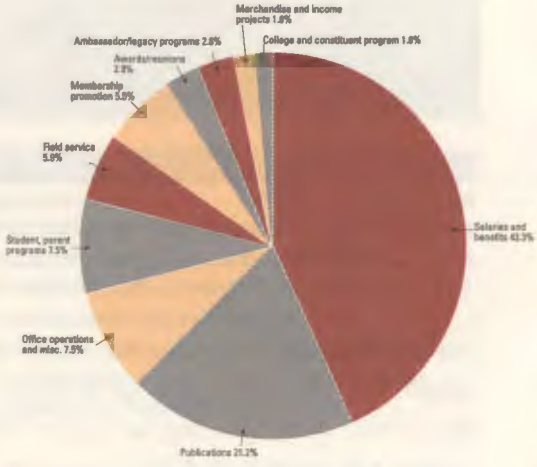
FYI

- Network of 681 alumni made 6,674 contacts with prospective students—through personal meetings, telephone calls, letters, college fairs and hosting special events.
- Nearly 1,900 contacted students eventually enrolled at Iowa State. The total tuition funds impacted by Ambassador contacts: $6,597,204.
- Staff coordinator: Mary Jo Banwart

FY93 Statement of Revenues and Expenses

	Operating Fund	Investment Fund	Total 1993	1992
Revenues:				
Annual dues	$ 473,430		$ 473,430	$ 425,429
Life memberships		$ 335,530	335,530	339,012
Publications	59,777		59,777	51,880
Investment income	82,129		82,129	59,431
Appreciation in investments	61,823		61,823	—
University allocations	222,146		222,146	265,817
Service payments — Iowa State University Foundation	99,999		99,999	100,000
Travel program commissions	37,411		37,411	49,021
Credit card royalties	142,891		142,891	140,961
Equity in earnings (losses) of University Systems Technology	(9,261)		(9,261)	22,175
Senior class student fees	7,618		7,618	7,816
Parents Association donations	31,510		31,510	48,746
Miscellaneous revenue	33,859		33,859	51,242
Activity and event fees	95,096		95,096	110,061
Merchandise and income projects	24,684		24,684	11,330
Total Revenues	**1,363,112**	**335,530**	**1,698,642**	**1,682,921**
Expenses:				
Administrative and operating	885,520		885,520	814,141
Publications, Programs, Services	855,760		855,760	766,749
Unrelated business income tax	339		339	10,627
Total expenses	**$1,741,619**		**$1,741,619**	**$1,591,517**
Excess (deficiency) of revenues over expenses	(378,507)	335,530	(42,977)	91,404
Fund balance at beginning of year		1,112,186	1,112,186	1,020,782
Transfers	378,507	(378,507)		
Fund balance at end of year	$	$1,069,209	$1,069,209	$1,112,186





FY93 Balance Sheet

	Operating Fund	Investment Fund	Total 1993	1992
ASSETS				
Cash and cash equivalents	-	-	$ -	$ 38,840
Investments combined with Iowa State University Foundation	$ 311,305	$1,069,209	1,380,514	1,282,683
Office furniture and equipment	34,270		34,270	33,252
Less accumulated depreciation	(27,682)		(27,682)	(25,789)
Net office furniture and equipment	6,588	-	6,588	7,463
Investment in University Systems Technology	63,663		63,663	72,924
Cash value of life insurance	2,951		2,951	2,601
Income taxes receivable	20,556		20,556	16,690
Prepaid expenses	14,270		14,270	-
Other assets	30		30	30
Total assets	**$ 419,363**	**$1,069,209**	**$1,488,572**	**$1,421,231**
LIABILITIES AND FUND BALANCE				
Checks in transit	$ 79,519		$ 79,519	$ -
Accounts payable and accrued liabilities	69,362		69,362	65,442
Unearned dues	270,482		270,482	243,603
Total liabilities	**419,363**	**$ -**	**419,363**	**309,045**
Fund balance		1,069,209	1,069,209	1,112,186
Total liabilities and fund balance	**$ 419,363**	**$1,069,209**	**$1,488,572**	**$1,421,231**

FY93 Revenue Sources

Annual dues	$473,430 (27.9%)
Life memberships	335,530 (19.7%)
University allocations	222,146 (13%)
Investments and appreciation	143,952 (8.5%)
Credit card royalties	142,891 (8.4%)
ISU Foundation service payments	99,999 (5.9%)
Activity and event fees	95,096 (5.6%)
Publications	59,777 (3.5%)
Tour program commissions	37,411 (2.2%)
Miscellaneous	33,859 (2%)
Parents Association donations	31,510 (1.9%)
Merchandise and income programs (except credit card and tours)	24,684 (1.4%)
Senior Class fees	7,618 (0.4%)
UST equity (losses)	(9,261) (0.4-%)
Total revenue	1,698,642 (100%)

FY93 Program Expenses

Salaries and benefits	755,085 (43.4%)
Publications	368,996 (21.2%)
Office operations and misc.	130,774 (7.5%)
Student, parent programs	130,742 (7.5%)
Field service	100,521 (5.8%)
Membership promotion	96,671 (5.5%)
Awards/reunions	50,068 (2.9%)
Ambassador/legacy programs	48,069 (2.8%)
Merchandise and income projects	32,385 (1.8%)
College and constituent program	28,288 (1.6%)
Total program expenses	1,741,619 (100%)

The U.S. student financial aid system has sprung a leak, flooding young Americans in torrents of red ink. It leaves many '90s graduates paddling against a frightful economic current as they're drawn into...

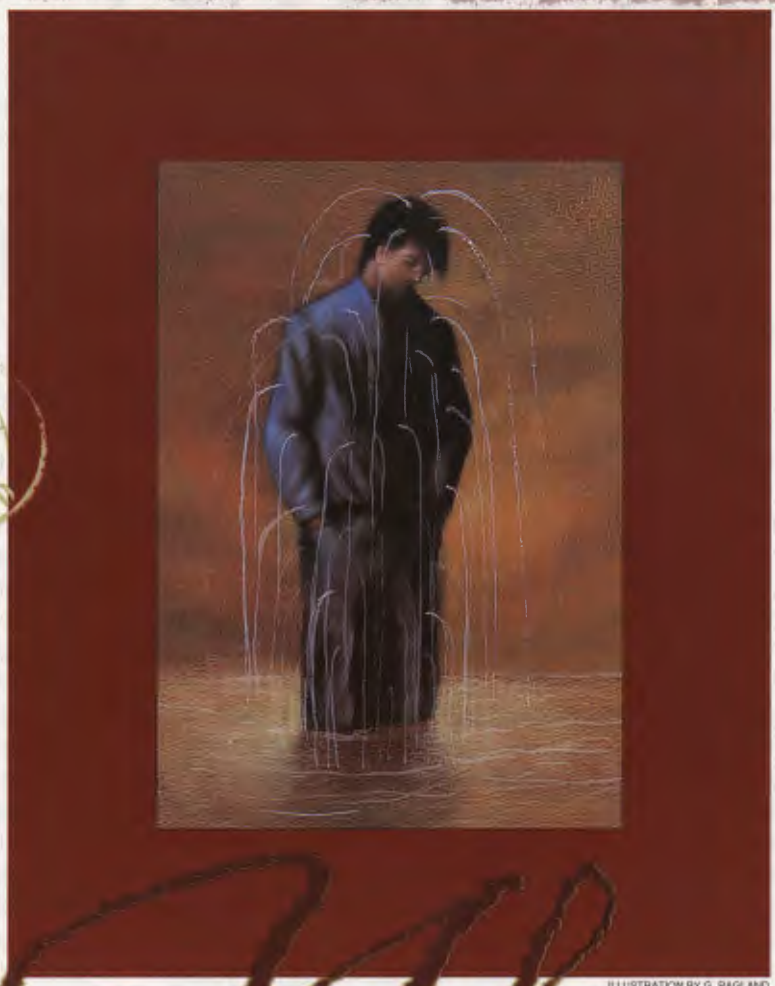


ILLUSTRATION BY G. RAGLAND

By
Dan
Davenport

The Debt Set

MANY DRUG AND alcohol rehabilitation centers follow a strict policy: Only recovering addicts and alcoholics serve as counselors.

More than a few marriage counselors have experienced divorce.

Richard Simmons used to weigh 300 pounds.

So of course Clay Gurganus, he of the $250-plus monthly student loan payments, makes a sapient student loan counselor.

All of this isn't to say that borrowing money for a college education is an inherently bad idea. At least not in the same way that crack addiction or infidelity or binge eating are. As one Washington, D.C., financial aid analyst says, "I'd rather have [a degree] than not have one."

It's just that an alarming number of students are being forced to, in the words of another student aid guru, "mortgage their futures" to secure their diplomas. In that regard, with student borrowing as with substance abuse:

- borrowers usually start in their ingenuous youth.
- once they start, it's all but impossible to stop.
- plenty of people are queued up to make money on a borrower's predicament.
- because of loans' ready access and borrowers' youthful myopia, many fall in too deep before even realizing they have a problem.
- even after kicking the fix — by graduating or leaving school — they can find themselves haunted for decades.
- the federal government doesn't seem to have a clue as to how deal with student loans, either.

If you graduated before the late '70s, chances are you're scratching your head. For more than 20 years, millions relied on financial aid to earn their degrees — without mortgaging their futures. With an aid portfolio larded with perhaps 90 percent grants and work study and sprinkled with several hundred in cut-rate loans, graduates often spent more on pizzas each month than on their loan payments.

But today, even many of the alums who manage to land decent-paying jobs — no small task, that — slog through their 20s and 30s with hundreds in monthly loan payments. Straining under the weight of their Staffords and Perkinses and GSLs, they often delay their personal and professional futures.

"We're bringing in 18 year olds who, when they leave in four or five years, will be faced with some questions that, thank goodness, I didn't have to face," says Earl Dowling, Iowa State's assistant vice president for enrollment services. *"When will I be able to afford to ...?* If you've got $400 monthly payments and you're making $19,000, are you going to go out and buy a $15,000 car?"

Not Clay Gurganus. In earning Iowa State bachelor's degrees in 1989 and '92, he racked up more than $20,000 in student loans, including $17,250 in the Stafford program. He's now working as a loan counselor in ISU's Office of Financial Aid, waving his monthly payments in the faces of devil-may-care students chiefly concerned with paying this semester's tuition.

"Nobody ever told me, 'The way you're borrowing, you'll be paying $300 a month for 10 years," says Gurganus. "I didn't know what I was getting into. So when I do entrance interviews with students, I tell them what they're looking at. If you take the maximum amount of loans, you're going to have to start at [a salary of] $25,000 just to support yourself. Planning on a family? You better have a better job than that."

Julie Poorman, an ISU enrollment services adviser, rang up $12,000 in Stafford loans when she graduated in 1985 — the maximum allowable at the time. Assistant Student Loan Director Roberta Johnson was $10,000 in arrears upon her 1988 graduation. "With a house payment and child care, [$125 monthly] payments really take a bite," Johnson says. "It's like a car payment, a 10-year car payment. I can't imagine what it's like for the students borrowing the maximum now."

In many cases, it's not pretty. Maximum allowable debt load has surged since their graduations, up to $23,000 for the Stafford, $23,000 for the Supplemental Loan for Students and $20,000 for the Perkins. Thus it's not inconceivable, Johnson says, that an undergraduate could leave campus $66,000 in the red. And we won't even get into credit card debt and personal loans. No wonder Doug Coupland, the author of *Generation X*, calls it "Student Loan Prison."

At Iowa State as well as across the country, the average graduate's debt load approaches five figures. And the College Scholarship Service estimates the average master's or doctoral graduate leaves campus with a mammoth $35,000 debt. And not at the 3 and 4 and 5 percent you may have paid. These days, rates of 8, 9 percent and above are not uncommon.

Of course there remain those who, through scholarships and family sav-

ings, skate through with very little or no loans. But for every one of those there are medical, dental, law and, in ISU's case, veterinary medicine grads. Here the numbers can jump off the chart. In compiling a vet med financial assistance profile, Deb Burdick, who works specifically with veterinary students, put forth the scenario that had one student paying up to $1,340 *per month* on six loans. That's 40 percent of what that vet can expect to earn early in her or his career.

"I don't think it really hit me until I got out," says Janet Reese, a 1993 vet med graduate now working at the Ottumwa Veterinary Clinic. "I knew [the loan volume] was getting bigger, but when you're talking 25,000, 30,000, another 5,000 doesn't seem so big. It's not until later that you realize the impact it has on your budget."

Reese graduated last May about $45,000 in debt. She consolidated her GSL and SLS into one $388 monthly payment; at 9 percent, she'll pay it off in 2008. In June, she begins making approximately $250 quarterly Perkins payments.

But for Reese, this is literally only half the story. Her husband, 1990 vet graduate Jerome Fiechtner, who practices at the Mahaska Veterinary Clinic in Oskaloosa, has similar loan payments.

"We sure don't have a life of luxury, but we're making it work," Reese says. "Sometimes you wonder what you've done, but neither of us went into this for financial reasons. [Veterinarians] don't do that. We're making it work."

ISU loan counselors say not every graduate can make that claim. "There are frightening numbers out there," Poorman says, "so I think it's my job to put the fear of God into these kids. Or maybe the fear of bankruptcy. I know people who can't even open a checking account because they had to declare bankruptcy with these 20-30 years of loans.

What happened between the early '70s and today? Why could a '72 graduate, say, use the pop bottle money to pay off her loan in a few years, while a '92 grad can kiss away hundreds every month for more than a decade?

First, the obvious: Thanks to declining state dollars, the nation's public colleges jacked up annual costs by 117 percent from 1980-90. Over that same period, says the U.S. Department of Commerce, median family income climbed just 90 percent. More subtle but equally destructive, say most financial aid professionals contacted for this story, is a conspicuous philosophical shift emanating from Washington, D.C. To fully understand the roots of that shift, some history is instructive.

The G.I. Bill notwithstanding, before the Soviet Union's 1958 launching of Sputnik, says Larry Dietz, vice chancellor for student affairs at the University of Missouri-Kansas City and a former ISU financial aid administrator, the government essentially kept colleges and universities closed to those who couldn't muster the tuition.

But Sputnik cast a shadow of fear across the land. With its engines barely cooled, lawmakers hustled to create the National Defense Student Loan for students interested in pursuing science. "That was the beginning of the time when the assumption was that an educated citizenry benefitted society," says Dietz, who earned Iowa State master's (1974) and doctoral ('85) degrees.

Federal aid boomed in President Lyndon Johnson's Great Society '60s; the Educational Opportunity Grant, work study and the Guaranteed Student Loan all were hatched in that decade. 1972 brought the Basic Opportunity Grant, the forerunner of the now-familiar — but, as we'll see, struggling — Pell Grant.

Dietz and others contend that the philosophic shift began, almost unperceptibly, shortly thereafter. Whereas the grant-loan ratio was well above 60-40 in the early '70s, the Pell's inability to keep up with skyrocketing costs has pulled it down below 40-60.

The Pell numbers are striking. In 1979-80, the maximum Pell Grant award was $1,800 — 60 percent of annual costs for an in-state undergrad at ISU, according to Dowling. Low-interest loans, work study and savings took care of the remaining $1,200 — less than $5,000 over four years — with ease.

But that gap has become a chasm. By Dowling's estimates, Iowa State's resident undergraduate costs have leapt to $8,150 per year — a 171.8 percent jump over '79-80. The Pell maximum, meanwhile, has risen just 27.8 percent, to $2,300. (President Clinton's fiscal '95 budget proposes a hike to $2,400.) That same family with a student receiving a Pell

"It's like a car payment, a 10-year car payment. I can't imagine what it's like for the students borrowing the maximum now."
— Roberta Johnson

Grant now has to come up with nearly $24,000 over four years. Of course many students now need five years to complete their degrees, meaning that family needs to pony up $30,000. It's not unusual for students to dry up their college savings that first year. And, says Dowling, "That old phrase, 'Work your way through college,' just doesn't work any more."

And parents with little Tommys or Tinas in middle school shouldn't bank on the Pell making a heroic comeback any time soon. The current $2,300 is actually down $100 from '92-93. And had the U.S. House of Representatives had its way last fall, it would stand at $2,250. It took the Senate-Appropriations Committee — chaired by 1962 Iowa State graduate Tom Harkin — to maintain the paltry status quo that accounts for just 28.2 percent of an in-state undergrad's annual costs.

But surely the parsimonious management that has reduced the Pell to a slim supplement has kept the Pell program healthy, right? Uh-huh. Early last year, the Pell Grant had accumulated $2 billion in debt.

"What all this says philosophically is, 'We think the student is the chief beneficiary of an education,'" says Thomas A. Butts, the University of Michigan's associate vice president for government and a leading Washington, D.C., student aid lobbyist.

Celebrated finance author Jane Bryant Quinn writes bluntly that, in the face of a devastating federal deficit, "Students [are] much less on the public mind than they were 30 years ago."

Of course these insiders spotted this trend more than a decade ago. But the rest of us — at least those who managed to escape the specter of paralyzing student debt — didn't notice. We skimmed the occasional story about increasing student defaults, smugly flipping the page when we read that ISU was consistently at the bottom of the list. Of the 5,300 student borrowers scheduled to pay on $35 million in loans beginning in 1991, Dowling says just 176 (3.3 percent), owing $900,000, are in default. The national default rate: 22 percent.

But even the most proud alumnus took notice last year, when, Michigan's Butts says, "we elected a president whose campaign centerpiece was student financial aid." Centerpiece is perhaps a tad strong, but whether you lean left or right, there's no debating that Bill Clinton found a spot for student aid on the table. His National Service Plan is included on practically every list of his first-year accomplishments. Many in academe would add the Federal Direct Student Loan Program to the list (*see story below*). While even the staunchest proponents won't claim that either will cure student aid's ills, most agree that the emergence of debate is every bit as healthy as it is overdue.

But what happens if national service and direct lending and every other proposed remedy fails? What if double-digit inflation continues to plague tuition, forcing the Pell to gimp along at, say, 10 percent of college costs in another

Direct from Bill to You

Depending on your viewpoint, direct lending will be:

•a) a saving grace for students, or

•b) a borderline-Socialist encroachment into free-market economics.

And the 105 institutions, including Iowa State, inaugurating the Federal Direct Student Loan Program in 1994-95 are:

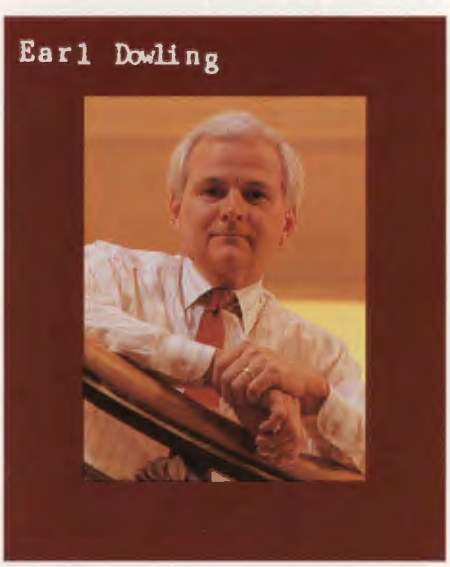
•a) bold pioneers, or

•b) unsuspecting guinea pigs.

Welcome to the perplexities of direct lending.

Though it was writ large in the script for President Clinton's first year in office, the concept of the federal government bypassing private lenders and loaning money directly to students is not new. Cut out the middle man — in this case, lending institutions — and pass the savings on to students in the form of lower interest rates. President Bush thought enough of the idea to allow a direct lending pilot program into the 1992 Higher Education Act.

But after candidate Clinton spared no superlatives in promising student aid overhaul, President Clinton wasted little time in raising the hood. Granted, the estimated $625 million the Treasury will loan out in 1994-95 represents but 5 percent of the total — hardly an overhaul. But those 105 schools — and Clinton's Department of Education — predict they'll have so much success that the rest of higher education soon will jump on board. Initial plans call for a gradual expansion, up to 60 percent by 1998-99. If Education Secretary Richard Riley's predictions pan out, direct lending will save the U.S. $4.3 billion over those five years. He contends it will also untangle the default labyrinth by arranging repayment through the


Earl Dowling

"When you're talking $25,000, $30,000, another $5,000 doesn't seem so big. It's not until later that you realize the impact it has on your budget." — Janet Reese

decade? There are several unsettling scenarios, some of which are already at work:

- The trends toward students delaying education, pursuing part at lower-cost, two-year institutions or attending vocational colleges — a sort of "educational buying down," one administrator notes — will continue.
- Others, concerned about the glut of master's-degrees-flipping-burgers stories, will opt against college altogether. This despite these 1990 U.S. Department of Commerce statistics: High school graduates over 18 earn an average of $17,072 per year; their counterparts with four years of college, $31,256.
- Socially important but traditionally low-paying fields such as education will suffer a further drain as students gravitate toward jobs that will better repay loans.
- Loan defaults will continue to climb — at your expense. In 1991, the U.S. Department of Education laid out $3.6 billion to cover bad loans.

"When I'm making out that check every month, it's a real hit," says ISU's Poorman. "But even then, I don't regret [borrowing]. I tell a lot of students, 'If this loan stands between you and starvation, take the loan.' But I want them to see what they're getting into."

Solid advice for us all. Higher education has been for decades a rare ladder up for the less affluent, an effective tool with which to sustain a productive, equitable society. Since the '50s, student financial aid programs have helped millions of Americans proudly announce, "I'm the first in my family to go to college." If one cost of an education continues to be a debt-riddled future, members of coming generations may be forced into a less enviable pronouncement: *Last* to go to college. ◐

Internal Revenue Service.

Riley and direct lending advocates such as Earl Dowling, ISU's vice president for enrollment services, contend that colleges already do much of the loan processing and the federal government already guarantees the loans. "We process $100 million [in loans] every year," Dowling says. "[We] do the work, and banks get the profit. Someone's ox was going to get gored here. I'm probably not perceived as a friend of the banks, but I'm here for the students."

Lenders contacted for this story aren't surprised at Dowling's bravado but they do bristle at his claims. Most agree that, on paper, the idea has merit. Their hang-up — besides the estimated $1 billion currently being earned each year on student loans — is the government's spotty record of financial management. "I believe the program could be greatly improved, but I don't see how students benefit from [this plan]," says Michelle Durand-Adams, president and CEO of the MidAmerica Student Loan Company of West Des Moines. The subsidiary of MidAmerica Savings Bank generates about $16 million annually in student loans across the Midwest. "The government doesn't have the wherewithal to find the innovations and savings that the private sector does."

As for Dowling's claims about colleges doing the banks' work, Durand-Adams says, "The easy part of student loans is getting the funds to the student. The hard part is collecting."

Even harder is knowing who to believe. One vantage point somewhere between the two sides are the state guarantee agencies. In this state, the Iowa College Student Aid Commission oversees virtually every student loan. At least it does now, until about 15 percent goes to Washington, D.C., when ISU kicks off direct lending.

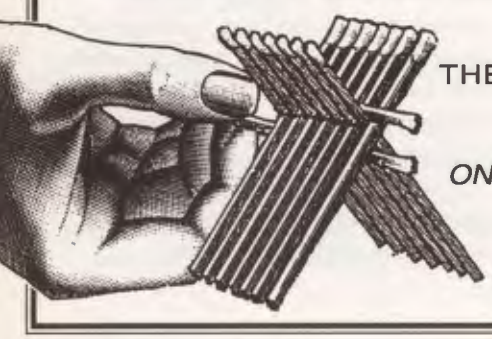
Commission Field Director Tim Fitzgibbon, a 1983 ISU graduate, says his organization supports direct lending in theory. But he fears 60 percent enrollment by '98-99 is too much too soon. "In the first year it will look fabulous," he says. "These are 105 top, well-automated schools. I'm concerned about going from hundreds of servicers to just two or three for more than $20 billion in loans. There'll be toll-free numbers to call; I just hope they get answered."

If not, the toll on the already strapped student borrowing population will be anything but free.

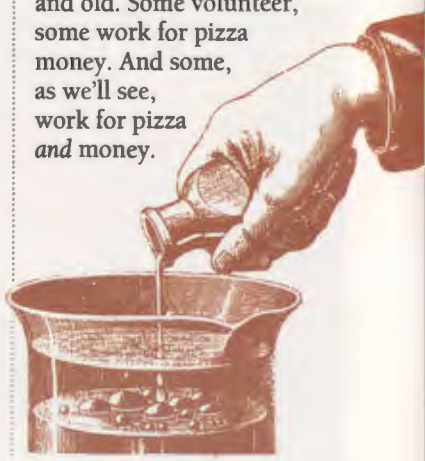
—D.D.

Loyal Subjects

ULTRA-POWERFUL THOUGH THEIR MINDS MAY BE, ANY NUMBER OF CELEBRATED SCIENTISTS THROUGH THE AGES WOULDN'T MERIT EVEN FOOTNOTE STATUS WERE IT NOT FOR THE CONTRIBUTIONS OF THEIR UNTRAINED AND OFTEN UNKNOWING RESEARCH SUBJECTS. IMAGINE, FOR EXAMPLE, PAVLOV WITHOUT HIS DOGS OR FREUD WITHOUT HIS NEUROTICS. IN ALMOST EVERY CASE, THESE SUBJECTS HAVE DEVOTED PRACTICALLY AS MUCH TIME AND ENERGY INTO THESE PROJECTS WITHOUT RECEIVING A SHRED OF THE CREDIT. WE DARE YOU: NAME JUST *ONE* OF PAVLOV'S SLOBBERING MUTTS. SEE?



RESEARCHERS TOIL AWAY ON practically every floor of every building on the Iowa State University campus, some relying on white rats, some on Duroc hogs, some on fruit flies. But, despite the university's heavy emphasis on agriculture and engineering, there's also an abundance of work being done on human subjects. Herewith, VISIONS presents four groups of human lab rats. They are non-students and students, they are young and old. Some volunteer, some work for pizza money. And some, as we'll see, work for pizza *and* money.



By Dan Davenport • Photos by Jim Heemstra

Pork Out

RONNIE KLINE

The portions are small — half-inch cubes are optimum — but like a spouse's idiosyncracies or dental plaque, they can build up over time. "There are days when I'd just as soon not come in and eat this," says 1993 ISU dietetics graduate Jill Costello, spearing a cube of pork with a miniature blue plastic sword. Three mornings a week, this is her weapon of choice. "I'm sure not ready to go out and have lunch now."

Costello and undergraduates Kris Weitszel and Ronnie Kline gather every Monday, Wednesday and Friday morning around a table in the Sensory Lab of the year-old Human Nutrition Center. Though it looks like they just chew and gulp, chew and gulp, there's method to their mastication. For two hours they gobble up every cube of pork placed before them — 48 in all — and rate each for juiciness, tenderness, chewiness, pork flavor and off-flavor. By the time this extensively trained trio's work is finished later this year, they will have polished off samples from 4,000 hogs in food science and human nutrition Professor Ken Prusa's work in the National Genetic Evaluation Test. "We're controlling the genetics of all these pigs, but we need tasters to help us know if we're really making better chops," Prusa says.

As Prusa points out, "They're not paid to like 'em — just evaluate 'em." And well paid they are: $1 per sample. That's $48 for the two-hour session.

"My friends are always saying, 'They pay you that much to eat?'" Kline says, harpooning another *hors d'oeuvre* from the tiny glass dish. "They want to know where they can get a job like this."

Don't count on Ronnie Kline giving up his spot any time soon.

Age-old Research

GRADUATE STUDENT LILLIAN PHILLIPS (LEFT), WITH PETER MARTIN AND 102-YEAR-OLD LILLIE THOMPSON

Peter Martin was hearing his zillionth Depression story. But before he could wedge in one of his obligatory questions, the, *You slept how many to a bed?*, or *You moved how many times in 1933?*, his interviewee dropped the bombshell: The old man was talking about the depression of *1897*. Thus an illustration of one of Peter Martin's cardinal rules: Never assume you and your subject are talking about the same century.

Martin directs what's called the Iowa Oldest Old Study. In coming to Iowa, the native German certainly found fertile ground: The state leads the nation in percentage of population above 85 — what gerontologists commonly refer to as the "oldest old." He and his assistants travel the state interviewing these most senior silver hairs, but he stresses that he's not searching for "the key to longevity. That would be too ambitious. We want to answer the smaller questions: What is life like at 95, 100, 105? Is it worth living to that age?"

In interviews ranging from four to 40 hours, Martin and his assistants have determined three important traits present in most who've survived into their 80s and beyond:

- Personality: Adaptable, self-sufficient, relaxed, practical, down to earth.
- Health habits: Continues to eat enough and healthy foods, exercises.
- Mental habits: Exercises their minds with cognitive tasks. Read, writes poetry and letters.

"I've always been interested in lifespan extremes," says Martin, who had two great-grandparents who lived into their mid-90s and a grandmother who's still alive in her early 90s.

It's with no small twist of irony that he points out that gerontology is "a young discipline." It's growing up fast, however, what with what he calls the "centenarian boomer stage" fast approaching. About 40,000 candidates for Willard Scott recognition currently live in the U.S., but Martin estimates the figure will grow to 100,000 by 2000 and 1 million by 2080.

"By that time," he says, "stories like this one will become irrelevant. [Centenarians] will be everywhere."

Glued to the Scream

PHOTO ILLUSTRATION BY JIM HEIMSTRA

I hope Janet Reno is happy.

I am crammed into a 12x6 closet in the basement of Lagomarcino Hall. Clunky headphones squeeze my skull. A blood pressure cuff is a vice on my right arm. The TV in the corner plays grainy, blood-spattering clips of *Karate Kid III* — a film I've surfed past at home dozens of times, like spurning pickled beets at the salad bar.

I'm doing this all for you, Janet. I hope you're happy.

This cell-like chamber is the lab of psychology Professor Brad Bushman. Here he literally monitors every *ka-thump* of my heart in his quest to add fuel to Attorney General Reno's charge that screen violence begets street violence. Being the all-knowing First Amendment zealot that I am, I've dismissed such claims as simplistic and the calls for censorship as alarmist.

Now I'm putting my diastolic where my mouth is.

Before I donned all this gear, Bushman had me rate from "very slightly" to "extremely" how words such as aggressive, cruel, enraged and hostile described my mood. Now his assistant, undergrad Marla Suddreth, is spying on my arteries as I watch Ralph Macchio writhing on the mat, trying to shake off a kick to the groin by his testosterone-drunk opponent.

Where *is* that remote?

Enter the ever-sagacious Mr. Miyagi — forever *Happy Days'* Arnold to me — recycling the same tired, monosyllabic inspiration from the *KK I* and *II* scripts: "Must not lose to fear. Your best karate still inside. Now time let out." Surprise! Ralph climbs to his feet and delivers the winning blow. Arnold nods and contract negotiations commence for *Karate Kid IV*.

My aorta is hardly ready to split open like a frayed garden hose, but then, my work isn't quite finished. The amber intercom light flashes, and Suddreth asks me to click the mouse to start the follow-up exercise. I will compete with a viewer in an adjacent room to respond to a flashing green light on the Macintosh screen. A blast of sound will be piped into the loser's headphones. The kicker: The victor will determine the loudness and the duration of the sound. A "1" is barely perceptible, a "10" is 105 decibels, uncomfortable, for sure, but safely below the 140 pain threshold.

We start tentatively, electronically measuring each other up, inflicting in the one-second, level-three range. But on about the sixth set-to, my adversary lobs a level-7 blast into my drums. Now that was uncalled for. Spine like a flagpole, I select "8" and fix my eye on the screen. The green light is a cottontail and I, a hungry falcon. Victory! I sneer as I imagine 90 decibels rattling my pitiful opponent's brain pan. (This from a dove who would later score in the bottom 25 percentile in Bushman's trait aggressiveness test.)

The blood pressure cuff, the headphones, Bushman — all have melted from my consciousness. Time stands still. There is only the flashing light and my faceless rival. We proceed to deafen each other with increasingly louder and longer cannonades, until the winking intercom light and Suddreth's voice snaps me back to Lagomarcino Hall. She returns to my cell and slips into my sweaty palm a second copy of the emotion rankings sheet. I'll later learn that I rated the following significantly higher: aggressive, annoyed, ashamed, cruel, excited, guilty, hostile, incensed, jittery, mean and strong.

Then, Suddreth adds "duped" to my list: There was no foe. Only me and my Mac, programmed to steadily increase the noise level. It's the only way, Bushman says, to ensure reliable results while testing scores of viewers.

My Stallonian response was typical, as were my blood pressure and pulse results: Slight increases during the video, significant elevation during the competition. "It might not be a huge effect, but TV violence does have a negative effect," Bushman says. "It's a sewer pipe into your living room." Forgive Bushman his hyperbole: In 1974 in his hometown of Ogden, Utah, thieves broke into a shop owned by a favorite high school teacher, forced five people to drink Drano and shot them. Three died. The murderers later admitted to repeatedly watching *Magnum Force* — in which a man kills a woman by forcing her to drink Drano.

"Producers say, '[TV and violence] are correlated, but there's no cause-effect", says Bushman, who limits his viewing to public TV and *Star Trek*. He contends otherwise, and backs it by showing half of his subjects *KK III*, the other half the decidedly non-violent *Gorillas in the Mist*. Both groups show a gradual increase in aggression in the computer test, but the Macchio group's elevation is markedly larger.

So: Do I see a correlation between prime time's abundance of bloodshed and rampant carnage in the streets? Do I agree with the Bushman-Reno call to put a collar on smash-mouth TV? My answers — now — are maybe a little and probably not. Bushman has eked out a tiny victory. But he is far from sated. "The First Amendment is important," he says, "but the evidence is clear. I will continue looking for the truth."

Mr. Miyagi would be proud.

—D.D.

Fat Chance

TUNNELING THROUGH THE TOBEC

Sure, you might develop a headache just trying to say hydroxymethylbutyrate. But will taking it develop your pecs or bis? Rick Sharp is trying to find out. The health and human performance (formerly physical education) professor is in the second phase of a study to determine the effectiveness of that eight-syllable tongue-twister in building lean mass and strength while decreasing body fat. Sharp is conducting the research for a company, Metabolic Technologies, housed in the ISU Research Park south of campus. That company has developed HMB for a California firm to use in an existing diet supplement. "A lot of people are looking for the magic formula," Sharp says.

There's nothing mystical about Sharp's project, just solid scientific principles and an age-old economic theory: College students will do almost anything for enough food and money. Last fall, he paid $400 to each of 44 students who turned over their eating and exercising lives for three weeks. Because of their reliable ingredients labeling, microwave foods were the staple for Sharp's stable. "They started griping after about the fourth pizza," Sharp says, "but they did get paid well."

Sharp relied on the usual blood samples and muscle biopsies to measure the results, but he also turned to a $60,000 machine out of *Close Encounters*. Students lie still on a small platform and are pulled through the 1,400-pound tube like logs through a saw. When they come out the other end, Sharp's Total Body Electrical Conductivity (TOBEC) machine blips up a figure for lean body composition. The TOBEC, one of just two on campus, isn't the most accurate — underwater weighing is still tops. But Sharp say that, for its combination of speed and reliability, nothing else comes close.

Sharp continued his study this spring, testing 30 subjects over a 10-week period. Those were not paid because Sharp didn't attempt to control their diets. Sharp says that, thus far, it appears that HMB — a breakdown product of an amino acid — is doing what its manufacturers claim. But it looks like the definitive answer remains a few frozen pizzas away.

(Class)Room With a View

PLAYING UNDER A PARACHUTE — AND UNDER THE MICROSCOPE

Michael doesn't know it, but his decision to sit in his cubby while his classmates join in a beanbag toss has received a great deal of attention upstairs.

Heck, Michael probably doesn't know there is an upstairs.

The 4 year old is enrolled in preschool at ISU's Child Development Laboratory School, located in the old Richardson Court Association on the southeast corner of campus. Behind screens above the row of miniature locker stalls sit any number of professors, students and education researchers. They're here to observe not only the abilities of student teachers, but the effectiveness of experimental teaching techniques.

One week, human development and family studies Professor and school Director Joan Herwig might be observing how students react to different types of math instruction. Today, a group from the state's Area Education Agencies (AEA) might be observing how different approaches by the instructors are affecting the play behaviors of Michael and his friends. Several years ago, Iowa State education researchers studied the effectiveness of integrating special needs children into mainstream classrooms. It's just this kind of effort that has placed "full inclusion" in the state's education lexicon.

"There's a good mix of research on teaching methods as well as [on] the development of children," says Herwig, pointing out that any children serving as subjects do so only under the awareness and permission of the parents.

While the CD school is open to preschoolers throughout the day, elementary students are involved only after school until 5:30 p.m. Herwig calls it "more of a recreation type approach," not an extension of their schools' academic programming. The CD school has offered this service to school-aged children throughout its 70-year history; Herwig says she believes no other university in the nation has been doing so longer. "Parents have always liked having their children interact with college students, 'the big kids,'" she says. "We think this is a very stimulating environment for the children."

The children's effect on the professionals is no less stimulating. ◐

She Taught Amelia to Fly

ALUMNUS INTRODUCED WORLD'S MOST FAMOUS AVIATRIX TO THE FRIENDLY SKIES

THE BRILLIANT SUNSHINE glistened over the lush, green grass. A slight spring breeze caressed the newly budding trees. Bustling student mingled between classes.

Suddenly, the tranquil scene was destroyed by the penetrating roar of a Canuck airplane overhead, dumping its payload onto the lawn: issues of the 50th anniversary *Bomb* yearbook. This promotional wizardry not only kicked off the sale of the yearbook, but, perhaps more importantly from a historical standpoint, inaugurated the career of one of the nation's first female pilots.

PHOTO COURTESY OF VIVIAN SMEDAL

"Neta" Snook

Anita "Neta" Snook was not your typical early 20th century woman. The thrill of adventure and a willingness to conquer the unconquerable: This was Neta Snook, the ISC alumnus who in 1921 became Amelia Earhart's first fight instructor. "She was an early-day aviation pioneer and Amelia was a portion of her life," says William Curtiss Southern, Neta's son. Snook died in Los Gatos, Calif., in 1991.

Snook's flying career took off after World War I ended. She bought an old Canadian Canuck and rebuilt it in her parents' backyard on Wilson Avenue in Ames. She soloed for the first time when she took her rebuilt plane to a pasture in Ames and gave 15-minute flights to fare-paying customers. She earned $1 per minute at a time when many people were happy to earn $1 per day.

Early one morning, after Snook had moved to California, a young woman approached Snook for flying lessons. Amelia Earhart was, characteristically, blunt, as quoted from Snook's autobiography, *I Taught Amelia to Fly:* "I'll come right to the point. I want to learn to fly and I understand you teach students. My parents aren't in accord with my ambitions, but I thought if they found another woman in the business, some of their objections might be overcome." It wasn't hard to find Snook — she was the only woman flying in all of California.

Snook gave Amelia her first flight instruction on Jan. 3, 1921. Although their friendship was brief because of Amelia's disappearance, they learned to appreciate each other's company.

By the age of 24, Snook was test piloting the Kinner Airster, barnstorming, carrying passengers, instructing students and hiring out for aerial advertising. Her brief aviation career ended in 1922, when she gave up flying to marry William I. Southern. Two years later, William Curtiss was born. Snook wanted a family, while Amelia chose the aviation path. "Neta was family-oriented and Amelia was more career-oriented," remembers Vivian Smedal, Snook's sister. "The best achievement a woman can do is raise nice children. She did that and also was a pioneer in flying, no doubt." Though she thus ended her pilot's lifestyle, Snook never truly separated herself from aviation. In 1974 she wrote her autobiography and hit the lecture circuit.

For the first time, in 1976, Snook was a passenger in a commercial airplane after being out of a plane for more than 56 years. A year later, she approached the controls again and flew the working replica of Lindbergh's *Spirit of St. Louis* for 25 minutes.

The day the *Bomb* fell on the Iowa State campus helped destroy the preconceived notion that women could not fly. She proved in the early 20th century that a female's success depended on her ability and determination to pursue her dreams. "She made a big impact," says her sister, Vivian Smedal. "It was unusual for men to fly, much less a woman. Pioneers have a spark or something that's born into them."

—Diana Sorenson

Big Eight Gifts Lead the Way

President Martin Jischke (right) presents Bob and Barbara Eddy with a piece of the original campanile roof during ceremonies at the Alumni Association Endowment Campaign Kick-off last fall.

LED BY EIGHT MAJOR GIFTS, the Iowa State University Alumni Association Endowment Campaign is halfway toward its goal of raising $3.9 million to ensure the vitality of programs and services for generations to come.

Barbara and Bob Eddy, both members of ISU's Class of '40, took the lead in the association's first-ever campaign with a $500,000 deferred gift. At the association's kick-off celebration last fall, they and seven other couples and individuals were honored for $100,000 or more in deferred gifts. Those seven others are:

- Linda R. Cottington, '70, and Tom Miller, Des Moines;
- Harvey, '70, MS '73, and Marcia Freese, Des Moines;
- Sharon ('69) and David Juon, '67, Waterloo;
- Charles Maxwell, '56, Minneapolis, Minn.;
- Steve, '67, and Michelle Mores, Harlan;
- Charles, MS '72, and Carol Notis, Johnston;
- Scott Olson, '69, Cedar Rapids and
- Nancy, '66, and Jim Pellett, '63, Atlantic.

Second recognition scheduled for Alumni Days

In addition to the 14 $100,000-plus donors honored last fall, 11 other couples and individuals making major donations will be honored during the June Alumni Days celebration on the ISU campus. Those 20 individuals are:

- Jim, '38, and Gayle Boyd, Marshalltown;
- Maxine Burch, '47, MS '62, Newton, Kan.;
- Ronald, '50, and Barbara Johnson, '49, Cedar Falls;
- Marvin, '33, and Lucille Kruse, Spencer;
- Ramona McCreery, '32, Sun City, Ariz.;
- Carl, '37, and Beulah Riepe, San Diego, Calif.;
- Norman, '69, MS '71, and Erma Skadburg, '70, Webster City;
- Alan, '66, and Myrna Tubbs, '66, DeWitt;
- Edward, '41, and Grace Tubbs, Maquoketa;
- Robert, '42, and Viola Wilson, '44, Leawood, Kan., and
- Steven, '73, PhD '80, and Kathy Zumbach, '72, Des Moines.

Also, all donors with contributions exceeding $100,000 will also be recognized during Alumni Days.

Certainty in an uncertain future

With state funding decreasing at an alarming rate, the Alumni Association Board of Directors determined last year that bolstering its endowment was the best way to protect its vitality in the future.

A successful $3.9 million campaign will bring the association endowment to $5 million. Earnings from that endowment will be relied upon to ensure quality of such Alumni Association programming as VISIONS magazine, The Iowa Stater, ISU Clubs, student recruitment, Homecoming, Alumni Days and student and parent programs.

The Alumni Association is a service organization — service to Iowa State, service to its alumni. While dues from the nearly 35,000 members fund the bulk of those programs and services, increased endowment earnings will become more and more critical as state funding continues to decline.◐

FYI

Some important facts about giving to the Alumni Association Endowment Campaign:

- All gifts are placed in the ISU Foundation for the Alumni Association.
- This will remain a true endowment — only the earnings will be spent.
- All gifts are tax-deductible.
- All gifts qualify toward Order of the Knoll membership.

Fill out and return the enclosed card to contribute to or to receive for more information about the Alumni Association Endowment Campaign.

High-pressure zone

MILLIONS OF CABLE VIEWERS DEPEND ON WEATHER SHE GETS IT RIGHT

THE IRONY ISN'T LOST ON Cheryl Lemke: To reach one of the meccas of TV weather broadcasting, she had to move to a city where weather isn't really much of a story.

Lemke, a 1982 ISU meteorology graduate, is an on-air meteorologist at The Weather Channel in suburban Atlanta. She grew up in Omaha, attended college in Ames and worked at a TV station in

BILL HOWARD

Cheryl Lemke

Terre Haute, Ind. In doing so, like any Midwesterner she got to know intimately the ferocty of a January blizzard, the awesome power of a June tornado and the utter oppressiveness of a humid August heat wave. Heat is the only consistent weather story in Atlanta, but Lemke says her roots in the weather-volatile heartland pay big dividends in Dixie. "It's important that we have people here from all parts of the country, people who've lived in all kinds of weather," she says. "This is a real weather melting pot."

In addition to doing four one-hour shows four days per week, Lemke also forecasts the weather independently and coordinates with some of TWC's 65-plus meteorologists and the National Weather Service. TWC reaches nearly 56 million cable-ready U.S. households, with its audience rocketing during major storms — particularly those striking the densely populated northeast and southeast.

Lemke admits with a shameless giggle that she's not always easy to find in the TWC studio during violent storms. While her colleagues were shifting into intense special coverage mode during both Hurricane Hugo in September 1989 and Hurricane Andrew in August '92, she was on vacation — something, she says, "nobody around here lets me forget."

Now that's what we call forecasting.

Maverick vet's results bark for themselves

Roger Reppert may take some needling for his unorthodox veterinary techniques, but he'll let the animals speak for his results.

"Just this morning, I had a dog in who had been hit with snow from a snow blower," Reppert said during a February interview. "He was obviously in pain." Reppert worked on the dog's spine for a few minutes. Within hours the animal was moving about freely.

It turns out Reppert's new techniques aren't so new at all: Acupuncture and chiropractic medicine. Humans

JIM HEEMSTRA

Roger Reppert

have long enjoyed the benefits of these practices, but Reppert and a handful of veterinarians are just now bringing their healing powers to animals. Reppert, a 1968 ISU veterinary graduate with a practice in tiny Ireton in northwest Iowa, has been certified in both acupuncture and chiropractic adjustment for less than three years.

He says he uses the techniques mainly on horses, but also on cattle and dogs. Although the Chinese have been using acupuncture techniques on horses for centuries, he says charts designating placement of the needles are just now being made available in this country.

That's none too soon for Reppert's clients.

"You think of a person taking their dog to the vet, and it's always the owner dragging the animal," Reppert says. "But here, it's usually the patients dragging the owners."

Card Party

The ISU Alumni Association now gives you even more reason to celebrate: The introduction of a NO ANNUAL FEE credit card. Emblazoned with that ultimate party animal, Cy, the exclusive ISU MasterCard or Visa still gives Alumni Association members a lower interest rate. It still offers instant cash access and travel/accident insurance at no additional cost. And it still gives you the ultimate party favor: Every time you use your card, a percentage of your purchase comes back to the Alumni Association. All with NO ANNUAL FEE! Party on!

To request an application, call 1-800-222-7458.

A507ISU

To the Fore

The foursome that hopes to return Iowa State to the Big Eight Conference driver's seat (clockwise from lower left): Missy Arthur, Beth Bader, Janea Carter and Holly Duncan.

IRONS DRAWN, CYCLONE GOLFERS ARE STEELED FOR ANOTHER CHAMPIONSHIP FLIGHT

A DELIGHTFUL LITTLE GOLF ball commercial flashed across the TV screen a couple of summers ago. While three cardigan-and-polyester clad highbrows wait at the first tee, a tousled-haired teen bounces up. He wears knee-length, flowered shorts and unlaced high-tops. "Need a fourth?" he blurts. With no ready way of excluding the boy, the befuddled blue bloods can only sniff and nod reluctant approval.

After they assuredly dispatch their drives down the fairway, the boy stands in. He settles his sneakered feet, draws back smoothly and sends the ball screaming from the tee. It hurtles over the clipped grass, yards beyond the first three. The looks on the men's faces speak volumes about golf's oft-times deserved reputation as an exclusionary game.

Iowa State's women's golf team knows that look. Its members saw it repeatedly over a two-day span last April that marked the greatest day in Cyclone women's golf history. The team that had never finished better than fourth in the Big Eight Conference didn't bother asking if it was welcome. It elbowed its way in, paid not a shred of respect to its opponents' tradition, teed up the dimpled orb and whacked it. Again and again and again, until the conference title was its own.

For those unfamiliar with ISU's minor sports — and women's golf, with a $100,000 budget, six scholarships and a practically non-existent fan base is certainly minor — it is difficult to present an apt big-sport analogy. There've been no Cyclone basketball or football conference titles since World War II. Wrestling losses are bigger stories than victories, the Cyclones having for decades hung out in the upper reaches of the Big Eight. Many have been the league titles racked up by men's track and cross country, but again, the Cyclone runners have long been the Dallas Cowboys of the Big Eight.

"I didn't know much about the history before I got here," says Cyclone sophomore Beth Bader, the team's top returner this spring. "But when people started talking about the previous years, it was like the team always went to [the Big Eight tournament] with their tails between their legs. It sounded

"WHEN PEOPLE STARTED TALKING ABOUT THE PREVIOUS YEARS, IT WAS LIKE THE TEAM ALWAYS WENT TO [THE BIG EIGHT TOURNAMENT] WITH THEIR TAILS BETWEEN THEIR LEGS."

kinda like a foregone conclusion that there wasn't any way to win."

There is a candor, a refreshing earthiness about this team. And no one embodies it more than Bader. In high school in Eldridge, she appeared destined for a collegiate basketball career before a knee injury steered her toward golf. She now brings to the course an emotional savvy more commonly seen among power forwards. "Golfers aren't always the most aggressive people," says Cyclone Coach Julie Manning, herself a former ISU player. "Sometimes they shy away from emotion, from challenging situations. Not Beth. She loves it."

Teammate Missy Arthur is no wallflower herself. Like Bader, the inside of her ankle sports a tattoo of Cy leaning against a golf ball. She didn't swing a club until her junior year of high school in Indianapolis. A year later she was the No. 2 player — on the boys' team. She also starred in track, basketball and softball.

Perhaps it is the Midwest's stamp on college golf. The best players historically have flocked to Florida and Arizona, where there's no such thing as spending January afternoons hitting off artificial turf mats into nets in a physical education building. Along about March, when the Iowa States of the golf world finally venture outside, they rely more on stocking caps than sun block. While Oklahoma and Oklahoma State — winners of 14 of the 18 Big Eight crowns — struggled in the damp drizzle of last year's Big Eight meet in Lincoln, Neb., ISU's players zipped up their windbreakers and knocked the ball in the hole. They flashed to a 21-stroke two-round lead — a whipping from which pre-tournament favorite OSU never recovered.

"Playing in these kinds of conditions," Manning says, "you come out of here a better shot-maker, tougher, more aggressive."

Not words often associated with women golfers. Or golf teams. Especially in the Sun Belt, where teams are mass produced as if from one blueprint: One future LPGA member and a chorus of anonymous also-rans. But like the basketball player who will throw her body into the second row of seats to save a ball, Bader, Arthur and their teammates bring a rare team conviction to this most individual of games. Manning says that, despite the loss of '93 Big Eight medalist Shelly Finnestad, the fall was ISU's most successful ever. The team broke eight school records in the short season.

"I see this as strictly a team game," says Manning. "You may never go on a road trip, but you can help the team." All winter she had her players lifting weights and running in addition to hitting balls in the women's gym. And they did it with an even feistier aggressiveness than before their stunning Big Eight victory. Partly responsible for that souped-up spirit is the team's memory of its 11th-place finish at the NCAA Regionals in Baton Rouge, La.

"We want to get back to regionals and do better," Bader says. "And as far as the Big Eight goes, we know we came out this year with a lot of pressure on us. I hope this doesn't sound conceited, but I'm glad. We can do it again."

Says Arthur: "Knowing we can beat [the Oklahoma schools] really helps our confidence. It was awesome last year. It was like [OSU Coach Ann Pitts] didn't know what to say, whether to be mad, say congratulations, or what. So she didn't say anything. It was a look of pure shock."

Iowa State now assumes both the tribute and the burden of knowing its opponents will never be shocked again. ◐

SPORTS BRIEFS

SORTING SPORTS ... In March, Athletic Director Gene Smith announced the addition of women's soccer and the deletion of men's gymnastics and men's tennis from the Cyclone sports offerings. Axing two sports will save $647,700 over the next three years, and go a long way toward compliance with Title IX requirements regarding gender equity. ISU's men's-women's scholarship ratio is now 59-41 — the same as its undergraduate enrollment.

GATOR AID ... Iowa State football Coach Jim Walden can now say he's beaten the national champions. At least when it comes to recruiting. In February, Walden got the coveted signature of Miami running back Troy Davis to a national letter of intent. Davis originally gave a verbal commitment to national champ Florida State, but later decided on ISU. As a senior for Miami Southridge High School, Davis rushed for 2,234 yards and scored 34 touchdowns. The former TD record holder was Dallas Cowboys superstar Emmitt Smith.

Walden hoped to sign 20 players, including seven from talent-laden southern Florida. One of the other most highly touted signees is Corey Lambert, a 5-foot-11, 215-pound option quarterback from Louisiana. Not only is the bulk of this recruiting crop from out-of-state, two are from out-of-the-country: defensive end Alphonso Carter and offensive tackle Grant Everett, a pair of 270-pound Canadians.

QB QUITTIN' ... One final Bob Utter note: In February, the Cyclone quarterback announced he was giving up football because of persistent migraine headaches. Utter suffered several concussions in the 1992 season. Last fall, his season was marred off the field by a paternity suit. He and the mother of a now-20-month-old girl later settled out of court. Despite Utter's departure, Walden still will have a spirited competition for the starting job. Sophomores-to-be Todd Doxzon and Jeff St. Clair both played well last season, redshirt freshman Robby Duncan returns after an opening-game knee injury and the aforementioned Lambert enters the picture.

In the Line of Fire

ILLUSTRATION BY HOLLY WIEDERIN

By L.E. Shultz

L.E. (Ed) Shultz, a 1967 ISU engineering graduate, is president and CEO of Smith & Wesson Corp., the largest manufacturer of handguns in the world.

IT SEEMS IMPOSSIBLE TODAY TO PICK UP A NEWSpaper or tune in a radio or television station without being confronted with another account of senseless violence. The accounts cover a wide range of incomprehensible acts by human beings against other human beings.

In the United States, where the Second Amendment to our Constitution provides our citizenry the right to bear arms, many acts of violence involve guns. Guns are used for a variety of reasons, but primarily because they are very effective. Before guns, man used clubs, then pointed tools, then firearms. After guns came cannons, bombs, stealth fighters and, now, Star Wars weapons.

The primary reason for all these devices is defense. The need to be able to protect oneself from harm is not new and not likely to go away, regardless how powerful governments think they have become or how many laws are passed. Our current frustration with violence and crime has led many to again look to government for a simple solution to a complex problem. Last November brought Congressional passage of the Brady Bill, requiring a five-day waiting period and background check on all handgun buyers. Others seek similar legislation, or outright bans, on such firearms as assault weapons.

Lost in the maelstrom is the fact that crime and violence are the crux of the issue. Guns serve only as accessories.

The first senseless murder occurred when Cain killed Abel. No guns were involved. What was involved were accountable human beings. Countless millions of murders and acts of violence have been committed since; recently, many have involved guns.

Then it is natural to believe that if guns were somehow not present or available, these acts of violence would have been reduced or not have taken place at all. I submit that just as in the case of Cain and Abel, if a person decides to commit an act of violence, that person will find a way to carry it off.

Just as death in automobiles has been reduced over the years by making automobiles safer and drivers more accountable for their actions, violence with guns should and can be reduced. The time has come to recognize that everyone should understand how to safely store and use guns, and that gun users should be those who are responsible and can be held accountable for their use. We wouldn't dream of putting a 10 year old in the driver's seat, and we certainly don't condone drinking and driving.

There are definitely many who should not be allowed to own guns, including convicted felons, the mentally impaired and minors. Those who do own guns should demonstrate, through their actions, the ability to safely use and store them. There are already millions of guns in the hands of responsible, law-abiding U.S. citizens. Treating them like criminals by forcing them to register their guns, or threatening to take guns away, will not likely solve many of the current problems.

What we need is comprehensive education that teaches at an early age what guns are for and how to safely use and store them. We also need explicit penalties for misusing a gun and mandatory penalties for using a gun while committing a crime. Those convicted for a second criminal gun use should face mandatory life sentences. It is already illegal for many people to own guns. When these people are found in the possession of a gun, a stiff penalty should be imposed.

Unfortunately, even if we pass laws to restrict ownership, educate the population, penalize those who break the law and encourage our citizenry to actively point out those who shouldn't have guns, the best we can hope for is that guns will be involved less in crime and violence. Remember, crime and violence are willful acts carried out by individuals. Until individuals are held responsible and accountable for their acts, our frustration will likely continue.

If we really want to reduce crime and violence, we should focus on the causes of violence. As long as people who perpetrate violence go unpunished, our criminals are better protected by laws then the crime victims. This only works to justify our, "If it feels good, do it," society. As all safe, responsible gun owners know, you generally hit the target you aim at. The results we're getting these days indicate just where we're aiming our priorities. ◐

Honor Women

THIS YEAR AND FOREVER,

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INCLUDE THE NAMES OF

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PLAZA OF HEROINES

IOWA STATE UNIVERSITY'S Plaza of Heroines honors women, along with Carrie Chapman Catt, for their contributions to families, communities, professions, the world.

You can be a part of this tribute by purchasing engraved bricks for placement in a permanent plaza being constructed in front of Carrie Chapman Catt Hall, formerly known as Old Botany Hall.

Include your grandmother, wife, daughters, teachers or other women relatives and friends. Each woman's achievements will be listed in a public registry, or Roll of Honor, so that others can read about the difference she has made.

The Plaza of Heroines is part of the Carrie Chapman Catt Campaign, chaired by John Axel, '64, and Sharon Rodine, '71. Engraved bricks and stone pavers can be purchased for $100, $500 or $1,000. Special naming opportunities also are available to recognize larger gifts for the renovation of Carrie Chapman Catt Hall.

THE IOWA STATE UNIVERSITY FOUNDATION

For more information about the Plaza of Heroines, contact the Iowa State University Foundation at: 515-294-4607

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PICTURE IT

It's a striking portrait: 150,000 people, one loyalty. Iowa State University. People like Steve, '67, and Michelle Mores. People to whom the Iowa State University Alumni Association is a focus for an intense allegiance. To keep that focus sharp, the Moreses are playing a key role in supporting the Alumni Association Endowment Campaign. Their donation and those of many others will sustain and enhance the vitality of association services. Vitality that, for the Moreses and many thousands, serves as a lens through which to reflect on a treasured past and project a future Iowa State University of promise. Picture it.

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Alumni Association
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