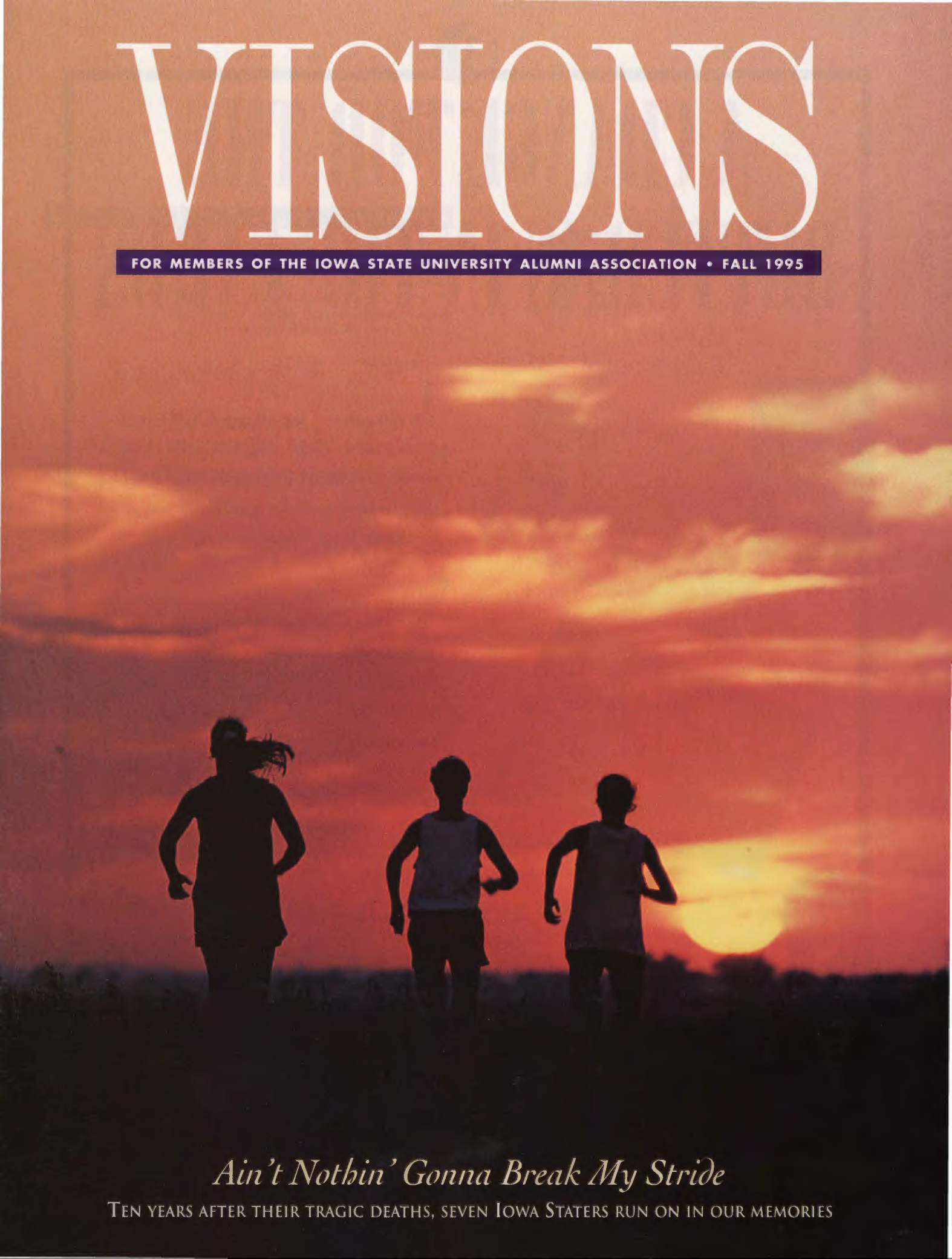
VISIONS

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



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LINE UP

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• COVER PHOTO BY JIM HEEMSTRA

VISIONS
FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

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Paving the Way

By Debra Gibson

IT WAS AS SIGNIFICANT A RITUAL IN OUR HOME AS brushing teeth and feeding the dog. When Dorothy Gale climbed onto that rickety fence and walked the perimeter of the pig pen, the Solbergs settled in for the night. Only a real tornado could have pre-empted the annual viewing of *The Wizard of Oz* from our household; I sat, every year, statue-like, through each character's search for the true meaning of life.

I remained the film's committed disciple throughout my teens, agreeing, foolishingly, at one point to play Dorothy in our high school musical. I suspect ours may be the only adaptation ever to boast the sweet Kansas girl belting out "Somewhere Over the Rainbow" while her feet were entangled in the guidewires tugging the tumbleweeds across the stage. Frank Baum meets *I Love Lucy*, as it were.

But even today, I believe in the consequence of Oz. I am committed to the role red ruby slippers play in contemporary fashion. I certainly have known more than one person without a heart. And haven't we all wished to travel on that yellow brick road, that path that promises security, hope, better days ahead.

There is solidarity in brick, an unspoken commitment to weathering the elements. So it is with fitting tribute that when Iowa State University honors suffragist and alumna Carrie Chapman Catt this month by renaming Old Botany for her, it also dedicates the hall's brick-lined Plaza of Heroines.

The brainchild of ISU Foundation fundraiser Kay Kirkman, the plaza pays homage to women who have made a difference to their families, their communities, their professions, their world. Etched on each brick is the name of a woman who is celebrated for her accomplishments, as seen through the eyes of a most diverse group of patrons.

While no Graumann's, the plaza does boast its share of celebrity honorees. There are bricks for Oprah and Helen Hayes and Mary Kay of cosmetics fame (and yes, hers is red like all the rest). Famous first ladies are represented by the likes of Eleanor Roosevelt, Abigail Adams and Hillary Rodham Clinton. Feminist history makes its mark with tributes to such leaders as Juliette Gordon Low, founder of the Girls Scouts of America, the Underground Railroad's Harriet Tubman, and Rosa Parks.

But mostly, it is the women who walk down streets unrecognized who are at the heart of the acclaim. Like Ruth Ikenberry, whose son, Richard, '60, PhD '64, writes, "No more precious mother or wife has ever lived, and no struggling university student has ever known a more gracious, reassuring and comforting mom. It is so very appropriate that she be honored at this place where her presence in my life meant more to me than can ever be written." Or Pamela Hess Kiefer, whose daughter, Tamara Ackerman Eaton, '86, says, "[She] taught her daughter that it is acceptable and essential for a woman to be intelligent, decisive and independent. As a divorced mother, [she] had to, at times, assume the role of both parents. This helped her daughter to recognize that a woman can accomplish goals on her own." Or Levinah Stewart Morrow, a retired minister's wife whose daughter, Elizabeth Mayfield, recalls, "Seth Cook Morrow had a distinguished ministerial career, but it was not his career alone. ... There could never have been doubt that she was as much a part of his ministry as he was. In every church my father served, my mother stood with him at the back door on every single Sunday shaking hands. ... As my father aged, she was by his side reminding him of each person's name and connection. It may not sound exceptional, but those moments at the back door of the church were elegant instances of a woman devoting her life to someone she loved."

There is a power in the image of these gracious, thoughtful, capable women forever commemorated by the tenacity of brick. There is a pride in watching Iowa State embrace its legacy of heroines. And for someone like me, who continues to believe in a place where dreams really do come true, there is comfort in knowing strong women don't need wizards to find their hearts, or their minds, or their courage. ◐

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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.

Ditto on the design

VISIONS is a quality publication and I find it a great way to stay in touch with what's happening back at Iowa State.

I read with interest Sally Kleppe Goodenbour's letter (*Summer '95*) regarding the new ISU logo. I was glad to learn I'm not the only one who thinks paying a New York firm $45,000 to develop something the students of the College of Design could have created was outlandish. First, think of the sense of pride that would have been instilled in the students, faculty and alumni knowing their logo was created by a "member of the family." ... Second, consider the cost savings. Most design students would have been ecstatic to receive a year's tuition as "payment."

I for one will need to think twice, maybe three times, the next time ISU calls regarding donations to the university — apparently money is not a concern at this time!

Michael Polson, '86
Cincinnati, Ohio

Extracurricular

I read with dismay that the Faculty Senate has approved the addition to the undergraduate curriculum of two three-credit courses on diversity and international perspectives (*Hub, Summer '95*). The Faculty Senate has succumbed to political correctness and wants to force every ISU undergraduate to waste his or her time and his or her money on some total hogwash.

THE FACULTY SENATE HAS SUCCUMBED TO POLITICAL CORRECTNESS AND WANTS TO FORCE EVERY ISU UNDERGRADUATE TO WASTE HIS OR HER TIME AND HIS OR HER MONEY ON SOME TOTAL HOGWASH.

Having lived in different countries and having been exposed to a variety of cultures, I fail to see how this can be taught. It can be experienced and it should be experienced, but it cannot be addressed as an academic subject. It is part of the process of individual maturation, and some asinine course dealing with some amorphous philosophies and bland pronouncements is not going to change the student's perception of the world one iota.

... Let us limit what we teach at ISU to conventional academic matters and let us stop wasting time and money in the pursuit of political correctness.

Frederick K. Martinson, '59
Boulder, Colorado

To swine own self be true

Part of (*"Pork Rules," Hub, Summer '95*) referred to restoration of $12.6 million by a Congressional conference committee for a Swine Research Center to be built on the ISU campus. This, after the funds had earlier been cut as part of the congressional attempts to balance the budget.

As an alumnus (life member), I applaud efforts to obtain funds for necessary and cost-effective projects or activities, but as a taxpayer, I'm very concerned about Congressional efforts to cut all unnecessary and questionable spending. Coincident with the receipt of my summer issue of VISIONS, I also received the July/August issue of Capital Ideas, a publication of the National Taxpayers Union Foundation. ... One of the three ["Outrages of the Month"] in the current issue has all the characteristics of the Swine Research Center you mention in VISIONS.

... Rather than lauding the capture of the "plum," I would sure like to see VISIONS and ISU take an honest and objective look at this project and perhaps, wonder of wonders, say to the "U.S. Gumint": "We don't think this is a good utilization of the taxpayers' hard-earned money and we respectfully decline the offer." Then see how tough it is to avoid being the beneficiary of a proposed government (taxpayer) project.

... By the way, in case someone thinks I really don't know what I'm talking about, I grew up on a farm in South Dakota during the drought and Depression when one of our main sources of income was a herd of about 300 hogs. My dad, Walter R. Bussey, finished his education at "Ames College" after serving in WWI, graduating in Ag & Animal Husbandry. I have always

LETTERS

believed that this kept us from losing our farm during the Depression while less fortunate farmers were losing theirs to the loan companies.

George E. Bussey, '50
Bradenton, Florida

Hail to the host

Thank you for covering the visit of the President Clinton and Vice President Gore to ISU *("A Moo U Woo," Summer '95)*. The rural conference was of tremendous importance to Iowa, in terms of the issues discussed with President Clinton, as well as the opportunity to host this important meeting.

Keep up the good work!

Julie E. Stauch, '81
West Des Moines, Iowa

Your article "A Moo U Woo" was interesting except for one large oversight. As a life member of the ISU Alumni Association and staff member of the Memorial Union, I was very disappointed that MaryJo Mertens, managing director, and the staff of the union were not mentioned. I personally know that without the hard work of MaryJo and her staff, the president's visit might not have been such a "... glorious spring morning" or "the right kind."

The Memorial Union is separate from the university and not part of the ISU facilities staff. To not mention the staff is like writing of a great airplane feat but not mentioning the crew.

Many hours of hard work went into the visit of the president, and the staff of the union were proud to do their part.

Larry J. Huisman, '65
Ames, Iowa

Correction

Former ISU Dean of Students Mary Beth Snyder left Ames to work at Oakland University in Rochester Hills, Mich. — not *Rockland* Hills, as reported in the Summer issue of VISIONS. We regret the error.

Like many couples, Iowa State holds a special place in the hearts of Janet Melhus Wallin and Jack R. Wallin. They met as ISU students more than 58 years ago and were married in Ames. Years later they returned to Ames to enjoy their retirement years.

As part of their financial and philanthropic planning, the Wallins gave the ISU Foundation a four-plex apartment unit they owned in Columbia, Mo. The assets of this significant contribution were used to establish the Wallin Charitable Remainder Unitrust. The trust provides the donors with income and a charitable income tax deduction. After the term of the trust, the Wallins have designated that the assets will be used by the ISU Foundation in support of the University's top funding priorities.

"We're particularly pleased that the plans we made in establishing a charitable remainder trust are mutually beneficial to Iowa State University and to us. It's a wonderful way to give something back."

JACK ROBB WALLIN, '39, PhD '44
JANET MELHUS WALLIN, Ex '39

For information about charitable remainder trusts with the Iowa State University Foundation, write or call Monica Porter or Bob Watson, Memorial Union - Alumni Suite, 2229 Lincoln Way, Ames, Iowa 50014 or 1-800-621-8515.

Three days in June

On Thursday, June 8, the 37 seats on USAir flight 3706 from New York City's LaGuardia Airport to Ithaca, N.Y., were filled with an unlikely mix of passengers.

Cornell University graduates ranging from the Class of '53 to the Class of '90 rubbed shoulders with a bevy of Asian journalists, resplendent in the international reporters' uniform of rumpled suits, sloppily knotted ties and cigarette packs. The passengers were headed to Ithaca for two very different reasons: the alumni to enjoy the university's annual reunion; the journalists to cover an event that, for three days in June, made Cornell the stage for an international diplomatic drama — the visit of Taiwan's President, Lee Teng-hui, a former Iowa State graduate student and a 1968 Cornell doctoral graduate.

Lee's visit became an international *cause celebre* when the Clinton Administration, after months of delay and debate, decided to allow Lee to enter the United States, ostensibly to attend the reunion. Since the U.S. has no official relations with Taiwan — despite the fact that Taiwan is one of this country's largest trade partners — and has diplomatic relations with only the People's Republic of China, Lee's visit was a slap in the face to the mainland Chinese, who withdrew their ambassador from Washington to protest the visit.

▲ President Lee with former Cornell President Frank H.T. Rhodes.

ROBERT BARKER/CORNELL UNIVERSITY

The greeting Lee received on Cornell's Ag Quad was one any head of state would envy. Hundreds of Taiwanese from all over the country assembled on the grass behind Roberts Hall. Despite the threatening gray skies, the atmosphere was festive, with much waving of banners and signs.

After brief introductions by then-President Frank H.T. Rhodes, Lee said: "It has been a long uphill climb, but the view is worthwhile. Finally, after 27 long years, I am back in Ithaca." Lee also displayed a healthy sense of irony and a bit of self-deprecation. "Since my stay will be rather short, I will not be able to discuss with you at length what I have been doing since graduating front Cornell," he said.

Several hours later, the scene in front of Newman Arena, the site of Lee's Spencer T. and Ann W. Oline Lecture, was far less tranquil. On one side of Campus Road, about

60 students from the People's Republic of China quietly waved Chinese flags and banners reading "One China in the World."

"Taiwan is a part of China. There is only one China in the world," said Huang Chao Song, a resident scientist in space plasma physics.

Arrayed opposite the Communist Chinese on a grassy knoll across Campus Road were about 80 vocal Taiwanese. Led by a man with a megaphone, they taunted their ideological opponents with defiant chants: "We are Taiwanese. Not Chinese. Let Taiwan be Taiwan." They held signs that read, "Hey China: Keep your Bloody Hands off Taiwan."

The Republic of China was founded in 1911. But its government and ruling party, led by Chiang Kai-shek, fled to Taiwan in 1949 after losing the Civil War to Mao Tse-tung and the Communists. Though constituting less than 20 percent of Taiwan's population, mainlanders have continued to control the ruling party; so the nation is officially known as the Republic of China on Taiwan.

Five-thousand alumni and guests packed a steamy Newman Arena, many fanning themselves with programs bearing the title of Lee's speech: "Always in My Heart." Standing on stage, with a signer alongside, Lee spoke for 40 minutes about the evolution of Taiwan's institutions, its economic growth and transformation into a democracy — what he called "the Taiwan Experience." Calling his nation a light unto the world, he made a claim for a greater role on the world stage.

Shortly before leaving for Syracuse Saturday night, Lee attended Cornelliana Night in Bailey Hall. In a final gesture of affection, Rhodes presented Lee with a massive stuffed bear wearing a Cornell sweatshirt. An award, Rhodes said with a smile, given to "the person who had overcome the greatest number of obstacles in coming to [Reunion Weekend]."

— *Daniel Gross*

The article was excerpted, with permission, from Cornell Magazine.

Couldn't they at least have called it *Cyclone?*

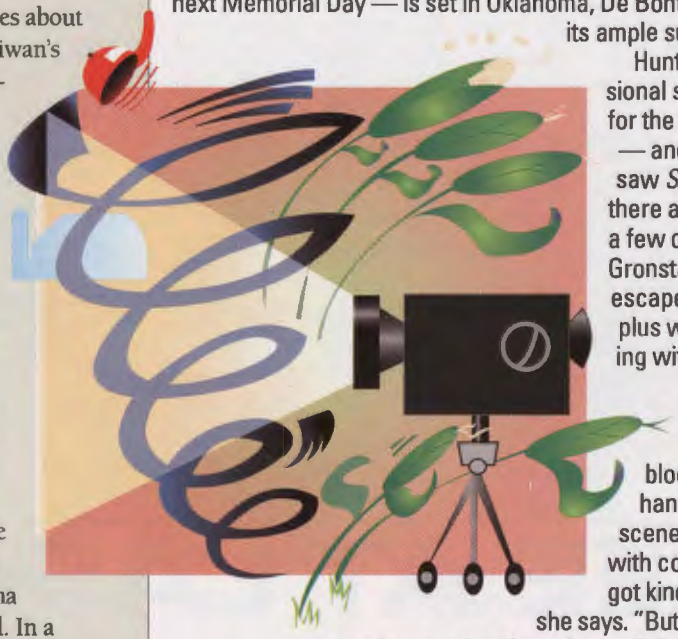
Is this Helen? No, it's an Iowan.

OK, so it's probably not the next great slogan swiped from a film being shot on Iowa soil.

But it works for Trish Gronstal.

The 1991 Iowa State graduate lived the movie extra's dream last summer when some of Hollywood's hottest chose her to be the "photo double" for the female lead, Helen Hunt, in the movie *Twister*. Gronstal, who sells ads for The Daily Tribune in Ames, was picked not so much because she looks like Hunt, but because she's built like TV's *Mad About You* star.

For nearly a month, Hunt, Bill Paxton (late of *Apollo 13*), director Jan De Bont (of *Speed*) and their requisite cast of crew and hangers-on converged on Ames and central Iowa to work on their film about competing teams of tornado-chasing researchers. Though the Spielberg-backed film — to premier next Memorial Day — is set in Oklahoma, De Bont liked Iowa for its ample supply of corn.



HUB ILLUSTRATIONS BY BARBARA FRIEDMAN

Hunt had a professional stuntwoman for the tricky scenes — and anyone who saw *Speed* knows there are more than a few of them — but Gronstal didn't escape the three-plus weeks of filming without a few nicks and bruises. The hail scene bloodied her hands. A tornado scene pelted her with corn cobs. "It got kind of scary," she says. "But most of the time it was a lot of running and diving."

De Bont exposed little celluloid in Ames, but his crew created its own tornado of attention. The outfit sponged housing from locals willing to vacate their homes for a month, and were regularly seen around town. (Restaurant of choice: The Mikado.)

Though De Bont did the majority of his filming in rural areas outside of Ames, some Iowa State-filmed scenes do figure to escape the dreaded cutting-room floor. But come next summer at a theatre near you, it's highly unlikely you'll see, say, the campanile sticking up out of a roaring tornado. A crew transformed the WOI-TV news studio to look like an Oklahoma City station. 'OI talking heads were used as props. And a warehouse on an Iowa State farm southwest of town was converted into a National Severe Storms Center.

"It's going to be a great movie," Gronstal squeals. "I just hated to see it end."

FOLLOW-UP FILE

Groundbreaking I

Iowa and the City of Ames have successfully convinced Engineering Animation, Inc. *("Image is Everything," Spring '95)* to stay put. Enticed by loans and grants from the city, the state and Iowa community banks, the company was able to break ground this summer on a $4 million, 35,000 square feet headquarters and technology center on 10 acres near its existing location at Iowa State's Research Park. The building is scheduled to be completed by mid-1996.

The wizard-like computer visualization company currently has more than 190 employees — more than three-fourths of them ISU graduates — and plans to add another 130 in the next several years. Its 1994 sales of $5 million are expected to double this year.

Groundbreaking II

In July, construction began on the USDA's $9.6 million National Swine Research Center on campus *("Raising a Stink," Spring '95).* The center will allow ISU scientists to study methods to control odors, manage wastes to recover nutrients and improve housing for animal comfort and production efficiency.

Another $12 million is still needed to construct the center's farm complex near Madrid.

Goal for inaugural minority weekend: *Celebrate diversity*

The Iowa State University Alumni Association will sponsor its first-ever Minority Alumni Weekend Nov. 10-12. The event — titled "Many Faces, One Mosaic" — is expected to draw more than 300 ethnic minority alumni back to campus for a weekend of attending educational sessions and field trips and nourishing friendships.

Minority Alumni Weekend is one of many initiatives the Alumni Association is undertaking in its effort to be more inclusive of its entire alumni body. In strategic plans crafted this year, both the university and the association have included enhancing diversity as a major goal.

Advanced registration is required. For more information on Minority Alumni Weekend, contact Martha Van Der Kamp at (515) 294-6564 or e-mail her at mvander@iastate.edu.

FREE AT LAST!

He may not have had to endure the six-plus-year captivity of fellow alumni Terry Anderson and Thomas Sutherland, but 11 months was more than enough to teach Thomas Hargrove a lesson he'd just as soon not have learned: Captivity is hell.

Hargrove, who earned Iowa State University master's (1968) and doctoral ('77) degrees, was released Aug. 19 by rebels of the Revolutionary Armed Forces of Colombia, a group of leftist guerrillas. Hargrove had been directing communications for the International Center for Tropical Agriculture in Cali, Colombia, when the rebels snatched him on his way to work Sept. 20, 1994. The rebels reportedly were demanding millions of dollars in ransom from Hargrove's employer, but the center says it paid nothing.

Hargrove was freed in a remote mountain area and walked for two days before being recognized in a Colombian village. "He looked fine," co-worker Gail Pennington told the Associated Press. "His hair's long, he's bearded, he's tanned, but just as energetic as ever."

Pennington also told AP that Hargrove was forced to take long mountain marches throughout much of his captivity. The kidnappers took away Hargrove's shoes at night to prevent him from attempting to escape. The area reportedly is cold and rocky.

"AND YOU CAN QUOTE ME..."

'It is one thing to pack the house in Ames, another to pack the country.'

—Aug. 22 New York Times editorial, three days after the Republican presidential straw poll drew 10 candidates and 10,000 GOP faithful to Hilton Coliseum.

QUIZ SHOW

If there's ever an Iowa State Trivial Pursuit Game, answering "Cathy Klein" to the right question would get you an orange wedge.

The question would be, "Who was ISU's first women's soccer coach?" On June 23, Director of Athletics Gene Smith answered by announcing Klein's hiring. In the four months hence, Klein has had little time for table games. In those 100-plus days she had to move to campus, recruit a team, find a playing site and schedule opponents. Oh, did we mention she also had to *coach*?

Klein comes to Ames from Creighton, where she coached one season, compiling a 14-4 record. She also coached for three years at Earlham College in Richmond, Va., and two years at Utica (N.Y.) College. As a player at the State University of New York, Cortland, Klein was a two-time All-American. She later played for three years on Canada's national soccer team.

While we're pursuing trivia, who can name the first man to coach women's basketball at ISU? In July, Smith answered that question, as well: Bill Fennelly. Smith hired the seven-year University of Toledo coach to replace Theresa Becker, who returned to Nebraska, where she'll again work as an assistant. "For 20 years, I've been a women's basketball coach, and for 20 years, I've dreamed of coming to this school to coach," says Fennelly, a native of Davenport. Toledo was 166-53 (.758) during his tenure, winning 84 of 93 home games.

PHOTO COURTESY UNIVERSITY OF TOLEDO

▲ Bill Fennelly

WITH HONORS

The Iowa State Alumni Association annually presents a number of professional achievement and service awards to its members. For more information and nomination forms, contact Karen Tow at (515) 294-6562; fax (515) 294-9402; e-mail ktow@foun.adp.iastate.edu. Nominations are due in the Alumni Association office Feb. 1, 1996.

Yeung is restless

The Human Genome Project has been greeted by no small amount of ballyhoo. The federally driven endeavor seeks to form a blueprint of the 3 billion "base pairs" in an individual's DNA. Such a blueprint would be a mighty weapon in the battle against scores of genetic-related diseases, including Alzheimer's, muscular dystrophy and AIDS.

A heady undertaking, indeed. The project begins losing its luster, though, when scientists fess up to the fact that, using the best current technology, it would take more than 20 years to do the job.

For ISU chemistry Professor Edward Yeung, that's too long. Way too long.

So Yeung, also program director of Ames Lab's Environmental Science Program, did what's he's been doing for the past two-plus decades: He got busy. His hyperspeed sequencing technology — an offshoot of previous work using a laser to detect genetic information — has been marketed to a Pennsylvania company and will hit labs worldwide next year. Using this technology, scientists will be able to map the entire human genome in a remarkable 68 days.

Scientists will be able to map the entire human genome in a remarkable 68 days.

The company, Premier American Technologies Corp. (PATCO), is a developer, manufacturer and worldwide distributor of analytical instruments. "We didn't believe it until we saw it with our own eyes," PATCO President Bernard Sonnenschein says of Yeung's technique, the Multiplexed Fluorescence Detector for Capillary Electrophoresis. "The whole future of medical diagnostics and the future of therapies for many diseases depends on knowing the sequence of these genes. [Yeung's work] is the closest to allowing this to happen."

Iowa State's Center for Technology Development funded the research and helped market the technology.

This latest work makes it a hat trick of sorts for Yeung, a Hong Kong native. His laser detection techniques already have won prestigious R&D 100 awards as among the 100 most significant technological innovations in 1989 and 1991. Last February, his technique of using a laser to detect a single enzyme molecule was featured in the journal Nature.

Talk about a small feat

Squeeze your thumb and forefinger together and hold them up to a light. Then, carefully separate the two just enough to let a sliver of light dart through.

Sorry, too far. A few million times too far.

But don't fret. It's impossible to use our clunky digits to display the smallest "ISU" monogram ever made. Chemistry Professor Marc Porter's monogram measures 275 nanometers across — roughly one-hundredth of a thousandth of an inch. The monogram does little in and of itself. It's hardly a conversation piece — you could put a few hundred thousand on the jacket lapel of a gnat. But the instrument and the technique used to accurately scratch it onto a surface — now there's an achievement. Porter's work in this area could lead to more powerful microelectronics, a coating for body implants that minimizes bacterial growth and new methods of separating chemical compounds used as drugs.

Porter, postdoctoral resident Mark McDermott and grad student John-Bruce Green used a process called atomic force microscopy to minutely pledge their faith to State. Porter passes the tip of the microscope over a surface to measure both the topography and the friction specific to the chemical present on the surface. Scientists can predict how much resistance the tip will encounter from a particular chemical; by comparing the actual reading, they can map a surface's composition at near-molecular levels. McDermott and Green came up with the idea of scratching ISU into a chemically coated gold surface. As they hoped, the scientists successfully used the microscope to "read" the emblem.

Where do they go from here? Smaller, natch. With the right tip, Porter says he can reduce their work down to tens of angstroms (one angstrom is one hundred-millionth of a centimeter).

▲ On the weekend of Sept. 16-17, Iowa State University gave a grand welcome to the Reiman Gardens south of Cyclone Stadium. Two years ago, a $1.4 million gift from 1957 graduate Roy Reiman and his wife, Bobbi, launched the gardens' transplantation from their former location on the campus' northeast corner. Further private fund-raising brought in an additional $700,000. The five-acre grounds also include the John P. Mahlstede Horticulture Learning Center, which will be used for educational and social events.

Crawford takes Maryland post

Reid Crawford's departure from campus surely didn't go unnoticed by an entire generation of Iowa Staters.

Crawford, ISU's vice president for external affairs since 1991, left in September to assume a similar position at the University of Maryland. In addition to serving as vice president for institutional advancement, he'll be vice president of the Maryland Foundation and will oversee alumni programming, special events, university publications and university relations. He oversaw essentially the same organizations at ISU, as well as athletics.

Crawford earned his Iowa State bachelor's degree in 1973. Beginning in 1981, he also had served as the university's legal adviser and as assistant to the president.

President Martin Jischke tabbed ISU Foundation President Murray Blackwelder to serve as interim v.p.

GRAND THEFT POETRY

Stay with us on this one.

Five years ago, a sculpture called "The Flat Rabbit" was stolen from its spot near the Hub (that's the one near Beardshear, not the one you're reading). The act so enraged ISU English Professor Neal Bowers — already commissioned by the Brunnier Gallery to write poetry — that he penned a piece he called "Art Thief." University Museums Director Lynette Pohlman liked the poem so much she had it bronzed and mounted on the original "Flat Rabbit" site.

In June, somebody stole it.

To recap: An art thief snatched "Art Thief."

Still with us?

Laughable as the whole episode may sound, it's no joke to Bowers or Pohlman or, for that matter, any artist. "When somebody steals something in the public domain, [he or she] steals from us all," Pohlman says. "Think about somebody stealing the campanile. Or 'The Fountain of the Four Seasons.' 'Flat Rabbit' never had a chance to become part of our cultural identity." University Museums has posted a $250 reward for the return of the sculpture.

Adds Bowers: "I wrote 'Art Thief' to defend art against people who would rip it off. I wrote it from the point of view of the thief, who is justifying himself. I would hope in doing so he reveals how corrupt and terrible he is."

In the person of Bowers, our story climbs to an even higher level of irony. We're talking the Himalayas here. You'll remember him as the poet whose work was repeatedly lifted by a mass plagiarist (*The Hub, Winter 1995*). He appears to have thwarted one thief — David S. Jones, aka David Sumner and a slew of other aliases — only to have his work swiped by another.

"It is irony stacked on top of irony stacked on top of irony," Bowers says. "To have the poem stolen after having it erected to commemorate stolen art is ironic. But ['Art Thief'], before bronzed, was published in a poetry magazine — the same poetry magazine in which David Jones published my work as his own."

Bowers is about to finish a book detailing his life as a plagiaree. He's working under a contract with a major New York publisher; the book will be out next year. "I'm working on a project that chose me, not one that I would have chosen," he says. "If I could undo it, I think I would. ... I don't care to be known as the plagiarized poet.

"At the same time, I can't walk away. I feel a duty. And I see [writing the book] as a way to get back at this jerk."

Bowers says it's no consolation that Jones has turned up again, this time trying to publish pilfered fiction. "He's apparently changed genres," Bowers says.

▲ They pulled the drain on Lake Laverne over the summer, putting the cherished campus landmark through an exhaustive — and long-awaited — dredging. After a year away, Lancelot and Elaine are scheduled to make their return to their new and improved digs next spring.

'Net loss:
ISU's Strawn takes two-year NSF job

George Strawn, director of Iowa State's Computation Center, has begun serving a two-year appointment as director of the National Science Foundation's Division of Networking and Communications Research and Infrastructure.

Strawn began helping NSF restructure the Internet as a program director in 1991-92. This appointment, which began in August, will allow him to further develop policies and programs that support the development of a high-performance Internet infrastructure for research and education.

His NSF division also includes programs that support international networking connections for U.S. research and education communities.

Mechanical engineering Professor Jim Bernard will serve as interim director of the Computation Center during Strawn's NSF appointment.

Bonfire of the Humanities

LEN RIZZI

With his work in public and private education, Gary Krull calls the NEH "an incredibly logical place for me to be."

ALUMNUS IS A FIELD MARSHALL IN CONGRESS' HISTORIC 'CULTURE WAR.' WILL HE BE A CASUALTY, AS WELL?

IN THE FALL OF 1993, WHEN Gary Krull accepted a position as director of communications policy for the National Endowment of the Humanities (NEH), he knew his tenure — like every other political appointees' these last two-plus centuries — would be determined not by his proficiency, but by a candidate's proficiency come election time.

He just didn't know *which* candidate. Or *which* election.

Krull, a 1967 Iowa State graduate and former ISU Foundation and Alumni Association staff member, figured his appointment would run until at least November 1996, when President Clinton faced re-election. But it appears that November 1994 may have more to say about Krull's fate. The Republicans — galvanized by would-be Speaker of the House Newt Gingrich — stormed to majorities in both houses of Congress. And before the new Congress gathered for its official photograph, Krull was hearing rumblings that the NEH — along with the National Endowment for the Arts and the Corporation for Public Broadcasting, among others — was being placed in the crosshairs by an impassioned new stable of lawmakers.

"I have spent more time on [Capitol Hill] than I ever could have imagined I would — and more time than I ever would care to," Krull says from his office on Pennsylvania Avenue. Officially, Krull oversees the endowment's media relations, public information and publications efforts.

As of VISIONS' September press run, the Senate had voted to cut NEH's 1996 funding to $110 million. It and the House — which was less generous to the endowment — had yet to meet in committee to craft the final bill that President Clinton would sign or veto.

After leaving Iowa State in 1978, Krull worked in public and private marketing, public relations and advertising jobs. For 10 years prior to joining the NEH he was at Georgetown University; he had risen to vice president for public relations and publications when the White House rang. He's using that diverse background in building his case.

The case against him is twofold:

•Lawmakers have an obligation to their constituents to wisely spend every penny. That the NEH's fiscal '95 budget is $172 million — one-hundredth of 1 percent of the U.S. budget — is not the issue. "The Republicans promised to get to a zero budget by 2002," says Steve Greiner, chief of staff for Iowa Congressman Jim Nussle, a Republican closely aligned with Gingrich. "Cutting or eliminating a program isn't saying it has no merit, but that it's not a priority."

•The federal government does not need to be in the business of promoting culture. Culture is best left to individuals, organizations or localities. Particularly in the House, Republicans have come to view William Bennett and Lynn Cheney — both former NEH chairs — as ideological leaders in what has been deemed a "culture war." NEA and NEH missions are tangential at best, but their sharing two letters and their creation by the same 1965 act of Congress has led many to call them "twin endowments." Though the NEH has been called "[politically correct] revisionist history" and worse, many in the Bennett-Cheney camp would refer to the NEA as the evil twin. "State-subsi-

dized porn" is a typical NEA-targeted utterance heard on the Hill lately. A large part of Krull's charge from NEH Chair Sheldon Hackney is to educate the public and Congress not just on what the NEH is, but what it isn't — namely, the NEA.

So what is the National Endowment for the Humanities? The endowment provides grants to individuals and institutions for projects in the humanities. The National Foundation on the Arts and the Humanities Act of 1965 stated that "humanities" would include language, linguistics, literature, history, jurisprudence, philosophy, archaeology, religion, ethics and art history.

In 30 years, more than 50,000 NEH grants and fellowships have totaled $2.9 billion. Since '77, it has generated $1.3 billion in challenge grants to libraries, museums and colleges. The NEH has funded the study and publication of papers from Washington, Jefferson, Eisenhower and Twain. It has sponsored Ken Burns' wildly popular *Civil War* series on PBS and the publication of scores of highly regarded books. Of equal import, Krull says, is NEH sponsorship of such efforts as local library reading programs and museum exhibits and summer institutes for high school and college teachers.

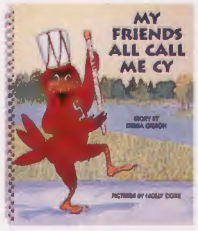
"The arts and humanities will find a way to be supported in the bigger cities," says Dale Ross, the chair of Iowa State's Department of English and a six-year member of Iowa's state humanities board. "But in the small towns, especially in states like Iowa, this support cannot be replaced."

Ross fears that even though Congress plans to allocate current NEH state board funding in blocks grants to individual states, "the oversight could then be politically charged. We're a neutral organization now. There's no guarantee that that will remain the case."

Gingrich swept into the speaker's chair guaranteeing a bona fide revolution. Whether or not it sweeps Gary Krull and the NEH out of town remains to be seen. ◐

MOVE OVER, MOTHER GOOSE!

That's right—there's a big red bird flapping his wings at the chance to share the Iowa State world with your child! Let Cy introduce your favorite little person to all your memorable ISU haunts in the newly published book, ***My Friends All Call Me Cy***. (According to ground-breaking research conducted by the eminent Cy, children are expected to thrive upon receiving this book as a holiday gift!) Written by Debra Gibson and illustrated by Molly Coxe, ***My Friends All Call Me Cy*** converts ISU's venerable mascot into a campus tour guide. You're never too young to learn about Veishea parades and Frisbees on central campus—order your copy today!



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What a Hoot!

Remember Ed Droste?

Sure you do. Ready Eddie? Last one to leave every frat party? Eddie could talk the tattoo off the burliest bouncer and schmooze the university president 12 hours later.

Doesn't everybody's college memories include an Ed Droste?

Then it won't surprise you to know what this one's up to these days: Though on the slippery slope toward 50, he's still living on the Florida beach, decked out in Bermudas and sandals, slurping suds and watching the girls go by.

Oh. Did we mention he's making millions doing it?

1973 Iowa State University graduate Ed Droste doesn't have to sleep to live a dream: The party-hearty inspiration behind the Hooters restaurant chain is almost constantly surrounded by cold beer, good food, beautiful women, professional athletes and piles of cash. Who else buy rounds for his buddies, keeps an eye on big-screen hoops and an arm around a beguiling young waitress — all on company time? He has legions of best friends in every city. He can work crowds from blue-collar Tampa Bay Buccaneers tailgates to posh Capitol Hill receptions.

He will do his darnedest to convince you he is the second coming of *Animal House's* Flounder. He claims, for instance, that he has just one suit of the non-Speedo variety. But do not be fooled. "I know he goes on about his college days, about his [low] GPA," says Mike McNeil, vice president for marketing of Hooters of America, which owns franchising rights to most of the chain's 150-plus outlets, "but we are talking about the classic entrepreneur with absolutely tremendous

Wherever Ed Droste goes, platters of wings, pitchers of beer and packs of striking young women are sure to follow.

By Dan Davenport • Photos by Jim Heemstra

instincts. I have an MBA, I have the credentials. I know marketing. And Ed Droste is a master."

And this from Waverly, Iowa, boyhood friend Dave "Lags" Lageschulte — everybody in Ed Droste's circle has a nickname — who owns 12 Hooters in south Florida: "Put him out there marketing French purses, I don't think that works. But Hooters ... it's pure Ed."

The beer is cold, the sun is hot, the jukebox is cranking *Twist and Shout* and Ed Droste has a Hooters girl on either arm.

It's Eddie, remember?

"We know the girls are the thing. They're the sizzle. We've never claimed otherwise."

Our waitresses are

FLATTERY OPERATED.

MEN: NO SHIRT, NO SERVICE. WOMEN: NO SHIRT, FREE FOOD.

CAUTION: BLONDES THINKING.

Call Hooters what you will, but don't call it suggestive. Suggestive is for wimps. Straight from Droste's ever-flapping lips to the myriad signs adorning every Hooters, the chain's mentality is one of blatant and unapologetic coarseness, all in the name of fun and profit. At Hooters, good taste only counts in burgers and brew. Though few patrons notice the *backs* of Hooters girls' T-shirts, it's where you'll find the restaurant's apt slogan: "Delightfully tacky yet unrefined."

Dana Carvey's "Church Lady" would sprain a cheekbone in here.

The prototypical Hooters waitress is a perky size 3, her blonde hair up to here and her bright orange micro shorts up to, well, pretty far north. She often sidles into a seat next to a customer, trading giggles and double *entendre*. She is paid just over $2 per hour, but often earns $100 per night in tips from satisfied, if somewhat goggle-eyed, customers.

In any given week, 500,000 people — 70 percent of them men — walk into a Hooters to eat decent clams, buffalo wings and burgers, drink decent beer and be bedazzled by knockout waitresses. Hootie the Owl is perched on the sign in front of every restaurant, but these aren't Audubon enthusiasts we're talking about. It isn't for nothing that Hooters inspired a new category of the food service industry: The "breastaurant."

"We know the girls are the thing," Droste says. "They're the sizzle. We've never claimed otherwise."

Droste was one of six professed "drinking buddies" who decided in 1983 to open a little establishment in a former muffler shop in Clearwater, Fla. Fittingly, they incorporated on April Fool's Day. Droste was arguably the most experienced restaurateur — as an Iowa State Teke, he waited tables for the Tri Delts. He was a relatively small player financially — he put up about 10 percent of the original $139,000. But none of the other "Hooters Six" will argue his influence. Practically every journalist to write about Hooters — and there've been hundreds, from local columnists to Dan Rather and Jane Pauley — have recognized Droste as Hooters' ideological czar. It's tough to tell where Hooters ends and Ed Droste begins.

Yes, his partners put a clamp on him when he wanted to call the original restaurant "Ed's Place." But they otherwise gave him free rein to unleash his concept on the significant portion of the American populace fueled by beer and testosterone. Though his own father admits Droste comes off as "nothing but a country bumpkin," he has proven over these dizzying dozen years to be a marketing Mozart. After 12 years, Hooters remains the country's fifth-fastest growing restaurant. The "Six" formed a parent company called Hooters Management before selling franchising rights in 1984 to a new company, Hooters of America, in Atlanta. Hooters Management earns 1.5 to 2.5 percent of monthly sales. It also owns 10 restaurants outright — six in Florida and, with the scheduled September opening of the Schaumburg, Ill., shop, four in Chicago. (The group reduced its royalty in exchange for retaining rights to develop the Chicago market.)

Do the math at half a million customers per week, and you start to see why Ed Droste just might be the most successful 2.3 GPA Iowa Stater ever.

"I think with Ed, you always had a kid who was trying to prove something," says his older sister Linda Droste Moon, a 1969 Iowa State graduate who lives in Des Moines. Sally Droste Pitts, another sister, is a '75 ISU graduate. The patriarch, Ed — nickname: "Big Ed" — is a former Cyclone golfer and '49 grad. He retired in '86 after 34 years in the publishing business in Waverly.

"It seems like in a small town, if you aren't the football or basketball star, you're not anything," Moon continues. "So Ed was constantly going overboard, doing anything for his friends." Including hiring them. The Hooters payroll fairly crawls with former Iowans who came to Droste's beach party and never left.

Ed Sr. says that, from second grade on, his son's dinner-table comedy routines were the hit of family gatherings. Yet to this day Junior doesn't know how he was selected to attend Boys State, much less named governor. He also claims ignorance on election as president of Iowa State's class of '73. He maintains he learned of his nomination in the Iowa State Daily, and won the office with 28 votes.

He got his first job, in property management with U.S. Home Corporation in Florida, with help from a fraternity brother. He and two other Iowa State graduates lived for a year in an apartment with no furniture, rolling out sleeping bags for their beds.

He was vice president within three years, then formed his own management company. He still owns that company, Provident Management, as well as Provident Marketing, from which he works his Hooters promotional magic. Life in Florida had almost everything young Ed was looking for — everything except Roy's Place, a Waverly eating and drinking hangout. Call it Hooters without the, well, you know.

Thus the impetus for Hooters. Despite having to call in a friend to show them how to light the fryers on opening night, despite such moribund turnouts that Droste donned a chicken suit and hawked business curbside the first week, Hooters – not Ed's Place — soon became more than just a place where everybody knows your name.

At the dawn of 1995, there were 137 Hooters restaurants in America. Come 1996, the number will be more like 175.

This is a phenomenal success story by almost every measure. Phenomenal because, a dozen years after its inception, it continues to grow as never before. Those 175 stores will generate revenues approaching $300 million.

When it comes to promoting Hooters, Droste keeps it owl in the family.

Phenomenal because not only are new stores added almost weekly, but existing stores' revenues continue climbing.

And perhaps most phenomenal because of its presence outside the restaurant industry. If you are into sports or vivacious women — or better yet, both — it is unthinkable that you are unfamiliar with Hooters. Where to start?

•It wouldn't have been Hooters' style to buy an Arena Football League team and call it, oh, the Mustangs or the Wildcats. It's the Miami Hooters.

Early on, Droste realized Hooters and machismo-laden sports like football and car racing go together like Anheuser and Busch. Nothing makes him light up more than seeing professional sports stars like Scottie Pippen, Jim Kelly or Walter Payton saunter into one of the stores. Hooters has had a car on the NASCAR auto racing circuit, and sponsors the Hooters Golf Tour (a sort of minor league to the PGA) and the Hooters Aloha Bowl (the National Football League's post-season all-star game in Hawaii).

•Droste's sandpapery voice spikes an octave when he talks about his upcoming TV series. He is working with Hollywood to develop a syndicated weekly sitcom focusing on life at Hooters. It'll be equal parts *Cheers* and *Baywatch*.

•The owl logo and familiar orange accent are to 20- and 30-something men what the Golden Arches are to 7-year-olds. Hooters sells more than $20 million in merchandise annually; items range from T-shirts to videos to screen savers to buxom Hooters girl dolls. The restaurant sells more than 200,000 of its jumbled-months calendars every year.

Droste calls it "trading opportunities." Under his guidance, Hooters has become a veritable Disney-esque study of synergy. There seems to be no end to its reach, no limit to which any one endeavor can promote the rest.

If there's anything more unlikely than the owner of a 2.3 GPA making millions in business, it is this: A restaurant named after a nickname for women's breasts succeeding so brilliantly in the politically correct, how-dare-you 1990s.

Since Hooters' inception, assorted feminists and others have repeatedly attacked the restaurant for objectifying and demeaning the young women who serve its beer and burgers and fried clams and buffalo wings. "Let's face it," says Hooters of America VP McNeil, "when you go out and call yourself 'Hooters,' you've pretty much given up any chance of being politically correct."

The bigger Hooters got, the more barrels Droste found poked in his face. Before it opened its West Des Moines restaurant in March 1994, Hooters faced a mammoth challenge from packs of protestors. Though Droste isn't an investor in the operation, he came to his home state to help colleagues beat back resistance. "I felt like Robert Preston trying to bring pool to River City," he says.

Droste won in Iowa, as he had in 1990 in Baltimore, the site of even more vehement protests. He wasn't so fortunate in suburban Chicago. He had planned to open his fourth Windy City-area restaurant, in Buffalo Grove, but encountered too much turbulence. Undaunted, he changed his flight pattern and set down in Schaumburg.

"I'm first and foremost a marketeer, so I have to listen to comments," Droste says. "Am I exploiting? Is there objectification? ... If somebody thinks our jokes cross the line, we evaluate them. But we've been successful for 12 years because we walk that line. We don't want to cross it, but we're not going to back off it, either. We didn't get this far by being wimps."

Nor have his detractors. "[Hooters] sexualizes women," says Ronnie Podolefsky, president of Iowa NOW. "By turning women into sexual objects, we undermine who they are in society. It oppresses them in the end."

For all the protests, Hooters has endured a scant few serious lawsuits. In 1993, six former waitresses sued the company that owned the restaurant in the Mall of America in Bloomington, Minn. The suit, which drew massive media attention, requested that the company change its name and allow waitresses to wear less revealing uniforms.

Hooters settled out of court. It did not change its name. It did not allow less revealing uniforms. Droste says the employees' confidential 800-number was a direct result of that suit. Employees, who undergo lengthy sexual harassment awareness training at their hiring, are encouraged to call the number to report any untoward experiences.

Waitresses interviewed in Des Moines praise their employers for working hard to minimize possibilities for harassment — despite what Droste concedes is a "gasoline-nitro" combination of young

Ed Droste never met a room he couldn't work (or a patio, a yacht deck, a luxury suite...)

women, young men, alcohol and late-night shifts. Bottom line, the waitresses are happy to be able to make so much money. "Friends of mine who are waitresses at other places are glad to make $20 or $25 a night [in tips]," says Ronda Dix, who helps ISU students make up a majority of the waitresses at the West Des Moines Hooters. "I average $70 or $80, and have been over $200 before. ... This is helping a lot of us through school." Fellow psych major Keri Bassman, a candidate for Government of the Student Body president last spring, also dons the orange micros.

NOW's Podolefsky says stressing wages and job opportunities casts a deceptive haze. "If a woman decides that's where she wants to work, that's OK," she says. "We're for giving women opportunities. But why do you think this is the kind of opportunity that pays so much better than others? Because society says that sexualizing women is OK. To be honest, Hooters gives us an opportunity to try to educate people."

It certainly has done that in Ames and at Iowa State:

•In April 1994, two Ames Middle School students protested the wearing of Hooters T-shirts by wearing similarly designed shirts sporting a rooster and an apt, if more vulgar, male counterpart to "hooters." Principal John Kinney, who earned ISU bachelor's ('75) and master's ('84) degrees, promptly instructed the girls to turn the shirts inside out. They complied. But the incident forced Kinney to confront his own view that had previously allowed Hooters shirts. It led to a school-wide forum that gained attention from national media and the American Civil Liberties Union. "It got us focused on issues beyond obscene or distasteful, but also harassment," Kinney says. Students no longer are allowed to wear Hooters shirts.

•Five months later, then-ISU football Coach Jim Walden elicited an outpouring of venom from women on campus and off when he appeared in a TV commercial for the West Des Moines Hooters. Was he fired two months later because of the ad? No. The Cyclones went 0-10-1 last fall; in eight seasons Walden lost 65 percent of his games. His Hooters work was a pail of water into the belly of a sinking ship.

Dix, who aspires to grad school and a career in human resources, would stand up for Walden and other Hooters supporters by uttering what has become the company's mantra for the '90s: Lighten up. "My track shorts were just as short as these. You have to be careful, be aware of things. But I don't know of any girls who've had problems."

Ironically, there are some boys causing problems. At VISIONS' press run, Hooters was still under the scrutiny of a three-plus-year Equal Employment Opportunity Commission (EEOC) investigation. Two Chicago men filed suit, claiming they were discriminated against in not being considered for hiring as waiters. Droste maintains it's a Dallas Cowboy cheerleader issue. "Hooters girls are the absolute essence of our business," he says, agitated.

Droste, predictably, has been the chain's point man throughout. He's become extremely active politically, working closely with Florida Senator Connie Mack and spending more and more time in Washington, D.C. Arguably the city's most powerful law firm (Akin, Gump, Strauss, Houer and Feld) and public relations firm (Powell Tate) — the district's "highest spin doctors," Droste says — are working in Hooters' corner.

There has been no shortage of Hooters insiders questioning if all the bombast is worth it. "When the times got really tough, people flooded us, saying, 'You've got to change this and that,'" says Lageschulte. "Ed said, 'No, no, no. Our cornerstone — good food, good beer, beautiful girls — will not change.'"

Droste's other response was to be more public with the chain's charity work. It has donated millions to local education foundations in its "Wings for the Children" program. It pays Hooters girls $10 per hour for such community work as visiting nursing homes. It sponsors celebrity golf tournaments and auctions. In short, Hooters, like Ed Droste, rarely says no.

While the focus is helping others, particularly children, Droste says an important byproduct of the charity work is to fight the impression that "Hooters is run by a bunch of dirty old tan guys with gold chains." Just ask Rev. Charles Infelt of Chicago's Holy Family Lutheran Church. Through the "Wings" program, local Hooters have given more than $15,000 to the church's elementary school in the Cabrini Green project. Infelt, incidentally, is another Waverly native (nickname unknown).

Still, the playboy image dies hard. Not long ago, a Hollywood producer working on the Hooters TV show gave Droste a pair of silk pajamas as a birthday present. He figured Droste was Florida's Hugh Hefner. Funny joke, nice jams. But way off target, Droste says.

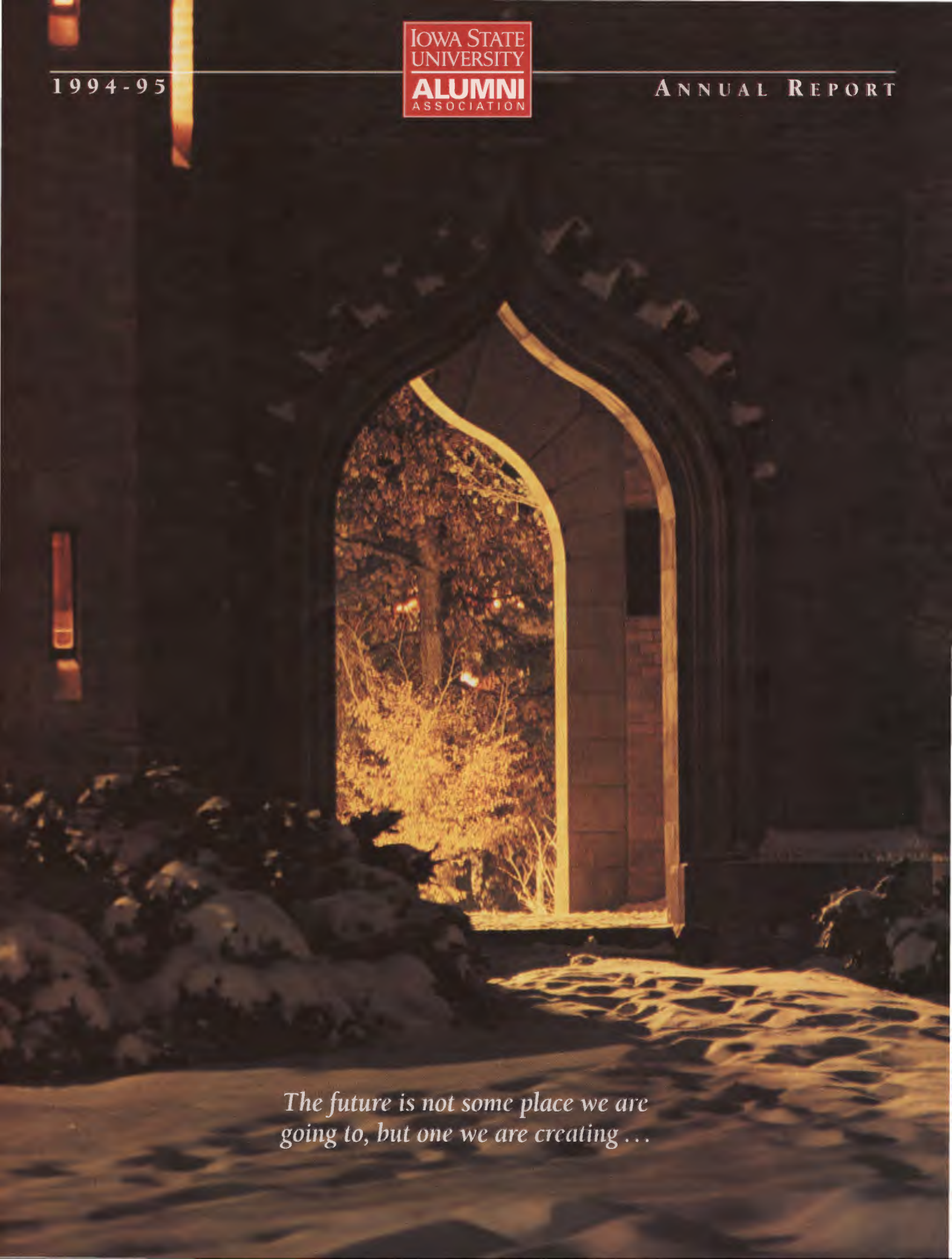
"I'm a guy who will have a beer or two at Hooters, go home in time to put in a chicken pot pie and watch *MacNeil/Lehrer*," says Droste, who divorced several years ago and remains single. "I'm usually in bed by eight."

Right. Just like Flounder. ◐

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

1994-95

ANNUAL REPORT



The future is not some place we are going to, but one we are creating . . .

PRESIDENTIAL ADDRESSES

My odometer tells me I logged more than 10,000 miles in three months, all in the name of a plan.

It has been a ride I won't soon forget.

When then-association President Harvey Freese challenged me to head up a major task force nearly one year ago, I readily recognized it as a monumental assignment. How do you craft a strategic plan for a major land-grant university's alumni association? As an ISU Alumni Association board member, I represent a cast of 150,000 living graduates. As that board's current president, I oversee programs and services that benefit, in addition, more than 40,000 dues-paying members. As a graduate of ISU's journalism department, I've been drilled in the fine arts of both accuracy and brevity. Was I the only one noticing the paradox here?

Fortunately, I'm also a bearer of the Iowa State legacy that reminds us never to quit. Challenges are to be met, not averted. And as our alma mater was putting the final touches on the strategic plan that will guide Iowa State into the next century, it seemed a most fitting time to fine-tune the missions and goals of the Alumni Association to further complement the university's work.

Less than 90 days passed from my first trip to Ames from west-central Illinois and the strategic plan task force's completion of a blueprint that has far-reaching implications for both the Alumni Association and Iowa State University. On the next several pages, you will read how your links to your alma mater will now be even further strengthened. Financial goals for the organization have been sharpened, programming refocused. As the directives for the university expand globally, so do ours.

As its motto reminds us, your ISU Alumni Association works for a lifetime. With our new road map in hand, we're well on our way.

Roberta Simpson-Dolbeare

Roberta Simpson-Dolbeare, '76
President
ISU Alumni Association

To become the best. A lofty goal, certainly, but one that comes most naturally to graduates of Iowa State University. And why not? We have a history of ambition and success.

This institution, the nation's first land-grant college, was founded on the basic premises of access, teaching, research and outreach. Amazingly, well more than a century later, our directives remain intact. But even the best intentions require ongoing review and adjustment. Consequently, campus leaders have invested several months in drafting a university-wide strategic plan to ensure our original commitments continue to be met.

So it is with great approbation that I applaud the recent undertaking of your Alumni Association in constructing its own policy platform for the remainder of the 1990s. Plotting the course is never easy; self-examination requires foresight and courage. Not to mention a fair amount of savvy — with an alumni body as large and diverse as Iowa State's, identifying common threads often demands the sleuthing skills of a seasoned detective.

But on the following pages, you'll find significant data compiled by alumni volunteers dedicated to furthering the accomplishments of the association. It addresses the tough funding issues faced universally by higher education. Service to the customer, paramount to the well-being of any institution, ranks as a top priority as the association delineates its strategy to further enhance your membership's value. And as the university's outreach continues to expand throughout the world, putting a more global perspective on programs and services rounds out the organization's top objectives.

These are tall standards to which we all have been assigned to aspire. But it is only in the stretching, the implementing and the evaluating that we can continue the prestigious legacy established for us by such key alumni as George Washington Carver and Carrie Chapman Catt. Alumni like you, who expect nothing less. Alumni who will share in our pride as we become the best.

Martin C. Jischke

Martin C. Jischke
President
Iowa State University

THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION STRATEGIC PLAN

"The future is not a result of choices among alternative paths offered by the present, but a place that is created—created first in the mind and will, created next in activity. The future is not some place we are going to, but one we are creating. The paths are not to be found, but made, and the activity of making them changes both the maker and the destination."

JOHN SCHAAR, FUTURIST

The Iowa State University Alumni Association, capitalizing on its rich tradition of serving its graduates, has positioned itself to best meet the needs of Iowa State University and its alumni. Through research, reflection and hard work, it has created a blueprint to best identify and facilitate institutional and constituents' interests and needs.

The plan emerged from changes in the Iowa State University environment— changes in alumni perspectives, changes in available resources, changes in societal and institutional priorities.

The goals are clear, the objectives well-defined.

MISSION STATEMENT

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

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 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 knowledge.

To those ends, the Iowa State University Alumni Association presents its strategic plan for 1995 and beyond.

I. Establish a sound and reasonable financial basis for the Alumni Association

A. Increase membership revenue (currently $888,000) by 10 percent per year. Add $88,800 by July '96, and 10 percent per year for next four years
   1. Take a long-term view
   2. Develop five-year membership plan (July '95)
   3. Investigate and determine membership rate changes (July '95)
   4. Establish formula for use of life membership income (July '95)

B. Add $10,000 revenue from new income-generating programs and services by July '96 and increase 10 percent per year for next four years
   1. Explore new programs that generate income and implement at least two by July '96
   2. Explore new services and benefits that generate income and implement at least two by July '96
   3. Investigate new merchandise to sell for profit and offer at least two new items by July '96

C. Increase revenue from existing income opportunities (currently $250,000) by $25,000, July '96, and 10 percent per year next four years
   1. Increase sales of VISIONS ads
   2. Increase credit card revenue
   3. Increase travel program commissions
   4. Increase revenues from merchandise
   5. Increase University support
   6. Increase Foundation support
   7. Increase gift support (currently $50,000) by $5,000, July '96 and 10 percent per year for next four years
   8. Increase revenue from admission and registration fees (currently $46,000) by $4,600, July '96 and 10 percent per year

II. Increase membership to 30 percent of total alumni body by year 2000

A. Implement marketing strategies to increase incrementally each year to result in 10,000 new members by year 2000
   1. Test telemarketing
   2. Evaluate direct mail programming
   3. Evaluate effectiveness of promotional materials
   4. Utilize local clubs to generate memberships
   5. Tie-in membership promotion with Association events
   6. Review and enhance benefit package
   7. Determine and implement enhancements to benefits. (Dec. '96)
   8. Implement and explain new membership benefits to non-members as they are developed (e.g., *The Iowa Stater*, credit card inserts, special promotions) (ongoing)
   9. Determine need for additional staff (June '96)

B. Implement marketing strategies to retain 43,500 memberships by year 2000.
   1. Test market special membership retention strategies.
   2. Review effectiveness and test changes in new grad program(s) (May '95 and ongoing)
   3. Add two types of public recognition to Association members annually (July '95)
   4. Produce one new advertisement and/or promotion every year (i.e., sponsor weather channel, radio promotions) (June '96)
   5. Review and enhance existing benefit package (See II.A.7)

   6. Implement and explain new membership benefits to members as they are developed (e.g., *The Iowa Stater*, credit card inserts, special promotions) (ongoing)

III. Initiate policies/procedures to diversify all aspects of the ISU Alumni Association by fairly representing its constituencies

A. Profile alumni body to determine constituencies (February '95 and ongoing)
   1. Utilize existing records information to create standardized reports
   2. Develop new methods of gathering information

B. Diversify board of directors
   1. Select board by appointment (January '96 and ongoing)
   2. Review existing board policies that may restrict diversity and revise (January '96)
   3. Provide diversity training for all board members (August '95 and ongoing)

C. Diversify staff
   1. Recruit candidates from underrepresented groups for staff positions
   2. Continue to utilize partnering opportunities with university units offering graduate assistantships
   3. Create in-house opportunities for students from underrepresented groups (July '95)
   4. Investigate staff exchange programs (February '95)
   5. Require ongoing diversity training of all staff beginning February '95 and ongoing)
   6. Address workplace environment

D. Diversify volunteers
   1. Recruit volunteers from underrepresented groups (February '95 and ongoing)
   2. Attract more diverse volunteers

3. Provide ongoing volunteer diversity training/ information
4. Utilize assistance of campus organizations (see C.2.)

E. Diversify Alumni Association programs and services to attract underrepresented groups
   1. Review existing programs and services (February '95 and ongoing)
   3. Assign staff responsibilities for diversifying programming
   4. Establish policy regarding alumni constituency affiliate groups

IV. Evaluate effectiveness of programs and services

A. Create benchmarks (July '95)
   1. Review existing research
   2. Determine need for new surveys (January '95)
   3. Determine association role in university (October '95)
   4. Review benchmarks annually

B. Establish programming criteria
   1. Determine method for measuring program effectiveness to reach Association goals

C. Evaluate existing programs utilizing newly established benchmarks
   1. Create rotating benchmarking process for quarterly program evaluation (January '96 and ongoing)

D. Evaluate new program possibilities utilizing newly established programming criteria (January '96 and ongoing)
   1. Career services/job placement
   2. Continuing education
   3. Family-oriented programs
   4. Scholarship aid for legacies/first generation Iowa Staters
   5. Joint services with other associations
   6. Young alumni-oriented programs (ages 25-40)

ISU Alumni Association Board of Directors 1994-95

Seated, left to right: Mary Harms, Scott Olson, Harvey Freese, Dale Anderson and Roberta Simpson-Dolbeare. Standing, left to right: Anne Templeman, Don Jordahl, Kevin Brooks, Dynette Mosher, Dewayne Rahe, Ken Anderson, Glen Mente, Bill Hoefle, Jim Hopson, Randy Hendricks, Gary Aitchison and Cyndi Bonus.

ISU Alumni Association Strategic Plan Task Force

Roberta Simpson-Dolbeare, Chairperson
Harvey Freese, President, ISU Alumni Association
James Hopson, Executive Director, ISU Alumni Association
Don Bice
Micheal Boulden
Debra Gibson
Bill Konrady
Steve Mores
Chris Olson
Scott Olson
Richard Van Iten

STATEMENTS OF REVENUES AND EXPENSES AND CHANGES IN FUND BALANCE

Twelve months ended June 30, 1995, and 1994 (Unaudited)

REVENUES	1994-95	1993-94
Contributions:		
Annual Dues	$ 521,273	$ 523,086
Life memberships	323,374	289,514
University support	248,988	210,637
Foundation support	100,025	100,000
Other support	105,512	13,994
Total contributions	1,299,172	1,137,231
Earnings:		
Interest and dividend income	59,010	61,521
Appreciation (depreciation) in investments	64,052	(34,900)
Equity in earnings (losses) of University Systems Technology	2,285	43,972
Sales and commissions	309,438	297,206
Activity and event fees	107,407	102,098
Miscellaneous	9,443	35,289
Total earnings	551,635	505,186
Total revenues	$ 1,850,807	$ 1,642,417
EXPENSES		
Administrative and personnel	$ 864,633	$ 872,443
Endowment campaign	1,438	581
Unrelated business income tax	2,105	1,248
Membership and income development	155,010	166,606
Alumni activities	66,070	89,326
Student recruitment	44,068	20,630
Constituent relations	77,123	113,301
Publications	310,562	369,308
Student and parent programs	120,850	142,119
Total expenses	$ 1,641,859	$ 1,775,562
Excess of revenues over expenses	208,948	(133,145)
Fund balance at beginning of year	936,064	1,069,209
Fund balance at end of year	$ 1,145,012	$ 936,064

BALANCE SHEET

June 30, 1995, and 1994 (Unaudited)

ASSETS	1994-95	1993-94
Cash and cash equivalents	$ 139,506	$ -
Investments managed by Iowa State University Foundation	1,171,698	1,209,136
Office furniture and equipment	88,480	37,139
Less accumulated depreciation	35,832	29,601
Net office furniture and equipment	52,648	7,538
Investment in University Systems Technology	109,917	107,635
Cash value of life insurance	3,050	3,050
Income taxes receivable	418	2,523
Prepaid expenses	47,592	46,145
Deferred endowment campaign costs	44,656	37,839
Total assets	$ 1,569,485	$ 1,413,866
LIABILITIES AND FUND BALANCES		
Checks in transit	-	86,194
Accounts payable and accrued liabilities	$ 158,545	$120,788
Unearned dues	265,928	270,820
Total liabilities	424,473	477,802
Fund balance	1,145,012	936,064
Total liabilities and fund balance	$ 1,569,485	$ 1,413,866

Investments managed by the Iowa State University Foundation are held in the Life Membership Investment Fund. This fund was established in accordance with the Articles of Incorporation. The Investment Fund is not donor restricted and the Board of Directors may authorize expenditure from the Investment Fund in payment of current expenses of the Corporation or in the furtherance of its objectives and purposes. The current minimum Fund balance, in accordance with Article III of the Bylaws, is $874,930.

In the FALL,

WHEN *exuberant* RUNNERS

WITH *the world*

at their feet

STIR *the fallen* LEAVES,

we give THANKS

for

SUSAN BAXTER
SHERYL MAAHS
PAT MOYNIHAN
RON RENKO
JULIE ROSE
STEPHANIE STREIT
BURTON WATKINS

THEM.

Jogging MEMORIES

Photographs by
JIM HEEMSTRA

Jogging MEMORIES

NOVEMBER 25, 1985

Thanksgiving hasn't been the same since.

On Nov. 25, 1985 — three days before Thanksgiving — an Iowa State University airplane crashed on a quiet residential street in Des Moines. The Aerocommander Shrike carried seven people — three members of the university's women's cross country team that hours before had finished second in the NCAA Championship in Milwaukee, their two coaches, a student trainer and the pilot. All seven died instantly when the craft slammed into an oak tree and burst into flames.

By noon, they had achieved almost unprecedented glory. By 5:41 p.m., they were gone.

For many, the veil of that cold, black night has never fully lifted. Hearts in Ames and around the world ached. Three days later, thousands of Iowa Staters — all but a handful of whom had never even met one of the fallen — struggled to find reason to give thanks in a season of such numbing loss.

Susan Baxter.
Sheryl Maahs.
Pat Moynihan.
Ron Renko.
Julie Rose.
Stephanie Streit.
Burton Watkins.
Gone.

Ten years later, our struggle wages on. It is particularly poignant, of course, at Thanksgiving. Certainly, for the families profiled on the following pages, a decade is the blink of an eye. Wounds such as these — are any more injurious to the heart, the soul? — do not heal in a lifetime, much less a decade. For the rest of us, the wounds largely have closed. But scars remain. Who among us can forget that icy night? Who can watch young, confident runners, their eyes flashing and their strides seemingly filled with the power of 1,000 gazelles, and not be reminded of all that we lost?

But it has been 10 years, and we have carried on. At times, we do so by forgetting. But the image of these seven people cannot, will not be wiped from our psyches. Their imprint was too deep. As T.S. Eliot wrote, their "footfalls echo in the memory."

So we remember them.

We miss them.

And especially in the fall, when exuberant runners with the world at their feet stir the fallen leaves, we give thanks for them. —*Dan Davenport*

Sue BAXTER

By Paul Majendie

Given Sue Baxter's sheer mass of track accomplishments — and her father's proximity to each one of them — it is nothing short of amazing that Eric Baxter can pick out a highlight from his daughter's career.

"The thing I enjoyed most of all was when we had the Greater London Championship at the Crystal Palace Stadium in London," says Eric, a retired policeman who five years ago retired and moved with his wife, Valerie, from their home near London to the scenic county of Devon near England's west coast.

"Sue won the 1,500 meters as a 15-year-old and knocked several seconds off the record. We were on our way out of the stadium afterwards when we heard an announcement on the loudspeaker. She was the person chosen as the athlete of the meeting. We scurried back in. The huge scoreboard lit up her name.

"... It never entered her head that she would get something special. That was a good day."

There would be many more to come in the next seven years, followed by, of course, that worst of days, Nov. 25, 1985. It was the day after Sue Baxter's 22nd birthday.

That she perished just hours after achieving such glory in competition provides some small consolation for her parents. Helping, too, has been the Sue Baxter Memorial Trust that a group of her teachers established. The trust has raised thousands of pounds to help disabled children, sponsor running camps and provide funding for young athletes. The Baxters say it is but one of many ways her epic accomplishments on the track continue to inspire others. Her trainer at ISU, Alice McLaine, named her now 3-year-old daughter Alexis Susan after the Baxters' daughter. For Eric and Valerie (*right*), perhaps most inspirational has been a copy of a registration form the university sent them after the crash. Asked to list her achievements, Sue had included "coming from a loving and caring family. My achievements are theirs."

Her Iowa State teammates speak of a slender runner with an antelope stride and a ferociously competitive spirit. Eric Baxter saw that streak honed as he tramped to track events all over England. "I saw the inside of a lot of stadiums," he says, smiling. "Our whole life revolved around athletics."

Painful though it was to leave, Sue knew competing in the U.S. was her best opportunity to achieve her ultimate goal: making England's Olympic team for the 1988 Games in Seoul, South Korea. One of her English coaches, Harry Wilson, was convinced that she would make it. Says Eric, "We have to this day still got the letter he wrote to her saying, '*When* you reach your goal ...'

"She was working her guts out for the 1988 Olympics. ... Whether she would have made it or not, we shall never know."

Sue had arrived in Ames only that fall; but instantly, her letters home bubbled with enthusiasm. "This is the place to be, the place to live," she wrote.

After Sue's death, Eric says he and his family received "an incredible response" of sorrow and love from the university community. Other letters — from all over the world, many from strangers — continued to pour in for weeks. Some provided needed guidance, others were little more than painful reminders. But one poem, in particular, was and continues to be a great source of strength and understanding. After 10 years, Valerie and Eric Baxter know it well:

Angrily spake the garden,
"Who plucked this flower from my garden, one of the rarest of them all?"
Gently answered the master,
"For so dearly did I love it that I chose it for my own."

Paul Majendie is a staff writer for Reuters News Agency in London.

"I look back on everything that's ever happened to me in athletics — in life — and I don't think anything affected me as much as losing those people. ... I'll drive down the highway and hear ['Ain't Nothin' Gonna Break My Stride,' the team's theme song], and it brings back those wonderful people. These were the kind of special people you never forget."

— Dave Cox
ISU assistant athletic director, 1979-94

Sheryl MAAHS

By Debra Gibson

To a person, they remember her hair. A wild mass of blond, springy curls encircling an elfin face and a Farrah Fawcett smile. It's that very image that comes back to Alice McLaine when she recalls the first time she saw Sheryl Maahs.

"Practically the minute they hit campus, we made the freshman runners come in for body fat measurements," says McLaine, former head trainer for women's athletics at Iowa State. "I put Sheryl in that underwater weighing tank and she just looked up at me with all that hair and those enormous eyes as if to say, "What am I doing here?"

In retrospect, she was kicking off a memorable career as one of the cross-country corps' hardest-working and best-loved runners. Call her cheerleader, motivator, caregiver — they all applied. It was Sheryl who brought the Tootsie Pops for finals week inspiration. She instigated the impromptu birthday parties for her teammates. Her hugs and fire-up speeches were legendary during brutal practices. For the tiny, feisty pre-business major, it was all about wanting her friends to love running — and life — as much as she did.

"My wife tells people that before this happened, I lived my life under a 300-watt bulb. These days, I'm living the same life, but under only about 25 watts."

— Earl Maahs, '67
Spirit Lake attorney
Father of Sheryl Maahs

Former teammate Dawn Lentsch Canon, now a food scientist living in Ames, witnessed that infatuation most intensely during a period when both women were injured and forbidden by their coaches to run. While on a prescribed bike ride outside Ames, "we were just a bit naughty," Canon remembers. Ditching their bikes, they sprinted through the streets of Gilbert, Coach Ron Renko's imaginary scoldings at their backs.

Renko first watched Maahs run at an indoor track meet during her senior year at Spirit Lake High. The motivated firstborn of Earl and Susan Maahs had organized her school's first cross-country team (of which she initially was the only girl), and in those laps around a Des Moines track, Renko could see the determination and the commitment deep within her enormous eyes.

More than a dozen years later, Earl and Susan Maahs (*below*) remember a daughter who was competitive but compassionate, "a very easy child to raise." She was a Pammel Court baby, born just three days before Christmas and two and one-half years before her father would finish up his Iowa State bachelor's degree. She composed her own piano pieces for recitals. She was valedictorian of her high school class, and later garnered All-Academic Big Eight honors. She had begun thinking about becoming an attorney like Earl. She'd found romance with ISU tennis player Jeff Kanner.

And when her death came less than one month before her 21st birthday, it was on a day that had been one of her best. As one of the ISU team's top runners, she reveled in its second-place finish. It was Thanksgiving break, and she was headed for her parents' stunning new home on the lake's north shore. Her life was void of regrets.

Today her high school track bears her name. Every spring, runners who aspire to her success gather on that track for the popular Sheryl Maahs Relays. Back in Ames, the Phi Delt fraternity, to whom she was a "Little Sis," honors her each year with a 5K road race benefitting the American Heart Association. And her surviving ISU teammates remain in close, constant contact, says Canon, who attributes that strong bond to the legacy of those who died.

For Sheryl Maahs, there could be no better tribute.

Patrick MOYNIHAN

By Victoria Balfour

"My girls."

That's how assistant coach Patrick Moynihan always affectionately referred to his Iowa State University track team, remembers his mother, Pauline Moynihan. Although Patrick was only 29 — almost a peer of the girls — Pauline Moynihan says he was more of a father figure than anything else. "I met a lot of the girls at a Parents Weekend and they kept telling me that Patrick wouldn't let them go to practice until they got their homework done. With Patrick there was no fooling around. And they didn't seem to mind," says Moynihan, who still lives in the same white clapboard, two-story Yonkers, N.Y., home in which Patrick, her only child, was raised.

For some time now, Patrick's old room has been rented out. But downstairs, his presence is everywhere. Scattered here and there in the immaculate, sparsely furnished living room are pictures of Patrick at various life stages. On the tiled mantelpiece stands a tiny black and white photo of him at 3, grinning from ear to ear. In a larger picture, taken at his first communion at age 8, he has slicked back hair and is looking heavenward. In a framed color photo on a sidetable, taken around the time of his 1978 graduation from Princeton, he is a broad-shouldered bear of a man wearing a most serious expression on his face. He looks as though he's ready to take on the world.

Sitting on the living room couch, Pauline Moynihan (*right*) carefully sifts through her son's mementos — coaching medals, candid snapshots, newspaper clippings, a stack of straight-A report cards. She unfolds a copy of his SAT scores — an impressive 700 on the verbal and 740 in math. "Academics always came first for Patrick," she says, adding that he had been working toward his master's degree in chemistry at ISU and had hoped to go on to medical school.

As she studies each item, Pauline's demeanor becomes increasingly less somber. She remembers how this son of a truck driver would practice his track and field specialty — the hammer throw, for which he qualified for the 1980 Olympic trials — across from a Yonkers firehouse, and how the firemen would come out and gawk at him.

She remembers the difficult time her son had adjusting to the Saudi Arabian culture after he took over as coach of the air force team there in 1983. "A man rapped him on the knees with a stick for wearing shorts — men don't wear shorts there," she says. "Patrick really got mad and broke the man's stick. He didn't like living there. He really liked Iowa much better. He thought they were so friendly there."

LESLIE PRATKIN

Thus despite her boy's interest in medicine, Pauline Moynihan struggles to imagine him as anything but a coach. When Pat was 16, he was asked to fill in for a grade school boys' basketball coach who was recuperating from an operation. "He knew how to discipline the kids even then," recalls Pauline. "One of the boy's mothers said to me, 'Why is it that when I tell my son to go to bed at eight he won't go, but when Patrick tells him, he will?'"

Pauline, whose husband died in 1980, was visiting relatives in California when she got word of the plane crash. "Patrick was supposed to join up with us for Thanksgiving," she says. She still has her local church's Dec. 1, 1985, bulletin with the notification of her son's death: "Moynihan was one of the huskiest young men I ever met … " it reads. "What a terrible tragedy this is, to lose one's only child."

Following Patrick's death, Mrs. Moynihan set up a $500 Patrick Moynihan Memorial scholarship at Sacred Heart High School, to be awarded each year to a student who has shown excellence in academic and athletic accomplishments. On Nov. 25, as she has done for the past 10 years, she'll have a mass said for her son. "For the longest time after he died I expected the phone to ring, or that he would come through the door and say 'Hi, Mom' in Ukrainian," says Pauline , who is of Ukrainian descent. Her church, her Friday night dinners with friends and her trips to Atlantic City to play the slot machines help dull the edge of her loneliness, but Patrick never wanders far from her thoughts. She points to a carved wooden figure of Don Juan on top of a bookcase. Patrick brought her the statue from a high school trip to Spain. "I just have to look around," she says. "He's still here with me."

Victoria Balfour is a freelance writer in New York.

Ron RENKO

Chris Renko still isn't sure what he and his family were waiting for.

A year, two years, five years, seven years passed after his brother, Ron, the women's track and cross country head coach, was killed in the crash. Yet still the Renko family held on to Ron's cherished patch of land in northern Wisconsin. For several years Ron had devoted nearly all of his scant free time and money to nurturing his dream: Building a Christian sports camp among the trees and along a river.

"I'd call him at his office at midnight, or later, and he'd be there, working on his plans for the camp," says Chris, seated next to his wife, Jan, at the dining room table of their Rogers, Minn., home, 25 miles northwest of Minneapolis. "He had the road planned, the running trails. He had outhouses built and 10 platforms built for buildings. It seemed like he was always working on it."

"They were the happiest people here."
— Bill Wegehaupt
Marquette University women's cross country coach
Director, 1985 NCAA cross country meet

The Renkos held on and held on. Finally, after eight years, they could hold on no more.

"Taxes, upkeep, everything got too hard," says Chris (*right*). "It was so nice, secluded in a bottom, with the woods. But it couldn't be our camp. It was Ron's. We had to part with it."

The Renko family knows far too much about parting. The eldest son, Frank Jr., drowned when Ron was 8. About six years later, Ron's father, Frank Sr., was killed in a work accident.

Painful as those tragedies were, Chris says they likely are chiefly responsible for focusing his brother's life so singularly: Serve God, serve humankind. It was all he knew. There was the time Chris and Jan entered Ron's austere apartment to find a stranger sleeping on the couch. Turns out he was a stranger to Ron, too. He simply needed a place to sleep.

There were any number of visits home, especially on holidays, when Ron would arrive an hour, two hours late, because he stopped to help someone. "He gave somebody a pair of his shoes once," Chris says, shaking his head.

Ron grew up dreaming of being an Olympian. In winter, he and Chris would construct their own skating rink, complete with jumping barrels. Later, despite the memories of being with Frank in the boat the day of the drowning, of being helped toward shore only to see his brother go back for his tackle box and never return, Ron turned to swimming. Ultimately, his passion turned to running. Its simplicity, its solitude, the monastic lifestyle it not only encouraged but demanded — everything about the sport appealed to him. But Ron was not Olympic material. So he turned his efforts to making an Olympian.

And that he did. Fifteen months before his death, Iowa State's Nawal El Moutawakel, a native of Morocco, won a gold medal in the 400-meter hurdles at the 1984 Games in Los Angeles. Chris' daughter, Dana — herself a runner, like her younger brother, C.J. — proudly displays Nawal's autograph.

As grand as that moment was for Renko, surely it paled next to the 12 hours preceding his death. Though there would be no time for reflection, no day-after stories in the papers, this was undoubtedly his most glorious day as a coach. His team ran like never before. Chris has thought often of the look of pride his big brother wore that afternoon, as the doomed plane cruised for home. In the darkest moments, he has taken solace in Ron's glory.

"More than anybody I know, my brother lived a belief, just as Christ did," Chris says. "He was always trying to do what was right. Always looking out for others. His greatest accomplishments involved the accomplishments of others.

"We could all learn a lot from my brother." — *D.D.*

LIVED

Julie ROSE

LIFE TO THE FULL

Athletics holds little but sorrow for Don and Joyce Rose. Thus the couple that once crisscrossed England following track meets now has little to do with the sports world.

With one mighty exception.

Each year, a local 10K road race is run in honor of their daughter, Julie. And next year, a stadium will be opened in her honor.

The $2.3 million facility will boast eight lanes, a grandstand and indoor training facilities — the perfect memorial for Julie in her home town of Ashford in the picturesque "Garden of England" county of Kent. Throughout her early career, there were no such facilities. The roads were Julie Rose's training grounds — the grounds she used to become one of her country's most promising middle distance runners.

Talking about their daughter's life and career is both therapeutic and painful for the Roses (*below*). They are a mutual support group in their grief, jogging each other's memories about the highlights of Julie's life.

"It is also hard when you are going past the site of the stadium. Her name is all up there. You feel your heart flip a bit," Joyce says. Both attended the launch ceremony in June when the stadium project got underway after years of planning.

Fond and many are the memories of their daughter's passionate quest for running excellence. Don particularly remembers the first 1,500 meters 14-year-old Julie won at the English School Championships. "It was like a mini-Olympics with all the flags and marching past," he says.

Julie's tragedy was doubly hard to bear as she was just beginning to fulfill her potential after being sidelined for two years with foot injuries that required two operations. You can hear the pain and regret in Don's voice when he says: "Julie wanted to go to the Olympics. That was her big dream and I think she would have gone."

Sitting in their lovely garden on an exquisitely sunny English summer's day, the couple takes further solace in reflecting on their daughter's love for not just her sport, but life itself.

"There was never enough time in the day for her," Joyce says. "She lived life to the full."

Don agreed: "She crammed a lot into those 20 years."

They swap fond memories back and forth.

"She never whined and moaned," says Don.

"But she wasn't obsessed with athletics," Joyce insists.

"She had a wonderful life out there [in America] and loved every moment of it. Without the accident, we would have had no regrets about her going to the States," Joyce adds.

Tears well in their eyes and voices falter. Don leaves the garden, then returns with the photo he took of Julie just before she left for the United States. He lightly kisses the frame. —*P.M.*

PAUL MAJENDIE

"They were common people with uncommon energy. They woke early to run and work. They stayed up late to study. They understood the value of hard work, sacrifice and goal-setting. Their passion for track and field was part of a larger passion for life. As time passes, I hope we don't forget them. I hope we don't forget what made them special."

— Gene McGivern, '51
Sports information director, St. Thomas College, St. Paul, Minn.
Former sports editor, Ames Tribune
Former Cyclone track and cross country runner

Stephanie STREIT

For those who knew and cheered the well orchestrated, aspiring life of Stephanie Streit, there is irony in the absolute circumstance that rendered its end. It was by chance that she was assigned the student trainer position for the women's cross-country team. It broke with tradition that she was invited to attend an out-of-state team trip. It was a commercial flight back to Des Moines for which she was originally booked that fateful Monday night.

Yet, ask her mother about the irony, the coincidence, and she sees none. From the beginning, her Stephanie was different.

"Even as a baby, she was unique," remembers Lotte Streit (*below*), now widowed and living alone in the family's big four-square house in Hawarden. "Sometimes even then I wondered if God... I love all my other children, but Steph was unusual. She always had an emotional maturity, was always happy. A neighbor remembers back when Steph was only 3 or 4, this little vision with long beautiful hair, just darting back and forth across our yard, chasing butterflies.

"She had a relationship with God very early on, and she took life so seriously," her mother continues. "As crazy and silly as she could be, sometimes, I think maybe she did too much. But it just seems like God crammed a whole lifetime into her 21 years."

"I hear about Milwaukee, I get on a plane, I just go about my daily routine, and so many things bring them back. The memories are painful sometimes, but there is more of a fondness now. When we let things get out of perspective, remembering them jolts us back, back to the important things."

— Bill Bergan
Cyclone men's cross country coach

Those two decades were highlighted by a competitive nature that garnered her athletic, musical and academic honors at West Sioux High. Friends were entertained by her dead-on Gilda Radner impersonations, and Iowa State personnel were continually impressed by the high academic expectations she set for herself.

"She came into the training room one day, upset because she thought she was failing — with a 3.5 gradepoint," recalls Alice McLaine, then women's head trainer at Iowa State. "But mostly she showed her more outgoing, public side. She loved the team. I remember her at a cross-country meet earlier that year. We were so good, and the whole team came across the line in a pack, just blowing away the competition. Steph looked at me and said, 'Oh, Alice, I just feel all squishy inside.'"

The day before she left for Milwaukee, Stephanie Streit attended Alice and Larry McLaine's wedding in Ames, and later that evening mailed her applications to medical school. She cheered the team's outstanding performance at the NCAA meet, and at the last minute, decided to fly back home on the university plane rather than catch her commercial flight. Lotte Streit remembers, "God just wrapped me in a tremendous amount of grace" during those next daunting months, as she, her husband (who died unexpectedly less than two years later) and their six remaining children struggled to cope.

Ten years later, the Streits observe a special mass each Aug. 2, Stephanie's birthday. Every Christmas Eve, her mother lines luminaries near the graves of Stephanie and her father, a tribute for her other children as they drive past the cemetery on their way to their mother's home. And this past May, Alice and Larry McLaine named their newborn daughter Amanda Stephanie.

But what Lotte Streit remembers most is that every single night, before Stephanie turned in, she would sit on a small chair at her mother's bedside and talk, quietly, about the day. "She had this big, heavy mop of hair pulled back in a ponytail that I'd stroke as she sat there talking," Lotte Streit recalls. "I can still feel the weight of that hair. I hope I don't ever lose that." —*D.G.*

the very

Burton WATKINS

It was one of Mary Taff Watkins' favorite times of the day. If her husband had the night off, along about 9 or 10 he would cock an ear skyward and announce, "He's coming in."

Iowa State University's Aerocommander 500 Shrikes have their own distinctive pitch — distinctive, that is, to the trained ear of a veteran pilot like Burton Watkins. With more than 6,000 hours in the sky, the director of Iowa State University's Flight Service could pick out a Shrike the way a cow identifies her calf by its bawl.

Mary Watkins (*below*) still hears the buzz occasionally. It's less frequent these days — only two Shrikes remain in the university fleet. The larger King Airs are more often the craft of choice as university pilots ferry passengers around the state and the country.

It is in these, the quiet hours, that Mary Watkins feels closest to and farthest from her late husband.

Burt Watkins, who earned ISU bachelor's (1953) and master's ('68) degrees, was the consummate pilot and director. There was not a hint of authoritarianism in his reign. Larry Dooley, who took over after Watkins' death, calls him "a working leader." "You enjoyed doing the job for Burt," adds Dooley.

He also possessed the pilot's passion for detail, whether he was preparing for a flight, organizing a continuing education session for pilots or crafting his own fishing rods and tackle. "When we'd paint something, Burt always wanted me to do the first coat and he could do the finish," says Mary Watkins, chuckling. Trim and tan, the 1943 Iowa State graduate and daughter of ISC extension veteran Paul Taff is a warm host to her airy north Ames condo. She continues to golf, continues to spend time in the Minnesota cabin to which she and her husband flew so often. Gone, though, are the other flying trips — to Arizona, Mexico, the Northeast. "It wasn't easy, getting used to driving places," she says. "Some things stay the same, but so many things change."

She and Burt married in 1973. "By that time, he'd been flying so long, we didn't really talk much about how he felt about it, why he loved it," she says. "It was just a part of him. It was who he was."

Former President Robert W. Parks saw that perhaps more than any other flight service passenger. It is the image of the university's patriarchal leader fighting back tears at the Hilton Coliseum memorial service that has remained most ingrained in the minds of many of those in attendance that beautiful, horrible day.

"I think back to all those flights, all those late-night trips home," Parks says. "So many of the best visits I ever had in those planes were with Burt. He was so intelligent, so talented, but one of the most unassuming men I ever worked with. He simply was the best aviator I've ever known." —*D.D.*

"It was without doubt the saddest moment of my years at Iowa State. But we must remember. We must remember these wonderful people and all their accomplishments and influences on our lives. And we must remember that something so tragic can happen to the very best of people, at any time."

— W. Robert Parks

best of people

ASSOCIATION

Come to life

Jim Hopson
Director, ISU Alumni Association

SEVERAL YEARS AGO, WE CAME up with a new slogan that I think has retained every bit of its appropriateness: The Iowa State University Alumni Association — It works for a lifetime. At my last count, more than 16,000 of you reading this issue of VISIONS know how literally true that word play is. You are Alumni Association life members. Those of you who made that commitment years ago know that we've held up our end of the deal: We've added numerous benefits in recent years — and soon will announce even more in these pages. The VISIONS magazine you're holding, the ISU events calendar on your wall, the discounts you receive on numerous Iowa State events and merchandise — all are tangible reminders of the wisdom of your decision. And don't forget — all the while we've maintained and enhanced our programs to serve the university.

As 16,000 of you can attest, there's never a bad time to switch to life membership. But for those of you annual members who have never gotten around to it, this is an especially good time to make the move.

Next July 1, the cost of an Alumni Association life membership will increase by $100 — from $600 to $700. For those who choose to take advantage of our two installment plans — annual or semiannual payments — the cost will increase from $650 to $750.

Our loyal alumni move to life for three basic reasons:

• Economics. The current annual rate is $35, but of course increases do occasionally occur. In annual dues savings alone, life memberships more than pay for themselves in less than 15 years. But it is when you figure in the savings afforded members on such items as our events calendar and credit card rates that you really begin to see the economic good sense involved in becoming a life member.

• Loyalty. I've written often in this space about the extreme devotion consistently displayed by ISU alumni. For many of you 16,000, I'm sure becoming a life member was simply your way of displaying the ultimate loyalty.

• Special gift. We've always worked hard to find life member gifts worthy of this devotion. I think you'll agree that our current offering — a nos-

Life Membership

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- ☐ $650 total ($65 now, nine more $65 semiannual installments)

Check payment method:

- ☐ Check enclosed, payable to ISU Alumni Association
- ☐ Charge to MasterCard or Visa

#_____ Exp. date_____

Signature _____

Return form and payment to ISU Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164. Or call (515) 294-6478 or fax to (515) 294-9402. Thank you!

M9

THE ISU ALUMNI ASSOCIATION — IT WORKS FOR A LIFETIME!

The ISU Alumni Association welcomes the following new lifetime members who joined during the months of April, May and June, as well as the remainder of those who joined during the months of January, February and March. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6478 for more information.

JANUARY THROUGH MARCH

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Daniel J. and Kimberli E. Wiemer
Joanne A. Wiemers
Randall R. Wilcke
Francis E. Wilcox, Jr.
Steve J. Wild
Tom F. Wilson
Eric W. Wittrock
Loren A. and Tracey R. Wobig
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Michael W. Zimmerman

APRIL THROUGH JUNE

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Kimberly K. Baldwin
F.D. and Diana L. Baltimore
James R. Barr
Julie A. Bell
Clarence A. Beutel, III
Lynn R. Blakesley
Eugene A. and Karen J. Bloom
Craig B. Bonzer
Brian G. Brooks
Wayde A. Burkhart
Kevin J. and Nicole L. Burt
Erin J. Carlson
Leah M. Celania
Amy J. Chapman
Gregory J. Chinlund
Geoffrey S. Conn
Stephen C. Cooper
Klint J. Cork
David J. and Elizabeth C. Dunlap
David W. Erwin
Langston P. Evans
Kandi S. Fountain
Chad W. Goetsche
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Christoph G. Sauer
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Michelle A. Short
Christopher R. Sieck
Marr D. and Jean Simons
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Richard W. and Connie Strudthoff
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talgic lithograph print of Iowa State alumnus Bradd Brown's beautiful watercolor painting of the campanile — is indeed worthy.

If this is the time for you, please fill out and mail the enclosed form, fax it to us or call us with your credit card information.

Thank you for your continued support as loyal Iowa Staters. And thank you for considering the merits of a move to life membership.

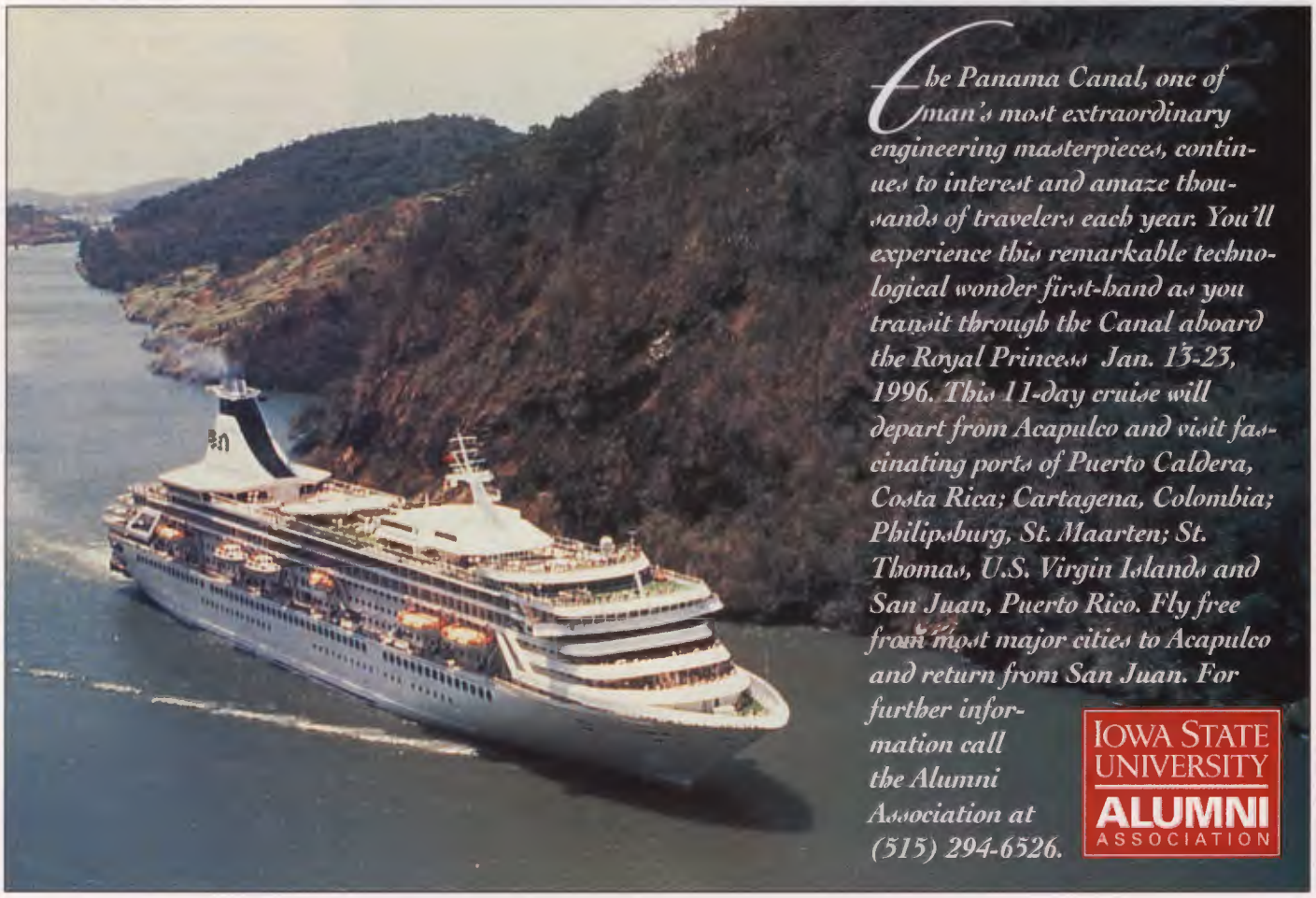
Jim Aspen

GARY CLARKE

Letter-perfect friends

SIXTY YEARS AGO, FIVE IOWA State College women were inducted into Mortar Board. Though already acquaintances on the intimate campus, this connection — including gab sessions over hot fudge sundaes in the Memorial Union Cyclone Room after meetings — formed bonds that neither decades nor miles could break. Their secret: a round-robin letter-writing campaign that began weeks after graduation and never stopped.

In June, four of the five returned for their 60th class reunion at the Alumni Association's Alumni Days '95. Seated, from left to right, are Marcia Dancey Ketcham, Grace Raffety Maurer and Virginia Brayer Howell. Standing is Janice Stillians Karlson. While they enjoyed their trip back, they kept their absent fifth member — Betty Sparling Huff — paramount in their thoughts. She became ill shortly before Alumni Days and was unable to attend. ◐



Out of the box

WHEN A PLANE CRASHES, ALUMNUS HEARS THE FINAL SAY

IT IS NOT MUCH LARGER THAN a shoebox, about 18 inches long, eight inches high, eight inches wide. It weighs 22 pounds. Its ascetic shell betrays both the wondrous illumination and utter horror contained inside.

It is the "black box," the mention of which can send waves of dread rushing through anyone who has cause to step on a passenger jet.

LEN RIZZI

Albert Reitan calls information contained on the black box's tape "one piece of the puzzle."

When Albert Reitan's beeper calls, it means another plane has crashed and another black box is prepared to give up its secrets.

Reitan, a 1964 Iowa State graduate, is one of three National Transportation Safety Board (NTSB) investigators who specialize in analyzing the cockpit voice recorders contained within the box. With the horrifying glut of passenger airline crashes in recent months, Reitan and his two colleagues have spent more hours than they care to count eavesdropping on the final utterances of the doomed and desperate. Some of these pilots will take the causes of their crashes to their graves. Others perish unaware of their undoing. It is Reitan's job to study these 30-minute tapes — often scores of times — searching for a telltale click, a curious inflection, a revelatory change in engine pitch.

"It's an emotional business, because of course you already know the outcome of the accident," says Reitan, himself a former Eastern Airlines pilot with more than 17,000 hours flight experience. "You find yourself repeatedly saying, 'I wish I could go back and change this. I wish they'd have known that.'"

He has listened to the last words of pilots he has known. He has studied the tapes contained on craft he has flown. He has listened to a tape and almost immediately pinpointed the cause — as with the 1994 American Eagle Flight 184 crash near Roselawn, Ind. He has listened to a tape hundreds of times — as with the one contained in the black box from last year's downed USAir Flight 427 near Pittsburgh — and remained virtually without a clue.

"Words don't always tell the story," Reitan says. "In the [1994] American Eagle crash [near Raleigh, N.C.], the pilots discussed an engine failure 30 seconds before the crash. But both engines were running at the time of the crash."

Reitan must be prepared to race to the airport to pick up the box at any time of day or night. After a cursory listen, he makes out a preliminary report before a more detailed session with a team of experts — often including friends of the pilots, who can differentiate voices. Reitan stresses that though the transcript of the tape eventually becomes public information, the actual tape remains locked in a vault until being returned to the airline. Reitan also stresses that the tapes and the NTSB report cannot be used in lawsuits. "We don't make law or file violations," he says. "We are only searching for the truth."

It is a search that Al Reitan is at once driven and loath to complete.

TOM WATSON

Mark Ballard

Secrets of a personnel nature

ONE OF THE MANIFOLD REVELations ushered into retailing during the '90s is that pleasing the employee is a critical step en route to the ultimate goal: pleasing the customer. Whether it's called empowerment, quality management or human development, it is gaining almost universal acceptance among sellers of everything from cars to burgers to hair replacement services.

Or, as we see in the case of 1984 graduate Mark Ballard, ladies' unmentionables.

Ballard, who also earned an ISU higher education master's degree, in 1986, is director of human resources development at Victoria's Secret Catalogue in Columbus, Ohio. Ballard doesn't know a French cut from a thong, but previous human resources appointments in two quite diverse industries prepared him for what he hopes will be more than a brief encounter with the famed sellers of satin.

Ballard joined VSC in Columbus, Ohio, just over a year ago. The catalogue division is related to but separate from the Victoria's Secret stores into which untold armies of men have gawked while passing in the malls. Ballard is charged with leading human development for more than 3,500 employees, including the 2,000 or so who work at the catalog's telephone center.

"Human resources work is similar in many industries," says Ballard, who previously worked at Ohio State University and a Columbus banking group. "But there's no doubt this is a sexy, glamorous, exciting business. We're not talking mortgages here."

Not to pop anybody's bubble, but those 2,000 phone workers aren't lounging on velvet divans wearing silk teddies and sultry smiles. They are workaday 9-to-5ers who happen to be hawking undies. And just as in higher education or banking, Ballard must rely on proven development principles to help VSC continue its meteoric growth. The company — the country's fastest-growing mail-order operation — expects to do $750 million in sales this year, and plans to hit $1 billion well before the turn of the century.

"Human resources is about people at their best, and development is about growing people," Ballard says.

Shortly after his hiring he initiated a detailed set of conferences for leaders, managers and associates, bearing such titles as "Giving and Receiving Constructive Feedback and Confronting and Accepting Issues (or, Avoiding a Trip to Abilene)." In his short stint, he says he already has felt like a rainmaker, "bringing rain on what was a parched land. ... Those of us in [human development] are lucky. We get to see lives transformed before our eyes."

Hoop dreams

PRACTICALLY SINCE GRADUATing from Iowa State as Homecoming queen and a member of Mortar Board in 1963, Joyce Rice has planned to get serious about her professional pursuits — next year.

Thirty-two years later, she's still waiting for next year to come.

She was named the world's best baton twirler at age 17, and Rice never really changed her act. Though she added juggling, whip-cracking, rope spinning and comedy to her repertoire, she essentially is, at 50-something, still putting on a show whenever and wherever somebody is in need of a performer.

Rice has performed in more than a dozen countries and all 50 states. In 1990 she joined forces with her daughter — former ISU student Rhonda Renee — to form a mother-daughter musical comedy act. Next year doesn't appear any closer than ever, not after Rice & Renee's 1994 performance on *The Tonight Show*. Her daughter, in particular, isn't planning to leave the theatre any time soon. In 1992 they moved to Nashville so that Renee could pursue her country music career.

"I started twirling a baton and being an entertainer, and I never quit," Rice says. "It's taken me around the world. What more could you want?"◐

Joyce Rice and Rhonda Renee

Mind Set

Last fall, Jackie Nunez guided the Cyclones to their first-ever National Invitational Volleyball Championship appearance.

ISU'S VOLLEYBALL COACH SERVES UP A LESSON ON MATCH WITS

LEAVE IT TO A PSYCH MAJOR and psychiatrist's daughter to make motivational hay out of what most would hasten to wipe from memory as a monumental disappointment, if not cruel injustice.

It was late 1994. Her Iowa State volleyball team had just finished a school-best third in the Big Eight Conference and was 31st in the NCAA's power ratings. But Coach Jackie Nunez knew past tradition means as much as recent success when it comes time to naming the 48 teams who would play in the NCAA Tournament. And when it comes to tradition, Cyclone volleyball isn't exactly the Boston Celtics. So when she instructed her players to gather for the announcement of tournament pairings, she knew the fete could very well go the course of an anniversary party derailed by a spat between the celebrated couple.

And unravel, this party did. Like a rummage-sale cardigan. Despite their strong conference finish, despite their national ranking, the Cyclones did not make the A-list. But as the 48th team was announced, Nunez scanned the dropped chins and made a vow:

Born of rejection though it was, this would be a watershed moment in Iowa State University volleyball history.

"It was a painful day," Nunez says. "These women sat there and watched teams get bids who they knew they could and did beat. But I could see it on their faces as it all happened. For the first time, they realized what it took to make it to the NCAAS.

"I had told them over and over, but they just couldn't get it. Now they got it. Getting close, so close, and missing, that was a great teacher."

And Jackie Nunez was not about to let them forget the lesson.

Just 32 but already in her third year of her third head coaching job, Nunez is widely regarded as a master at motivating and preparing young women. She is the owner of a Northwestern University psychology bachelor's degree and University of Rhode Island counseling master's — and nowhere is her preparation more pronounced than between the ears, much to the delight of her Colombian-born father, a retired psychiatrist.

"With her background, her academic work, her father's work, it's clear she has a great deal of knowledge in what we call 'performance enhancement,'" says University of Iowa Coach Linda Schoenstedt, now one of Nunez's adversaries but long a respected colleague and friend. It was Schoenstedt who lobbied ISU three years ago to hire Nunez, then the coach at Temple. "A lot of teams have talent," Schoenstedt continues, "but [Nunez] has a way to pull out that extra competitive fire, that tenacity. Watching her teams play, you pick up on their incredible preparation — mental as much as physical."

It was precisely the way Nunez approached the game, first as a girl in Indiana and Oklahoma, and later as the setter on three Northwestern NCAA Tournament teams. Just as former guards hold an inordinate number of basketball coaching jobs and ex-quarterbacks predominate in football coaching circles, setters like Nunez often rise in the volleyball coaching ranks.

"The setter is often the quarterback, the leader, the strongest one mentally on the court," says Rhode Island Coach Bob Schneck, Nunez's boss at her first assistant coaching job. "They learn to take a very strategic approach to the game. That's Jackie. She's so disciplined, so intense, so mentally into what she's doing."

Adds Schoenstedt: "Don't underrate her size [Nunez is 5-foot-4]. If I'm in a war, I want her on my side."

Cyclone players say it's an apt metaphor for Nunez's

match preparation. Particularly because she inherited a decent slate of talent in 1993 — and thus had to mold existing players to her system — she worked feverishly to send the message that this was her team. Her first bombshell: Shifting all-Big Eight hitter Kirstin Hugdahl from the right side to the left. Though it may sound minor, the switch is akin to shifting a wide receiver to tailback to exploit an athletes' diverse package of skills. Schoenstedt calls the move "brilliant."

"She totally surprised me," says Hugdahl, a senior who was an academic all-American a year ago. "That's a big move, involving a lot of specialized skills. But there's no question I'm better than before. Apparently, she saw something."

Only because she looked. Not just at vertical jump and hitting and blocking acumen, but under the hood, as well.

Nunez says she meets regularly with each of her athletes to discuss their "physical, mental and emotional progress." Her assessment was critical to the Hugdahl move. A similar team assessment has been equally pivotal in poising the Cyclones on the cusp of what may be the best season in school history. They lost just one player from last season's school-record 24-11 team.

"I don't want to lose track of the individuals, but I also think it's important to monitor group dynamics," Nunez says. "I've got a pretty good handle on what's happening with my team. I spend a lot of time mulling over the intangibles."

Thus little that comes out of Nunez's mouth and into her players' ears — either directly or through the media — is spoken without considerable thought. "We're ready," she says, "to have the very best season in history." Such talk is big enough to have some wondering whether she hasn't put undue pressure on her women.

"We don't see it as pressure, but as her believing in us," says Hugdahl. "We know there's a message. To know she believes in us, that means a lot."

After last spring, the Cyclones had cornered the market on belief. When ISU knocked off all-powerful Nebraska during spring exhibition play, Nunez zipped in with the hay baler. Nebraska volleyball has been at least as dynastic as Cornhusker football in recent years. Exhibition match or no, Nunez wasn't about to let the event slip by without imbedding its implications in her players' psyches.

"I've watched a lot of teams play Nebraska, and I've watched a lot of them just lay down and die," Nunez says. "I won't say that we did that before. But now, now that we know we can beat them, well, just watch us." ◐

COURT DATES

We suggest that you clip this 1995-96 Iowa State men's basketball calendar and post it with your ISU Events Calendar. The schedule was finalized too late to be included in this year's calendar.

Nov. 13	Republic of Georgia Select Team (Exhibition)
Nov. 19	Wisconsin AAU (Exhibition)
Nov. 24	Central Connecticut State
Nov. 28	Wisconsin-Milwaukee
Dec. 1-2	Cyclone Shootout • Tennessee State vs. Iowa State • Richmond vs. Texas-Pan American
Dec. 6	at Drake
Dec. 9	Iowa
Dec. 16	at Wyoming
Dec. 21-22	ISU Holiday Classic • Samford vs. Nicholls State • Princeton vs. Iowa State
Dec. 28	Missouri-St. Lous
Jan. 2	Coppin State
Jan. 6	at Kansas State (ESPN)
Jan. 10	at Marquette
Jan. 13	Oklahoma State
Jan. 21	Missouri (CBS)
Jan. 24	at Colorado
Jan. 27	Oklahoma
Feb. 3	at Nebraska
Feb. 7	at Kansas
Feb. 10	Nebraska
Feb. 14	at Oklahoma
Feb. 17	Kansas
Feb. 21	at Oklahoma State
Feb. 24	at Missouri
Feb. 28	Kansas State
March 2	Colorado
March 8-10	Big Eight Tournament (Kansas City, Mo.)

All dates subject to change.

CYCLONE Illustrated

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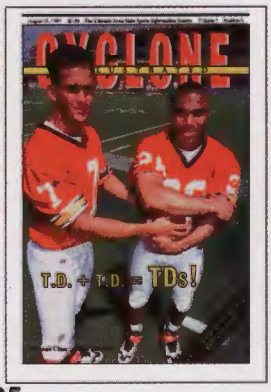

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My Life as an Illiterate

ILLUSTRATION BY MARK MARTURIELLO

By Marjorie Heaton MacKie

HOW WOULD YOU PAY AN ELECTRICITY bill if you were illiterate?

I often had wondered what it would be like to be unable to read. When I moved to Japan, I no longer had to imagine it. I instantly became — and in many ways still am, three years later — illiterate.

Not long ago, when the heat of one of Tokyo's hottest summers finally had relented, I left our windows open and watched a movie. The next day I found a note in our mailbox. Of course it was written in Japanese and I couldn't read it. Apparently it was a complaint about the noise. In the states, there would have been a knock on the door or a pound on the floor demanding instant response.

Bills remain my first priority. If I get any mail with numbers and dates on it, I immediately respond with payment. With time, I memorized the company logos and the colors. The blue one was the water bill that came every other month and was always the same cost, around $25. The orange one was for electricity and the guy in the little truck asking for cash gave us the bill for gas. Simple. It got even easier when I filled out the proper forms so that all my bills were automatically paid through my bank account.

Household matters are another undertaking altogether. For me, they remain a trial-and-error exercise. Just keep punching buttons until you get what you want. The rice cooker I bought sent me running around the house trying to match up the *kanji* character for "start." Nothing matched, so I waited. Half an hour later, with nothing boiling, I tried another button. Then another. To know illiteracy is to know patience.

Thankfully, the VCR has arrows "play," "fast forward" and "rewind." Fortunately, red seems to be the international color for "record," and the eject button had one of the same characters as the exit for a train station. However, we never figured out how to set the timer and record while we were away or asleep. *Star Trek* came on at 3 a.m. once a week. Try as we might, we never could stay awake late enough.

If there ever was a symbol for my frustration with being illiterate, it was a billboard hanging next to the railroad tracks outside my window at school. It had a man with his hand cupped to his mouth as if he were yelling something. The main part had only four characters. After staring at it for two years, I finally decided to attempt to look up the meaning. I first had to know enough about *kanji* to know how many strokes there are to even find it in the dictionary. Dictionaries are categorized by the number of strokes in a character, ranging from one to 23 strokes in my simple dictionary. For example, a box meaning "mouth" has only three strokes, not four. Once you know how many strokes the character has, then it's a matter of matching a picture with a picture.

The characters from the billboard are as follows:

	牛	久	浄	苑
STROKES	4	3	9	9
PRONUNCIATION	GYU OR USHI	KYU, KU OR HISA	JO	EN
MEANING	COW OR BULL	LONG TIME OR LASTING	PURE OR CLEAN	GARDEN

So now I had the literal translation. What does it mean? Does it mean the bull will have a lasting purification if he eats the garden? Or the clean cow will take a long time making cow pies in the garden? After a futile attempt, I asked a few people to translate. Not a single person could. As it turns out, the billboard was an advertisement for a cemetery. The characters spelled a proper name. With names, not even the Japanese know which reading is correct. The actual translation is either: "Gyu ku jo en" or "Ushi hisa jo en."

These days I'm back to studying kanji. Although I can't read a newspaper after living in Japan for three years, I did manage to learn head, shoulders, knees and toes. Or did I? ◐

Marjorie Heaton MacKie, a 1982 Iowa State University graduate, teaches English in Tokyo.

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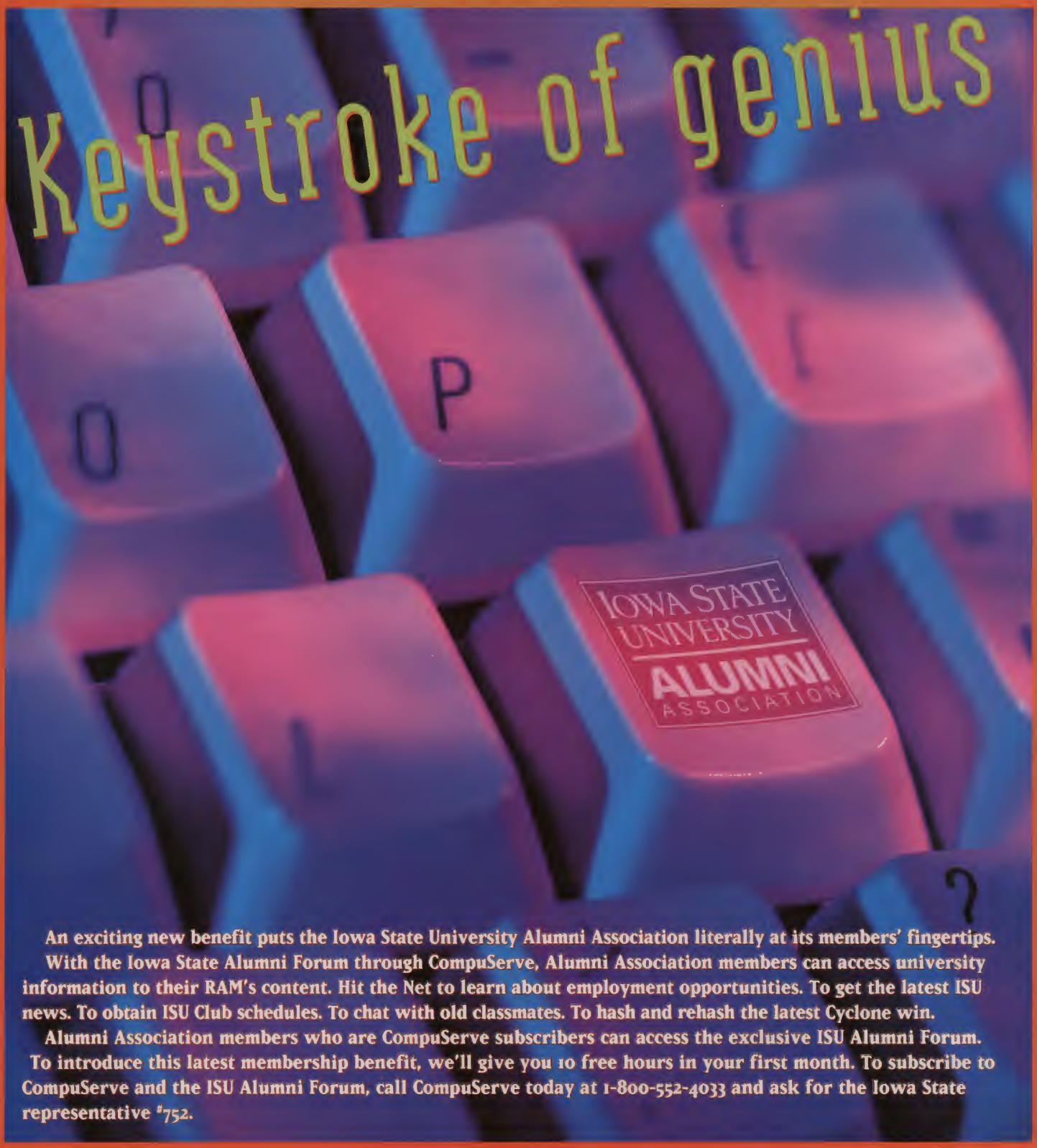

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