# VISIONS

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

## FARM BILL

*President Clinton tackles ag issues at historic ISU conference*

# Magical History Tour

ILLUSTRATION BY MARK MARTURELLO

By Debra Gibson

I DIDN'T EXPECT HIM TO WEAR COWBOY BOOTS. I know all about his pride in his rural roots. I know he was in Iowa, which just happens to be an early '96 caucus state. I know if either of them comes off too preppy for Tony Lamas, it's Al.

I just didn't expect that the first time in my life I saw the President of the United States, he'd be wearing cowboy boots with an expensive, crisply pressed suit.

Of course, I never really expected my Commander-in-Chief sightings to get beyond CNN or Time. And never did I believe that I'd be sitting in the Memorial Union's Great Hall as America's President and Vice President stood mere yards in front of me.

It was that overwhelming sense of incredulity that filled the air that crisp April Tuesday. And it was a refreshing sentiment, one that isn't experienced enough on a campus too eager to remain unimpressed. We were a part of history, and politics be damned, I was determined to be in awe.

It was a day of "I can't believes... ." I can't believe those guys are that tall. I can't believe that this elegant room we're sitting in is the same Great Hall of blood drives and Varieties sweepstakes. I can't believe I wore a belt that constantly sets off the Magnatron. I can't believe our photographer, Jim Heemstra, just got led off the stage by a Secret Service agent. (Luckily, it was during a pre-conference, panel-less photo shoot.) I can't believe I'm doing "The Wave" in Hilton Coliseum to pass the time until Clinton and Gore arrive. And is the ISU Pep Band really playing *You Can Call Me Al?*

Scripted though it was, so many of the scenes were consummate *Bomb* fodder. Sen. Tom Harkin dubbing Clinton and Gore honorary members of ISU's Delta Sig fraternity. Clinton expressing his desire to meet Ames' *real* "Mayor," ISU men's basketball favorite, Fred Hoiberg. The Iowa State Singers crooning *The Bells of Iowa State* before a hushed Hilton Coliseum and a captivated chief executive.

Weaving silently among all the footnotes in ISU's history were the hundreds of staff and students who crammed like crazy for the visit those last few weeks, pulled off a most successful all-nighter and managed to stay awake to watch their final report earn the perfect 4.0. University titles and hourly wages were a moot point as ever-changing scenes were choreographed and executed. As one vice president quipped, "How can we put a price tag on this visit? They're paying me $100,000 a year to watch the bathroom door while the president's inside."

What a sweet departure, no matter how brief, from our real world. This escape was perhaps best illustrated by handshakes, extended again and again, by both Clinton and Gore as they threw themselves into crowds throughout the day. Just six days after our confidence was shattered by the blast of an Oklahoma City bomb, our leaders were making their point: We won't be scared away. The bad guys aren't going to win. Almost immediately upon stepping onto the Hilton stage, the two men pointed at the large white banner held up in the crowds by Marcia Anderson, a secretary in the Office of University Relations, and her young son, Tyler. Its message was simple: "Oklahoma City: Iowa Cares."

Maybe that Midwestern catastrophe jolted our need to rally 'round the flag. Perhaps even the most cynical among us softens at pomp and circumstance. Or possibly our pride in living up to our land-grant image just got the best of us.

The reasons don't matter. On that glorious spring morning, Iowa State University once again made history. The right kind. ◐

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• COVER PHOTO BY JIM HEEMSTRA


VISIONS

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

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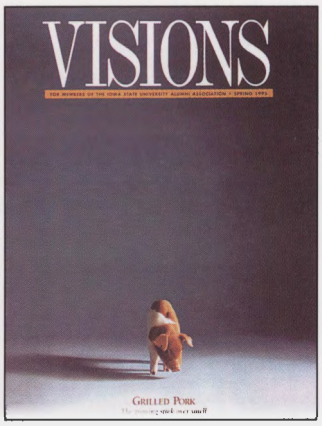
# LETTERS




*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.*

## No cents

It just doesn't make sense! First of all, the athletic department is experiencing financial woes and yet the football and men's basketball players are housed in Ames motels the nights before home games *("Review Results: No Gender Hinder," Spring 1995).* Perhaps Director of Athletics Gene Smith should re-examine how money is spent within the existing sports instead of axing the sports themselves.

Secondly, does the College of Design still have the reputable program that it had when I graduated ('89)? If so, why would the athletic department choose New York design firm Sean Michael Edwards? (Don't get me wrong, I like the new logo, but ...) A design student could have been *awarded* a $1,000 scholarship for the creation of a new logo. I understand that the fee was covered by marketing funds and donations to the ISU foundation *("Old Bird, New Look," Spring 1995),* but couldn't that $45,000 be better spent? It just doesn't make sense!

*Sally Kleppe Goodenbour, '89*
*Cedar Falls, Iowa*

## Cy-ting the facts

Congratulations on a great publication in VISIONS! I look forward to receiving and reading it every month. You and your staff are to be commended for a job well done. Indeed, it's a great alumni magazine.

**PERHAPS DIRECTOR OF ATHLETICS GENE SMITH SHOULD RE-EXAMINE HOW MONEY IS SPENT WITHIN THE EXISTING SPORTS INSTEAD OF AXING THE SPORTS THEMSELVES.**

I especially enjoyed the "Old Bird, New Look" *(Spring '95).* Finally, we have a combined bird and cyclone. I applaud the university for its foresight in creating a new look for Iowa State.

Additionally, the new logo does coincide with the many changes occurring in our athletic department. And, it illustrates progressiveness, while maintaining our tradition.

While you informed us about the new logo, why not tell us how "Cy" became Iowa State's mascot in the first place? Additionally, you might want to remind us on how the term "Cyclone" evolved as our team's name for Iowa State. Many times, I'm asked about how cyclones and birds go together, and I'm not sure I'm telling the right story. So, please tell us the whole story.

Looking forward to your answer as a proud Iowa State alum.

*Rhonda J. Rathje, '80*
*Irving, Texas*

*(Editor's Note: Following an 1895 rout of Northwestern University, Iowa State's football team was referred to as "the Cyclone that devastated Evanstown" by the Chicago Tribune. The name stuck.*

*A contest to choose a Cyclone mascot was sponsored by the Collegiate Manufacturing Company in 1954. The winner was a cardinal bird, later named "Cy" in another contest.)*

## Prof of preference

I was saddened to read of Jim Wilson's passing *(Hub, Spring '95).*

In the Winter 1992 VISIONS, Jim Hopson wrote a nice article on Jim Wilson. It inspired me to call [Wilson] at his home near Polk, Neb.

I had him for [an]English [teacher] in the fall of 1929. His assignment was a 1,000-word theme each week. That was quite a change for me coming from Parkersburg High.

Of all my professors, he was one of my favorites

*W.A. Richardson, '34*
*Omaha, Nebraska*

## Make Room

Iowa Staters responded in droves to VISIONS' second appeal for roommate stories. As of press time we had

# LETTERS

received more than 20 stories from readers. And now that you've finally answered our call — it took two appeals, but who's counting? — we'll hold up our end of the deal. Look for our piece on the best roommate stories you had to offer in the Winter issue, in your mailboxes in early January. Not that we need more stories, but if you've still got a tale to tell, send it to VISIONS Roommates, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164. You can fax us at (515) 294-9402.

## Correction

In "Church and State U." *(Spring 1995)*, VISIONS reported that Msgr. James Supple received an honorary doctorate from Iowa State in 1980. He did not. He was named an honorary alumnus in 1980. Supple himself brought the error to our attention, with the following request: "See what you can do about the other." We're working on it, Father.

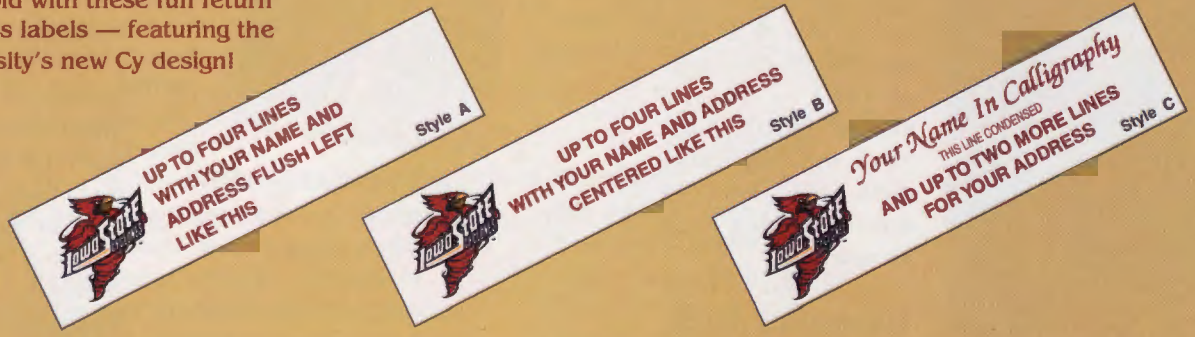
## VISIONS, '90s. '90s, VISIONS.

Though we maintain that there's much to be said for communicating the old-fashioned way — on paper, with ink — we've finally conceded that there are other ways to get your message across. If you've got something to tell VISIONS' editor but are one of those who would rather stick a needle in your eye than write a letter, say it electronically. VISIONS is now equipped to handle your letters to the editor via e-mail. Our address is *dgibson@isuadp2.adp.iastate.edu.*


LABEL YOURSELF A CYCLONE FAN!

IOWA STATE UNIVERSITY
Alumni Association

Color your envelopes cardinal and gold with these fun return address labels — featuring the university's new Cy design!

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# Diverse Curriculum, Divergent Viewpoints

HUB ILLUSTRATIONS BY JEAN TUTTLE

THE NARROW FACULTY SENATE VOTING MARGIN — 42-36 — SAYS VOLUMES ABOUT THE DEBATE SURROUNDING THE "U.S. DIVERSITY AND INTERNATIONAL PERSPECTIVES" REQUIREMENTS THAT WILL DEBUT AT IOWA STATE UNIVERSITY IN THE FALL OF 1997.

In May, after more than two years of oft-times heated discussion, the Faculty Senate approved by that narrow margin a curriculum plan that, depending upon your viewpoint, will give all students a broader view of the world or will allow political correctness yet another inroad to their minds. Though specifics are yet to be worked out, the plan approved by the senate — the first of its kind at a public university in Iowa — dictates that all undergraduate students beginning with the 1997-99 course catalog must complete:

- "a three-credit U.S. diversity requirement that addresses significant manifestations of human diversity within our society," and
- "a three-credit international perspectives requirement that provides a foreign culture context for the analysis and interpretation of current world conditions and developments." The senate carefully worded this requirement so as not to specifically mandate foreign language study.

"This requirement gives us an opportunity to move forward and join the movement afoot in this country to broaden the educational spectrum so that it is more inclusive of the entire story of American society," says art and design Professor Michael Chinn, who chaired the committee that drafted the requirement's original version. "This can lead to a more holistic approach to instruction."

*"This requirement gives us an opportunity to move forward and join the movement afoot to broaden the educational spectrum so that it is more inclusive of the entire story of American society."*
*— Professor Michael Chinn*

Critics of this and similar efforts across the country dismiss such requirements as mandated political correctness. "I worry if a purpose of a course is to make sure that students agree on matters of diversity rather than discuss it in an academic matter," says Stephen Willson, chair of the Department of Mathematics. "I would prefer to limit what we're teaching and learning at universities to academic matters, not political [matters]."

Willson, like others, also questions the requirements' potential effect on departmental budgets. Faculty members from humanities departments, particularly, warn that they cannot teach more students without more funds.

Chinn says costs should not increase because students will not be required to take more credit hours. And some courses already being offered likely will meet the requirements.

Chinn said each department will determine its specific requirements, subject to Faculty Senate approval.

FOLLOW-UP FILE

# PORK RULES

After weeks of much-anticipated wrangling, the Iowa Legislature approved in April new regulations aimed at the state's pork industry (*Raising a Stink, Spring 1995*). Parties on both sides of the highly contentious issue generally are calling the legislation a decent compromise; more action is promised in the 1996 session, however.

The tone of the legislation is no great surprise; it closely follows the recommendations made last year by the Environmental Agriculture Committee chaired by ISU College of Agriculture Dean David Topel. It includes:

- Requiring large pork producers to write and submit to the Department of Natural Resources (DNR) manure management plans.
- Lengthening confinement building's "setback" distances from neighboring homes.
- Requiring disgruntled neighbors to prove facilities are causing constant odor and environmental hazards before they can file nuisance lawsuits.
- Establishing a DNR indemnity fund to pay for the clean-up of bankrupt operations.
- Requiring the largest operations to install treatment facilities similar to those used by small cities.

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In May, a U.S. House-Senate conference committee voted to restore $12.6 million to the Department of Agriculture's Swine Research Center to be built on the ISU campus. The money had been cut as part of a House recission earlier this year, but was restored after Iowa Senators Charles Grassley and Tom Harkin and Congressman Jim Ross Lightfoot beat back congressional opposition. Working in the lawmakers' favor was an endorsement from a highly placed official — President Clinton, during his visit to Iowa State the previous month. As of VISIONS' press run, funding for the center's rural complex had yet to be secured.

# Marvin, redux

AT THE TIME, IT SOUNDED LIKE little more than the wailings of a bruised ego. But two years later, Marvin Pomerantz' words to VISIONS seem remarkably prescient:

"You haven't seen the last of Marvin Pomerantz."

Indeed we haven't.

Marvin Pomerantz

Ousted from his seat as State Board of Regents president in April 1993, Pomerantz in May was named to an interim spot on the board. By a 5-4 vote two days after Governor Terry Branstad's announcement, the board chose Pomerantz as president. (Nancy Fredrechsen Pellett, a 1966 ISU graduate and board member, received the other four votes.) The interim term will run until next spring; Pomerantz insists he has no designs on re-re-upping.

Predictably, the events created no small furor around the state. Two years later, Pomerantz still is remembered for: a) losing his presidency because of his leadership of, b) the sale of WOI-TV. State senators denied confirmation for the longtime Branstad backer in '93 almost solely because of his support for the sale. It is ironic that Pomerantz returns only because senators rejected another Branstad supporter, David Fisher, in April.

Branstad says Pomerantz' "deep concern for improving Iowa's higher education ... and leadership as a successful businessman make him the best person."

Neil Harl, an ISU agricultural economics professor and leader of the keep-WOI cadre, does not concur. "This type of political maneuvering does not serve well the interests of the state," he says.

The appointment comes at a critical juncture in Iowa higher education. The regents soon will fill vacancies in the president's offices at Iowa and Northern Iowa. Branstad says Pomerantz is "uniquely qualified ... having been involved in the presidential selection process in the past."

Harl says the appointment "doesn't bode well for the appointment of independent-minded presidents."

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## You'll have to circle till we get the manure off the runway, over

Add it to the ever-growing Moo This! file:

The airway intersection used by pilots near Ames has a new code name. Though the designation typically is swiped from a nearby landmark, comedians at the Federal Aviation Authority chose another route: EIEIO.

# And you thought finding your keys was tough

Five Iowa State scientists are members of a top-gun-caliber international team that recently discovered the so-called "top quark" — the camera-shy, subatomic particle that now allows humankind to explain the composition of all matter. "This is nature at its most fundamental level," says physics Professor E. Walter Anderson, a member of the ISU contingent.

The other Iowa State researchers are physics Professor John Hauptman, post-doctoral scientist Jay Wightman and graduate students Myungyun Pang and Michael Wendling. They are among the two teams of about 450 scientists who ended the world's 17-year search for the sixth and final quark.

Quarks — 10 million times smaller than an atom — are the fundamental building blocks of all matter. Scientists used the world's most powerful particle accelerator at Fermilab, a U.S. Department of Energy facility in Chicago, to smash beams of protons and anti-protons. After those scientists measured the results, ISU's team studied the data to determine which of the remaining particles could be remnants of top quarks.

Although the quarks themselves survive only a hundredth of a billionth of a billionth of a second — not very long, really — before decaying into smaller particles, the Iowa Staters were able to study the collision results and determine if top quarks had existed.

"This describes all the forces of nature," Hauptman says.

# Carrie lives

In Washington, D.C., on March 1, Jane Cox, elegantly garbed in a blue, Victorian-era gown, took the stage at the Terrace Theater in the Kennedy Center for the Performing Arts. The Iowa State theatre professor had brought *The Yellow Rose of Suffrage,* her one-woman play about suffragist and 1880 Iowa State graduate Carrie Chapman Catt, to the nation's capital. Catt was the key strategist behind the ratification of the 19th Amendment, which 75 years ago gave women the right to vote.

*Jane Cox*

PHOTO COURTESY JANE COX

Through Cox, nearly 400 people at the packed Terrace Theater were introduced to Catt's remarkable life and a rousing history lesson on the struggle for suffrage. With near-cinematic imagery, Cox allowed her audience to experience the emotionally bruising downs, exhilarating ups and political maneuvers that led to the 19th Amendment's ratification. The amendment's fate ultimately rested with 24-year-old U.S. Representative Harry Burn, who voted in favor of the amendment after reading a letter from his mom urging him to do so.

What made the Terrace Theater performance work, in large part, was a group of Des Moines women, many of them alumnae, who contributed $20,000 toward the event. Numerous Iowa State alumni and friends attended the performance. While in Washington, Cox also performed to another packed house at the Smithsonian Institution's American History Museum. D.C. audiences saw a retooled production of the play, including a revised script, and new lighting, set design, costumes and direction by Iowa State theatre faculty.

*Yellow Rose* has been a historic undertaking both for Cox and Iowa State. It has been a rallying point for the university's efforts to honor Catt, which will culminate in October with the dedication of Carrie Chapman Catt Hall, the remodeled and renamed Botany Hall.

The College of Liberal Arts and Sciences commissioned the play three years ago. To capture Catt, Cox scoured the suffragist's archives at libraries and museums in Washington, D.C., New York City and Iowa. She read every copy of the newspaper Catt and her first husband, Leo Chapman, published in Mason City.

In the play, Cox recites a line from a poem that Carrie and Leo printed in their newspaper the week before their marriage: Work and love, love and work. It applies today to Cox. "I consider her a friend, and I do love doing this play," says Cox. "When you are working and loving — and the two are related — that's what life is at its best."

*— Steve Sullivan*

# Sitting down on the job, for a change

He barely cracked a smile, much less a joke, but there Jake Johannsen was, just the same: Owner of a minor role in *Dorothy Parker and the Vicious Circle*. In the film released earlier this year, the in-demand stand-up comic and former ISU student plays a member of the famed Parker-led Algonquin Round Table in New York City. The film surely was a refreshing change of pace for Johannsen, one of the country's more visible stand-ups who regularly appears on the *Late Show With David Letterman* and numerous cable TV specials.

The round table was nothing if not a gathering of the sharpest wits in 1920s Gotham, but the film is anything but a comedy. Parker, though a brilliant writer, has long been regarded as trapped in an alcoholic, cynical web that more than once drove her to attempt suicide. Though figures such as Johannsen's character and a dozen or so others chuckle and wink around the edges, Parker, played in the film by Jennifer Jason Leigh, serves as its hub.

## The polls are closed

Members of the Iowa State University Alumni Association have chosed three new members of the board of directors. The following graduates will begin five-year terms in August:

- Paul J. Armbrecht, DVM '72, a veterinary practitioner in Rockwell City.
- Denise Bricker Essman, '73, president and CEO of Essman/Associates, Inc. in Des Moines.
- Jamie Lucas Stensland, '88, M.S. '93, marketing officer for Homeland Bank in Cedar Falls.

Armbrecht

Essman

Stensland

# Playing the futures

*It is not by accident that the product of the richest cash gift in the history of Iowa higher education is called an opportunity award.*

Viewed individually, the Iowa State University award is modest: a one-time, $2,500 scholarship for an incoming Iowa freshman. But collectively, the Christina Hixson Opportunity Awards stunningly, unprecedentedly embolden Iowa State's ability to fulfill its most fundamental charge: educate the masses.

Hixson's gift of $5 million will provide $2,500 scholarships to 100 Iowa freshmen every year. The gift was announced in March; the inaugural recipients were named in May.

All this from a 68-year-old single woman who says she

▲ Christina Hixson

lived "on the wrong side of the tracks" in an impoverished southern Iowa single-parent home. A woman with no college degree. A woman with no tie to Iowa State other than her belief in its ability to educate young people not unlike herself a half-century ago.

"For many of the great, great successes of the world, the background they came from was their great challenge," Hixson says. "I'm trying to find those people. Those who may not have the highest grade-point or a perfect family background, but who can be successful. These are the ones who will lend the helping hands in the future."

The gift is from the Lied Foundation, of which Hixson is the sole trustee. When the 17 year old moved to Omaha in 1944, it was Buick dealer Ernst F. Lied who gave her a job. That was the beginning of a 40-year professional relationship, during which, Hixson says, "[Lied] taught me everything I know." Since Lied's death in 1980, Hixson has given away — invested is how she terms it — more than $40 million, including performing arts centers at the University of Kansas and the University of Nebraska and the popular Lied Jungle at Omaha's Henry Doorly Zoo.

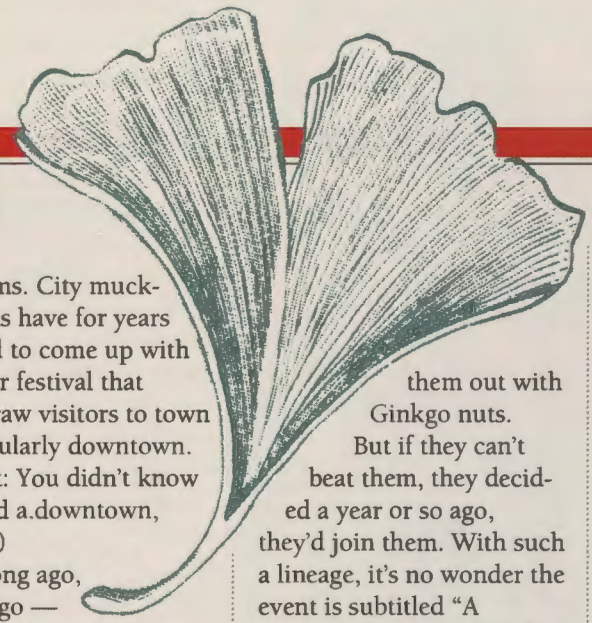
The awards are the centerpiece of the $26 million President's Scholarship Campaign. The campaign aims, by 1998, to raise $7 million to endow National Merit Scholarships, $3 million to endow 15 George Washington Carver Scholarships, $5 million to endow student-athlete scholarships and $5 million for various other scholarship.

"When I was growing up," Hixson says, "school was the best part of my life. But after high school, there wasn't an opportunity to keep going. Those kids are still out there."

Thanks to Christina Hixson, Iowa State University will welcome 100 of them to campus this fall.

JIM HEEMSTRA

# Feel like a nut?



It is celebrating an obscure tree that drops smelly nuts every fall. It is held in the middle of July, when Ames bustles like Fargo in January. It will be highlighted by a parade that does not move.

Wanna come?

July 14-16 marks the debut of Ames' Ginkgo Festival, a community celebration honoring the (in)famous Ginkgo tree that has survived since the Jurassic Period despite its propensity to drop malodorous nuts on unsuspecting victims. City muckity-mucks have for years struggled to come up with a summer festival that would draw visitors to town — particularly downtown. (Admit it: You didn't know Ames had a.downtown, did you?)

Not long ago, the Ginkgo — namely the five fruit-bearing Ginks downtown — were slated for elimination by perturbed shopkeepers. It's tough enough to bring patrons downtown, they wailed, without stinking them out with Ginkgo nuts.

But if they can't beat them, they decided a year or so ago, they'd join them. With such a lineage, it's no wonder the event is subtitled "A Celebration of Laughter." The Ames Convention and Visitors Bureau is gambling, says public relations intern and ISU student Michael Condon, that down-to-earth Iowans will enjoy the fact that Ames is promoting fun by displaying a most rare feat: Laughing at itself.

The event opens July 14 with comedians at Bandshell Park. Also planned is a "virtual parade"— so named because spectators, not the parade, do the moving — live entertainment on Main Street, a blues concert after the annual Midnight Madness road races, children's workshops and a two-day comedy film festival.

The ACVB is spending more than $30,000 on the event. It hopes to draw 20,000-30,000 folks downtown, pocketbooks in tow.

## STATE STATS: Executive report

- ★ Number of times a president and vice president had made a joint visit to Iowa before President Clinton's and Vice President Gore's April 25 visit to Ames: 0
- ★ Number of campus volunteers working on visit: 707
- ★ Number of people in Hilton Coliseum crowd: 10,000
- ★ Number of times crowd performed "The Wave" while waiting for Clinton: 3
- ★ Number of subscribers to C-Span, on which the National Rural Conference was broadcast live: 65 million
- ★ ISU share of expenses for visit (excluding salaries): $123,240.89
- ★ U.S. Department of Agriculture share: $27,084.32
- ★ Cost for Great Hall makeover: $28,280.30
- ★ Cost for food in Memorial Union: $32,919.12
- ★ Friley Hall Food Service bill for security personnel meals: $3,534.76
- ★ Number of hours Clinton and Gore were in Ames: 8

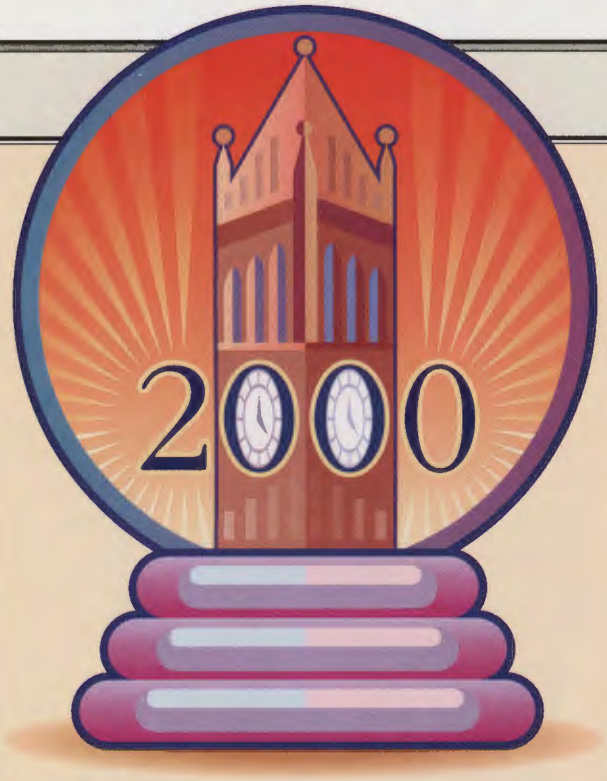
Source: ISU president's office; ISU vice president for business and finance's office; C-Span; VISIONS staff

## *FOR THY (retirement) THRONE*

The Green Hills Retirement Community, clearly one of Iowa State University's most grand success stories, is taking on a bit more grandeur. The complex, located on 30 acres south of the ISU campus, is planning to add at least 24 town homes to its current offering of 40 town homes, 59 condominiums and a licensed, 40-bed care center.

Members of the ISU Alumni Association board of directors initially hatched the concept of a university-affiliated retirement community in 1976 — a brainstorm that would make Iowa State among the pioneers of university-affiliated life care communities. More than 80 percent of the current residents are either Iowa State alumni or retired faculty and staff. Green Hills welcomed its first residents in 1986; by 1990 it put up the no-vacancy sign.

Green Hills administrators are developing a priority wait list of potential residents who will be given the opportunity to reserve a site and town home floor plan. Interested retirees can call 1-800-336-8883 for more information.




# Strategic Sequel

Funny thing about a five-year strategic plan — you have to write a new one every five years. Like clockwork, the university has followed its 1990 document with a new 22-page plan titled *Aspiring to be the Nation's Premier Land-Grant University*.

So much for the what. But as for the how, the document details the university's six overarching goals for 1995-2000:

- Strengthen undergraduate teaching, programs and services.
- Strengthen graduate, professional and research programs.
- Strengthen outreach and extension efforts.
- Sustain and enhance an intellectually stimulating environment and a supportive university community for all students, faculty and staff.
- Establish international leadership in the integration and effective use of information technology and computation services.
- Strengthen initiatives to stimulate economic development, with a special emphasis on environmental stewardship and enhancing human resources and the quality of life.

Planners also detailed nine strategies to be used for accomplishing the six goals. The work will be funded, the document says, by:

- tuition increases at the rate of inflation;
- increases in state appropriations beyond the rate of inflation;
- increases of 10 percent annually in sponsored funding;
- continued increase of private fundraising, including launching of a major gift campaign in the next two years.

# MOVIN' ON UP: New Leaders For...

## College of Business

Benjamin J. Allen, long respected as a professor and administrator in Iowa State's College of Business, has been named to its top job. In April, Allen was named to replace Dean David Shrock, who left last August for the University of South Carolina. Allen had served as interim director since Shrock's departure.

Allen is a distinguished professor of transportation and logistics and a nationally recognized expert on motor carrier and railroad transportation policy. In addition to serving as a professor and chair of the Department of Transportation and Logistics, he also guided the Midwest Transportation Center. In taking over the post, Allen said he hoped to enhance the college's teaching and research programs by working with other ISU colleges, with other state institutions and with industry. He also plans to focus on the university's outreach mission by implementing programs aimed at meeting the needs of the Iowa business community.

## Dean of students' office

Kathleen A. MacKay, formerly director of co-curricular programs at the University of Michigan, is Iowa State's new dean of students. MacKay was named to replace Mary Beth Snyder in March; she began her duties in May. The dean of students oversees student organizations, adult and commuter student programs, recreation services, Greek affairs, judicial affairs and services for students with disabilities.

MacKay has served as associate dean of students at Mills College in Oakland, Calif., and director of student affairs for Michigan State University's Lyman Briggs Residential College.

MacKay takes over for interim dean Douglas Houghton, who filled in when Snyder left ISU last August to become vice president for student affairs at Oakland University in Rockland Hills, Mich.

## Minority Student Affairs

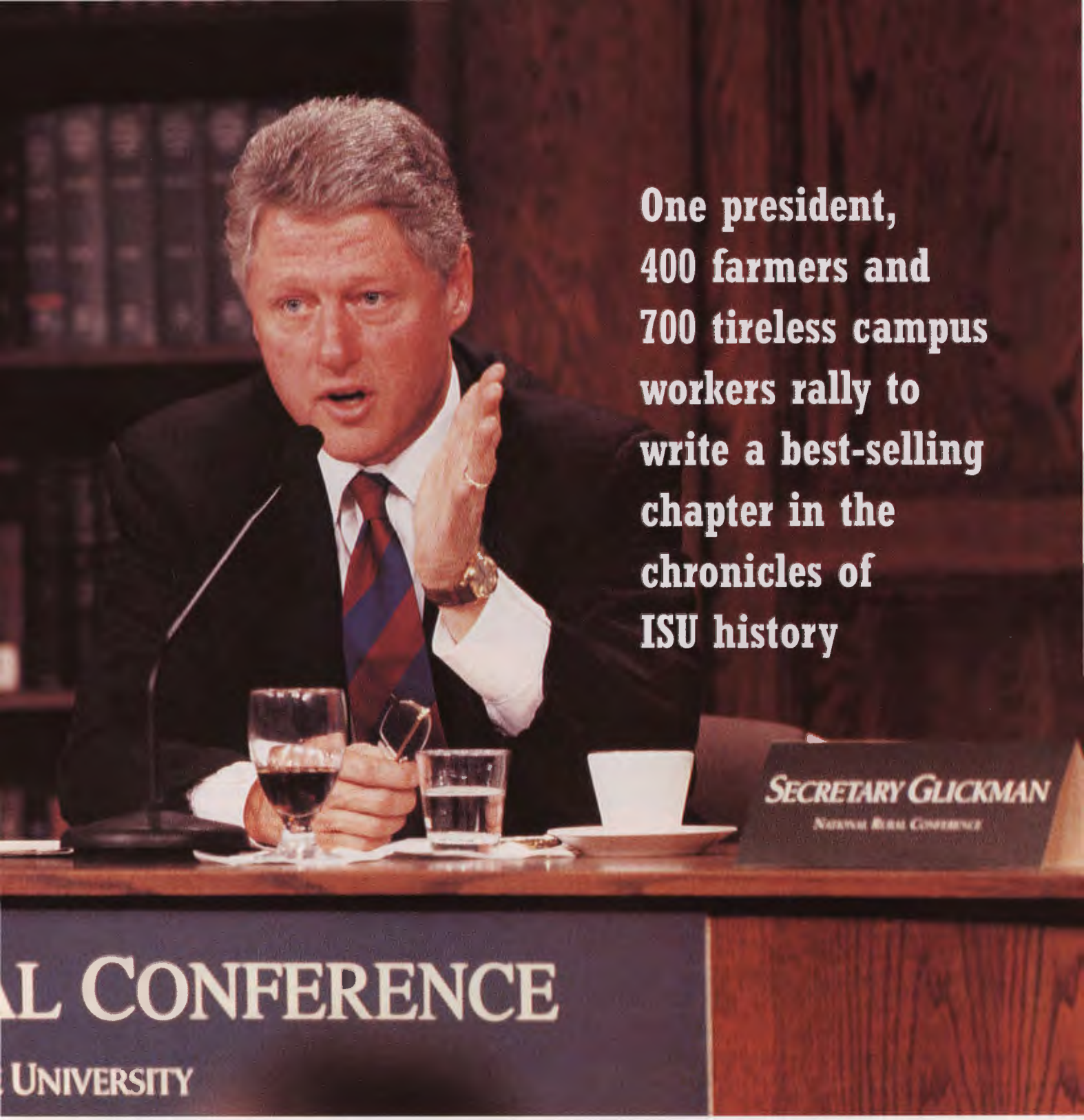
Rafael Rodriguez, formerly project director of student support services at Green River Community College in Washington, is ISU's new Minority Student Affairs director. Rodriguez replaces George Jackson, who moved to a position as special assistant to the provost last fall.

Rodriguez also was a minority specialist at Mesa State College in Colorado and the University of Colorado.

# A Moo U Woo

By Debra Gibson

Photos by Jim Heemstra




# One president, 400 farmers and 700 tireless campus workers rally to write a best-selling chapter in the chronicles of ISU history

IT MAY WELL HAVE BEEN among the most anticipated eight hours in the life of Iowa State University.

For that one, not so typical workday, routines ceased to exist. The carillon didn't chime. The Maintenance Shop was dark.

The president was in town.

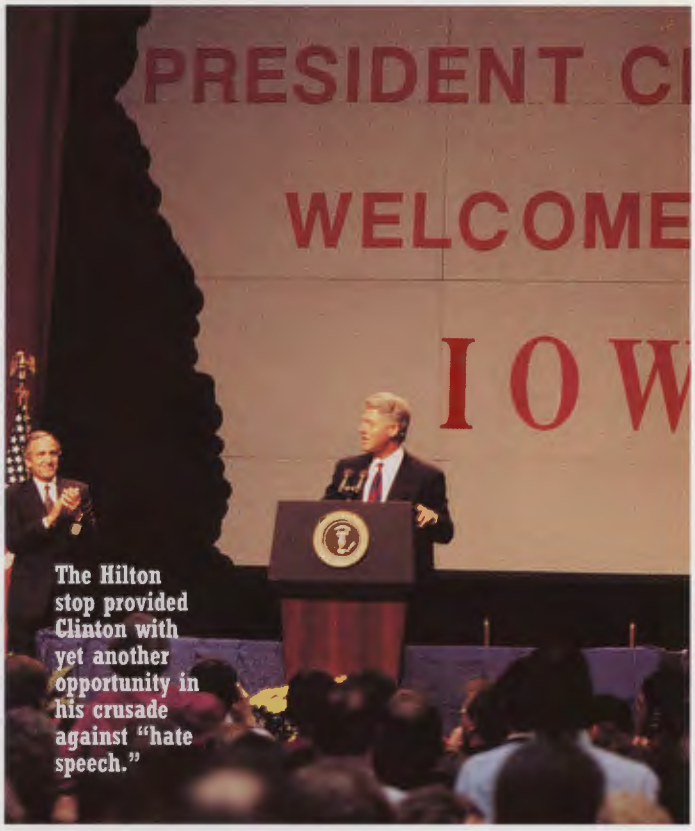
For those charged eight hours, blatant politicking was as welcome as another Hawkeye football rout. Hundreds of the nation's farmers had gathered here, in the heart of the land-grant legacy, to ask the president to listen.

As the U.S. Department of Agriculture's National Rural Conference unfolded, and agrarians from every corner of the country bespoke their plights, the president did listen. And question. And ponder.

And when he stepped before 10,000 spirited Iowa Staters in Hilton Coliseum near the end of those eight hours, amidst the cheers and the ovations, it was clear: He'd clinched a successful Contract With The Campus, and perhaps unwittingly, had succumbed to its wiles himself.

It may well have been among the most prolific eight hours in the history of the university.

ISU President Martin Jischke welcomed Clinton and Gore to "the land-grant institution's roots."




The Hilton stop provided Clinton with yet another opportunity in his crusade against "hate speech."

FORGET THE WELL-WORN JOKES ABOUT UNIVERSITY EMPLOYEES NOT being able to choose an entreé without convening a committee. When Iowa State got the call to host the USDA'S conference, barely 20 days remained until the April 25 event. There would be no semester-long task force meetings or position papers bound in volumes. There would be too many sleepless nights.

Carol Bradley, ISU's director of governmental affairs, inherited the planning helm. And as the White House faxes burned the phone lines into 117 Beardshear, the scenario grew grander.

No longer would President Clinton helicopter onto central campus and leave within 45 minutes – instead, he would remain for the entire USDA conference and address a Hilton crowd. And now he was bringing his friend, Al Gore. For the first time in the history of the state, the president and the vice president of the United States would make the visit together.

So why Iowa State? Bradley speculates that it was the "respect with which Iowa State is held regarding rural issues. We also project the image they were looking for – we are the heartland of America."

No doubt the Iowa work ethic also figured into the formula. Alumni viewers glued to C-Span's broadcast of the conference proceedings most likely questioned if that really *was* the Memorial Union's Great Hall. And for good reason–the Great Hall, hands down, won the Cinderella Award for Most Incredulous Transformation During a Presidential Visit. But as much power as the White House may yield, the magic actually emanated from the creased blueprints and superhuman stamina of ISU facilities caretakers.

Their assignment? Turn the Great Hall into a warm, inviting library for the president, vice president and conference participants. Five days before the event, White House staffers nixed the plywood table the university had built for the panel to use – not "rich enough." So facilities carpenters yanked the cloth draping and constructed an oak plywood U-shaped table that eventually gained approval. The newly installed carpet received a similar thumbs-up – but the red, white and blue bunting hanging behind the table got the boot the night before the conference.

"I looked at Josh King [a White House staffer] and could see those wheels turning," recalls Lynn Seiler, Facilities Planning and Management director. "It was 7 p.m. Monday, and he was saying, 'What can you do about putting bookcases back there?'" What they did was build bookcases that were stained and ready to be hung by 9:30 p.m. (For once, the White House's "72-Hour Rule" was rescinded. Due to President Clinton's allergies, no paint or varnish can be applied to surfaces near him within 72 hours of his presence.) By 11:30 p.m., 675 books (all with agricultural titles) were sitting on sheets of waxed paper on those shelves, the books having been frantically carted from the Parks Library.

**Their message was clear: Don't cut into the farm bill if you want to keep the family farm.**

Lights had been hung, and the room was considered complete.

Well, almost. Upon visiting the Parks Library, King encountered the celebrated Grant Wood murals, which he requested be moved to the Great Hall. "I just looked at him, said no, and walked away," Seiler remembers. "He never said another word."

★ ★ ★

CAROLE CUSTER, ASSOCIATE DIRECTOR OF UNIVERSITY RELATIONS, attended a similar furnishings seminar over in Hilton. A previously constructed welcome sign to hang behind Clinton's podium was drop-kicked late Sunday night in favor of a 25-foot cut-out shape of Iowa. Made of styrofoam and inserted into a wooden frame, the new sign was installed late Monday evening amid countless sighs of relief – until wires pulled loose and "Keosaqua seceded about 11 p.m.," Custer remembers. Tape and paint were rushed to the scene, and the reconstructed state was rehung at 1:30 a.m. Tuesday.

And while most Iowa Staters were basking in the sun during the previous Saturday's Veishea parade, greenhouse manager Arlen Patrick was taking Secret Service agents on a tour of the university's finest flowering plants. His job was to select potted plants to enhance both the Great Hall and Hilton – but his initial selections (surprise!) didn't get the official seal of approval. Consequently, he was placed on call until Tuesday for future viewings, which meant he couldn't accompany wife Carol and daughter Emily on a campus visit to the University of Northern Iowa.

The bad news? Patrick's selections were completely hidden from view in the Memorial Union, and eschewed altogether in Hilton in lieu of plants from a local greenhouse. The good news? Emily enrolls at ISU next month.

★ ★ ★

WOLF BLITZER, MARTIN JISCHKE. MARTIN JISCHKE, WOLF...WHERE'S WOLF? Aside from occasional forays to the buffet table, the White House press corps rarely strayed from a special holding area cordoned off in the Union's Sun Room on D-Day. Occasional glimpses of Rita Braver or Ann Compton satisfied those seeking brushes with celebrity, but other than their signature red ISU baseball caps, the press didn't dazzle. That job was left up to the Secret Service agents.

The campus word for days later was unanimous – they're cool guys. Unlike the hostile types muscling crowds in films like *In the Line of Fire*, the agents assigned to the Iowa State event were pegged gracious and fun. So fun, in fact, that two of them ended up as brunch guests of the Alpha Phi sorority during their stay. So gracious that they didn't tackle Bradley when she unwittingly carried a full garbage bag into the Union the morning of the conference. So conscientious that before the university could present gifts to Clinton (ISU jogging shirt, shorts and cap) and Gore (ISU cap and the book, *Country So Full of Game*), they insisted on sending the parcels to Des Moines for X-rays.

★ ★ ★

SO WHAT'S THE PRICE TAG ON A PRESIDENTIAL APPEARANCE? BRADLEY says the university spent $123,240.89 for the day-long visit, but is quick to point out that, "We could not amass enough money to buy the coverage and goodwill ISU received that day."

It was a goodwill born of hard-working Iowa Staters and complimentary White House staffers. It was cultivated by an institution's commitment to the land and an administration's attempt to absorb that covenant. It was a moment in a university's history that inspires a bond that knows no politics.

It was one for the books. ◐

## If you're scoring at home, the following stories detail how Cyclone athletics lost its shooting touch and how a new AD is helping them regain it

MINNESOTA STATE UNIVERSITY is in an uproar. Like so many of his National Collegiate Athletic Association (NCAA) member colleagues, Athletic Director Howard Burleigh has decided to trim his budget by discontinuing a number of varsity sports, including fencing. The argument: So-called "minor" or, more to the point, "non-revenue" sports, siphon money from the university while returning little, if any. Minnesota State has been boffo in the revenue sports category of late, with Coach Hayden Fox's Screaming Eagles winning the NCAA football championship the previous winter. Unfortunately, that title — and the TV revenues and ticket sales and merchandise sales that accompany it — hasn't been enough to overcome spiraling costs and decreasing revenues from other sports.

So the pudding-spined Howard Burleigh took out his ax and hacked away the dead wood. The campus erupted. But just when the furor seemed to have spent itself out, another maelstrom swept over the pastoral campus near Minneapolis: An assistant football coach was spotted strutting out of a local furniture store with fabric swatches. Rumor has it that Burleigh has pumped $250,000 — enough to keep several minor sports afloat — into the football program for facility upgrades.

Fox is at first incredulous that anyone would question such a move. Later, looking to dispel the rancor, he agrees to debate with the Eagles' soon-to-be former fencing coach on a local TV morning program. Fox says he should be allowed to spend the money his program earns; the fencing coach contends college athletics is about opportunity, not money and privilege.

Just when it appears the two will not come within miles of a consensus, Burleigh emerges from his fear-induced stupor with a solution, Zen-like in its simplicity:

"Take [the money] from the band."

Coaches nod in agreement and chuckle. Theme song plays, credits roll.

Would that solutions at real universities — particularly one institution a couple hundred miles south of MSU — were so simple.

Whereas *Coach*, an ABC-TV sitcom, needed but 22 minutes to introduce a dilemma, play it out with the obligatory malapropisms and Jerry Van Dyke pratfalls and reach a conclusion, Iowa State University's athletic director, Gene Smith, is all too aware that there is no humor in the financial minefield that is real-life intercollegiate athletic administration. There are no rehearsals,

BY DAN DAVENPORT

no second takes, no decisions whose ramifications will be forgotten during the ensuing McDonald's commercial.

"I don't know how to describe it," Gene Smith is saying from his Olsen Building office, "other than to say the first two years were a nightmare." The former Notre Dame linebacker has cut two sports and saved five others by the narrowest of margins. He has survived the shock and embarrassment of stumbling upon a six-figure deficit. He has survived a 500-year flood. He withstood the retirement of a long-beloved coach and the firing of a long-maligned one, both of which reached Shakespearean proportions. He bore up under the hiring of their replacements, the former debuting in Iowa by holding a New Orleans press conference saying he *wasn't* coming to Ames, the latter forcing Smith and his bosses to evaluate not only coaching skills but his attributes as a husband, father and mentor. He sent a cherished ISU symbol out to pasture in lieu of a leaner, more aggressive upstart. And throughout all the professional turmoil Smith has faced a daunting stretch of obstacles to personal accord: A recent divorce, separation from his three daughters, an almost unique public scrutiny created by his visible position, his black skin and the white skin of the woman with whom he now maintains a relationship.

Comic genius that he is, it is unimaginable that Craig T. Nelson — *Coach's* Fox — could find a thimble full of material here.

But all of this is not to say that Iowa State officials don't have reason to smile. "I would never have wanted the university — our student-athletes, our coaches, our alumni, our fans — to go through what we went through," says Reid Crawford, who, as ISU's vice president for external affairs, oversees the Department of Intercollegiate Athletics. "But we can look ahead now and say we've learned from all this, and we're ready to move on."

As evidence, Crawford points to the athletic department's five-year financial plan — the first such document, he and Smith say, ever produced by an ISU athletic administration. Smith unveiled the plan at the May Athletic Council meeting. It kicked in July 1, at the start of the university's 1996 fiscal year. Highlights of the plan include:

•Deficit reduction. Smith says discovering the vat of red ink "was the biggest shock I've had" since coming to Ames. The tab is now at $391,000, after President Martin Jischke in 1994 allowed Smith to use $200,000 originally allocated for women's soccer to pay bills. The sport instead will debut this fall. Crawford and Jischke agreed to let Smith defer repayment until the 1998 and '99 fiscal years. They will float the deficit, Crawford says, only because doing so will allow Smith to begin building structured reserves for the first time in recent memory.

•Slow grow. Smith slashed his operating budget 14 percent across the

board last fiscal year; none of that will be restored in FY '96. Indeed, the department's overall budget grows a scant 3 percent this year, from $12.4 million to $12.8 million. Annual 12 percent operating budget hikes will kick in beginning with FY '97, Smith says, with the total budget climbing to $15.8 million by FY '99.

•Revving revenue. Smith has been forthright in pressuring his football coach to sell tickets, but he isn't banking on any increased football revenues in Coach Dan McCarney's inaugural season. In fact, the FY '96 budget projects a $30,000 decrease in football revenues. Smith will demand 10 percent increases in season ticket sales the following two years, however, and another 5 percent bump in FY '98. Similarly, he is counting on annual 5 percent increases in men's basketball ticket sales from FY '97-2000.

•Calling all donors. Perhaps "the loftiest goal in the plan," Smith says, concerns fund-raising. He projects annual athletic development funds surging from $1.7 million this year to $2.3 million in FY 2000. He also projects a steady increase in corporate sponsorship, from $100,000 to $335,900 in FY 2000.

With athletic directors picking up much of the tab for soaring tuition and other costs in the '80s, the great college athletic truism — that football and, to a lesser degree, men's basketball, pays the bills — remained only half true. According to statistics from the NCAA, a third of all Division I-A football and men's hoops programs ran deficits in 1993. Smith's five-year plan calls for football to bring in $2.85 million in FY '96. It will spend $3.05 million on operations, salaries and scholarships. By comparison, Nebraska football spent $6.1 million and Oklahoma $4.7 million in 1995. Only one Big Eight university — Missouri, at $2.75 million — spent less than ISU on football last year.

JIM HEEMSTRA

**Gene Smith**

Overall, that ISU ran up a deficit in the last decade makes it extraordinarily average. According to the NCAA, in 1993 the average Division I-A institution took in $12.8 million but spent just under $13 million. Only cash from the president's office — an average of $834,000 per university — puts the division-wide average in the black. All those zeroes — and a bothersome rash of coaches-run-amok stories resulting in damaging NCAA penalties — served as a cold slap in the face to presidents. So they're keeping watchful eyes on athletic departments like never before. "The alternative too many times was for athletic departments to run their own show amid far too much mystery," says Kathryn Reith, the NCAA's director of public information. "Athletic departments were getting an awful lot of money — too much for all that autonomy."

Thus Crawford and Smith trumpeted the fact that the new five-year plan has as many fingerprints from Beardshear Hall as from the Olsen Building. "There's much less suspicion between the athletic and non-athletic camps, if you can even still call them camps," Crawford says.

It is clear that Smith bought into this relationship before making the jump from Eastern Michigan to ISU two years ago. He greets Jischke on the phone by saying, "Hey, boss." Even from a distance, one detects a clear delineation of power — and that all parties are relatively comfortable with it.

Yet surely these relationships have been tried. When Smith announced the cutting of men's gymnastics and tennis. When men's basketball Coach Johnny Orr dragged his feet about his potential retirement, then did so but got a year's stint as an associate AD, at more than $100,000. But those stresses don't belong on the same page with the department's most stressful episode: the surfacing of wife abuse allegations against McCarney. Smith says the weeks after the Des Moines Register reported McCarney's history of alleged abuse of his ex-wife in Madison, Wis., were "a hell of a hard time for me. The lowest. I knew when I came here that

## TIME EXPIRED: IOWA STATE'S GENE SMITH ERA

ISU PHOTO SERVICE

**•July 1, 1993—** Gene Smith begins duties.

**•July 9, 1993—** Flood ravages Iowa State Center, filling Hilton Coliseum (*left*) with 14 feet of water.

**•Feb. 25, 1994—** Big Eight expands to Big 12 Conference.

**•April 14, 1994—** Johnny Orr (*right*) announces retirement.

there would be times when I'd be home in my bedroom at night and just cringe about what I was facing. But not this."

The Jischke-Crawford-Smith triumvirate eventually decided to keep McCarney, but not until all three had peered deep within themselves and, indeed, the very soul of the university. The public was predictably hesitant to plunge into the affair, and for that Crawford and Smith were thankful.

Though Sports Illustrated devoted more than a third of its May 15 cover story on less-than-angelic coaches to McCarney, the surface wounds appear to have healed on campus. Smith says he weathered this tempest as he endured the others: by leaning heavily on Sheila Strike, the ISU Foundation's director of special projects and major corporate accounts, with whom he shares a home. Strike, a member of Canada's 1976 Olympic basketball team, came to ISU from the University of Nevada at Las Vegas, where she was associate athletic director for external affairs. "She's as close a friend as I have," he says. "My confidant."

Smith says he withstood intensely difficult stretches at Eastern Michigan, including a 13-game football losing streak. But by 1993, most of his fiercest foes conquered, ennui had settled like dust over the athletic director's office. "Toward the end [at Eastern Michigan], I found myself getting to work at 8:10 or so and leaving at 4:45," says Smith, who typically gets to the office by 7 a.m. and works most evenings either on the road or in his home office. "We had accomplished what we needed to and, frankly, I was bored."

If Gene Smith was looking to shake the monotony out of his life, he came to the right place.

# ZENK AND THE ART OF SPORTS MAINTENANCE

Next month, new Iowa State University graduate Jim Zenk begins study at the University of Kansas School of Law. He has his eyes set on working as a sports agent and not a death-row attorney, although his pro bono work of the last eight months provided apt experience for both lines of work.

Zenk was a highly visible, articulate leader of the scores of Cyclone athletes who stepped forward to decry what seemed to be a foregone conclusion late in 1994: President Martin Jischke and Director of Athletics Gene Smith, desperately trying to balance a woeful budget, would be forced to cut as many as five so-called "minor" sports from Iowa State. Zenk's men's swimming team, along with baseball, women's gymnastics, women's tennis and men's golf, had their necks on the chopping block. And the blade was sharp.

JIM HEEMSTRA

**Jim Zenk**

Along about that time — early November — Zenk and a swimming buddy found their way to a local pub. (Though he swims like a fish, Zenk hardly drinks like one; Coach Trip Hedrick calls his 1994-95 captain one of ISU's most dedicated trainers.) But on this night, Zenk had plenty of sorrows to drown. Today he looks back on that evening as seminal in the formation of his crusade.

"It was a pivotal point," Zenk recalls. "Two paths were ahead of me, and I could see them clearly. Finally I said, 'I have to fight for this. If I don't, I don't know if I'm ever going to be able to sleep nights.' ... I decided there's no way I was going to spend the rest of my life wondering if I could've made a difference."

So he went out and made a difference.

The same adjectives that described his work as a student member of ISU's Athletic Council last year —contemplative, committed, pragmatic — are apt modifiers for his work to save sports. Driven only by a sense of responsibility to his sport and his compatriots — his final season was intact, regardless — he helped kick off the protest with a Beardshear Hall rally at the end of the fall semester. There were any number of planning meetings, media interviews and sessions with student groups.

All through it, Zenk and those centrally involved wisely chose not to demand a referendum on minor sports. Rather, they admonished their peers to look inward, to scrutinize their campus roles. Non-revenue sports athletes, Zenk says, must accept the fact that, financially, football and men's basketball are the financial heart of an athletic department. All others are appendages.

Nor did Zenk want to see men's athletes pulled into a battle of the sexes over Title IX. Some men howled in spring of 1994, when Smith announced that men's gymnastics and men's tennis were being jettisoned and women's soccer would be added to save money and achieve gender

ISU PHOTO SERVICE

**•May 4, 1994—** Tim Floyd holds press conference saying he won't leave New Orleans to replace Orr.

**•May 6, 1994—** Floyd takes ISU job.

**•Sept. 24, 1994—** Groundbreaking for $10 million addition to and renovation of Olsen Building.

**•Nov. 3, 1994—** Football Coach Jim Walden (*right*) says he won't return after '94 season.

ISU PHOTO SERVICE

balance. This time, four men's and one women's sport were threatened.

"I'd be lying if I said we haven't talked about [Title IX-related cuts] being unfair," says Cyclone baseball pitcher Thad Dohrn, another leader in the movement to save sports. "But bashing Title IX, blaming women, isn't fair. And it doesn't do any good. The law's the law."

For all the sweat they poured into their crusade, Zenk & Co. admit their bottom-of-the-ninth resolution appeared almost out of thin air. The Government of the Student Body, the same organization often accused of being woefully out of touch with its constituents' interests, independently crafted a money-raising plan and sold it to students. Their plan will raise an additional $5 per student per semester in FY '96 and '97, resulting in a $500,000 gift to the athletic department. That brings the student activity fee total to $778,000 this year and just over $1 million next year. The NCAA reports the Division I-A average was $874,000 in 1993.

The other key element in Iowa State's plan is a $5 million scholarship campaign. That effort is part of the $26 million President's Scholarship Campaign kicked off last winter. If realized, that endowment will provide $250,000 per year for student-athlete scholarships.

"I'm pleased about the money, but more important, I'm pleased about seeing students support fellow students," says Crawford. "The student body identified with these students who give up so much to represent their university."

Now Cyclone coaches and athletes go about the business of assessing damage and moving on. Zenk's ex-mates on the swimming team could serve as a model. "We took up as a motto something along the lines of, Strength through adversity," he says.

The result: the team's first Big Eight Conference championship in 18 years. Coach Amy Pyle's women's gymnastics team, similarly focused, twice broke all-time records for team score and helped Pyle to Big Eight Coach of the Year honors. The other sports were in their offseasons during the height of tension.

But make no mistake: All five sports suffered casualties. Baseball Coach Bobby Randall put a moratorium on recruiting all winter — his key time for wooing high school players. "No way I could look those young men in the eye and tell them we'd have a team," says Randall, whose team came within an out of the Big Eight Tournament title and a rare NCAA appearance.

"No doubt about it, damage was done," says Zenk. "But I am optimistic. This can be a vaulting point to put Iowa State athletics ahead. A lot of schools respond to budget problems by cutting sports. Iowa State didn't do that, because the Iowa State philosophy is opportunity. ... The plan is there. Now it's up to [Smith] and it's up to the athletes to make it work."

## KICKED OUT OF THE BOYS' CLUB NO MORE

Title IX of the 1972 Education Amendments, requiring federally funded educational institutions to provide equal opportunities for men and women, came along too late to salvage Diane Henson's athletic career. When she graduated from an Indiana high school in 1972, her athletic experience — if you can call it that — was limited to keeping score for the boys' teams. Today she laughs at the irony: "We're evening the score now."

The 1976 Iowa State University economics graduate is laughing plenty these days. The Austin, Texas, attorney pays her bills with such traditional litigation work as professional malpractice, employment discrimination and commercial litigation. But it is for her work in the sports law arena that she is most famous — or infamous, depending on your point of view.

Two years ago this month, Henson won an out-of-court settlement for seven University of Texas athletes in a class-action suit. It was a precedent-setting case, one that has been copied numerous times since as advocates of women athletes have again and again used the courtroom to gain new turf they had been unable to wrest from men on the basketball court and other athletic venues.

"If universities don't want to volunteer [to comply with Title IX], we'll be glad to draft them," Henson crowed upon winning the case. She since has gained a reputation for wielding a tongue every bit as sharp as her courtroom acumen:

- "Those that do not [comply with Title IX] should be forewarned," she said in '93. "[They] will find themselves looking down the barrel of a Title IX federal court action."
- "I'm tired of hearing men whine," she told VISIONS.

If you think Diane Henson sounds like she has a chip on a shoulder, you're right. It was all but surgically attached by a system that refused to allow her and millions of other girls and women to as much as break a sweat in organized athletics. "Throughout [her Title IX work], I've always gone back to fourth grade, when all my little friends got to play Little League, but they wouldn't let me play," she says. "It has always made me very sad that all the things sports can add to a young person's life — sportsmanship, competitiveness, teamwork, college scholarships, self-esteem, all that and more — were available only to boys."

With its passage of Title IX, the U.S. Department of Education agreed. The key excerpt reads:

*No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or*

ISU PHOTO SERVICE

**•Nov. 19, 1994—** Cyclone football team finishes 0-10-1, its first winless season in 30 years.

**•Nov. 21, 1994—** Cyclone men's cross country team (*left*) wins NCAA title.

**•Nov. 23, 1994—** Smith hires Wisconsin football assistant Dan McCarney (*right*).

**•Dec. 9, 1994—** Athletes rally to protest elimination of sports.

CYCLONE ILLUSTRATED

*be subjected to discrimination under any education program or activity receiving federal financial assistance.*

Clear enough. Yet 10 years after its passage, the numbers reflected colleges' apathy. According to the NCAA's Participation Statistics Report, in 1982-83 180,000 of 260,000 college athletes — almost 70 percent — were men. Though younger girls were finding more opportunities in school, the door often was shut by the time they reached college. It wasn't until the past several years — when disenfranchised women finally began unleashing lawyers like Henson on universities — that Title IX grew any teeth *vis à vis* athletics. "Lawsuits seem to be the only thing universities will pay attention to," says Henson, who teaches a sports law course at St. Mary's Law School in San Antonio.

WILL VAN OVERBEEK

**Diane Henson**

By last spring, women had won 30 Title IX-related lawsuits without a loss. Title IX complaints brought to the Education Department's Office of Civil Rights (OCR) doubled from 50 to 100 in the past year alone. Though some of the women's victories have come at the expense of men's opportunities, Henson says those have been administrators' decisions, not hers. She insists that athletic departments easily could find the funds with which to comply simply by spending more wisely. Her biggest target: football, with its 85 scholarships, six-figure head coaches' salaries, nine full-time assistants and common practices such as putting up players in hotels on Friday nights before home games. "If they cut the sloth out of football," Henson says, "they'd have plenty of money. Football has gone nuts."

Many football coaches say the same for Diane Henson and her ilk. Men's proponents have a particular problem with what is known as Title IX's "proportionality" test. It requires that a school's male-female ratio of athletes matches its overall enrollment. (With women's soccer, ISU's figures jive: 58-42 for both athletes and the student body.) The other two tests — institutions are required to pass only one — are displaying progress in women's opportunities and meeting women athletes' interests and needs.

Football coaches want their sport yanked out of the proportionality equation. There is no women's counterpart, they say, either in terms of scholarships, expenses, fan interest or income. In May, one of the most outspoken coaches, Air Force's Fisher DeBerry, said at a U.S. congressional hearing on gender equity that efforts to limit football scholarships to, say, 65, are "almost un-American. I can't see how you can tell anyone that they can't go out for a sport when it is what they want to do."

Elaine Hieber, an ISU associate athletic director, has a quick answer: "They say football should be exempt, that it provides opportunities to over 100 young men. ... If it's so important to provide opportunities for men, why isn't it important to provide opportunities for women?"

Hieber understandably is hesitant to take sides. She is a longtime advocate of women's opportunities in athletics, but, as an athletic department employee, realizes it is her very institution that the Diane Hensons are dragging through ugly, expensive lawsuits. "On one hand, I say, 'Diane, go for it, we need that,'" she says, pointing to such current high-profile cases as Brown and Baylor Universities. "On the other, it's, 'Darn it, give us some credit. We're working hard.' ... It sometimes feels like a no-win situation. To some women's groups, I'm not strident enough. To other people, [Title IX] is all I focus on."

Though Henson remembers Iowa State as being "Neanderthal in its views on women in sports" in the mid-'70s, Hieber says she has plenty of reason to be proud of the work Iowa State has done to shore up its Title IX compliance. In addition to drawing closer to meeting the proportionality test, the university has made great strides in offering equitable facilities. The $10 million building project now underway will move all coaches except men's and women's basketball to the Olsen Building. As VISIONS reported in its Spring issue, a three-year OCR review found the university solidly on track to compliance by 1998.

"I inherited a very good situation as far as Title IX goes," says Director of Athletics Gene Smith.

Last summer, Henson co-authored a review for the University of Texas School of Law's *Review of Litigation* titled, "It's not whether you win or lose, but whether you get to play: Title IX finally expands participation opportunities for female athletes in the '90s." The obligatory legalese dominant through much of the document's 33 pages only makes her terse conclusion all the more striking: "Title IX finally has teeth, and those teeth are sharp. Universities now ignore Title IX only at their peril."

In no small part because 30 years ago, the closest fourth-grader Diane Henson could come to a baseball game was the dugout. ◐

**•Feb. 25, 1995—** Cyclone men's swimming team wins Big Eight title.

**•March 8, 1995—** Smith unveils new image for Cy.

**•March 10, 1995—** Reports of McCarney's past wife abuse surface.

**•March 17, 1995—** Men's basketball team advances in NCAA Tournament with record 23rd win.

**•March 22, 1995—** President Martin Jischke announces McCarney will be retained.

ISU PHOTO SERVICE

**•March 30, 1995—** Jischke announces plan to save sports.

**•May 9, 1995—** Smith unveils financial plan, including debt-repayment strategy.

**•May 12, 1995—** Women's basketball Coach Theresa Becker (*left*) resigns. In June, she returned to Nebraska assistant's job she had left.

# UNVEILING

*Photographs by Jim Heemstra*

It is unlikely that one of the 300 Muslims in Ames has not encountered it. Tell a Westerner that you're a member of the Islamic faith, and the response, spoken or inferred, will be, "Oh, you don't believe in God, then?"

If you're among the one of every five earthlings who call themselves Muslims, it must seem like each of the remaining four are here only to misunderstand you.

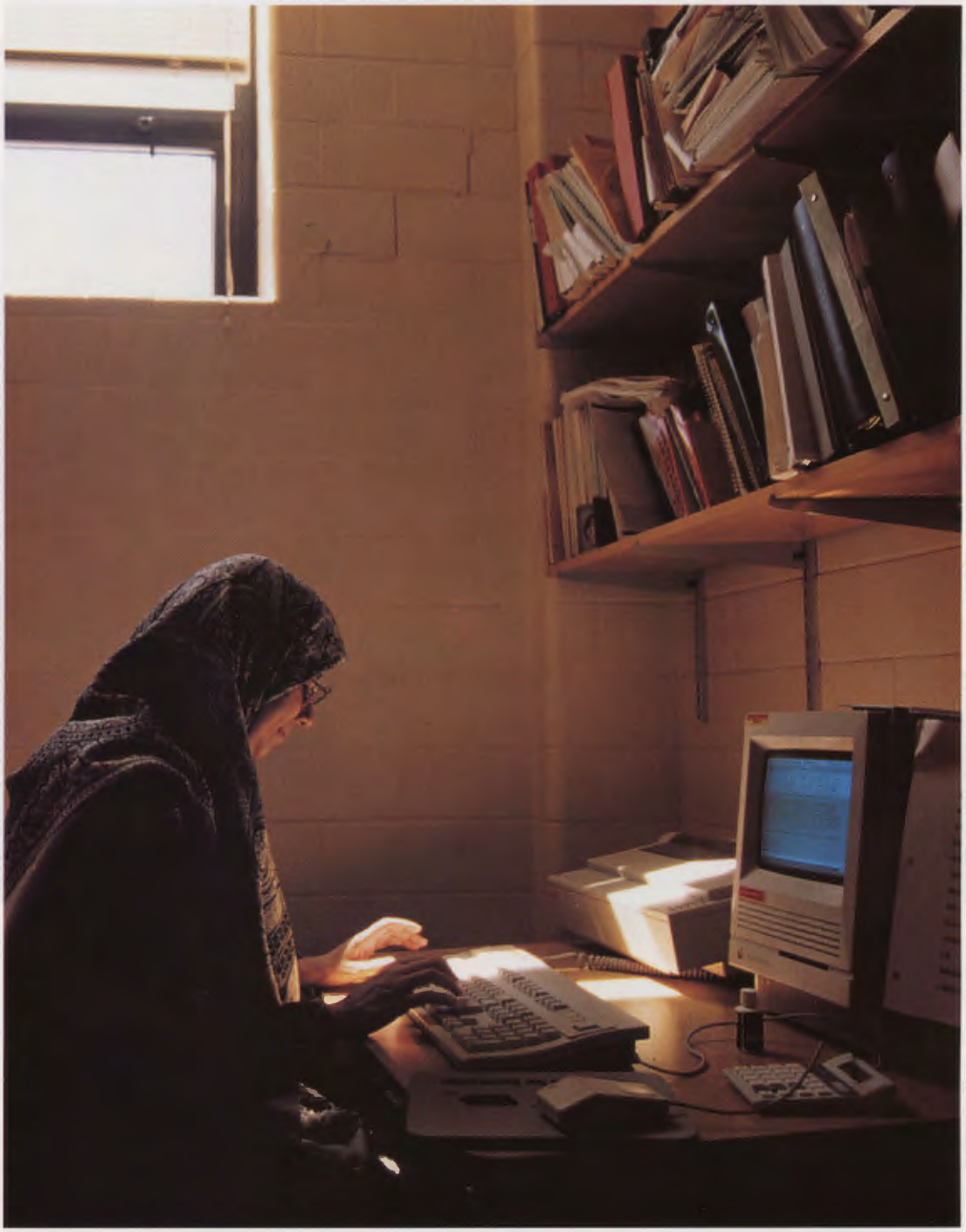
Thanks to the mainstream communication industry, Americans have been astutely trained to hitch very specific, pejorative nouns behind the adjectives "Muslim" and "Islamic." You say Islamic, I say *jihad*. You say Muslim, I say fundamentalist. Words cannot hurt, but these particular words represent attitudes that can and do lead to remarkably injurious actions. The initial response to the horrific April 19 bombing of the federal building in Oklahoma City is only the most recent example of Americans' inability — if not their blatant refusal— to see Muslims for what they are: You and me in different skin, different hair, different clothes, different houses of worship.

Changing such attitudes is no work for the meek. Or even, says the Koran, for the Almighty: "God changes not what is in a people, until they change what is in themselves." Thus Jim Heemstra set out to let VISIONS readers see Iowa State University's Muslim community through nothing but the flat, honest glass of the camera lens. Granted, many of the more than 5 million U.S. Muslims have come to throw suspicious eyes on camera-toting Americans. But Heemstra worked his way beyond those misgivings, beyond the veil, and found doting parents, meticulous scientists, homesick students and ebullient children. You and me.

*—Dan Davenport*

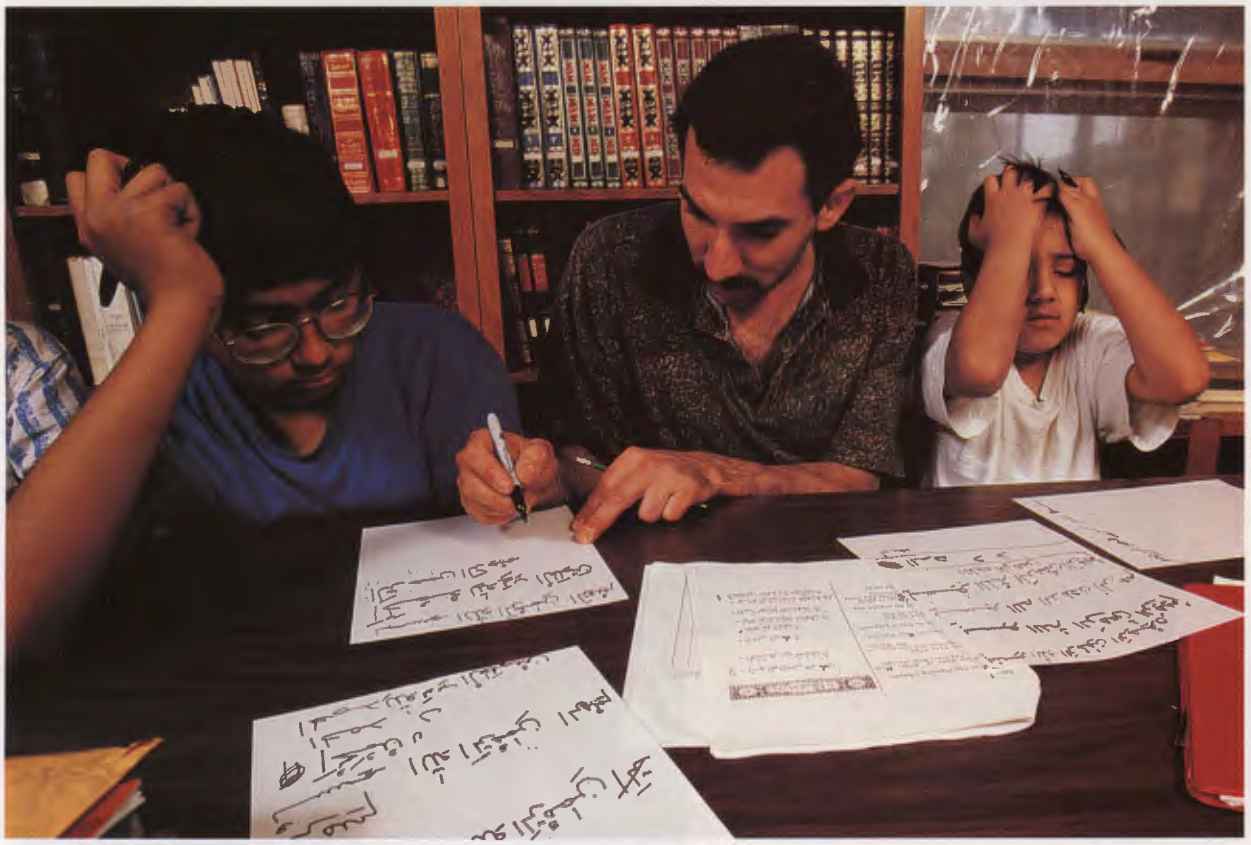
*(left) This Muslim woman, wearing the tradition* higab, *or veil, agreed to be photographed praying on the condition that her face not be visible. As per Islamic custom, she is kneeling on her prayer rug and facing the house of God, El-Kabba, in Mecca.*

*(above) Muslims gather in the Great Hall of the Memorial Union each Friday afternoon. This prayer took place during the month of Ramadan, the annual month of fasting.*



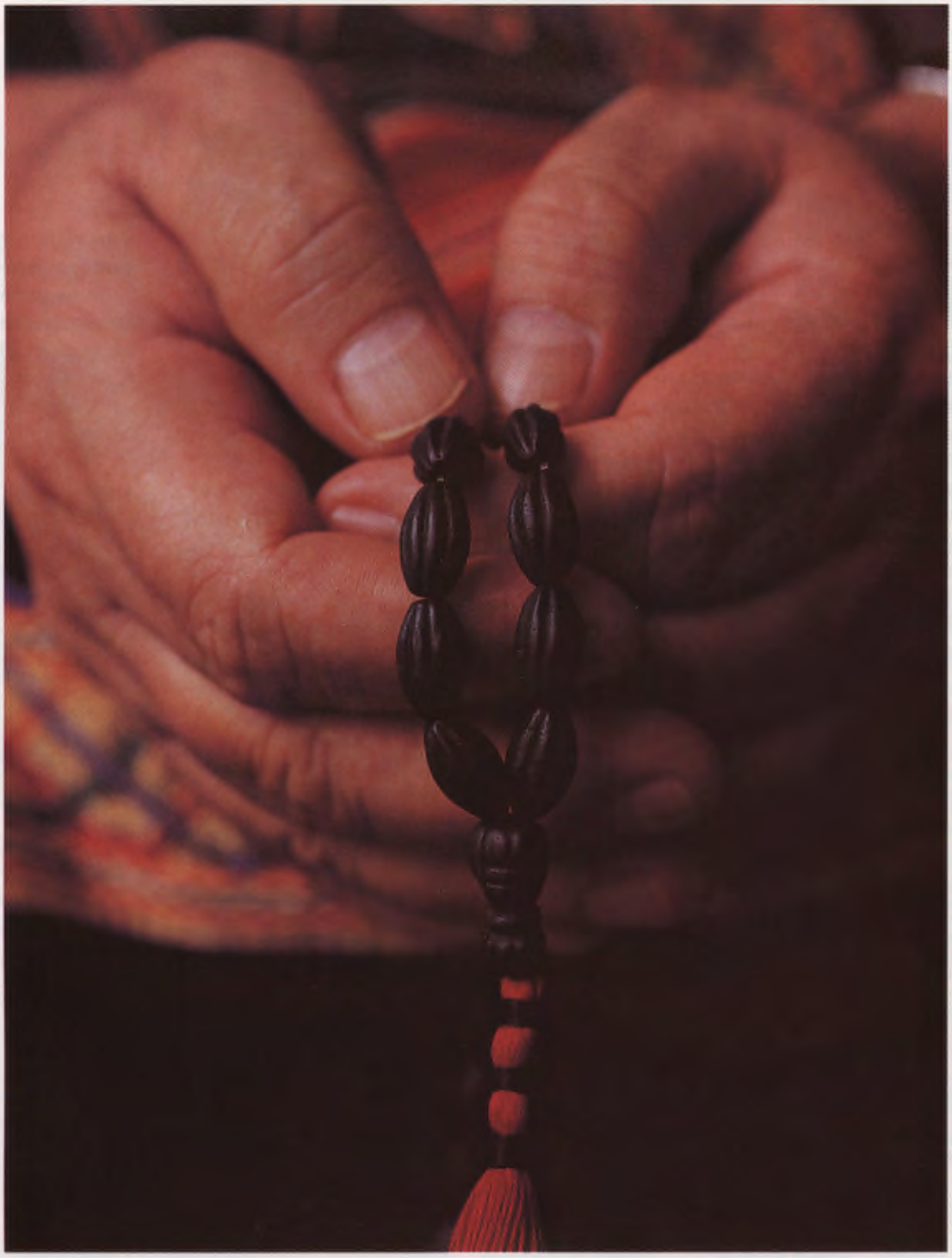
*Before earning a Ph.D. in education and returning to the Gaza Strip in May, Sanaa Abou-dagga was among the most visible Muslim women in Ames.*

*Muslim children diligently study Arabic in the mosque in west Ames. Below, under the tutelage of graduate student Oguz Damirgi from Iraq, two boys are writing, "In the name of Allah, most merciful, most compassionate."*



*The Koran is a record of the word of God as revealed to the prophet Muhammad beginning in the year 610. Muslims believe in a chain of prophets beginning with Adam and including Abraham, Moses and Jesus. God's final message to man was revealed through Muhammad.*

*(above) A group of Muslim men gather at the home of 1992 Ph.D. graduate Jani Abbasi from Pakistan. The meal is highlighted by lamb and rice. Right, one of Ames Muslims' most popular stress-relievers: Friday-evening soccer on the fields near the Towers.*



*Each of the 33 beads on the* sibbah *represents three of the 99 names Muslims have for God.*

# Eye on 2000

Harvey Freese

WE ALL FIND OURSELVES spread too thin these days, faced with one volunteer request after another. But on occasion, we come across opportunities to make a real difference in the organizations to which we are closest. Those volunteer hours rank among the best spent in our lives. This past year, as president of the ISU Alumni Association board of directors, I have been fortunate to find myself in one of the most enviable volunteer leadership positions the university has to offer — enviable because of the wonderful opportunity to help shape the strategy that will lead your association into the next century.

Just a few months ago, the association's board of directors approved a five-year strategic plan unlike any other fashioned to serve the institution's graduates. The plan is the result of three intense months of task force meetings, research and conversations — many, many conversations. In its most basic form, the new plan focuses on four major areas: Solidifying the association's financial base, developing and strengthening your membership program, implementing diversity into all aspects of the association and maintaining a continual evaluation of the organization's many programs and services.

A comprehensive review of the plan will be featured in the association's 1994-95 annual report, which will appear in the Fall '95 issue of VISIONS. As you review that schematic for the future, keep in mind that it is driven by the association's determination to work for you, its members, for a lifetime.

Now that's an assignment any good volunteer can support. ◐

Harvey M. Freese

## 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 October, November and December, 1994 and January, February and March of 1995. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6525 for more information.*

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# Of Peaks and Valleys

**ALUMNA AND 16 OTHER CANCER SURVIVORS FIND HOPE FOR MILLIONS ATOP A SOUTH AMERICAN MOUNTAIN**

VICKI NIENOW BORIACK always said she climbed mountains because of the exhilarating rush she got from seeing the other side.

PHOTOS COURTESY EXPEDITION INSPIRATION

**Above, Team Inspiration after conquering Aconcagua. Right, Vicki Boriack *(right)* with a fellow cancer survivor/climber.**

But she could've done without her latest view of the beyond. For a time last year, a breast and most of her strength lost to cancer, she had stood teetering at the precipice. "It was a glimpse of the circumstances of my death," says the 1977 Iowa State University graduate. "And it gave me an amazing consciousness of life. I'd like 40 more years of this, but whatever I get, it's going to be full."

Two months after her mastectomy and a month into chemotherapy treatment, she heard about Expedition Inspiration. Seventeen breast cancer survivors would climb 23,000-foot Aconcagua in the Argentine Andes, the Western Hemisphere's highest peak. The climb, dreamed up by a breast cancer survivor to raise money for the San Francisco-based Breast Cancer Fund, would be a beacon of hope for the 1.8 million American women with breast cancer. If this band — including a 61-year-old survivor — could whip cancer and Aconcagua, surely it could stir others to bring to bear every shred of their beings to fight their own wars.

Though the expedition was scheduled for January 1995 — just seven months after her final chemo treatment, making her fresher from treatment than any other climber — 40-year-old Boriack earned a spot. A Santa Cruz, Calif., outdoor apparel merchandiser and product developer, she is an experienced mountaineer, kayaker and backpacker. She had climbed extensively in the lower 48 — which meant, of course, she'd never been above 14,000 feet. Thus organizer Laura Evans, a five-year cancer survivor, had initial doubts. Walking flat ground at sea level is no easy chore for some people seven months out of chemo. Evans had more than 200 applicants. Why risk a spot on Boriack?

Because Evans saw a spark. And Boriack, a single mother of two teen-agers, responded. Throughout the ravaging chemo cycle, she remained fixed on her assignment to the summit team. "It gave me a sense of control when everything I was facing was out of my control," she says.

She awoke at 3:30 that final morning on Aconcagua. Summit morning, 19,000 feet, 15-below zero. Roaring winds. By 21,000 feet, she was taking five breaths with each step. Under such low atmospheric pressure, she could almost feel the blood struggle to crawl through her veins. She fell behind. Finally, at 21,500, she relented. "I saw the summit," she says. "I wanted the summit."

By every measure, Expedition Inspiration was a glorious success. National press flocked to the story. Boriack was one of three climbers who traveled to New York for a *CBS This Morning* spot the week after the team's return. And just as Boriack saw the summit, the expedition has its $2.3 million fund-raising goal well in sight. "This really is a project about hope and the power of the mind," says Evans. "Vicki had to turn back at 21 [thousand feet], but she is nothing but heart and determination."

Yet technically, Boriack's expedition failed. She tried to summit. She did not summit. As thrilled as she was for her mates, her perceived failure gnawed at her. Later that day, she asked the guide if he thought she could have made it. Had she succumbed too readily to the cold and the pain and the fatigue? She had to know.

The answer came back as she'd hoped: No.

"It wasn't my will that gave out," Boriack says. "The sad thing is, I ran out of time."

Happily, she came down off the mountain to find a fresh supply. ◐

# Generation Vexed

ILLUSTRATION BY MARK MARTURELLO

By Joel Kincart

As a student at Iowa State University, I try to stay abreast of what is happening around the world and in society. I do all of this not only to stay contemporary, but also to delay the academic inevitable as long as possible. About four years ago I began to notice a trend: The facelessness of Generation X.

When the stories first began to run, identifying my peers and me as the invisible Generation X, I was disappointed. I thought that it was important to have a group identity. Why couldn't we be the strivers who would make the world a better place? Why couldn't we be the "Computer Generation" riding the wave of technology into the next millennium? I did not understand why, as twentysomethings, we were unidentifiable as a group; after all, we are the offspring of Baby Boomers. Our parents were of a generation that very much had an identify (or a series of identities) through time.

In the years since the articles first ran depicting a faceless Generation X, I noticed another trend. Every time I read a story about Generation X, I would see the same twentysomethings in photographs. Long-haired guys wearing the typical "grunge" garb — oversized pants, boots or Birkenstocks, old T-shirts and flannel shirts around their waists. Females would be dressed similarly in their own "grunge" fashion. I was alarmed: The "faceless generation" seemed to always look the same — and not much like anyone I knew.

More amazing, our disparate, transparent group now also has its own musical identity. It's known as alternative, and is characterized by several bands including Pearl Jam and Nirvana. Writers go on to suggest that lead singers Eddie Vedder of Pearl Jam and the late Kurt Cobain of Nirvana are the voices of Generation X. Suddenly the generation without an identity now also has a voice — one of which committed suicide after releasing just two albums.

Sorry, but these Madison Avenue spin doctors have it all wrong. We may represent an era unto ourselves, but it's an era best characterized by diversity, not monotony. We *have* faces — brown and black and red and olive and beige. Our music may define our tastes in entertainment, but to categorize our CD purchases as political statements? I think not.

Diversity has been a campus buzzword for the four years I've attended Iowa State. Student organizations work to attract members from different backgrounds and to provide services that reach a better cross-section of the student body. Students are encouraged to take classes in the social sciences to broaden horizons. It is even possible that in the future, university classes will be required to heighten students' awarenesses of the various political, social and economic backgrounds of fellow Iowa Staters.

As I was growing up, my parents taught me the importance of diversity, without ever using that particular word. Many of my peers were taught the same lessons. And many of us have continued to learn from that curriculum as we proceeded through school. I believe that it was this fundamental teaching that makes us Generation X.

**WE MAY REPRESENT AN ERA UNTO OURSELVES, BUT IT'S AN ERA BEST CHARACTERIZED BY DIVERSITY, NOT MONOTONY.**

But it is an identity that I feel we are in jeopardy of losing because of the incorrect generalizations that are made about Generation X by the media. As twentysomethings, we should try to preserve the image of Generation X by proving to the world that we *are* an understanding generation. That it is our ability to work together, regardless of our faces, that makes us a special generation, a diverse generation.

Generation X. ◖

*Joel Kincart, a 1995 ISU graduate in zoology, is working on a master's degree in higher education at Iowa State.*

# COMMITMENT TO THE QUEST

## *The President's Scholarship Campaign Is Underway*

Iowa State's land-grant mission calls for making education accessible to people from all walks of life. The President's Scholarship Campaign was designed to help achieve this goal. It's working, and Iowa State is moving closer to top national prominence as a land-grant university.

Hundreds will benefit from the President's Scholarship Campaign. A total of $26 million is being raised to invest in today's students, tomorrow's leaders.

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*Goal:* $7 million for National Merit and National Achievement Scholars

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**George Washington Carver Scholarships**
*Goal:* $3 million for high-achieving minority students

**Student-Athlete Scholarships**
*Goal:* $5 million

**President's Leadership Initiative**
*Goal:* $1 million for student leaders

**Scholarships For Academic Areas**
*Goal:* $4 million

*Raised to Date:* **$8,127,300**

To participate or contribute, call the ISU Foundation, (515) 294-4607.

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Campanile Print

# Interiors by Iowa State

Add a touch of Iowa State to your home with these exclusive products available through the ISU Alumni Association!

**Campanile Print** (left)— Image size 8'x19 ½"
Lithograph print of watercolar painting of ISU campanile by ISU alumnus, Bradd Brown. Comes with brief campanile history, background of artist, and framing instructions.

**Blanket** (below) — 56'x72' 100% wool
Cardinal and gold stadium blanket in Nordic design. Custom-woven at the Amana Woolen Mill in Amana, Iowa.

**Wood Chairs**
Three types of hand-crafted wood chairs with ISU seal. southern hardwood with hand rubbed lacquer. Personalized brass plaques available. If requesting personalized brass plaque(s), please enclose inscription(s) and $20 per plaque.

*Finish Options*
All black lacquer (bl)
All black lacquer with cherry-stained arms (blc)
All dark walnut stain (dw)

**Captain's Chair** (*not pictured*) 36"x24"

**Boston Rocker** (*below*) 40"x24"

**Child's rocker** (*not pictured*) 27"x14"

**Deck Chair** (*not pictured*)
Red canvas with yellow "Iowa State" imprint, oak frame, convas back. Seat folds flat for storage.

Blanket

Chairs

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Method of payment: (check one)

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signature _____

Send form and full payment to ISU Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln way, Ames, IA 50014-7164. With credit card, call (515) 294-6478 or fax to (515) 294-9402. Allow 6-8 weeks delivery. Prices subject to change without notice.

| Product | Finish | Qty. | Price | Postage | Total |
|---|---|---|---|---|---|
| Campanile Print 241205 | N/A | | x $35 member | + $2 per print | |
| | | | x $40 non-member | | |
| Blanket 240405 | N/A | | x $40 member | + $6 per blanket | |
| | | | x $45 non-member | | |
| *Captain's Chair 240505 | | | x $240 member | + $12 per chair | |
| | | | x $280 non-member | | |
| *Boston Rocker 240505 | | | x $240 member | + $75 per chair | |
| | | | x $280 non-member | | |
| *Child's Rocker 240505 | | | x $110 member | already included | |
| | | | x $140 non-member | | |
| Deck Chair 240505 | N/A | | x $70 member | already included | |
| | | | x $85 non-member | | |
| | | | | Total Enclosed | |

*See above for finish options.