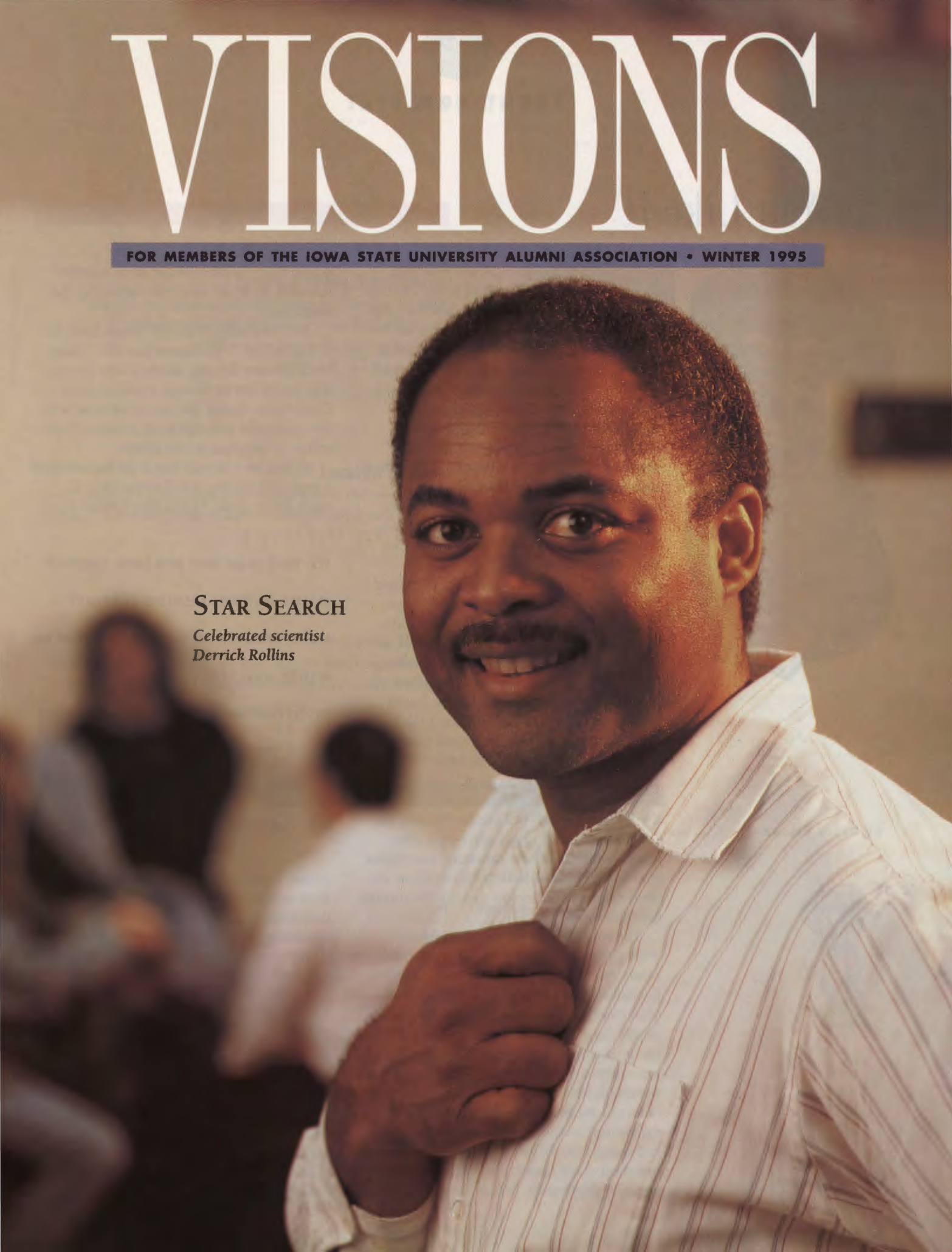
VISIONS

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION • WINTER 1995



STAR SEARCH

Celebrated scientist Derrick Rollins

As You Like It

ILLUSTRATION BY MARK MARTURELLO

By Debra Gibson

RUMOR HAS IT NBC-TV WAS PANICKED. According to the tell-all book, *The Late Shift, The Tonight Show's* new hire, Jay Leno, not only was no Johnny Carson, he was making Kathie Lee look astute. The peacock was molting fast — what was the brass to do?

Enter Frank Magid Associates Inc. Armed with a veritable arsenal of witticisms and wardrobes, the Iowa-based spin doctors tutored the Great Jawed One on the finer points of interviewing narcissistic leading men and cosmetically enhanced starlets, says author Bill Carter. And while Mike Wallace still most likely doesn't fear the competition, Leno *has* evolved into a more credible talk show type.

Another triumph chalked up to the Magid Magic. The international corporation boasts a television news anchor clientele that would provide *Murphy Brown* fodder for another six seasons. The "touch" extends beyond talking heads; stacks of newspaper headlines have succumbed to the rewrite following the Magid edict. And so now, to a degree, has VISIONS.

Yes, these pages have been spun. Carefully crafted sentences answered by patient alumni readers have filled in several of the missing blanks for us, like so many unsolved words in the TV Guide crossword puzzle. For only the second time in our nearly seven-year existence, we officially have canvassed our masses. And our ever-enthusiastic pollsters tell us we fared much better than the nation's Democrats last November.

The good news? You read the magazine. Well, you at least browse through it. Actually, nearly one-fourth of the 325 VISIONS readers queried said they "read it thoroughly." And what exactly are you reading most? Typically, stories about sports, nostalgia, successful fellow graduates and current issues affecting the university. If you were assigning stories to our writers, the research says you'd be pushing more articles about your specific college or department — and fewer pieces on teaching and specific ISU faculty members. And about one-third of the respondents never read our "Letters" department. (There are those who would argue that section, in all its vitriolic splendor, to be the most entertaining in the magazine.)

And reluctantly, I accept change. Let's face it: I have New Yorker tastes in a USA Today world. I crave 30-page essays; I have friends who barely can sit through *Headline News*. Consultants change the face of the news with the stroke of a makeup brush; I suspect I can adjust to assigning shorter stories.

So you have in your hands the beginning of a new VISIONS era. You'll notice only 32 pages in this issue, 16 less than you are accustomed. Twice per year, you'll be receiving this more compact version of all that's news (and then some) at Iowa State University. The remaining two issues will continue at 48 pages.

YES, THESE PAGES HAVE BEEN SPUN. CAREFULLY CRAFTED SENTENCES ANSWERED BY PATIENT ALUMNI READERS HAVE FILLED IN SEVERAL OF THE MISSING BLANKS FOR US, LIKE SO MANY UNSOLVED WORDS IN THE TV GUIDE CROSSWORD PUZZLE. FOR ONLY THE SECOND TIME IN OUR NEARLY SEVEN-YEAR EXISTENCE, WE OFFICIALLY HAVE CANVASSED OUR MASSES.

We've altered more than just the mailing weight. You'll notice, we think, a snappier read, a more visual approach to our message. And in a move that has been advocated by several dedicated association members, you're now turning pages printed on recyclable paper.

As Jay Leno strives to please his sponsors, we hope that our readers will respond favorably to the Magid-inspired antidote to your seven-year itch. As always, if you think the approach needs further tweaking, keep in mind VISIONS offers your very own "Viewer Mail."

Oops — wrong network. Sorry, Jay. ◐

LINE UP

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An African American statistics professor didn't let the odds stand in his way of a meteoric rise from the streets of the inner-city to the halls of academe.
BY DAN DAVENPORT

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• Cover Photograph by Jim Heemstra

VISIONS

For readers of the Iowa State University Alumni Association

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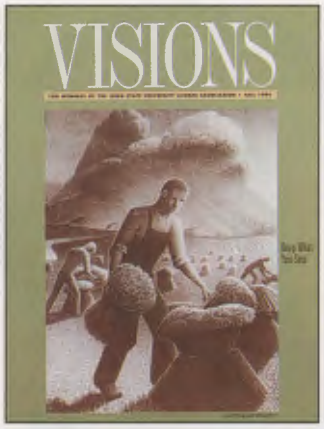
VISIONS (ISSN 1071-5886) is published quarterly by the Iowa State Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, Iowa 50014-7164. Bulk-rate postage paid at Ames, Iowa, and at additional mailing offices. Copyrighted 1995 by the ISU Alumni Association, James A. Hopson, executive director. POSTMASTER: Send changes of address to: VISIONS, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, Iowa 50014-7164. Telephone (515) 294-6525.

VOLUME 7 NO. 4

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.

Sight to behold

I really enjoyed Jim Heemstra's beautiful "Sight Unseen" photographs (*Fall '94*) featuring ISU's "invisible people." As a director of development for the University of Minnesota, I know first-hand of the many behind-the-scenes contributions that are made to keep a great institution running. Universities are about people: People who teach, people who learn, people who serve.

Thank you for giving some wonderful recognition to the people who serve Iowa State in some quiet, but oh, so important, ways.

Laurel Gackle Masson, '75
Edina, Minnesota

The Name Game

The notes on the revolving deans' door (*Hub, Fall '94*) reminded me of an action taken by a recent, but I believe no longer current, dean that has a persistent effect on the university that may be detrimental to its image.

A decade ago, a new dean was selected for the College of Science and Humanities. I always thought that Iowa State was unique in recognizing its strength and reputation in various fields of science, tempered by its studies of and education of students in the humanities. I attended Iowa State just because of its reputation in the sciences, as did my father 30 years earlier. But the new dean noted that all other universities had liberal arts schools, and that ISU should emphasize the non-science, and perhaps the behavioral science departments, by de-emphasizing the science.

I ALWAYS THOUGHT THAT IOWA STATE WAS UNIQUE IN RECOGNIZING ITS STRENGTH AND REPUTATION IN VARIOUS FIELDS OF SCIENCE, TEMPERED BY ITS STUDIES OF AND EDUCATION OF STUDENTS IN THE HUMANITIES. I ATTENDED IOWA STATE JUST BECAUSE OF ITS REPUTATION IN THE SCIENCES, AS DID MY FATHER 30 YEARS EARLIER.

At the time, I could not understand why ISU would want to be just like every other university. Is the term liberal arts more descriptive of the nature of the college? Or more cliché? With the term "humanities" embracing so many aspects of the study of the human life and condition, from languages to literature, from the individual psyche to the interactive nature of society to performing arts, why would ISU change to the liberal arts title? (I've yet to know the difference between a liberal and a conservative art. And does the title mean there are not only liberal arts, but also liberal sciences?)

Iowa State's reputation nationally and globally is in its science orientation. Why not recognize the name change as an experiment that failed, use up the old stationery and return Science and Humanities to the fore? This is not a whim, but a serious suggestion.

John R. Carroll, '75
Carroll, Iowa

Cry foul

Buried on page 45 of your Fall '94 issue was a note referring to yet another athletic department budget deficit (*Workout Briefs*).

I don't believe it is a coincidence that the $350,000 deficit and the new basketball coach's salary, $450,000, appear in the same year.

New AD Gene Smith was faced with a choice: Fulfill a legal requirement to provide equal opportunity to female athletes, or continue down the same discriminatory path ISU has followed for so many years.

Congratulations, Gene. You are now truly a Cyclone.

Brad Lucht, '83, MS '89
Kansas City, Mo.

Go figure

I feel compelled to respond to Maurice R. Clark (*Letters, Fall '94*) regarding the workloads of ISU professors. I found Mr. Clark's sta-

LETTERS

tistics to be amusing, albeit highly inaccurate. His logic is much like that of a young boy who, when asked what he wants to be when he grows up, replies that he would like to be a preacher, since they only work one day a week.

As an assistant professor of sociology at Case Western Reserve University, I am presently teaching six credit hours (nine hours in the spring semester). By my calculations, I spend approximately three to four hours preparing for my teaching responsibilities for each hour spent in the classroom. This includes writing syllabi, preparing lectures/discussions, reading, writing and grading of tests, reading and grading of papers, etc. If we take the more conservative figure of three hours of preparation for every hour of class, then the actual time spent on teaching is about 24 hours per week. This would yield a work week of approximately 48 hours, not the 13 hours Mr. Clark calculates. If four hours per hour in class is more realistic, a work week of 60 hours results.

As a graduate of ISU, I am sure that most of the professors from whom I took classes put the same (if not more) effort into their teaching. Let's not do a disservice to these people by underestimating the amount of work involved in teaching a course.

André Nauta, PhD '91
Cleveland, Ohio

I FOUND MR. CLARK'S STATISTICS TO BE AMUSING, ALBEIT HIGHLY INACCURATE. HIS LOGIC IS MUCH LIKE THAT OF A YOUNG BOY WHO, WHEN ASKED WHAT HE WANTS TO BE WHEN HE GROWS UP, REPLIES THAT HE WOULD LIKE TO BE A PREACHER, SINCE THEY ONLY WORK ONE DAY A WEEK.

Some fast track

[ISU professors] manage to lecture six hours per week and avoid the 12 hours per week I spend on note preparation (about two hours for each lecture hour), they need no time to prepare tests, quizzes or homework (another three hours saved); no time to grade the items just mentioned (yet another six hours saved), and by their spectacular lecturing skills, have completely eliminated students coming by for help and advice (there is at least another eight hours saved)! After reducing their time needed for teaching duties by 289 hours per week, they manage to attend all their committee meetings and take care of all "administrative" details in only 40 minutes. This takes up at least four hours per week for me at my university. You would think they would be satisfied with such stellar performance, but no, they accomplish all their research efforts in less than four hours, which easily takes me 20-30 hours per week. If faculty everywhere could learn their techniques, we could avoid the 60-80 hour work weeks I have encountered. Furthermore, as a former graduate, I am upset that these truly remarkable feats have not been passed on to their recent graduates! I suspect a coverup…

Donald Isenhower, '86
Abilene, Texas

Enough already

Various authorities suggest straights outnumber gays somewhere between 98 to 2 and 9 to 1. Assuming they are in the ball park, you have already given gays about 100 years of coverage based on those numbers.

Please give them some more coverage about 99 years from now. In the meantime, please give the rest of us some coverage that reflects traditional family values.

Robert F. Jones, '52
Warren, Michigan

Thanks (we think...)

Just a note to tell you how much more I found of interest in the issue of VISIONS that came a few days ago, as compared to the other recent issues.

Walter W. Wilcox, '28
Purcellville, Virginia

VISIONS uncovered

I suspect when you chose the cover art for the Fall '94 VISIONS (Grant Wood, *Approaching Storm*) you did not appreciate the true connection of that work with Iowa State University.

The credit for the cover illustration was properly given to the Selma and Herbert M. Kirkham Memorial Funds, Des Moines Art Center permanent collection. What it does not indicate, and what you had no way of knowing, was that Selma and Herbert M. Kirkham, who had always had a great love for the work of Grant Wood, were my maternal grandparents. Some years following their death, after my wife, Susan Moulton Patrick, ISU '70, and I had moved to Los Angeles, we were advised by the Des Moines Art Center that *Approaching Storm*, one of the few Grant Wood lithographs not already in the Art Center's permanent collection, was to come to auction at Sotheby's in Los Angeles. The work seemed like a perfect piece to acquire with funds from the Kirkham Memorial. Sue and I had the great pleasure of acting as agents for the Art Center at the auction and in successfully purchasing *Approaching Storm* for the Art Center's collection.

How delighted we were to see it gracing the cover of the ISU alumni magazine.

Kirk A. Patrick, '70
Los Angeles, California

DAN'S THE MAN

Eighteen years ago, Iowa's wrestling team snapped up Iowa Stater Dan Gable as its coach. The results have been no less than stunning: 12 NCAA titles.

Gene Smith, Iowa State's athletic director, is hoping his reverse Gable — hiring former Hawkeye Dan McCarney to coach Cyclone football — can achieve a fraction of that success.

The 41-year-old McCarney certainly weighed many pros and cons in November before deciding to leave his post as University of Wisconsin defensive coordinator to become ISU's 29th football coach.

They include:

Pro: The program has nowhere to go but up, coming off resigned coach Jim Walden's 0-10-1 '94 campaign.

Con: He may be expected to go up fast. Football success may be the quickest way for Smith to resuscitate an athletic department struggling under the weight of a budget deficit.

Pro: The Iowa City native and former Iowa assistant knows the state and what it takes to recruit here.

Con: He's never competed simultaneously with Iowa and Nebraska for high school talent. Failure to do so has helped force the last three ISU coaches to leave under fire.

Pro: A five-year, $300,000 contract.

Smith and ISU President Martin Jischke introduced McCarney at a Thanksgiving eve press conference, just 20 days after they told a press gathering that Jim Walden had resigned effective at season's end. Smith put the recruiting process into hyper speed, quickly narrowing his choices to Bowling Green Coach Gary Blackney, Kansas State assistant Del Miller and McCarney.

"[McCarney] showed the most desire for it," said Reid Crawford, ISU's vice president for external affairs.

Added McCarney: "It will take time, but I promise we will play a style of football that is relentless with great effort and great emotion. ... There may be coaches who are smarter than me, but no one will work harder than me for this program.

"This is a tough job, but I know what it takes," continued McCarney, who was an assistant at both Iowa and Wisconsin during successful rebuilding efforts.

McCarney will be paid a $135,000 base annual salary and will be guaranteed another $165,000 in outside income from speaking engagements, radio and TV broadcasts, camps and apparel and shoe contracts.

FOR WALDEN AND CYCLONE FOOTBALL, EIGHT IS ENOUGH

Nearly two years ago, as he geared up for his seventh season amid a rising tide of discontent, a sanguine Cyclone football coach Jim Walden told VISIONS that he saw "a nice big round light at the end of the tunnel. And I'm pretty sure it's not a train."

It was a train.

A big, fast one.

After starting the 1994 season with seven losses, a tie, forgery charges against several of his players and a run-in with the ISU Marching Band, Walden announced on Nov. 3 that he was resigning effective at season's end. But of course it wouldn't be as easy as that. Two days later, his shredding of the officials following ISU's 38-20 loss to Kansas State earned him a one-game suspension and a $5,000 fine. He coached the team in its home finale — a 28-12 loss to top-rated Nebraska — then sat out the season-ending loss at Colorado. Though the Big Eight originally slapped him with one final disgrace — barring him even from being in the stadium for the CU game — a university appeal to allow him in the press box was granted.

That loss to the Buffaloes ended ISU's season at 0-10-1 — the program's first oh-fer since 1930. No ISU team ever had lost 10 games in a season.

Back to Nov. 3. Walden didn't attend the late-evening press conference announcing his resignation; only Athletic Director Gene Smith and President Martin Jischke were on hand. Via printed statement, Walden said he hoped his announcement would allow the university to move quickly in naming his replacement — which it obviously did, as witnessed by Dan McCarney's hiring just 20 days hence.

Walden will be paid $111,197 for each of the three years left on his contract. Jischke said private donations would cover that buyout, as well as any funds necessary to pay assistants one year's salary, as per his contract. The total hit could exceed $1 million.

Walden repeatedly stressed during his eight seasons that win-loss record should not be the critical barometer of success at Iowa State. The program averaged 4.5 wins per season in the 25 years preceding his 1987 arrival. Walden finished 28-57-3, averaging 3.5 wins per year. He had one winning season — 6-5, in 1989.

PHOTO COURTESY: fX

Steve Walker and Jack

Our Joan Embry for the '90s

Every day, right there before 20 million viewers, Steve Walker's life is going to the dogs.

And cats, and iguanas, and ferrets and …

Walker, a 1984 ISU journalism graduate, is host of *Pet Department* on fX, the trendy cable upstart in New York City. Walker and his faithful if oft-times disinterested co-host, Jack, present daily installments of their entertainment/advice show from the network's grandly refurbished studios in Manhattan's Flatiron district. And like the entire network, big viewership numbers continue to rain down on *Pet Department* like parrots and gerbils. (Thought we were going to say something else, didn't you?)

In fX Walker has the ideal vehicle with which to meld his two interests: animals and TV. He worked local TV jobs in Sioux City and Omaha after graduation, before leaving broadcasting to train dolphins. Later it was back to TV, where he eventually landed a job as The Animal Guy — really, that's what they called him — for KOMO-TV in Seattle. fX spotted him there, recruiting him to launch *PD* when the network debuted June 1.

While Walker says *Pet's* live, unscripted, the-camera-operator's-had-way-way-too-much-caffeine format is a refreshing break from tightly structured local TV, he's not about to let the show's popularity go to his head. "There are 80 million pet owners out there, and you know how owners are about their pets," he says. "It goes without saying that, whenever you put live animals on television, you can't lose."

When it rains, it pours

As if a six-figure deficit wasn't enough to contend with, bean counters at Iowa State's Department of Athletics opened their August water bill to this frightful discovery: Somebody guzzled 3 million gallons of water. That's a 500 percent jump over a typical August, racking up about a $6,000 tab. Typical for the month would be about 600,000 gallons. Last August, though, the department drank up about 100,000 gallons per day — and that doesn't even take into account the department's irrigation bill.

"We double checked with the utilities people on campus, and the meters all were accurate," says Brad Dye of the athletic department business office. "The next month it was back to normal. We don't know why it spiked up like that."

Though Dye says it's strictly a guess at this point, one theory is that the Billy Joel-Elton John concert clean-up soaked up the excess H_2O. "We'll find out what it was, but right now it can't really be a priority."

For now, it's water under the bridge.

JIM HEERSTRA

DEAD RINGER

The mini clocktower at the intersection of Welch Avenue and Chamberlain Street is the centerpiece of a recently completed Campustown overhaul. "We wanted to bring a new focal point, a new distinguishing landmark, to Campustown," says John Mullen of the Ames Chamber of Commerce. The City of Ames took on the $900,000 project — which also includes new lighting — in hopes of luring more businesses and customers to the area. City officials and C'town businesspeople also are investigating new parking possibilities and a storefront improvement program.

HERE'S A STORY ABOUT A POET (NOT THE BEST HEADLINE, BUT AT LEAST WE WROTE IT OURSELVES)

Neal Bowers makes it his business never to be at a loss for words. True to form, he's come up with a dead-on analogy about the bizarre manhunt that consumed more than two years of his life:

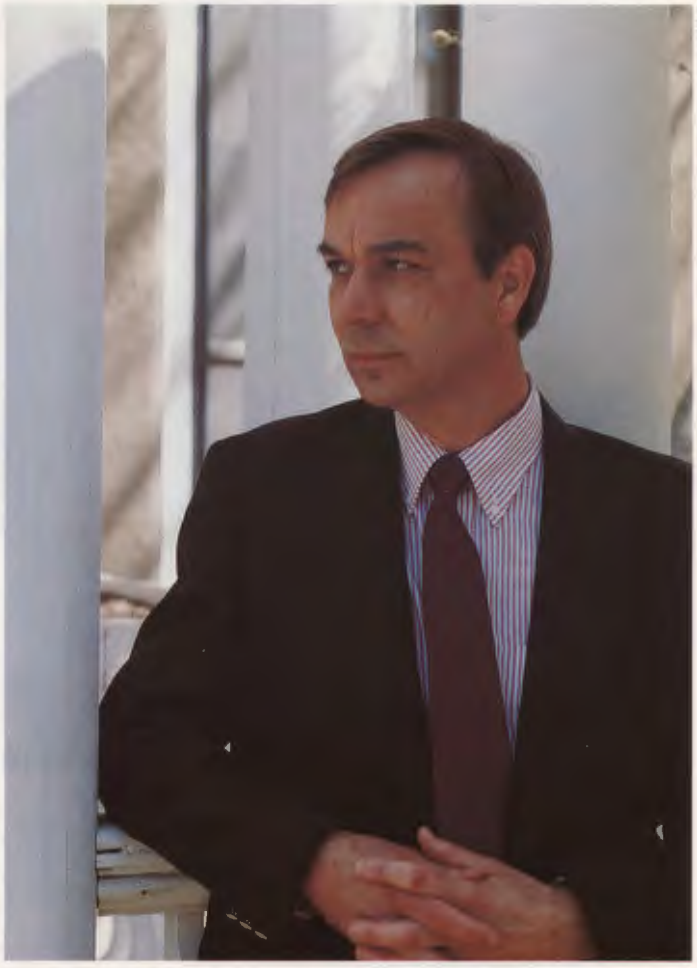
"It's a bit like having a stalker."

Bowers, an Iowa State English professor, wasn't threatened with bodily harm. Rather it was his body of poetry that was under siege. The attacker appears to have been subdued, but not, Bowers says regrettably, without inflicting significant harm.

David S. Jones, aka David Sumner and a host of other names, published at least 59 poems from 1990-93 — all of them likely plagiarized. And Jones lifted more from Bowers than any other poet. After learning of the plagiarist in January 1992, Bowers set off on a two-year search that involved a private investigator, a lawyer, letters with Japan postmarks and a $100 money order. After Bowers' Des Moines attorney spoke to Jones on the telephone, Jones wrote Bowers a letter of apology. At least we assume these were Jones' words: "In a perfect world, an artist like you — a creator of beauty — should never have to come in contact with such an ugliness as me."

Jones, who Bowers has called "the Ted Bundy of the poetry world," has since disappeared. His names have quit popping up in poetry magazines. Bowers can only hope that the thievery is indeed over; he fears Jack the Lifter simply may have taken on new names.

"He could still be operating, simply by mutating new pseudonyms," Bowers told The New York Times. "Those poems are ruined for me now, in some ways."



VISIONS

Neal Bowers

A NEW STREET, BY GEORGE

Story County has caught its own case of George Washington Carver fever.

In November, after two years of university activities honoring ISU's first black graduate and professor, George W. Carver Avenue was officially designated. County Road R-50, beginning at the intersection of Stange Road and 24th Street north of campus, was renamed for the uncannily productive scientist who got his start in Ames.

A bit of luck enabled ISU's George Washington Carver Campaign Committee to pull off the name change in record time. When committee member Regina Zargarian contacted Story County Sheriff Paul Fitzgerald about finding a street for Carver, the sheriff was already renaming roads under the Emergency 911 Service plan.

Organizers said the renaming ceremony at Ames' Moore Park near the new Carver Avenue brought to a fitting close the university's yearlong celebration of the 100th anniversary of Carver's graduation.

Clothes make the show

Before Joseph Kowalski's costumes make the stage, they enjoy a thorough showing on the screen.

***Computer* screen, that is.**

A theatre professor and costume designer for ISU Theatre, Kowalski is one of just a handful of professionals across the country employing computer technology to aid his design.

He made computer sketches of about 75 costumes for ISU Theatre's fall show, *Pirates of Penzance*. For that show he researched clothing from the late 19th century, scanned in photographs and manipulated them on the computer. "It's sort of like using a paper doll book," he says.

Kowalski has been at ISU for four years — about the same amount of time he spent in Hollywood. There he designed for the soap opera *Santa Barbara*, worked on several sitcoms and all the Bob Hope specials, and picked up some freelance work for one particularly arresting client.

"About the last year of her life, Lucille Ball was being honored by everybody in the world, doing a lot of tribute shows," says Kowalski. "Because she was having problems with her legs, she wanted to wear pants, but needed new tops. A group of us did all of those for her."

And how did the lifelong Lucy fan find her up-close? "I just fell in love," he says. "I think she was the only one I worked with that made me starstruck. She was just so easy-going, great to work with."

But Kowalski yearned for both theatre and academe, the perfect combination of which he has found in Ames. He's lately switched from *Pirates* to suffragettes, designing costumes for fellow faculty member Jane Cox's *Yellow Rose of Suffrage*, being performed in March at the Kennedy Center in Washington, D.C.

PHOTO COURTESY ISU THEATRE

A scene from Pirates of Penzance.

"And you can quote me"

'Ask some of these athletes if they would rather travel in a station wagon to Boulder or lose their sport, and you know what the answer would be.'

—Design Professor and former Athletic Council Chair David Block, reacting to recent discussion about cutting sports to balance the athletic department budget

Bring your own leaf

Up on the second floor of Morrill Hall, devoted members of ISU's News Service rack up some serious long distance bills as they work to "place" stories in the local and national media. Story by story, they help burnish the university's image to prospective students, professors, donors.

It's their job. That's what they do.

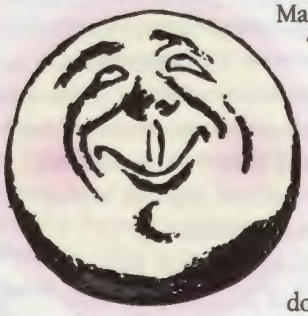
Though we're still awaiting confirmation on this one, we're fairly certain the News Service staff had nothing to do with Iowa State's mention in the Oct. 20, 1994, issue of Rolling Stone.

It came in the magazine's "College 1994" section, under the headline "Cheeky Monkeys."

The story was not about chimpanzees.

Rather, the piece served, it said, as a "roundup of some of the best events for neostreakers." And leave it to Iowa State to find a way to look conservative in a story about streaking.

While the events staged by the other colleges listed hardly could be reprinted in a family alumni magazine, Iowa State's Bun Runners reportedly view streakers "as their brothers," but choose to keep their most private parts, well, private (read: no full frontal). For them, a few moons over Marston suffice.



"Some people in the club," the magazine quotes '93 graduate Dennis Kirlin, "are shy."

Now if that doesn't make Mom and the regents proud, just what will?

FOLLOW-UP FILE

SAME CHANNEL, NEW ZIP

WOI-TV is literally moving south in hopes of figuratively moving north in central Iowa's television ratings.

The station, its sale by Iowa State University to Capital Communications finally made official last year, began shifting its operations to Des Moines in October. As of VISIONS' December press run, the longstanding Des Moines market also-ran was producing its 6 and 10 p.m. news in its new Des Moines studios. The bulk of the ABC affiliate's staff also had made the shift. Remaining back in Ames are 'OI's 6 and 11:30 a.m. shows.

"It's so much easier when you have all of your reporters, photographers, anchors and producers in one room," says Lynn Manternach, the station's news director. "[Capital] has poured a lot of money into the [Des Moines] newsroom. They've invested in the future of this station. That's something that never really happened before, mostly because [the potential sale of WOI] hung like a black cloud over everybody's head."

Manternach stressed that WOI's future does include a steady presence in Ames. As part of its agreement with ISU, Capital will use the Ames facility for at least four years.

AND THEY SHIPPED IT VIA BEE EXPRESS

Workers at Iowa State's North Central Regional Plant Introduction Station never imagined they'd find themselves in the blessing business.

But that's exactly where they wound up last fall, when representatives of the National Museum of the American Indian came calling. Members of the Hopi tribe were on a desperate mission: To find corn pollen needed for a ceremony blessing religious dolls on display in the museum's new George Gustav Heye Center in Lower Manhattan. Not only did the university have pollen on hand, but it had a sample from the very kind of corn Hopis have planted in the southwest U.S. for centuries.

Though the introduction Station's very mission is to preserve genetic material, particularly seeds, research leader Peter Bretting says, "This is definitely one of the most unusual requests we've ever had. It was really astounding."

The station scrounged up six ounces of dried pollen, and shipped it to New York in time for the blessing.

ILLUSTRATION BY BRIAN EBERT

AH, AUTUMN IN IOWA: LEAVES FALL, TUITION RISES

The State Board of Regents in October unanimously approved another tuition hike, bumping in-state, undergraduates' annual bill $103 to $2,558, a 4.2 percent hike. That figure includes tuition, fees and a $16 health facility fee.

Though students from Iowa State and the Universities of Iowa and Northern Iowa again vociferously protested the increase, this hike actually is the lowest in three years. And it reflects the continuation of a trend begun in 1990. Increases have averaged just 4.6 percent annually over the past six academic years; the preceding six years saw hikes averaging 8.8 percent annually.

Out-of-state tuition again received a higher increase, going to $8,192 from $7,731, a 6 percent gain.

KIDNAPPED

It wasn't exactly good news, but it wasn't the worst news that Thomas Hargrove's loved ones could have received, either.

For several weeks after the Iowa State University alumnus' Sept. 23 disappearance from Colombia, U.S. government officials and friends and family could only hope that he had been kidnapped and was still alive. In October, those hopes were fulfilled: His captors sent a ransom note.

Hargrove, who earned ISU master's (1968) and doctoral (1977) degrees, worked at the International Center for Tropical Agriculture in Cali, Colombia. Though his kidnappers did not identify themselves, members of the Colombian Revolutionary Armed Forces are believed to be responsible. The radical group has claimed responsibility for several of the six other Americans kidnapped in the South American country.

"[Kidnapping] is big business [in Colombia]," says Robert Heaps, U.S. State Department consular officer. "It's often political, but it's also usually tied to money." Heaps would not disclose the amount of the ransom.

Heaps, who works with the State Department's Citizens Emergency Center in assisting Americans in crisis situations overseas, stresses that the U.S. government will not negotiate with any kidnappers. While he says some hostages have escaped or been released, he adds that others "have basically disappeared and never been seen again."

MR. MAYOR

Federico Mayor *(left)*, director of the United Nations Educational, Scientific and Cultural Organization (UNESCO), visited campus in November for the signing of the first agreement for the International Institute of Theoretical and Applied Physics. UNESCO is a partner in the institute, which is designed to give scientists from developing countries greater ability to carry out research and teaching. Mayor also delivered ISU's 1994 President Lecture.

HUB TOP TEN

Top 10 Iowa State University news stories in 1994:

10. Big Eight Conference votes to make it a dozen by 1996

9. Cross country team wins NCAA title

8. *Bomb* fizzles out for good

7. Athletic director Gene Smith replaces Johnny Orr with Tim Floyd

6. WOI-TV sale finally completed; bulk of operations moved to Des Moines

5. Statistics and chemical engineering Professor Derrick Rollins wins prestigious Presidential Faculty Fellowship

4. ISU earns coveted "Carnegie I" research designation

3. Budget cuts and gender equity concerns force Smith to ax men's tennis and gymnastics; women's soccer put on hold; more cuts pondered

2. Campanile renovation complete; bells ring after two-year silence

1. Jim Walden resigns amid 0-10-1 football season; Dan McCarney hired

*Ranking: VISIONS staff.

A ROYAL HAUL

The fax are these:

- Iowa State hauled in $11.6 million in royalties in fiscal 1992-93.
- That figure makes ISU seventh among all U.S. universities.
- Most of that income — more than $10 million — is from the university's patent on fax technology. The fax patent now has earned about $27 million over the past three years.
- Though the university doled out $5.5 million in legal fees — most for fax makers' patent infringements — all but about $1 million was reimbursed by the manufacturers.

Patricia Swan, ISU's vice provost for research, says the fax money likely has reached its peak. Only one other manufacturer faces a pending lawsuit.

Swan says Iowa State had 69 agreements during the fiscal year, and received 22 new patents.

The University of California system, at $45.4 million generated and 99 patents received, topped the list. Only two land-grant institutions eclipsed Iowa State: Wisconsin ($15.8 million) and Michigan State ($14.1 million).

HIGH CHAIRS

Iowa State's College of Veterinary Medicine, by far the smallest college on campus with less than one-tenth the students of the Colleges of Engineering and Liberal Arts and Sciences, has scored an unprecedented fund-raising coup: Landing two fully funded, $1 million endowed chairs.

That equals the combined number of funded chairs at all the university's seven other academic colleges.

An anonymous veterinary graduate previously had pledged to support a $1 million chair if the college could up the Frank K. Ramsey endowment fund to $1 million. More than 600 alumni and friends helped build the Ramsey fund to seven figures, and in October the anonymous donor kicked in the matching funds.

An endowed chair provides a perpetual revenue source to supplement department support for a faculty member's teaching and research. Veterinary Dean Richard Ross says endowed chairs are one of an institution's strongest tools with which to attract and retain top scholars.

Your Money's Worth

PROF TAKES INTO ACCOUNT THE HIDDEN EXPENSES OF COURTING CASH

THE LETTER ARRIVED IN Tahira Hira's mailbox just weeks after her research was touted in the Washington Post. Its author was a success in every sense — well-educated, high-achieving, professionally accomplished. And on the verge of a major breakdown.

"The woman wrote of her constant pain and suffering," Hira, a professor of personal finance and consumer economics, recalls. "She begged me to help her, to make those feelings of incompleteness disappear." The woman's dilemma? She's an addict. But not to alcohol, or food, or gambling, or men. She's hooked on money, and is spending herself into potential ruin.

For nearly two decades, Hira, 50, has been studying the sociology of money. Trained as an economist in her native Pakistan, she discovered early in her career that for some people, even extensive training in managing personal budgets couldn't prevent their overspending and credit destruction. While other money experts focused on checks and balances, Hira began probing the psyches of those hit hardest with financial fumbling — the bankrupt.

Commissioned four years ago by a Canadian consumer bankruptcy office to determine why so many more individuals were filing for an erasure of their debts, Hira

quickly discredited the theory that claims were on the rise because the practice had lost its stigma. Instead, she uncovered countless men and women whose loss of self-esteem had resulted in major personal costs.

"Typically, we'd find these people had grown up in homes that we'd consider unstable," Hira explains. "Either the parents were apart or were not in a good relationship with one another. Often, one or both parents battled an addiction, like alcoholism or workaholism. This led to an emotional absence for the child, who ultimately felt not good enough."

Once these children reach adulthood, Hira adds, a woman often becomes involved with men who abuse her money. And men with low self-esteem frequently overspend on expensive purchases that end up repossessed, like sports cars, or insist on lavishly entertaining friends until the funds run out.

Add to that this nation's perfunctory habit of paying with plastic, and you've upped the ante for those already struggling with the debtors' disease. "Credit cards have made it so easy for people to fulfill their fantasies and dreams," Hira says. "Now you can walk in anywhere and buy whatever you want, without ever having to prove that you can actually afford it. Twenty-five years ago, if I'd wanted to take a trip or buy a boat, I'd have to walk into a lender with my tax returns and bank statements. And then a banker would spell out very clearly to me whether he or she thought I could afford to take on such a debt. Today, if I want that same thing, I keep pulling out cards to pay for it until I find one that works."

Tahira Hira

Aside from the emotional dilemmas overspenders face, there are basic economic issues Hira frets are going unnoticed too often. "Do you think these people who charge everything understand that the items they bought on sale are going to cost them three times more than the original price once they pay all the finance costs? No, they won't — credit cards have made it so easy for them to not face facts and live the life they want, not the life they can afford."

Hira's personal finance research has extended to Scotland, Japan and New Zealand; and she is convinced that the U.S. remains the leader in overspending. For instance, it is much more difficult to declare bankruptcy in those countries: "You cannot walk away from your debt as simply as you can here," Hira affirms. But with international bankers and attorneys studying U.S. models, "They'll soon be following our lead, I'm afraid," Hira says.

She currently is refining a research project for the National Conference of Bankruptcy Judges that studies the social and personal differences between Chapter 7 (total writeoff of arrears) and Chapter 13 (repayment of liabilities) debtors. "Why do some people decide to rid themselves of all obligations, while others stick it out [repayment] three or four years?" Hira asks. "Are the consequences different for them? What were their lives like before? And the most basic question: How do you decide to file for bankruptcy?"

Hira's academic pursuits account for more than just debt research. In 1986, she created ISU's Family Financial Counseling Clinic, a laboratory for undergraduates to gain actual experience in assisting fellow students with money problems. She has introduced coursework on the effect money has on family relations. And thanks to her expertise, ISU is one of few institutions in the U.S. that offers majors in family financial counseling.

And yet she cautions parents that waiting until the college years is too late to teach their children money matters. "Children first learn about money by watching how their parents handle it," Hira advises. "Do they see Mom and Dad using money as a tool in their relationship? Do they see them borrowing or spending as if it didn't matter? Children who grow up with healthy attitudes toward money are those who learned to begin saving at a very early age — and those who learned that it's all about making good choices."◐

PRACTICE WHAT YOU PREACH

BY DAN DAVENPORT

DERRICK ROLLINS has a word for the scores of people who told him he'd never make it up and out of the depths of poverty in Kansas City. For the neighbor kids — no Vanderbilts themselves — who laughed when he wore the same clothes a second day, sometimes a third. For the high school Spanish teacher who vowed he'd never pass her course. The professor who said he couldn't hack statistics. The supervisor who said he couldn't do quality research. The professor who advised him against pursuing a graduate degree. The student who questioned his teaching ability.

He has a word for people like that: Thanks.

Rollins, an Iowa State University chemical engineering and statistics professor, never has been high on role models and idols. Not that he discounts the feats of a Wilma Rudolph or a George Washington Carver. It's just that history books and snowy highlight reels are no substitute for a caring father, a nurturing teacher, neighbors who discipline their kids and clean their gutters in the fall. Of these, Rollins had none.

So young Derrick was inspired not by those whom he watched achieve, but by those so quick to foretell his failure. The scores who tried to plant obstacles in his path — as if there weren't enough already. But every time they laughed, every time they, in essence, asked, *Who do you think you are?* he stuck out his chin and forged ahead. "The barriers refined me," he says, "made me more determined."

It's what his two most positive influences taught him: His mother, who, through sheer will, carved out a refuge of love amid the rubble of poverty; and Jesus Christ. Those two notwithstanding, he says, "I never say, 'I really admire that person, they're my role model,' because there haven't been any."

He is determined to make sure every young person — especially African Americans — crossing his path cannot make the same statement. It's why he

DERRICK ROLLINS, RISEN FROM POVERTY TO THE CUSP OF ACADEMIC STARDOM, VOWS TO SHOW OTHERS THE WAY

left a $40,000 job and promising career track as a Du Pont engineer to earn three graduate degrees — despite a cool reception to his first grad school application. It's why he pursued academic work. It's why, despite a passionate commitment to his research — as witnessed by his five-year, $500,000 National Science Foundation's Presidential Faculty Fellowship last August, analogous to the Pulitzer for young science faculty — he is one of the most committed teachers and mentors on campus. So notorious is his inability to say no — particularly to African American students — that one of his department heads frets that his rising star could well burn himself out. A veteran stat professor chooses a different analogy: "I hope we're not killing the golden goose."

Had Derrick Rollins known statistics then as he does now, at 38, he likely wouldn't have launched this improbable journey. Who would've given him a chance? In many similar urban areas, five African Americans in 10 don't finish high school. Less than a third who do then go to college — where seven of 10 quit before earning a degree. Fewer than one in 10 of those survivors pursue graduate school, with only a minuscule fraction staying in academe. (Incredibly, the same inner-city neighborhood produced two ISU profs: Rollins and Deland Myers, a professor of food science and human nutrition.)

Rollins was a standout athlete at Paseo High, particularly strong in baseball, football and track. His mother's brother, Rudy May, played 20 years in Major League Baseball.

He says he found the Lord at 16, and with Him the strength to eschew the false lure of athletics — replete as it is with dead ends and trap doors. Though he was fourth in his high school class and earned a scholarship to the University of Kansas, inner-city Paseo High's less-than-grueling curriculum hadn't prepared him for a big-school engineering program. "Even a smart boy like Derrick, he had catching up to do," says his mother Peggy Combs. But again, mother and maker served him well. Again, he stuck out his chin.

There is to this day an unsightly crease in the paneled west wall of Peggy Combs' tiny living room. It's in a prime spot, above the TV. She has made no effort to patch it, nor to hang a picture over it.

This wall can talk.

Rollins had returned home after his first semester at KU, grade slip in hand.

PHOTOS BY JIM HEEMSTRA

Just a few members of the Kansas City Rollins clan gather on the front porch; Derrick is sitting on the steps.

Among the marks was an 'A' in calculus. Upon hearing the news, Peggy — a woman who had her first child at 15 and didn't earn her GED until well into her fourth decade — slapped the wall in glee. The surviving crack remains a symbol more telling than a gold-framed diploma.

On Saturdays Combs took Derrick to the toy factory where she worked, "To show him what he *didn't* want," she says. Some 20 years later, she still has a letter that her second son — then a nervous freshman — wrote from Lawrence. "He said he always remembered me saying they could do anything," she says. "I didn't have an education. I didn't know much. But I knew if [the children] were going to do better, they had to *know* they could. It was all I could give them." All three earned degrees.

So small, so beleaguered was their home that an embarrassed Derrick once had a coach drop him off at a neighbor's house instead of admit which one was his. They wore "co-op" coats every winter, Combs says. Though she made toys eight or more hours per day, some years she had to wrap empty boxes so it would at least look like Christmas was coming to 41st Street. But it appears that, when it comes to gifts, there are lessons she could give the richest mothers in K.C. Elvis Rollins, the eldest of the three, says that, while their father was never in the picture, "People say now they can't believe how much love we had. We were poor, but we had each other."

For a man who thrives on piecing things together — lives, psyches, dreams — Derrick Rollins started out as a master at taking things apart. "You guarded your Christmas toys, because

Derrick would have them torn apart before you knew it," says Elvis Rollins. "Everything! He tore everything apart to see how it worked."

As is so often the case with would-be scientists, Rollins was into the obligatory telescopes and chemistry sets, and once set the obligatory fire with an experiment gone awry. Family and friends took to calling him "Doc Roll" — as in doctor. My, how they must have chuckled over that one. It may as well have been "Prez Roll" or "Guv Roll." Who on 41st Street would've thought for a second that one of their own had a whit of a chance to earn a Ph.D. in chemical engineering?

But a teacher — that they may have believed. Even in grade school, Derrick would listen quietly to the teacher, ponder the lesson, then turn to classmates and explain what she'd said. As a senior, Elvis sent his friends to Derrick — then just a sophomore — for help with chemistry.

"From his freshman year [at Kansas], he was always reaching out to help other students," says Eugene McGaugh, who recruited Rollins to KU's engineering program — wooing him away from a University of Missouri-Rolla athletic scholarship. McGaugh is now professor of electrical engineering and director of the Minority Engineering Program at the University of Nevada-Las Vegas. "Derrick would do everything — mentor students on campus, visit high schools, anything."

Rollins chose industry over grad school; KU's less than enthusiastic response to his application aided his decision. Working at a Du Pont cellophane plant, he made it his business to help the student interns. For several years, he and his new wife, Des Moines native Anita Rollins, knew in the backs of their minds he'd be back in school one day. In seminary, that is.

But as those first years with Du Pont raced by in Topeka and then Kansas City, he began listening ever more

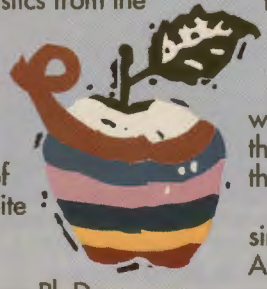
Filling the family home with people – and love – was never a problem.

WANTED: SHOULDERS TO STAND ON

"I find men willing to help me use my hands before I have got my brains in working order, but I never found a man willing to help me get a Harvard Ph.D."

—W.E.B. DuBois

A century after DuBois began chronicling his struggle, there are more African Americans in prison than college. African American college enrollment actually *dropped* by 32,000 from 1980-86. And DuBois' descendants still don't have much luck in the Ph.D. department. Consider these statistics from the National Research Council:



- Of 38,040 Ph.D.s awarded by U.S. universities in 1992, 951 — 2.5 percent — went to African Americans.
- That figure represents a decline of 96 from 10 years earlier — despite the fact that the total Ph.D. pool increased by more than 7,000.
- Of 11,190 engineering and science Ph.D.s awarded in '92, 65 — 0.5 percent — went to African Americans. Whites got 52 percent and Asians 35 percent.
- African Americans comprise 4 percent of U.S. faculty. When historically black colleges and universities (HBCUs) are excluded, the figure plummets to 1 percent.

"[Civil rights] efforts have been around for three decades, but, frankly, things are getting worse for black scholars," says George Brooks, president of the National Council of Black Engineers and Scientists. "Starting in nursery school, the expectations of a black person are, more than ever, not to succeed academically."

Thus Derrick Rollins toils in virtual darkness of the shadow cast by the Michael Jordans and Whitney Houstons — marvelously rich and successful though they may be. Especially among young black men, "It's not cool to be smart," says Brooks. That's why, he adds, most black foreign students fare better in the Ph.D. pipeline than African Americans, who must lug along their own cultural baggage in addition to all the outside burdens. For 99 of 100 black kids — maybe 999 of 1,000 with backgrounds like Derrick Rollins' — those forces are too great to overcome. Most have their fate sealed before they learn their ABCs.

What to do? Role models like Rollins are a powerful tool. "Young people must realize — and those who've succeeded must realize — that those who stand tall now do so because they've stood on the shoulders of others," Brooks says. "We must give these people shoulders to stand on."

Rollins does his part, on campus and off. Practically since his arrival on campus, he began working on Antonia Hubert, who lived two houses down from his mother in Kansas City. His persistence paid off: Hubert is an ISU freshman this year. When Rollins visits his mother, Hubert often hitches a ride.

Are universities doing their part? Although there's plenty of talk about minority recruitment (*see page 18*), Rollins says it's little more than lip service. He was the nation's only black chemical engineering Ph.D. graduate in 1990, yet ISU's was his lone offer. "I refuse to believe universities are serious about minority faculty," he says. "I had seven years of industrial experience and a 3.8 GPA [at Ohio State]. Out of more than 40 résumés [sent out], I got one offer and one tiny nibble.

"That doesn't seem real serious to me. Does it to you?"

—*D.D.*

closely to God's call. What he was hearing began sounding more and more like teacher, not preacher. "I started realizing how much I liked sitting down with someone and explaining concepts," says Rollins, who is a licensed minister. "There are a lot of African American pastors. Not many professors, though, especially in engineering. I had unique gifts — gifts I had a responsibility to use. ... I hadn't forgotten what [minority] students were going through. I had it tough and it wasn't getting any easier for them."

The God who led him out of Kansas City was calling him to ease the burdens of the latest crop of Derrick Rollinses.

In 1983, Derrick, Anita and their three children moved to Circleville, Ohio. There Rollins worked and made plans to start graduate work at Ohio State. He soon decided to quit work and study full time — a decision he stuck to despite learning, two weeks before his first term, that Anita was pregnant with No. 4. (They now have five children.)

'HONEST, OFFICER, I WAS DOING 55'

Think of your car as a chemical plant. Your speedometer, odometer, oil pressure light and temperature gauge all are important barometers of your vehicle's performance. If any of those sensors give you drastically wrong information, serious trouble could ensue. Who hasn't run out of gas and blamed it on the fuel gauge?

If Gross Error Detection had been employed in your car, you'd have known the gauge was faulty. Statistics and chemical engineering Professor Derrick Rollins is trying to help engineers avoid similar error-induced pitfalls in their work.

"[Gross Error Detection] has been around since about 1960," he says, "but, because you have to know the nature of the data, most chemical engineers have been unable to deal with it. I'm just trying to exploit what I know."

The petroleum industry is particularly interested in his exploits. If significant — "gross" — lapses such as instrument miscalibration or undetected power surges take place, serious processing mistakes can go undetected. Dimunition of quality, efficiency, even environmental protection, can result.

"If you push the speed limit to the edge, and something makes your speedometer 10 miles per hour slow, you could be in trouble," he continues. "As companies get more and more competitive, they're trying to run closer and closer to the edge. Errors can be very costly." —*D.D.*

Though his first academic contact at OSU was a professor who tried to discourage him from enrolling in a stat class, Rollins did meet a bona fide inspiration in Columbus. Stat Professor Sue Leurgans "took time to get to know me before she based her opinion on my skin," Rollins says. What she based it

Still teaching on Sunday: Rollins leads a Sunday School class at Friends Baptist.

DO AFRICAN AMERICAN PROFS HAVE A PRAYER?

Say you have flowing blonde hair, worship God via the Methodist Church and just accepted a job at Iowa State University. Chances are, when it came time for a haircut and a prayer, you'd turn to the Yellow Pages. There you'd find nine Methodist Churches (not to mention 58 other churches and one synagogue) and 39 salons. Congratulations. You've moved into a buyer's market.

But let's say your hair isn't straight and blonde but kinky and, like your skin, black. And let's say that, while you're Christian, you're looking for a church that worships in the black tradition.

In these pursuits, the Ames Yellow Pages don't offer much to blacks.

Therein lies the dilemma confronting not just prospective African American employees of Iowa State, but the institution itself. Try as it might to make campus more inviting to African Americans, blacks say Ames hardly has put out the welcome mat for people of color.

So as difficult as it may be to find and attract African American scholars to Ames, keeping them becomes the real challenge. "I get nervous any time [an African American] faculty [member] gets on a plane to a seminar," says Provost John Kozak. "Certainly, there are factors over which we don't have control. Prospective faculty members know that, while Ames' [pre-college] education is a plus, when children reach high school, dances, dating, that kind of activity, is affected."

George Jackson, vice president for minority affairs, says that while "some individuals have ... found their niche, as a group, we've done poorly. We haven't achieved a significant number [of African Americans]."

Chemical engineering and statistics Professor Derrick Rollins knows that first hand. Less than a year ago, he helped establish the Friends Baptist Church in Ames for those who want to worship in the black tradition. With less than 50 attendees for most services and a part-time pastor who lives in Des Moines, it constantly flirts with irrelevance. "Critical mass is the issue," he says.

Adds Carly Tartakov, a College of Education instructor: "People leave here all the time. If you're looking at one of 500, that's nothing. If it's one of 10 or 20, that's a big loss."

Imagine the stress of being one of the few. Every university, college or department committee wants you for "cultural balance." Many African American students need you for personal and professional guidance. "When a person sees me as one of the few who can help them relate, no way I'm going to say, 'Excuse me, I'm trying to get tenure here,'" says food science and human nutrition Professor Deland Myers. Though deans and directors appreciate and often expect such involvement, Kozak admits little of this time-consuming work is considered at tenure and promotion time.

Nor is the fact that, according to many African American profs, the deeply rooted departmental networks so key to the tenure game aren't always fully receptive to non-whites.

To try to chip away at this foreboding list of obstacles, Kozak:

- has created a mentoring program that matches all interested new faculty — not just African Americans — with veteran professors.
- meets with African American and women faculty members for occasional pizza lunches.
- last spring brought in an African American professor and administrator from the University of Georgia to talk with department heads about recruitment and retention issues.

Though it's clear ISU is making efforts, no program can be deemed a success as long as it has just 16 African American faculty members — six of them tenured, compared to five in 1984. "This is a fine institution, and I'm in a fine department," says sociology Professor Hayward Horton, who, like Rollins and Deland Myers, is up for tenure this spring. "But I must say that this institution and others could do more to make us feel a part of it." —*D.D.*

The Rollins Seven after church (from left): Anita, Janielle,3; Cherise,13; Diandra, 8; Adina, 16; Derrick Jr., 11; and Derrick Sr.

on, she says, was his ability to analyze problems and ask questions.

"It was clear," says Leurgans, now professor and director of biostatistics at Rush Medical College in Chicago, "that Derrick had chosen to do something with an end in mind: work with young people, especially African Americans. I can think of many people with much more advantageous starts in life who haven't managed to put their minds to work the way he has."

He earned a master's and Ph.D. in chem-E, and a master's in stat. That rare combination — "There's probably nobody like me in the country, maybe the world," he says — made him a smart match for ISU. "If you're looking for somebody to have a dual appointment like this, you're looking for somebody like Derrick," says statistics Chair Dean Isaacson. "There's been a lot written about Derrick. But the main thing to write about is his well-roundedness, his breadth of interest and ability."

Though the PFF is a strong reflection of research potential — and brings with it an unmistakable expectation regarding future productivity — Rollins is not about to back off on his teaching commitments. "Spending so much time in teaching and research, a lot of professors would view that as a kiss of death," Rollins says. "But if they don't want to give me tenure because I'm dedicated to teaching, I'll go someplace else." (That scenario is highly doubtful. First, no Presidential Faculty Fellow — African American or otherwise — is

going to be sent packing. Second, a fall promotion review by longtime stat Professor H.T. David produced raves. "I've never seen such a variety of teaching approaches," David says. "He had everything, all pointed at involving students. It was a joy to observe.")

Last fall, Isaacson had planned to offer two sections of an engineering stat course — one to be taught by Rollins, the other by a graduate student. Rollins all but demanded to teach both, taking on an extra 42 students in the process. "He wants more students, not fewer," Isaacson says. "As active as he is in pursuing grants, I have no idea where he gets the time."

If he's so dedicated to young African Americans, one might ask, why pick a university that's 91 percent white? "I don't want to go to a comfortable place," he says. "There are too many reasons why we should be *un*comfortable with things. If racism is ever going to be made even negligible — forget about eliminating it — people will have to get to know people one on one. An African American professor is rare here. Ames, Iowa, and the students here, have a long way to go. I see it as my responsibility to do what it takes to help them get there."

Oh, are there times when he'd love to unload that burden. Especially now, after the PFF has created a rush of interest in his work. When a grant deadline or a major test looms, the last thing he has is time to sit on another diversity committee, to help another student get into grad school, to speak to another student group. At 2:15 one fall afternoon in his Sweeney Hall office, he pulls his sack lunch out of a drawer. He is famished. As he begins peeling the wrap from his ham sandwich, two young African American women bounce in. For all he knows, these two watched their mothers wrap empty boxes every Christmas. Or were never told they could succeed. Or were as surprised as the white students to see an African American at the chalkboard that first day of classes.

But on this afternoon the women aren't seeking profound inspiration to guide them through what Rollins calls "the storms" Iowa State's black students weather nearly every day. They're seeking physical, not spiritual, sustenance. In 20 minutes they'll skip away with two of Rollins' apples, a banana, all of his potato chips and his last piece of candy.

They'll be back when they need more. And Doc Roll will be here. ◐

Rollins is passionately driven to serve as an inspiration to young people of every color.

LON

Days after visiting the pastoral Iowa State campus, *The Call of the Wild*'s radical author unleashed a storm of controversy upon central Iowa and all of America. After 90 years, this Jack London story is as good a read as ever

What a dashing figure the young man cut that crisp October evening in the picturesque Iowa State College chapel. The loose-fitting, soft-collar shirt and flowing tie were great departures from the dress typically expected of a nationally known lecturer in 1905. But, while Jack London had been known for many things throughout his few but astonishingly productive writing years, formality was not one of them. Though virtually unheard of in the Midwest, his relaxed dress was quite in the style of the Bohemian artists of the day.

He was not yet 30 as he stood in the Morrill Hall chapel that Saturday evening. If anything, he looked even younger than his 29 years. Indeed, his striking physical presence would be mentioned again and again in local newspaper accounts of his speeches as he criss-crossed the Midwest and Northeast that fall. One article quoted a female observer describing him as "very attractive" and boyish, someone who could be mistaken "for a young collegian, a member of the football team."

Nor was controversy an infrequent companion of Jack London. On the contrary, it trailed him throughout his short but marvelously celebrated career. To be sure, the promise of hearing about London's personal adventures was a major drawing card to collegiate audiences throughout the country. Everything about the man smacked of adventure and intrigue: He had pirated oysters in the San Francisco Bay, sailed the Pacific aboard a sealing schooner and tramped cross country — all before his 18th birthday. As a 20 year old he followed the Yukon's lure of gold. If *The Call of the Wild* remains an international favorite nearly 80 years after his death, imagine the utter thrill of sharing the college chapel with its author just two years after its publication.

For on the subject of marriage and relationships, it turns out that London did more than talk.

Surely, the tiny campus of 1,369 students crackled with excitement that evening — and again the next morning. For he returned to the sedate chapel on Sunday where, after the opening prayer and hymn, he delivered a speech he called simply "Revolution." A member of the Socialist Party for nine years and an unsuccessful candidate for mayor of Glen Ellen, Calif., London had taken to delivering the incendiary stump speech on the evils of capitalism and the need for a socialist revolt in the United States.

In October 1905, London not only was preaching Socialism and many of the then-heretical tenets its followers espoused. With the country mired in a deep debate over Socialism as a political doctrine, London had taken to railing on divorce and spouting borderline-blasphemous views on relations between the sexes.

The Ames Times' "I.S.C. Happenings" column reported coyly that London had "presented the subject of 'socialism' from the standpoint of a most radical socialist." The only mention of reaction was that the speech was "a subject of much comment among those who heard him."

The exact nature of that comment went unreported — perhaps only typical of speech coverage of the day, but likely at least partly reflective of the community's political leanings.

Thus one can only wonder how those conservative-minded students reacted, 22 days later, when a controversy born of these very convictions rocked the nation.

For on the subject of marriage and relationships, it turns out that London did more than talk. Smack in the middle of his tour — just a day before his return to Iowa following a short break from speaking — London secured a California divorce decree from his first wife, Bessie, and married his longtime lover, Charmian Kittredge. It was this precipitous remarriage in Chicago that created one of the young century's more explosive scandals — and in

DON Broiled

By Charles L.P. Silet

Bettmann Archive Photos

the process pulled provincial, conservative central Iowa into a swirling media frenzy.

Ushered in at the dawn of the 20th century were fresh ideas about marriage, the family and divorce — ideas that rattled to their foundations so many conventions long staunchly held in the Midwest. Within days, newspaper coverage suggests, London's brazen attitude scandalized much more than the tranquil heartland.

According to Charmian's memoir, *The Book of Jack London*, the couple was besieged by reporters practically before their lips parted from the nuptial kiss. London, who, after all, was a reporter himself, understandably felt obliged to tell the whole story. By the next morning small items began appearing not only in the Chicago papers, but in Iowa, as well. London, remember, was an enormously well-known public figure — certainly on a par with the leading musicians and actors of today. *Call of the Wild*, after all, had been an instant international best-seller. By 1905, everything this man did — and the brash, hard-drinking workaholic did plenty — made news across the country and in many parts of the world. Celebrity worship was alive and well long before the arrival of Oprah and *Hard Copy*.

So there can be no discounting the fact that London's remarriage was a smoldering fire of a story. But when a reporter got the California and Illinois marriage laws confused and wrote that the marriage might not be legal, he threw kerosene on the embers. The story erupted in a ball of flames.

When asked to comment on the story, London, with characteristic chutzpah, proclaimed that he would marry Charmian in every state of the union, if need be. Even though he later confessed that he knew about the mix-up in the laws, his remarks had already further angered those who were so ready to condemn him.

Iowa State's Chapel, circa 1910.

By the time the legalities were straightened out, ministers and other social conservatives were using the divorce as a cause with which to denounce the already-despised London. He was doing nothing less than promoting immorality and brazenly violating the sanctity of the home, they harrumphed. For context, it should be pointed out that, early in the 20th century, it wasn't unheard of for the Catholic Church, for example, to excommunicate members for even attending the wedding ceremony of a person marrying for the second time. All of this adverse publicity later would prompt librarians, both in Iowa and elsewhere, to call for the removal of London's work from their shelves.

He was promoting immorality and brazenly violating the sanctity of the home, they harrumphed.

But it is Iowa that earned the dubious distinction of giving rise to the first wave of attack. A Mrs. A.F. Mitchell of the Des Moines Women's Club already had publicly voiced her concern over the club's invitation to London for a benefit talk supporting their free art exhibitions. And she didn't confine her wailings to club meetings — she went to the media with her prudence. She quickly was joined by another naysayer — the Reverend James A. Beebe, a local Methodist minister — in her condemnation of not only London but the club itself, for allowing him to appear after his re-marriage. The newspapers quickly picked up the stories of the protests and reprinted them across the country.

The controversy best can be traced in the pages of the Des Moines papers, especially the Register and Leader, which extensively covered London's visit. Its substantive articles began on Nov. 26, when reporter Dolly Gray, who had interviewed Charmian and Jack in Newton, favorably portrayed the couple and their marriage. London, rarely at a loss for words, declined to comment about his first wife, Bessie, and his children, saying only that he had been separated from them for some time. On Nov. 29, the Register ran an article about dissension among women's club members over the invitation. A small but vocal portion of the club's membership was concerned that the organization was appearing to condone divorce by encouraging London's appearance.

On Dec. 1, Mrs. Mitchell issued her formal protest, citing London's actions as undermining "respect for the home and its sanctity." She opposed him not as an author to whom she objected, but as a divorced man who had abandoned his "insulted and discarded wife, his deserted children and his broken home in California." She felt it inappropriate to lionize him when he was making banner headlines "in the lurid glare of a second honeymoon and in the limelight of domestic infidelity." Finally, she castigated the club for making a "hero out of one who tears down marriage — the only foundation upon which the

perfect home can rest."

Three days later, via the Register, Rev. Beebe waded into the fray. "Strange things are done for the sake of being up-to-date," he said of the club's invitation. "It makes one stop and ask [if] women will not forgive any moral laxity in men so long as they are bright intellectually, and have that quality about them which is called 'interesting.'"

As for the Register, it editorialized that Beebe had erred in objecting to London as a "moralist." He was an author and no more. As long as he didn't advocate immoral behavior, the paper said, he should be allowed to speak his mind.

By mid-December Charmian and Jack were on their way to Jamaica for their honeymoon. By the time they returned to continue their tour, the hurricane of controversy had pretty well spent its energy in central Iowa. But the rest of the country was another matter. The Mitchell and Beebe accusations continued to make headlines and raise the specter of London's immorality long into his speaking tour.What's more, a certain degree of moral taint followed Charmian and Jack for the rest of their lives. Some of the same issues raised by the marriage and the ensuing debate over the morality of divorce are still with us today.

In retrospect, it may seem odd that a fire-brand socialist, controversial author and radical thinker like Jack London should have been invited to speak at bucolic Iowa State College in 1905. But as part of the YMCA-YWCA Lecture Course, he was to appear, initially at least, as just another campus celebrity. For several years, the Ys had been offering a lecture series; for the nominal fee of $2 students and staff could subscribe to one of the courses. In fall 1905 they had expanded the series to accommodate more students and to compensate for the limited seating capacity in the college chapel. According to the I.S.C. Student, the series was "too important a part of the college life to be well missed." Also on the fall series with London were Wisconsin Gov. Robert LaFollette — himself a mildly radical figure of the day — Rabbi Leon Harrison and the Cleveland Ladies Orchestra.

Though London the radical was a known commodity, the series selection committee likely had no idea that he intended to talk about social issues. Advance materials from the sponsoring Slayton Lyceum Bureau of Chicago announced only that London would discuss his "experiences" and give a reading from his current work, including *The Call of the Wild.*

Also worth noting is that, by 1905, many newspapers informally had agreed not to report London's political ideas. A short chronology is also instructive: London's visit and socialist opinions predated by a dozen years the Russian Revolution that would send shock waves careening around the globe.

Besides, the bottom line was that Jack London was a huge celebrity and he delivered proven performances.

London lived only another 10 years after his speaking tour in Iowa. He died on Nov. 22, 1916, six weeks shy of his 40th birthday. Even in death he remained a controversial figure: Arguments about whether or not he committed suicide persist today.

He had never slowed his extraordinary writing pace; at life's end he had published 43 books. Another half dozen were in the works and would be published posthumously.

By all accounts, he had remained happily married to Charmian throughout those years. And he remained a fervent champion of his dozens of progressive causes. ◐

Charles L.P. Silet is a professor of English at Iowa State University. He is writing a book on London's 1905 speaking tour.

The case that Jack built

Jack London's views on marriage and relations between the sexes were clearly spelled out in both his fiction and his essays. Many of his Klondike tales featured strong, resourceful women — women who often proved more resilient than the men they accompanied.

But it was in *The Kempton-Wace Letters*, a book he co-wrote with Socialist activist Anna Strunsky, that London most stridently trumpeted the distinction between marriages of love and those of convenience. The latter, he proposed, primarily were entered into for the procreation of children. They often promoted a sense of bondage in both the husband and the wife.

That view — radical in the early 20th century and still more than a little off center 90 years later — was smartly capsulized in four lines from *Kempton-Wace*:

I made no vows; vows were made for me;
Bond unknown to me was given.
That I should be, else sinning greatly,
A dedicated spirit.

While he openly acknowledged that his marriage to his first wife, Bessie, was one of convenience, he often referred to Charmian as his "mate-woman." She was, he wrote, an intellectual and sexual equal, a companion who could satisfy more of his needs than could a conventional wife. —*C.S.*

Jack (left) and his "mate-woman" Charmian.

EARTH TOMES

Nature is the artist, 200 miles of rolling western Iowa its canvas. The stunning artwork that resulted – the Loess Hills – is the focus of a monumental Iowa State University exhibit

BY STEVE SULLIVAN

PARADES IN SMALL TOWNS happen nearly as often as traffic jams in big ones. But, on this bright, early fall day, Moorhead, Iowa, population 264, is having a parade to celebrate something out of the ordinary: Its back yard.

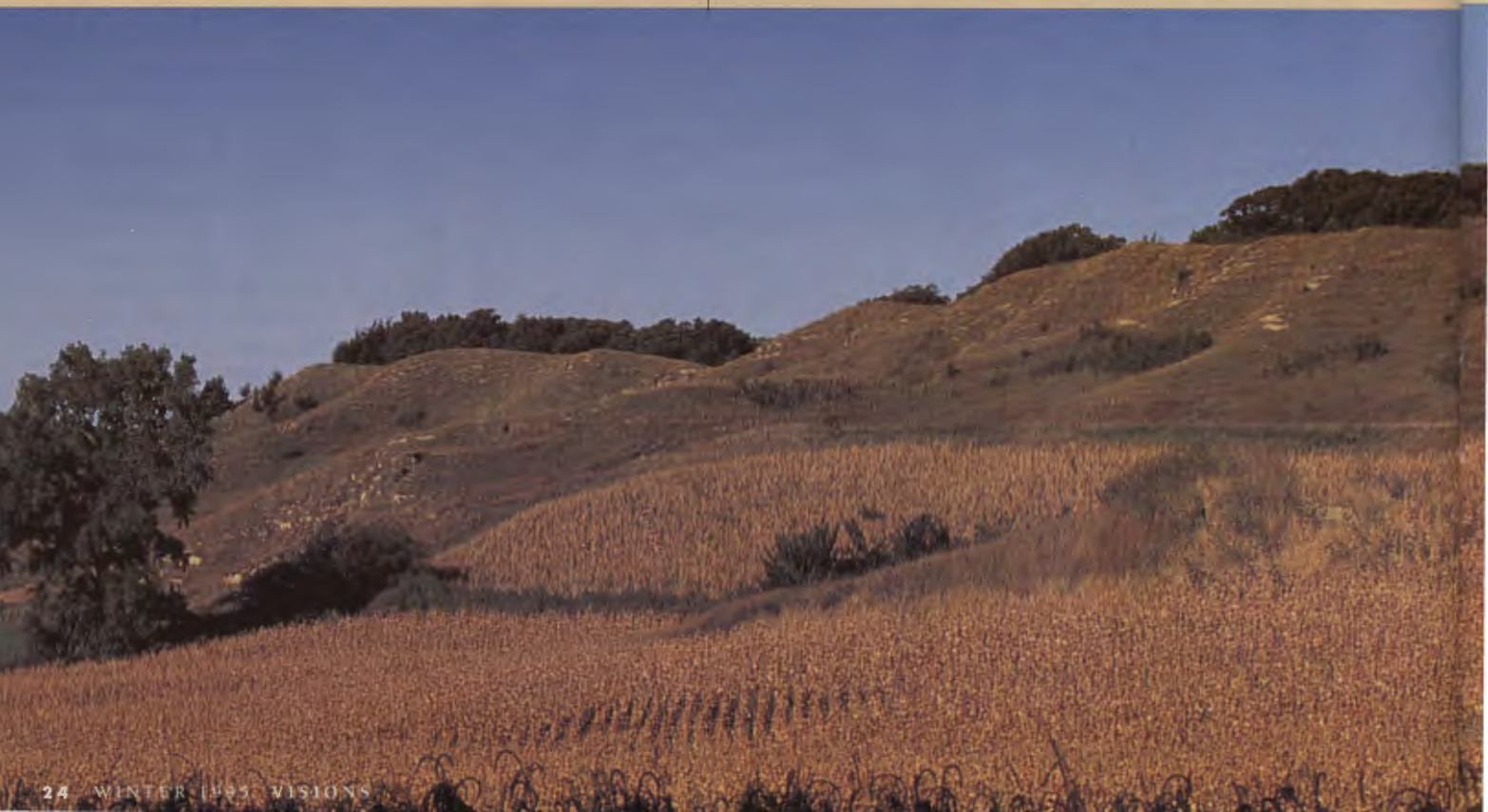
And why not? This back yard is a work of art. A masterpiece created tens of thousands of years ago by intense brush strokes of wind; a rolling, 200-mile canvas of natural wonder that is Iowa's western border. Moorhead, with Iowa State University's help, celebrates the Loess Hills.

The hills have inspired "Land of the Fragile Giants: Landscapes, Environments and Peoples of the Loess Hills," a multimedia art exhibit organized by Iowa State's Brunnier Art Museum. The exhibit is the culmination of a monumental effort that brought together painters, writers, geologists, farmers, poets, composers, photographers, botanists, historians, an anthropologist, a sculptor, a videographer and, of course, the people of Moorhead.

Though small, Moorhead is the perfect place for "The Fragile Giants" to begin its two-year, seven-city tour of Iowa, which makes its final stop in the State Historical Society Building in Des Moines in March 1996. Moorhead belongs to the hills, and Darrell and Lorna Wessell's daughter belongs to Moorhead. She is Lynette Pohlman, Iowa State University Museums director.

"At no other time in human history have we been so focused on our environment as a world community," says Pohlman, who, as a child, engineered roads for toy trucks in the loose, sandy loess hillsides. "This exhibit is timely from a world view and an Iowa view. It seemed appropriate for Iowa State University."

Driving into Iowa from the west or out from the east, it is easy to take for granted that the Loess Hills stretch across seven Iowa counties, and tumble 200 miles southward from Sioux City, Iowa, into Missouri. They extend eastward just 10 miles or less in some areas. Their highest peaks are more than 200 feet.



"Northview" by John Preston

"Loess Hills: The Genesis" by Richard Leet

Like most of autumnal Iowa, the area is awash in the vibrant shades of orange, yellow and red that tint the hills as diminished sunlight drains leaves of chlorophyll. (Busload upon busload of fall leaf groupies visit the hills each year.)

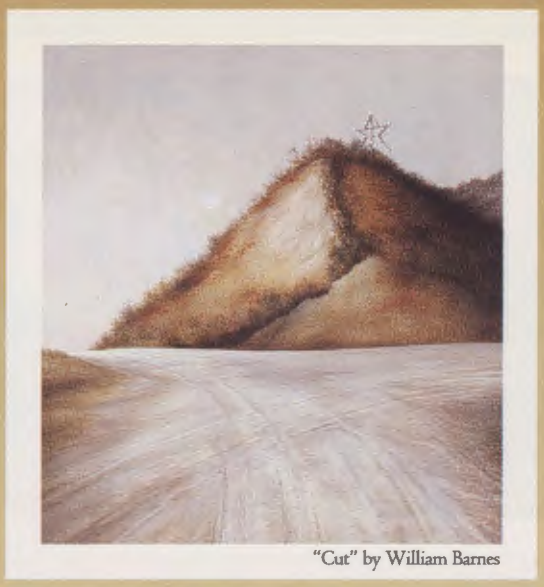
The hills are not merely topographical speed bumps edging the sedate plains of Iowa. They are one of the state's most spectacular natural treasures. Loess soil is relatively common. But hills created from ancient gusts blowing tiny bits of quartz silt from molehill into mountain can only be found in three places in the world: along the Yellow River in China, the Rhine River in Germany and the Missouri River in Iowa.

"But it is only in Iowa that the loess is deep and extensive enough to create new landforms — landforms supporting an ecosystem vastly different from any other in the state," wrote Mary Swander, ISU English professor, who, as a child flying in her father's Cessna 180, considered the hills as an aerial signpost meaning "almost home." Swander and Cornelia Mutel co-edited the exhibit's book of essays.

For centuries, Native Americans lived in the hills. Now, the hills are home to small towns, major cities, farms and state parks. Every climate zone in the world can be experienced in the hills. Thousands of species of plants and animals live there, many that can only be found in this area of Iowa or in more western regions of the country. Woolly elephants and beavers the size of bears once roamed the hills. Now, the plains pocket mouse and the white-tailed jackrabbit have taken up residence. The yucca plant grows there, as does the prairie moonwart, a species of fern common to northern regions of the United States and Canada that was discovered in the Loess Hills in 1982.

"Immersion of the mind in this prairie stirs deep feelings. For some it rekindles a precious relationship with nature and a sense of belonging," wrote Donald Farrar, an Iowa State botanist who contributed an essay about the prairie moonwart. "I try to understand the existence of the tiny fern through study of yearly cycles, and I am drawn into contemplation of cycles so endless and so large that I question the possibility of ever truly comprehending them."

"The Fragile Giants" symbolizes the bonds anyone, whether



"Cut" by William Barnes

"Interloper" by Tom Stancliffe

artist, farmer or scientist, can develop with a place over a lifetime or just a day or two. Richard Leet, artist and curator of the MacNider Museum in Mason City, Iowa, drove around the Loess Hills region for two days, stopping to take photographs and make sketches. He absorbed the hills in solitude, talking to almost no one, except the farmer who stopped to see if he was having car trouble.

Like many of the artists, Leet was compelled to produce more than one work for the exhibit. His main contribution is "Genesis," a lively watercolor landscape depicting the hills, the winds that shaped them and the sun and moon that provide their striking shading. Concealed in "Genesis" are bits of loess soil, which Leet mixed in his paints.

"When you get off by yourself in an element of nature that really does have such a unique quality, you can't help but to begin to reflect on life itself, and how you fit into it, where it all began and where it is going," says Leet.

"Sand dunes in Iowa," is how the Loess Hills were described to Roger Cichy, director of ISU bands, when he was asked to create a musical composition for the exhibit. He had been in the area once before to conduct a high school honor band, but "had no idea I was in the Loess Hills." He journeyed back with open eyes in November 1993, when the hills were filled with the colors of harvest time. Cichy's *Loess Hills Suite* is written in three movements and draws musical inspiration from the topography of the hills, the images of the harvest and the erosion that is a constant reminder of the hills fragility.

JIM HESMSTRA

Moorhead's parade in the shadow of the guest of honor: The Loess Hills

"Music is about emotion. I hope when people hear this music they will feel emotion about the beauty and scenery that exists in the Loess Hills," says Cichy. "You don't have to go to the Grand Canyon or Yellowstone to be awed by beauty. It's here."

Compositions by Cichy and Jeff Prater, associate professor of music, have been distributed to high school bands throughout Iowa. Prater's choral piece has been partnered with "Wind-borne," a poem about the hills by Neal Bowers, professor of English. When performed by a choir, the opening word of the poem, "loose," is repeated several times in low, hushed tones. "I was most interested in capturing the beauty and mystery and sense of wonder and pleasure that people take in that particular environment," says Bowers. "The hills are so out of context. They are almost an apparition."

The pleasure friends and family found in a painting of the Loess Hills by Gary Bowling, which was commissioned four years ago by Lynette Pohlman and her husband, John, prompted the idea of an exhibit framed around the hills. Envisioned in the beginning as an outreach exhibit for small towns, it ultimately grew almost as big as the hills, involving nearly 400 people.

"At first we dismissed it as a dumb idea," admitted Pohlman. "But, then we realized that the Brunnier has done collaborative projects with communities as part of our extension mission. It fit our mission to find that creative intersection between art and science."

Iowans don't ask for outside help often, but when they do, they look homeward. To launch the exhibit, Pohlman turned to her hometown, which immediately embraced the idea. "Part of all this is the kid going home," says Pohlman. "There was a trusting that they would do anything for you, not because I was Lynette Pohlman, but because I was Darrell and Lorna Wessell's daughter."

Two years after an April 1992 town meeting to solicit interest in the exhibit, Moorhead had renovated an abandoned building, which had past lives as a drugstore and a library, into the Moorhead Cultural Center. The Brunnier staff helped the center land an Iowa Department of Cultural Affairs grant and develop its mission and policies. The center now has programming scheduled for several years. It is a small building with shiny, hardwood floors, a tin ceiling, ultraviolet filters on the front windows to protect artwork, and "lighting and security systems I'd kill for," says Pohlman. Area residents hosted "Fragile Giants" artists, who were required to visit the Loess Hills. Loess Hills communities and tourism groups, such as the Loess Hills Hospitality Association, got involved and raised money to sponsor the exhibit. Virgil Johnson, a local farmer, mowed the words "Fragile Giants" into his alfalfa field.

Artist Jim Butler traveled the Loess Hills extensively as a baseball-playing youth. Now living in Illinois, Butler returned to the hill's in July 1993 and produced a sprawling landscape titled, "Dakota View From the Loess Hills."

"I've noticed when knocking around the area that I can go out at dawn and by 8 o'clock at night, I've experienced half a dozen atmospheric images," says Butler. "The day I was back, it was bright and sunny, but there was also moisture in the air. When I started painting, I put down 30 to 40 thin layers of white so that it would shine through and give me what I was feeling that day — hot light and moisture."

"Screens and Draws Diptych" by Gary Bowling

"Jurassic Hills" by Jo Myers-Walker

The Moorhead Cultural Center could not accommodate Gina Crandell's work, but nearby Preparation Canyon State Park and Loess Hills State Forest did. Crandell, associate professor of landscape architecture, created a public art work that draws attention to the irregularity of the Loess Hills topography. She created a walking path that begins in the state park and continues through the tall grass of the state forest. On a plateau at the end of the path is a grid created with recycled casings from well drilling pipes. At one point on the journey, participants are standing at the same elevation as the top of grid.

"A lot of the poles are buried eight feet deep. You couldn't put them in the earth that deep anywhere else but the Loess Hills — you'd run into rock or branches," Crandell says. To install the piece, she drew on the muscles of Moorhead. "We had a volunteer crew, mostly retired farmers," Crandell says. "They were totally familiar with digging fence holes. But it was something so unfamiliar at the same time. They were good sports, and when we were done many of them told me, 'I think I like it.'"

Ames artist Jo Myers-Walker can paint watercolor landscapes, but she had another image of the Loess Hills. Walker, who received her undergraduate and graduate degrees in art education from Iowa State, produced "Jurassic Hills," a wildly colored piece created from handmade paper with dyed cotton fiber. "Jurassic Hills" imaginatively captures small-town life with gatherings of people in a town square and in front of a cafe. In the background lurk tall office buildings and fast-food restaurants — the dinosaurs that can stomp on the character of small towns, like Onawa, a Loess Hills community where Myers-Walker once was an artist-in-residence.

Moorhead's Cultural Center was a by-product of the "Fragile Giants" exhibit

"Everyone there had a garden and they talked about this soil that blows around and wherever it lands, things grow," says Myers-Walker. "That's why there are things growing out of the rooftops of all the buildings in 'Jurassic Hills.'"

The goal of the exhibit is to raise awareness of the Loess Hills, both as a scenic treasure and as a fragile environment. If the art is a testament to beauty, the essays, many elegantly written and intensely heartfelt, testify to the scientific wonder of the hills. They also are pleas for preservation.

E. Arthur Bettis III, a research geologist who earned his undergraduate and graduate degrees from Iowa State, remembers playing in the gullies of the hills while a youth in Sioux City. Now he writes, "Gullies are the greatest physical environmental problem in the Loess Hills. In a typical year, 5,000 to 10,000 acres of cropland are destroyed or damaged by gullies in the western part of Iowa. In spite of 40 years of soil and water conservation efforts, gullies still plague farmers, engineers and anyone who tries to tame them."

Mutel, a scientific historian at the University of Iowa, sounds the warning for the hills' prairies in the exhibit book's last essay. "In order to salvage our prairie heritage in the Hills, prairie and pasture management must be applied at the landscape scale," she writes. "I once thought that Henry David Thoreau's observation, 'Man is rich in proportion to the things he can afford to leave alone,' was profoundly true. Now I know it is only a half-truth: It is really only true for landscapes spared from inept human meddling, places where all of nature's ingredients are still in control. … Contrary to Thoreau's statement, we cannot afford to leave the Loess Hills alone. In a sense, leaving them alone has contributed to a loss of prairie."

The exhibit is having an impact.

"We're getting calls about zoning issues, about protecting spaces," says Pohlman. "There are discussions about the Loess Hills being a national park, about preserving the prairie and balancing economic development with the environment."

The journals and sketches of early visitors to the hills, like explorers Lewis and Clark, preserved a simpler period in the life of the Hills. Now, the multimedia of the "Fragile Giants" exhibit preserve its contemporary life. So do the memories of the people plopped on curbs and in lawnchairs in front of the bank, the vet clinic and the Bluebonnet Cafe as the parade progresses down Moorhead's Main Street. There's the Moorhead Fire and Rescue Truck, followed by the high school football team. There's the Bethesda Lutheran Church float with a pink, drum-playing bunny — "Our faith keeps going and going and going."

There's the "Fragile Giants" float with green hills fashioned from papier mache and mock crows suspended on wires: reminders of the art that hangs on the wall in the new Moorhead Cultural Center. And there, proudly trailing, is Darrell and Lorna Wessell's daughter, holding an exhibit poster on a stick. Holding it high, so the hills can see. ◐

Steve Sullivan is a writer for Iowa State University's News Service and an occasional contributor to VISIONS.

Vision Quest

SINCE LAST SUMMER YOUR Alumni Association board of directors, staff and a special task force have been developing a strategic plan designed to guide the organization into the 21st century.

Following two full-day board/staff retreats, board President Harvey Freese appointed a nine-member task force to write the plan.

A final draft is scheduled to be ready for the Feb. 17 board of directors meeting; the final plan will be completed March 1. At its October 1994 meeting, the board adopted the following mission, vision and value statements, and identified four critical issues facing the Alumni Association:

Mission Statement

The Iowa State University Alumni Association provides the lifetime link between the university, present and future alumni and friends.

Values Statement

The Iowa State University Alumni Association enhances, for a lifetime, the values developed through the educational experience at Iowa State University: loyalty, integrity, diversity, giving and the pursuit of education.

Vision Statement

By the year 2000, the Iowa State University Alumni Association will be a highly visible, clearly defined, financially sound organization known for its quality services to all future alumni and friends.

Critical Issues

I. Financial Stability. Goal: Establish a sound and reasonable base for the Alumni Association.

II. Increase Membership. Goal: Develop a plan to maximize membership potential.

Jim Hopson

III. Alumni Association Diversity. Goal: Initiate policies and procedures to diversify all aspects of the Alumni Association.

IV. Evaluate Effectiveness of Programs and Services. Goal: Examine, modify and create services and programs that best meet the needs of our constituents.

Financial constraints have increasingly plagued the Alumni Association as costs continue to rise while revenue sources, including university support, decline. This trend forced a 7 percent budget reduction last fall, resulting in a cutback in programs and services administered by the association. The strategic plan will seek to determine what is most critical to its constituency — Iowa State University, alumni and friends — and then go about putting those priorities to work.

The challenge for the task force is to reach for the "vision," to put forth strategies that will respond to trends and changes in the environment in which we operate and will operate in the years ahead. The overall goal will be to provide programs and services that you deem critical to Iowa State's future, and to be responsive to your ever-changing needs.

I'll provide you with the final plan in an upcoming issue of VISIONS. ◐

THE ISU ALUMNI ASSOCIATION — IT WORKS FOR A LIFETIME!

The ISU Alumni Association welcomes the following new lifetime members who joined during the months of July, August and September. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6478 for more information.

Charles T. Anderson
Marvin E. Anderson
Robert T. and Kerry W. Ashby
Kay A. Atchison
Suna Bayrakal
James A. Beer
Randall R. Birchmier
John C. and Lisa S. Bonnicksen
Neil L. and Angela K. Bormann
Ronald A. and Jane E. Brownlee
Richard L. Brunning
Thomas H. and Renee M. Buch
Boon Chuan Chew
Jeanne Christensen
Brett C. Clark
Cecelia M. Comito
Christine C. Corey
Michael G. and Jeanene M. Conzemius
Aaron and Patricia Cook
Scott A. Daunheimer
John G. and Laurie L. Davis
Ronald V. Davis
Gary L. Downey II and Jennifer F. Downey
David H. Ebbinghaus
Richard M. Edmonds
Denny K. and Connie Edwards
Rahn E. and Lori Rose Eischeid
Ronald C. and Sara J. Emerson
Barry A. and Kristy K. Engelkes
Cynthia Fight
Curtis J. and Teri L.Ford
Joshua Foster
Myron Fountain
Randall C. Fox
Janet L. Frederick
Amy L. Gaffney
Nancy E. Gainer
Larry J. Geerts
Mark D. Glassman
Robert L. Glick
Cory and Kellie L. Grabenbauger
James E. Graf
Patrick and Teresa D. Greenwood
Walter F. and Donelle R. Gull
Shane M. Gydesen
Steve M. Hanson
Julie Haubrich
Peggy A. Hawkins
Jeaneyl J. Hazlett
Steve B. and Nancy K. Heymann
Adolf A. Hirsch
Ronald E. Hodges
Richard J. and Jennifer A. Hoepfner
Stanton L. Hoppe
Thomas A. Howell
Sara K. Huber
James H. and Elizabeth R. Huebener
Brian P. Hurley
J. Edward Ide
Jane A. Imming
Carsten Ingvoldstad and Kimberly Wilburn
Andrew J. Inness
Kathy N. Janvrin
David W. Johnson
Jennifer A. Johnson
Dennis L. Jones
Mark A. and Susan K. Khan
Gregory D. and Pamela M. Kerndt
Aaron E. Knewtson
Patrick P. and Deanna J. Kueter
Soon K. Kwon
Barbara A. Larsen-Uehling
Debra L. Larson
Bradley D. Leeper
Monty O. Leu
Janet Lightfoot
Michael E. and Jane S. Lindebak
Ronald J. and Kathleen M. Loch
James A. Logan
Linda L. Luebke
Katharine M. Luedtke
Greg J. Luttenegger
Travis L. MacDonald
Mark D. and Nancy E. Masteller
Russell J. and Kathleen M. Meier
David D. Metzger
Chris Miller and Angela J. Schmidt
Mark R. Miller
Gary A. Molander
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Donna Moore
Thomas P. and Jennifer M. Morrison
Andre Nauta
William and Karen Negus
Kristina L. Nelson
Jeffrey V. and Cynthia Nielsen
Roy Nielsen III
Lori K. Nilles
Bruce C. Nissly
Brett C. and Amalia Oleson
Kirk M. Oliver
Jinho Pak
Richard S. and Juanita Parker
Brian L. and Amber T. Perkins
Becky S. Petersen
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Louise A. Pickart
Denise M. Pierson
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Patrick R. and Jacqueline M. Powaser
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Sheryl J. Tolsdorf
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Aimee R. Willoz
Jason S. and Tracy J. Wilwert
Gregory A. and Joellyn S. Witke
Dennis D. Woodruff
Monte M. Wyatt
Michael D. Zagata

No Rinky Dinks

THOUGH ITS GOAL — VARSITY STATUS — REMAINS ON THIN ICE, ISU HOCKEY HAS NETTED A WINNER

IN ITS QUARTER-CENTURY OF existence, Iowa State's hockey club team has amassed one national title, almost 500 wins, a wild following that puts 2,000 fans in the seats for every home game and a $250,000 annual budget.

Any other club sport — heck, a lot of varsity sports — would give their warm-ups for those kinds of numbers. But ISU and its indefatigable coach, Al Murdoch, are like the proverbial dog chasing its tail. Faster and faster they race, winning more and more games but not drawing closer to their target: Varsity status. If anything, thanks to a constrictive Department of Athletics budget and a recent push for gender equity, hockey players are farther than ever from getting sized for letter jackets.

Cyclone icemen like (left to right) Brian Preston, Kyle Geiger and Joe Schaffer enjoy a wildly devoted campus following.

But that hardly dissuades Murdoch. This is, after all, a guy who took a sport with virtually no interest in the state and turned it into one of the four most popular on campus. "[Varsity status] is still on the front burner," Murdoch says from his State Gym office.

Nobody, certainly not Athletic Director Gene Smith, discounts hockey's success — a success due almost solely to Murdoch's hockey and marketing wizardry. (Among his half-time academic assignments is teaching a sports marketing course.) Certainly, the fact that beer is sold at Cyclone games at the Ames/ISU Ice Arena can't hurt. But Murdoch has smartly promoted his sport to the MTV crowd. "Rock 'n' roll" is how he describes the atmosphere at home games — both literally, with its pulsating rock music, and figuratively. "This is hockey," says ISU's Doug Borud, a sophomore forward from Two Harbors, Minn., one of 11 Minnesotans who join four Canadians on the roster. "They like all that other stuff, but really, people just like to watch people get hit."

And they like to watch a winner. Murdoch, a Manitoba native who started as player-coach in 1969, has but two losing seasons among his 24. Paramount among his wins is ISU's 1992 American Collegiate Hockey Association championship, for which it received the aptly named Murdoch Cup.

Yet as masterfully as Murdoch sells his team's ice-capades, never does his presentation fail to stress books over pucks. And he backs it up with cash: Although the club supplies all equipment except skates, players can earn free blades (retail: $300) by earning 3.0 grade-point averages. Murdoch, the owner of Iowa State master's (1970) and doctoral ('84) degrees, beams at his team's 92 percent graduation rate. He says the competition on this month's visit to Russia — the team's fourth international trip in eight years — is secondary to the educational value. Each player took short courses in Russian and is required to partake in cultural offerings in Moscow and St. Petersburg.

"This might be the best club program in the country," Smith says. "But it's just not possible for [the Department of Athletics] to absorb it."

In addition to scholarship funding (an estimated $180,000), Murdoch would need a beefed-up recruiting budget to compete for NCAA-level skaters. Add to that the fact that last year the university cut two men's sports in part to comply with Title IX of the 1972 Education Amendments, and you begin to see why a Zamboni driver has a better chance of finding work in hell than do ISU players of earning the varsity 'I' any time soon.

Who says that's all bad? Who's to say the secret of hockey's success isn't its gritty, underdog, renegade persona? In their laudable pursuit to reach the next level, it's understandable that Murdoch and his icemen might lose sight of the fact that they've already written one of Iowa State's great athletic success stories — varsity or otherwise. ◐

A Perfect '10'

By James Strohman

James Strohman, who works for the Iowa Department of Justice, earned Iowa State University bachelor's (1984) and master's (1986) degrees. This is excerpted from his 1994 book, Ten Ways to a Better Iowa *(Epiphany Publishing, $10). The views expressed are his own.*

THE STATE OF IOWA'S OVERALL GOAL SHOULD be to build a strong, vibrant and diversified economy that allows our citizens to have a secure economic future. ... Before we can build a strong economy, we must develop a democratic form of government that is free of the corrupting influences of politics and which allows all citizens equality. ... We can achieve this vision by establishing the following goals:

•1. Create a corrupt-free political system which allows every citizen truly equal representation and corrects the unfair influence powerful interests and wealthy individuals currently have on the political system. Political party directives and pressure, deal making, vote trading and the corruption of money are part of the problem, not part of the solution.

•2. Build a strong and more diverse economy which focuses on generating stable firms that require skilled, high-paying positions by establishing a trust fund to invest in the powerful research capabilities that exist at Iowa State University and the University of Iowa.

Iowa's great hope is to make a tremendous long-term commitment of funding into the research programs and capabilities of ISU and Iowa. There is one ideal source of money: Iowa should assess the value of the University of Northern Iowa and then locate a buyer to purchase the university through some sort of lease/purchase agreement.

•3. Resolve Iowa's uncertain future in agriculture, find a middle ground for competing interests and views, and allow for greater competition and increased market share in animal production and processing.

Agriculture, like Iowa, is changing. We must arrive at a middle ground that acknowledges the balance between protecting our resources and enhancing our economy. This middle ground must acknowledge a place for corporate agriculture alongside established family farms. It must define the extreme importance and reality of agriculture for the increasing number of Iowans who are becoming detached from farming. We should be less concerned with saving family farms and more concerned about finding ways to help family farmers save themselves, which they are completely capable of doing.

And, as more and more Iowans become disconnected with farming, we must increase our efforts to educate Iowans about agriculture.

•4. Refocus secondary education around the goal of instilling personal responsibility.

Responsibility relates to every issue children must deal with: using alcohol and drugs, sex and relationships, money and financial decisions, whether to obey the law or commit crimes, what careers they want to pursue, and so on.

•5. Create a new bond with our children to direct them away from crime, and develop a broad-based strategy to combat crime by making changes in our criminal justice system.

We must make an emotional, financial and time-management commitment to our children in order to nurture an environment that will direct them away from crime. We must begin to remove obstacles to a crime-free society. This includes banning the sale and possession of the most important tool of the criminal: handguns.

We must repeal the Fifth Amendment and require accused criminals to answer charges. We must outlaw plea bargains, deferred judgments and deferred sentences to let would-be criminals know they will be charged with their crime, required to serve their sentence and have a criminal record.

•6. Make government more efficient, accessible and accountable by eliminating unnecessary elected offices, creating a unicameral legislature, utilizing fiber optics and extensively evaluating all taxes and spending.

•7. Forego the false promise of legalized gambling and develop an honest economy by repealing gambling legislation and focusing on an economic strategy.

•8. Promote the state as a healthy environment with a strong and vibrant workforce, and lead the nation in health care by banning the sale of all tobacco products.

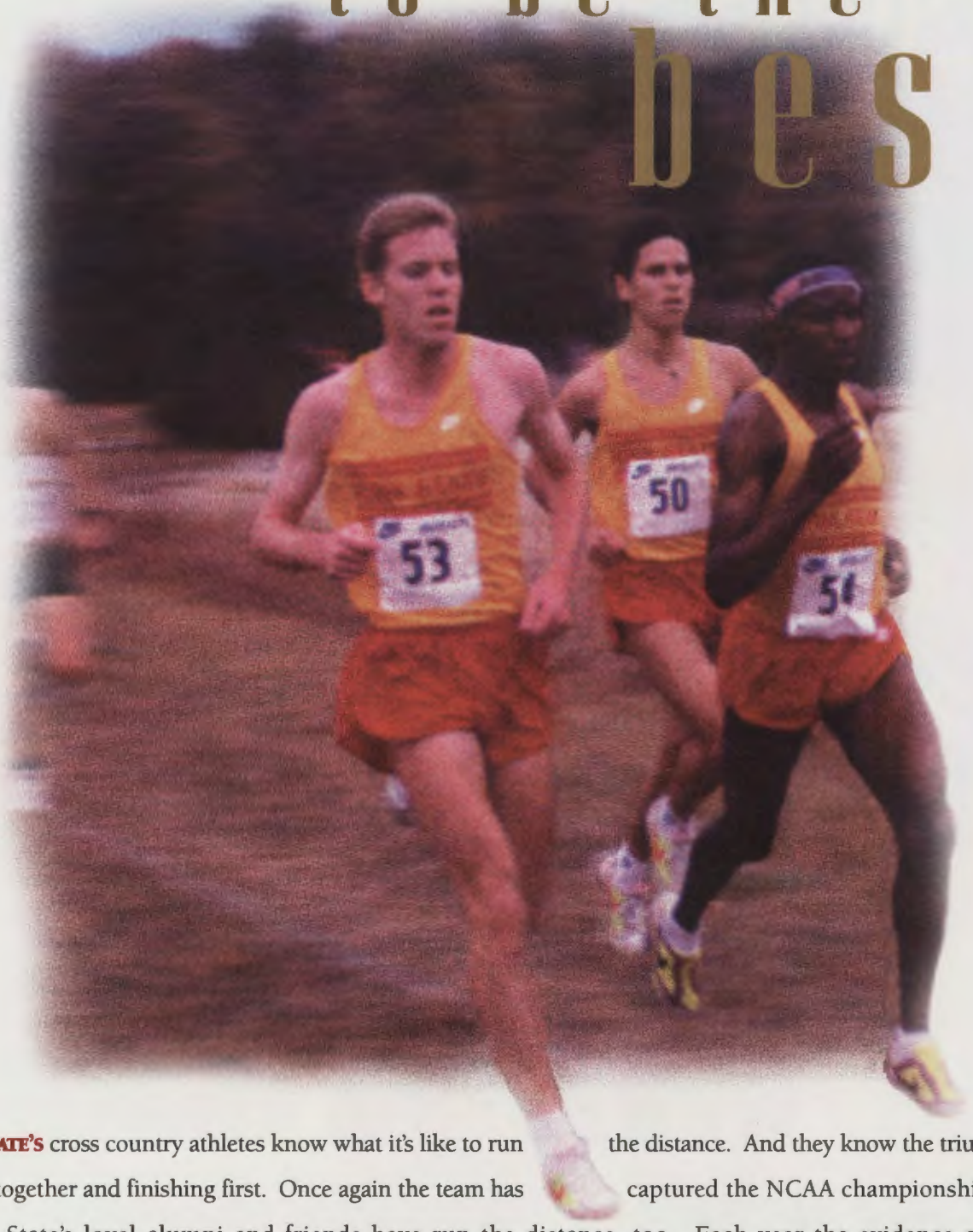
•9. Realize our recreational potential and enhance our self-esteem by actively pursuing and acquiring a major league professional sports franchise.

•10. Seek federal support to establish three national parks, and develop a thematic approach to showcase our natural beauty and promote Iowa. ◐

ILLUSTRATION BY HOLLY WIEDERIN

In the running

to be the best



Iowa State's cross country athletes know what it's like to run the distance. And they know the triumph of pulling together and finishing first. Once again the team has captured the NCAA championship title.

Iowa State's loyal alumni and friends have run the distance, too. Each year the evidence of their financial support has been seen in more significant ways. As a team, a new record was set in 1993-94 when more contributors made a gift to Iowa State University than in any previous year.

The Iowa State University Foundation salutes the 45,255 donors who made last year a championship year for ISU's students and faculty. Elevating ISU to new highs for donor support sets an impressive benchmark in our quest to make Iowa State the very best.

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