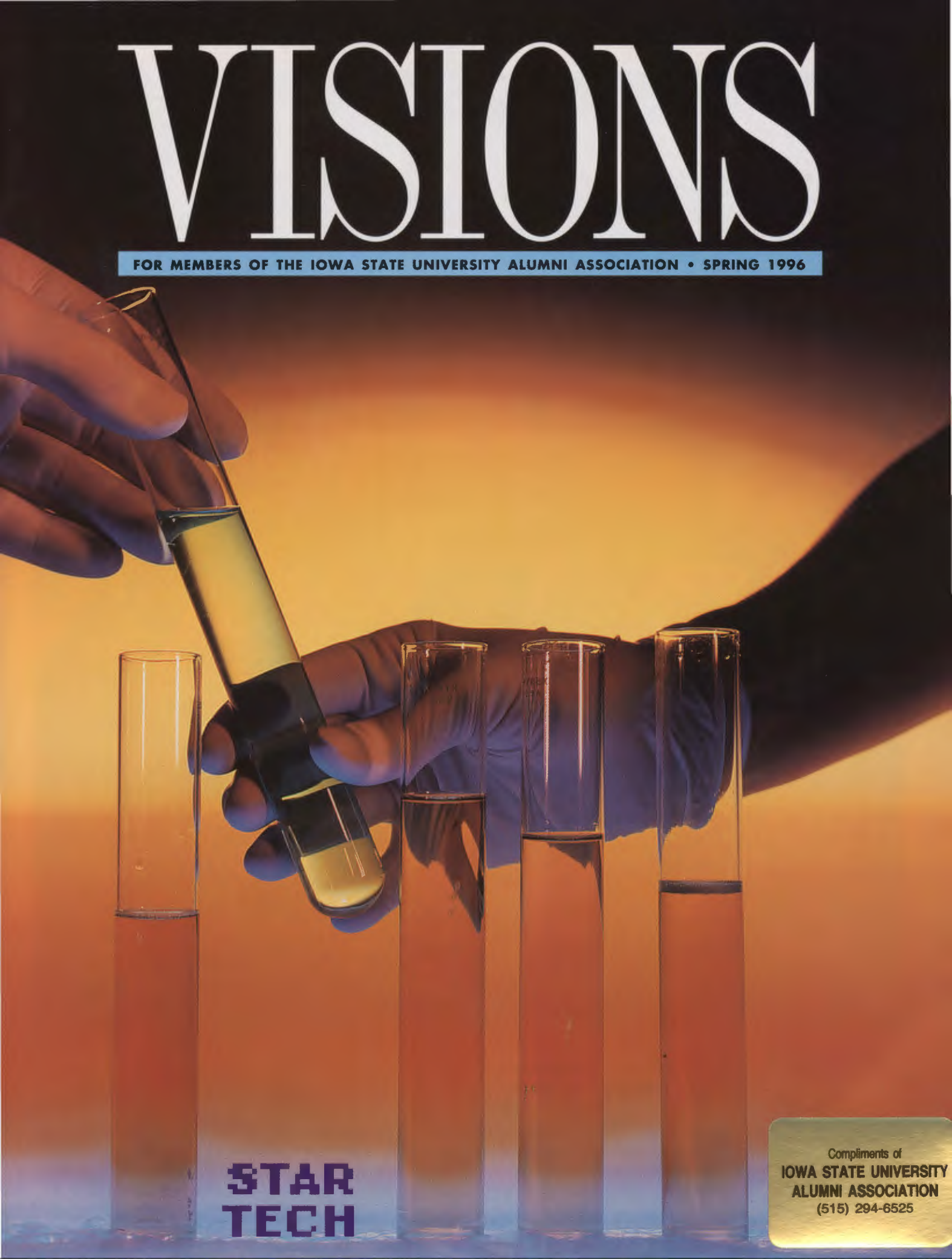
# VISIONS

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION • SPRING 1996



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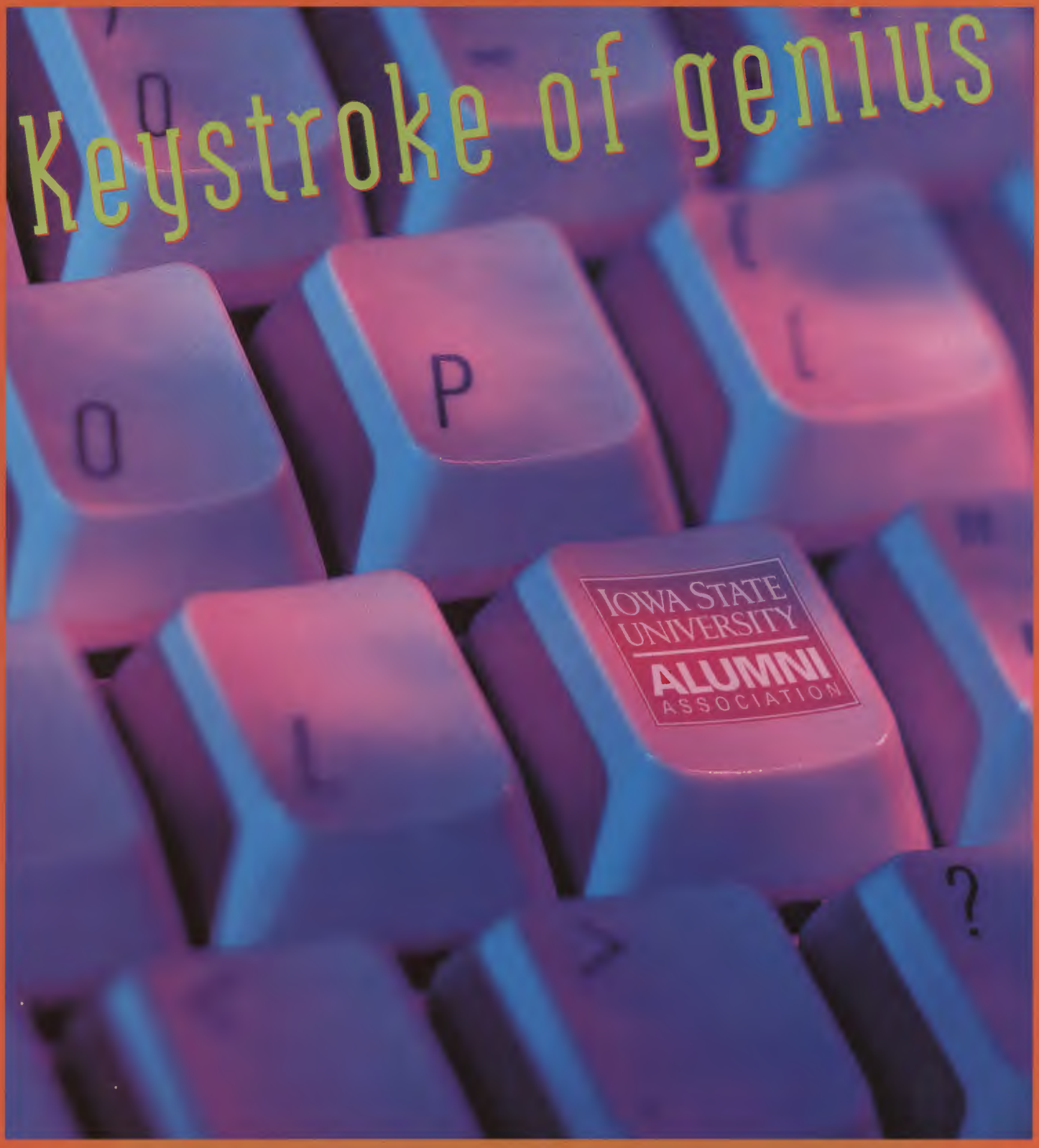


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VISIONS
FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

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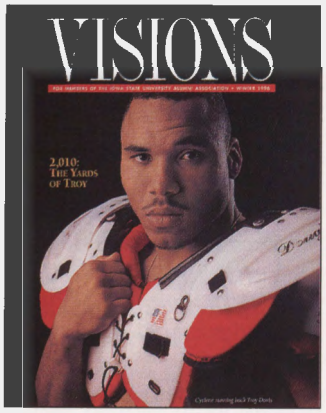
# LETTERS




*VISIONS magazine strives to celebrate the power of thoughts and ideas. You, the reader, are the ultimate judge of success in this endeavor, making your opinions highly regarded and your letters greatly encouraged. Please send letters to: VISIONS editor, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164; fax to (515) 294-9402; e-mail to dgibson@isuadp2.adp.iastate.edu.*

## Flag on the play

Hats off to Troy Davis for injecting some excitement and hope into the ISU football program *("Yard Work," Winter '96).*

But [writer Dan] Davenport should have researched his Cyclone athletics history before gushing so hard. Had he read anything at all about the "Dirty Thirty" or 1959, he would never have promoted a fifth-place finish for an individual honor — albeit the Heisman — to "biggest story in history" status.

Was he serious, or just trying to provoke responses from readers?

*Lynn A. Dreeszen, '61*
*Scotts Valley, California*

## A Letters-lashing

Perhaps a better question than, "How could you print that 'awful' story on Ed Droste and Hooters restaurants?" *(Letters, Winter '96)* would be, "How could you print such a collection of whining notes from the political correctness police?"

It beggars the imagination to contemplate how one could be "aghast at an advertisement on … the ISU football coach for Hooters" and "believe in the First Amendment."

It staggers one's sensibility to note that one could decry "sexist" (emphasis mine) businesses such as Hooters, while defending "sexist" scholastic programs such as women's studies as a shining example of fairness.

How could a member of the Third Estate, dedicated to First Amendment rights, hope that Iowa State University would refuse to allow any graduate to participate as an alumnus in any way, simply on the basis of his professional life? Who knows, maybe he would contribute cash to fund a chair in "women's studies?" I call that cutting your nose off to spite your face.

How could a university-educated individual feel disgusted to have graduated from the same institution as another? Is it the fault of the university that their views don't coincide? Shall we all cover our heads with ashes because other alumni have led less than exemplary lives?

Personally, I have had it up to my eyeballs with the continuing plethora of political correctness that is sweeping the nation. My disgust stems not from a belief that inconsiderate words and actions cannot cause considerable damage and distress (and are counterproductive at best), but rather that what constitutes "politically incorrect" actions or beliefs are being determined by a select group, seemingly dedicated to demanding blind adherence to a set of standards that have not been determined by any form of democratic process. That sounds more than a bit fascist to me.

If Mr. Droste were the first/only/last person ever to predicate a business proposition on the prurient interests of a specific gender, it might be grounds for some conversation. But since that is not the case — and it is not likely to ever become the case — such an outcry of indignation is not only unwarranted, it is patently childish.

If I might make a suggestion to all whose sensibilities were offended by the article, "Get over yourselves! Pick a hobby! Get a life! And spare the rest of us your pointless pontification."

*Robert E. Van Voorhis, Jr., '74*
*Cedar Falls, Iowa*

Please post this manifesto on a big door somewhere on campus:

1. Ed Droste does not buy his bosomy waitresses off a slave block.
2. I doubt that his waitresses are chained to their tables.
3. God, in her wisdom, has always supplied each generation with a detail of well-endowed, pulchritudinous females. Some of these (usually ones with GPAs about like Ed's) will willingly supply services as artist's models, cheerleaders at NFL games, scantily clad nymphs at the beach, bar maids, etc., etc.
4. In our vast economy there is almost always alternative employment available if these lovely women perceive a change to be in their best interest.
5. Advice to the indignant letter writers — lighten up, partners! You grow tiresome and weaken the cause.

I strongly support equality for women, but [I] think this present generation of feminists, with their strident and humorless approach to this cause, are responsible for a resentment

# LETTERS

on the part of those who have lived longer, experienced more and have a better historical perspective on the problem.

I am proud that my very sensible wife, Susan, with my poor help, quietly instilled in our daughters the feeling of equality and worth that has led both to careers in scientific fields requiring advanced degrees. They work side by side with males and, by example and good work, quietly further the cause.

*Donald E. Smith, '53*
*Mondovi, Wisconsin*

I respect [letter writers'] opinions, their right to hold and express them and your decision to publish them. That's what America is all about. What I don't respect, and what is inimical to America, is the thought and speech police mentality Professor Kristin Gerhard and several of the other writers espouse. What they are actually saying is that if anyone — especially a group — might find a particular idea, topic, person or philosophy offensive for any reason, you shouldn't mention it in your publication. What this would, of course, lead to is the untenable policy that you publish only those items so bland and politically correct as to pass the muster of the hurt feelings folks.

The premise on which Gerhard would censor your publication of material she disagrees with — that there is somehow a connection between your Hooters article and sexual harassment on campus — is both laughable and utterly without evidentiary support. She is certainly free to read into Mr. Droste's business and your decision to report about it whatever messages, albeit unjustified, she chooses. She is not and should not be free to enforce her orthodoxy on your publication or its readers.

**I MAY NOT AGREE WITH MR. DROSTE AND HIS VALUES OR BUSINESS, BUT I DO NOT DENY HIM THE RIGHT TO BE SUCCESSFUL.**

What she and her fellow thought police need to do is shed their hypersensitivity, get out of the "group rights" business and get on with the business of making the university experience a better one for all people (not groups). One of the best ways to do this is to promote the free expression of all opinions and ideas.

Come on, ladies — get a grip.

*Jack Wharton, '67*
*Des Moines, Iowa*

I found some of the follow-up letters more disturbing than the article. Perhaps it did not merit the amount of coverage it received, but neither, in my opinion, do athletes who receive major press time and fame for playing a game. Shouldn't more coverage be given to the scores of graduates who work 9-to-5 jobs, every day? More importantly, how about those who disapprove of such an article just not reading it? It is no different than my personal choice to skip the article on Troy Davis, but to read the fine article by Dan Davenport on the women's soccer team *("Grass Roots")*.

Why would you decide whether or not you would give to a fine university like Iowa State based on one article? Isn't that a bit like throwing the baby out with the bath water? I would like to think that those readers who so vehemently objected to the article would also take the time to respond positively on articles of wonderful substance and merit. But we know that usually doesn't happen.

Let's keep in mind that a university is a full mixture of ideas, beliefs and values. To be anything less would diminish its very being. I may not agree with Mr. Droste and his values or business, but I do not deny him the right to be successful. Nor can I rightly fault him or anyone else the privilege of being proud of their success. If Iowa State was able to help him reach his career/life goals, who am I, or anyone else, to judge it wrong? No individuals are forced to work for him, patronize his place of business or even applaud his accomplishments.

I agree that exploiting any group of people is something we should never do. But let's get real! In our real world of university happenings, young people are exploited daily, especially in the field of athletics. What brings in the dollars, trust funds, scholarships and visits to college campuses by non-students? Why do almost all children in Iowa over the age of 7 recognize our Iowa State mascot but have no idea who are the top professors and department heads? Before we, as alumni, worry about the Mr. Drostes of the world, we need to take a closer look in our own front yards and make a difference there! Only then (which I believe will never happen) do we earn the right to criticize the honest occupations, lifestyles and personal beliefs of others!

*Diane Twait Nelsen, '89*
*Ringsted, Iowa*

*(Editor's Note: VISIONS recently received the following reprint from the North Scott Press, as written by its publisher, William Tubbs, '73.)*

The exceptionally well-done feature ... didn't mince words. It tackled all the controversial issues surrounding Hooters head-on. [Davenport] let Droste respond, and Droste, a fraternity brother of yours truly, responded exactly as I would have expected.

Droste's objectification of women is fair game for criticism, a fact that was dealt with openly in Davenport's feature. Those who find Hooters in poor taste need not lend their patronage. But don't blame the messenger. It was totally appropriate for an alumni magazine to feature an alumnus who carved a niche — for better or worse — in an unusual way.

Regarding the attack of the bluenoses: I wonder if

# LETTERS

their Hooters horror caused them to miss another shocker published at the same time. Can you imagine one of our alums working for a company that sells naughty underwear *(Esprit, Winter '96)?* Mercy!

Since no positive letters appeared, I'd like to say I thought both stories gave an unexpected and refreshing addition to the breadth of VISIONS' presentations. I look forward to the next documentation of a surprising vocation.

*Bob White, '48*
*Manhattan Beach, California*

Writers have made certain inferences as to Ed Droste's personal character. I do acknowledge (as has Ed) that there is a point to be made in regards to women's issues. I do not believe, however, that it is a logical extension of an argument on those issues, based on the VISIONS article, to conclude as to Ed's character.

I count Ed as one of my best friends, having known him since our freshman year at ISU. My experiences with Ed include far more "pre-Hooters" than "post-Hooters"; he was an achiever and an extremely considerate person before Hooters and he has not changed. Hooters is no doubt a financial success, but Ed achieved much success in other ventures since his ISU days. He is actively involved in other business affairs (which are quite successful), and he handles countless requests for his involvement in community and charity projects. ISU alumni have received unquestioned commitment of his time, and many Iowans and ISU alumni (I'm sure some never having known Ed previously) have enjoyed being hosted by Ed in Florida.

I personally felt that the author of the article did Ed a disservice. The author was quite obviously in awe of the Hooters phenomena, and it appears some writers took liberty in perpetuating a stereotype based on that one article. Just as it should be acknowledged that those who wrote regarding the article do indeed have a point, it should be understood that a somewhat incomplete portrayal of Ed (which the VISIONS article, being fixated on Hooters, was) could contribute to an inaccurate correlation regarding personal character.

Ed has a very large circle of friends, including "ordinary folk" such as myself, and many diverse and prominent individuals. I do not know of any of them who consider Ed a "slimy plague." Those making such a connection, if based on one article and if without knowledge of other areas, are making a conclusion lacking some rather critical information. Taking a shot at Hooters, or taking a shot at VISIONS magazine for printing an article, is one thing. Taking a personal shot at Ed, if relying on the work of others and putting in no effort to compile one's own data, is simply a cheap shot.

*Steven B. Hardy, '75*
*Ames, Iowa*

**ARE THERE NO MEN ON CAMPUS WHO CONDEMNED THE ARTICLE? WHERE ARE THE MEN ON CAMPUS WHO SHOULD BE SPEAKING OUT?**

## ... and just plain lashing

I am hopeful your pile of mail is growing each day. Perhaps an even greater wish is that you are no longer the editor of VISIONS and that Dan Davenport, too, has spent his last hour as a member of the VISIONS staff. We all make mistakes, that's for sure, but this travesty is totally inexcusable.

Of great concern to me is that you printed six — repeat six — negative letters to the editor, all from women. Surely you had hundreds of letters from men who were equally outraged! How about printing some of them in the next issue? Further, the "Frame of Reference" article was also a woman's response. Are there no men on campus who condemned the article? Where are the men on campus who should be speaking out?

If you believe that this outrage will "go away" or "blow over," you are mistaken. Not until every last insensitive person sees the folly of this incident and frees women from their prison will you and your kind get a good night's sleep.

*John Hug, '50*
*Grove City, Ohio*

*(Editor's Note: To date, VISIONS has published all signed letters to the editor received regarding "What A Hoot!")*

After reading the Winter '96 letters, I am once again proud to be associated with Iowa State.

*Sara Hewitt, '80*
*Sofia, Bulgaria*

## Runners remembered

I wish to thank you from the bottom of my heart for "Jogging Memories" *(Fall 1995)*. I am deeply grateful that the university community has not forgotten the people who lost their lives on that wonderful and terrible day in November 1985. Thank you for the beautiful photographs and thoughtful articles, which so faithfully captured their love of their sport, their chosen profession, and their hopes and dreams.

I shared the magazine with my family and friends and it criss-crossed the country many times, stirring our memories of them and those precious moments we now treasure so dearly. I have what I know are life-long friends from my time on the Iowa State cross-country team. I only wish that these people were here, too.

Thank you for your sincere and heartfelt part in keeping their memory alive.

*Jill Slettedahl Winter, '89*
*ISU cross-country team, '84-88*
*Fallon, Nevada*

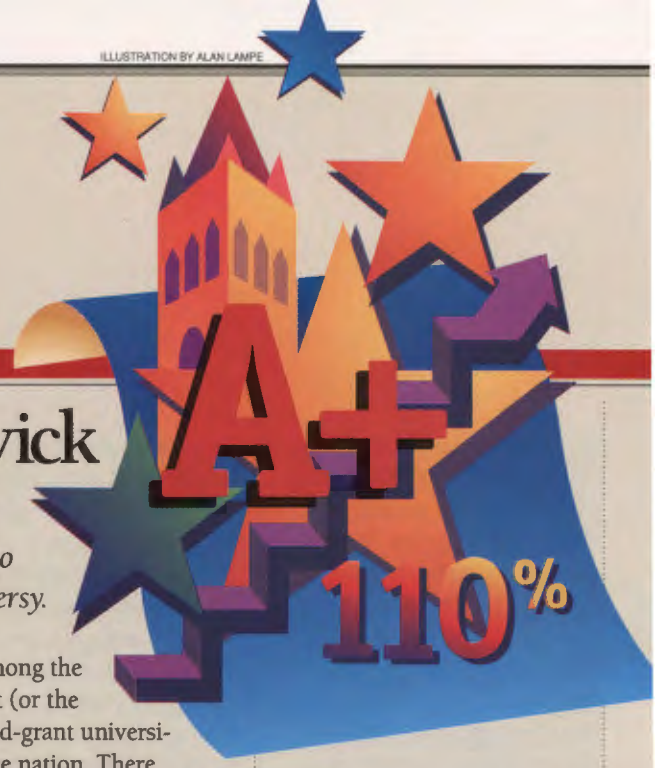



ILLUSTRATION BY ALAN LAMPE

# After Peat Marwick

*Seven years ago, an exhaustive study of Iowa's regents institutions created no small amounts of tension and controversy.*

As far as one consulting group is concerned, it also created a great deal of promise. Especially at Iowa State University.

That's the assertion by the Pappas Consulting Group, the organization hired by the State Board of Regents to follow up the 1989 study by Peat Marwick. In their 80-page audit presented to the regents in February, authors of the Pappas audit said, "ISU has done a very thorough job of implementing the [Peat Marwick] recommendations and, in many cases, has gone well beyond those recommendations to focus the institution. ... Of the senior regents institutions [ISU and the Universities of Iowa and Northern Iowa], it appears that ISU has been the most effective and rigorous in its self-examination and development of its strategic focus."

The praise didn't stop there. "As a result of these sessions, there is vigorous, informed and healthy discussion occurring throughout the campus on the future of ISU and the role each person needs to play in ensuring success. ... All levels of the institution seem to be engaged in making the strategic plan come alive. There seems to be an across-the-board acceptance of the goal of being among the very best (or the best) land-grant universities in the nation. There appears to be very little ambiguity about the reasonableness of this goal."

One word so predominant in the 1989 study — duplication — was all but absent from the audit. "[Duplication] is more in name than in substance," the authors write. "Deans and the faculty of colleges with similar missions take on their own initiatives, and other colleges that have a different mission appear to cooperate when it is mutually beneficial."

The consulting group did supply numerous recommendations in earning its $225,000 fee. Those include:

★revisiting the program review process and assessing the possibility of a more streamlined and focused design;

★redefining "the land-grant extension paradigm. Extension seems to be at a strategic crossroads as Iowa's economy gradually reduces its emphasis on agriculture and as access to technology allows even remote communities to be connected with the rest of the world. ... ISU's senior management team recognizes the need to develop a new extension strategy while simultaneously serving current state needs." As of VISIONS' March press run, the university had yet to hire a replacement for former Vice Provost for Extension Robert Anderson;

★strengthening public relations efforts "through broader participation of the campus community";

★improving student retention by removing such impediments to success as a lack of ownership among academic and support units and barriers to students wishing to transfer between colleges;

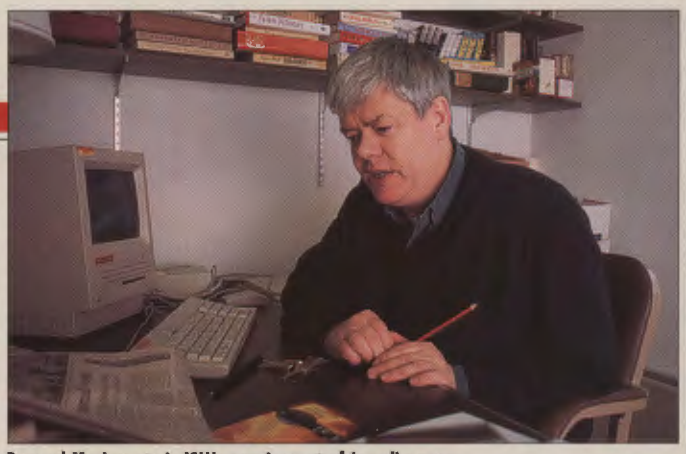
★improving consistency of academic advising and redesigning career services in a more "holistic" fashion and

★continuing to realize non-traditional students' needs.

Pappas singled out for praise the reorganization of ISU's student affairs unit, its new kiosk information system, its revamped student recruitment strategy, its enhancement of human resources services and its commitment to enhancing student life and to adopting total quality management practices.

# A post-*Moo* coup

*Ross Hall can now lay claim to helping produce some of the best writing on two continents.*



JASON WALSMITH

**Bernard MacLaverty in ISU's premier seat of (word) power.**

Although Pulitzer Prize winner Jane Smiley typically flees Ames each spring semester for warmer climes and Important Writing Projects, 301 Ross did not sit empty this spring. For two months, one of Scotland's leading writers, Bernard MacLaverty, kept Jane's chair warm.

MacLaverty came to Ames with his wife, Madeline, who was observing a variety of student service organizations in an exchange agreement between ISU and the University of Glasgow. The MacLavertys arrived in Ames in January — in time for a blizzard and a stretch of minus-30 temps that are sure to show up somewhere in Bernard MacLaverty's work. The couple returned to Scotland last month.

MacLaverty, who met Smiley in Edinburgh after she had read from her most recent book, *Moo*, has written two highly acclaimed novels — *Lamb* and *Cal*. He also wrote the screenplay when Warner Bros. made *Cal* into a movie.

In 1993, MacLaverty wrote the screenplay for HBO's documentary, *Hostages*. That film chronicled the captivity of U.S. hostages in Beirut — including ISU alums Terry Anderson and Tom Sutherland.

While MacLaverty allows that "a writer's always writing," he didn't work on specific projects in his two-month stay. He mostly kept a journal, and, as per his arrangement with the Department of English, made time for students or others who stopped in to talk writing.

"The experience of the Midwest is so new and different, that the creative slant on it is put to background," MacLaverty says in his light Irish brogue. (He's from Ireland, but has lived in Scotland for the past two decades.)

While he was struck by many differences between Ames and Glasgow, he did find parallels between Iowa and a small Scottish island on which he once lived. "That island was two hours by boat from the mainland," says MacLaverty, who summoned the nerve to maneuver the right driving lane all the way to Iowa City and back. "A lot of the same things are happening there — young people are going away and not coming back. There, it's a retreat from fishing. Here, it's farms."

How perfectly fitting that a visitor would launch into a dialogue on the Iowa family farm while peering out of Jane Smiley's window on the world.

# Dateline DC

## Beneke advances in Interior

PATRICIA BENEKE, AN AMES NATIVE AND 1976 ISU GRADUATE *(VISIONS, Winter '94)*, began the year with a new job: assistant secretary of water and science for the U.S. Department of the Interior.

Following her May 1993 appointment as associate solicitor for energy and resources for the Interior Department, Beneke had most recently served as deputy assistant secretary for water and science.

In her new position, Beneke will oversee policy for and operation of two federal agencies: the U.S. Bureau of Reclamation, which handles all water issues in 17 Western states, including 300 dams, and the U.S. Geological Survey. Interestingly, the Geological Survey is headed by another scientist with Iowa State connections —former President Gordon P. Eaton.

In making the appointment, Secretary of Interior Bruce Babbitt called Beneke "a person of remarkable talent and leadership ability."

Beneke has worked a series of government jobs since earning her Harvard law degree in 1979. She says her new job "is to continue our efforts to make water and science policies that will help American families and businesses prosper while conserving our environmental and natural resources for future generations. We need to be careful stewards of our natural heritage."

KEN REGAN/CAMERA 5

Eastwood and Merryl Streep in kitchen synch.

# No tripe on their menu

*Wild was the right word for this rice. It was wild. Feral. Unbridled. It wasn't stuffed in the pepper, it was consumed by it. And the lettuce, a dazzling verdant green, clung wantonly to the heavy viniagrette like a starry-eyed teenager squeezing his flaxen-haired prom date. Flaming red strawberries as soft and big as a child's hand swam in a pool of luscious cream. It was all there. Waiting. I am a man. A hungry man. Like a starving wolf answering nature's most base call, I devoured it without apology.*

Um, excuse us. We've been reading Robert James Waller again.

All in the line of duty, however. A pair of Iowa State University graduates — gourmet partners Jane Morgan Hemminger, '83, and Courtney A. Work, '94 — last fall published a follow-up to Hollywood's take on Waller's googol-seller, *The Bridges of Madison County*. After the Des Moinians prepared the food used on the set near Winterset, Iowa, they wrote their own cookbook, *The Recipes of Madison County* (Oxmoor House, $14.95). The publisher printed 200,000 copies and whisked the first-time authors on an eight-city promotional tour.

The two prepared the meals each day in Des Moines, then drove the 20 miles to rural Winterset. *Bridges'* propmaster asked only that they provide authentic Midwestern foods. The only command dishes were Brown Sugar Meatloaf (Francesca's husband, Richard, asks for it upon his moment-of-truth return from the fair) and Apple Brown Betty (gossip-mongering neighbor Madge totes it over as a front to learning more about the sultry, suspendered Robert Kincaid).

Hemminger and Work created eight meals — "chapters" — to coincide with the eight scenes for which they provided food. They also list all the props used. For the aforementioned "The Passionate Evening," they recommend flowers in a jelly jar, blues on the radio, Ranier beer and a summer breeze dancing in the window. Its featured wild-rice stuffed peppers, incidentally, were actor/director Clint Eastwood's (aka Kincaid) favorite dish.

Work, whose brother was a production assistant for the movie and helped the women land the job, says they "loved the work so much, we'd like to do it again." Will food be so central to the upcoming *A Thousand Acres* — rumored to be shot this summer near Ames? Unlikely. But who knows? The way Hollywood has been smitten with Iowa of late, Hemminger and Work just might land *Eat Drink Man Woman 2*.

# From panty raids to P.C.

IF A VISITOR FROM MARS CAME TO Earth looking for a short course on the melange that is American culture, she could do worse than to check out a university residence hall.

And doesn't Charles Frederiksen know it. "We are truly a microcosm of society," he says on the eve of his retirement from Iowa State's Department of Residence. Frederiksen has overseen the accommodations of hundreds of thousands of dormies since joining the department in 1956; he's been director of residence since 1967.

"If it's happening in society, it's happening in the halls," Frederiksen says. "We see it all."

He has seen skirts and hair and moral standards rise and fall like a barometer in a hurricane. He ushered in coed hall floors in the '70s. He ushered out alcohol in the '80s.

The struggle to blend grew to include racial as well as gender differences. A byproduct of that struggle would be the banning of a dorm icon — door signs. "When all of our residents were essentially the same, we didn't have these kinds of problems," Frederiksen says. "But with the changes, we felt there was a need for a sanctuary."

Thirty-eight percent of ISU's students live in Frederiksen's domain; the figure was about 45 percent at its peak. The task in the past decade and a half hasn't been finding room for all the students, but finding students for all the rooms. "We must be more responsive to students' needs," he says.

Forty years ago, those needs started and ended with four walls, three meals and a soft place to lie your head. Today — they're now demands, not needs — they include unprecedented autonomy, food choices somewhere between Mom's and McDonald's and enough electricity to power a small town.

Chuck Frederiksen

Chuck Frederiksen will be best remembered for meeting — if not exceeding — those demands, every step of the way.

# Decent proposal

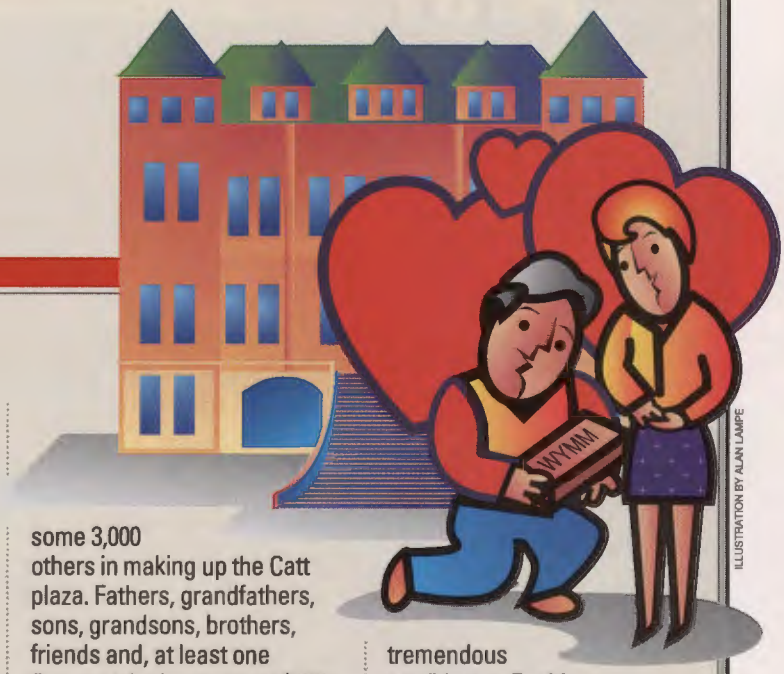



ILLUSTRATION BY ALAN LAMPE

When Iowa State senior Dan Jondle decided he wanted to propose to 1994 graduate Janey Shafer, he knew he had to come up with something that would hit her like a ton of bricks.

But he decided one brick would do the job.

Near dusk on a blustery Valentine's Day, Jondle brought Shafer to Carrie Chapman Catt Hall, dropped to a knee and dropped it on her. The brick, that is.

A few months earlier, Jondle had purchased a Catt Plaza of Heroines brick in Shafer's name. He not only included her name, but the letters WYMM, as well.

So there he was, on one knee, handing Janey a brick with the engraving, "Janey Shafer, Will You Marry Me?"

All together now:

Ahhhhhhhh.

Who could say no? Not Janey Shafer. By this printing, her brick should have joined some 3,000 others in making up the Catt plaza. Fathers, grandfathers, sons, grandsons, brothers, friends and, at least one fiance-to-be have put up $100 to honor the heroines in their lives.

Jondle's deed shows more than a Herculean streak of romanticism. It displays a tremendous confidence. For it's one thing to pop the question over an intimate dinner or on a snuggly carriage ride. It's quite another to etch it in stone, for Carrie and the world to see.

# One cherry pie, 150 candles

Veishea — no slouch itself when it comes to history and tradition — will use its 74th edition to honor one of its elders:

The State of Iowa.

With the theme *"Continuing Iowa's Heritage,"* Veishea '96 is set to descend on the Iowa State University campus April 19-21. Two major Veishea events will be dedicated to the Iowa sesquicentennial:

- the "150th Year Boulevard" near Lake Laverne highlighting the state's individual counties, and
- the Iowa Sesquicentennial Celebration on Saturday morning near the campanile.

The heralded Veishea parade is again scheduled for noon on Saturday. Other events include a week of "Terrace Muzic" April 15-18 on the Memorial Union Terrace and a return of the popular Taste of Veishea on Welch Avenue in Campustown Friday through Sunday. Of course Veishea visitors will want to check out the regular menu of open houses, Cy's Big Top carnival and numerous recreational tournaments.

Alumnus Thomas Hargrove, held captive by Colombian guerrillas for 11 months in 1994 and 1995, will be the opening ceremonies speaker and parade grand marshall. Hargrove earned ISU master's ('68) and doctoral ('77) degrees.

Stars Over Veishea performances of *How to Succeed in Business Without Really Trying* will be held at 7:30 p.m. on April 18-20 at C.Y. Stephens Auditorium.

# Political persuasions

Two prominent political women visited the Iowa State University campus recently.

When she visited Ames and ISU on Feb. 3, First Lady Hillary Rodham Clinton surprised nobody by strongly advocating education as a critical tool for mending many of the country's ills.

"Our schools need the help of all of us," Clinton told a capacity crowd of 600 at the Memorial Union Great Hall. "There needs to be a cohesion between people who are most influential in our children's lives."

GARY CLARKE

Hillary Rodham Clinton

A month later, Senator Nancy Kassebaum's speech at ISU focused on the media's role in the country's political process. "I think we sometimes have a tendency to invent policy differences to appeal to the press," said Kassebaum, a Kansas Republican who visited campus as part of the Carrie Chapman Catt Center Conference on Campaigns, Policy and the Press. "... It's like the tail wagging the dog. All the voters want is for someone to say, 'This is what I stand for.'"

JASON WALSMITH

Nancy Kassebaum

# Not your mother's ag college

ILLUSTRATION BY ALAN LAMPE

ANOTHER LONGSTANDING facet of American agriculture is going the way of the moldboard plow.

Namely, maleness.

And officials at Iowa State's College of Agriculture couldn't be happier. Last fall, 36 percent of the undergraduate ag majors were women — nearly twice the proportion of just a decade ago. What's more, the college owes its recent surge in numbers almost entirely to women. Of the 759 undergraduates it has added since 1988, 542 of them have been women.

Thomas Polito, the college's director of student services, says the increase is the result both of Iowa State students' "following trends like the rest of society" and to the college's carefully planned recruiting. "We produced a brochure that specifically targeted women," Polito says. "And when we are out recruiting, we tell people about all the opportunities in agriculture, and that gender is not a barrier to any of them. We've worked hard to redefine agriculture in the minds of people, so that they realize that it isn't just for white males from family farms."

# Card me, please!

STUDENTS COMMONLY LAMENT that adults don't give them enough credit.

That's about to change at Iowa State University.

By next month, students — and ISU faculty and staff — should have in their hands the university's new debit/ID cards. The ISUCard promises to have a profound impact on student life, allowing them cashless access to such staples as fast food in the new Memorial Union food court, vending-machine Twinkies, photocopies at the library, equipment rental at campus recreation facilities and, certainly not least, credit.

ISU Treasurer Joan Thompson says the university's foray into the world of debit and credit cards was born of its desire to create the cashless campus. Once that decision was made, the move to a more powerful, on-campus-and-off card was a natural. After a lengthy bidding process, Iowa State chose Firstar Bank of Ames to be responsible for the debit card aspect of the system. Cardholders will be able to use the cards for purchases far beyond campus boundaries. To do so, however, will require the holder to have a checking or savings account at Firstar. The credit aspect comes into play in the bank's "overdraft protection" system. Essentially, if a cardholder tries to "debit" more than he or she has in the bank, Firstar will loan him or her the difference, credit-card style, up to a pre-set limit. "We are not promoting the credit in any way," Thompson says. "It's optional."

Thompson says the ISUCards can contain two electronic "swipes" — a cash swipe that holders essentially will buy up front and then use up purchase-by-purchase, and the debit swipe that can be used on campus and literally around the world. "We looked first at an on-campus program, but we decided that to be good citizens of Ames, we needed to make it more widely usable," Thompson says. "But nobody has to have a debit swipe on their card."

Thompson says the university will discontinue its current ID card system June 7. It began recarding the entire campus community April 1.

# The way of the flat top

*Times, like hair styles, change. Later this month, a bona fide campus historical landmark will close its doors.*

As part of the Memorial Union's massive renovation, the barber shop in the northwest corner of the lower level of the basement will be vacated to make room for student offices. The closing brings to an end not just Richard Hegland's 38-year Memorial Union career, but a 64-year family tradition. Richard's father, Lester, ran the shop from 1932 — four years after the Union was built — until 1972. Lester Hegland hired his son in 1958, at a time when the shop had six full-time barbers. "The guys don't get their hair cut as often as they used to," laments Richard.

JIM HEEMSTRA

Shear history: Richard Hegland takes his last cuts.

Indeed, it is the evolution of student tastes and needs that has led to the shop's closing. "Students have told us they want a change in food offerings and more centralized office space," says Kathy Svec, who coordinates the Union's marketing. "We understand that customers are being served by the barber shop. But we need to look at all of the students. We need to keep up with the times and serve the students who are here in 1996."

The renovation, to be completed this spring, will include the addition of eight restaurants in the Commons area. Svec says the centralization of student office space will create a renewed synergy between groups. Previously, student office space has been scattered among three Union floors.

PHOTOS TAKEN ON GATEWAY CENTER'S 17 ACRES OF SCENIC COUNTRYSIDE BY PETE KRUMHARDT AND LEIGH CHARLTON

# Afta NAFTA

**A STATE-SPONSORED SUMMIT AT ISU HELPS IOWANS SATISFY CUSTOMERS SOUTH (AND NORTH) OF THE BORDER**

The Memorial Union's Great Hall had never looked so good.

Well, at least not in nine months.

No, the senior trade commissioner of the Canadian Consulate General didn't quite rate the same secret service unleashed on the Union when President Clinton and Vice President Gore visited a year ago this month. There wasn't a metal detector in the house.

But make no mistake: the January North American Free Trade Agreement (NAFTA) Summit was a bona fide Big Event. And the Great Hall was, again, appropriately dressed for the occasion.

At the same half-moon table, panelists blinked into the same harsh TV flood lights. The same clouds of soft blue light hung in the Romanesque arches. U.S., Canadian and Mexican flags clung to poles at one side.

The nation did not watch as industry and governmental leaders gathered to plot strategies for exploiting 1994 NAFTA

ILLUSTRATION BY MICHAEL MARTIS

legislation opening trade between the U.S., Canada and Mexico. But like the simple blue fabric that replaced the elaborate, made-for-TV bookcase behind Clinton, this event was more practical than theatrical. It is for that reason that this Great Hall shindig very likely could have a more profound impact on workaday Iowans than the Clinton-Gore visit.

The January event, though featuring a topic riddled with esoteria and not a few political land mines, set out to slice to the heart of the concerns of so many of Iowa State's constituents. It was no more complicated — and no less critical, say organizers and participants — than economic survival.

"One need only mention [Republican presidential candidate and fierce NAFTA opponent Patrick] Buchanan to know how controversial this legislation is," says Patrick James, chair of ISU's Department of Political Science and member of the opening round table discussion at ISU's summit. Among those joining him was Bob Lee, consul and senior trade commissioner for the Canadian consulate General. Scheduled to sit on that panel but arriving late due to an airline travel glitch was Carlos Lara from the Embassy of Mexico's NAFTA office.

"On an issue like this," James continues, "absolutely the most important thing we could do as an institution of higher learning — as the state's land-grant institution — is to have an open and thorough debate about such a complex, gigantic document."

The Iowa Legislature certainly agrees. It allocated $75,000 to the university to conduct the summit. Gary Steinke, ISU's assistant director for state relations, says that, while other states have held similar NAFTA-related events, he knows of none that were organized by a state university. "The State of Iowa decided it needed to help its citizens learn about NAFTA," Steinke says. "So they came to us and said do it, make it worthwhile, make it accessible."

With six months' lead time, Steinke and his boss, Director of Governmental Relations Carol Bradley, constructed a solid two-day summit that offered both rudimentary instruction and detailed insight from the public and private sectors. The prime disappointment of the event — and by all indications, one of the few — was the absence of the director and deputy director of the U.S. Department of Commerce's Trade Information Center. Both were no-shows because of the federal government shutdown; Steinke hopes to bring in both for a special session later this year.

Although the event fell barely a month before Buchanan's stunning runner-up showing in the Iowa caucuses, organizers needn't have fretted about anti-NAFTA backlash. There is relatively little in Iowa, for two overarching reasons:

• The state's agricultural supremacy makes it a net exporter to both countries. Iowa's Department of Agriculture estimates that state ag exports to Canada and Mexico were $5.3 billion and $3.5 billion, respectively, in 1995.

• Iowa sits in the heart of the so-called "NAFTA corridor." In the Mississippi River and Interstate-35, Iowa has almost unique contact with the country's two primary north-south passageways.

**"THE STATE OF IOWA DECIDED IT NEEDED TO HELP ITS CITIZENS LEARN ABOUT NAFTA. SO THEY CAME TO US AND SAID DO IT, MAKE IT WORTHWHILE, MAKE IT ACCESSIBLE."**

"You have to say NAFTA is positive for American agriculture and, therefore, for Iowa," says 1969 graduate and summit panel member Steve Daugherty of Pioneer Hi-Bred International. "If you're a corn farmer or a cattle farmer, you have to realize that every time your product goes away, that's to your benefit."

But there is more to Iowa than corn and cows. Thus NAFTA will inflict considerable pain on some pockets of Iowans. Ertl Toy Co. of Dyersville last October announced plans to ship 300 jobs to Mexico. That same month, Corning's Burcliff Industries, an assembler of electrical refrigerator wires, told of plans to move some operations to Mexico; 175 workers will be pink-slipped.

Realizing the need to provide guidance to all sectors of Iowa's economy, ISU broke the summit's second day into three panels: manufacturing, corridors and agriculture. Iowa State deans — engineering's James Melsa, business' Benjamin Allen and agriculture's David Topel, respectively — chaired each panel. In each session, panelists brought forth information that would benefit both major corporations and family businesses. "If [the summit] didn't accomplish anything else, it sent a strong message of how important exports are to Iowa, and how Iowans in all kinds of business must change their thinking," says ag panel member James Mullins, a 1955 ISU graduate.

Though Steinke was elated that the summit attracted 200 attendees, he realizes the university's responsibility to spread the word much further. No, neither CNN nor C-SPAN was on hand to beam it around the globe. But Steinke sent videotapes to all of ISU Extension's regional offices.

"As educators, the best thing we can do is to prevent a lack of knowledge turning into a potential for hatred and alienation," ISU's James says. "We can make it clear why this is happening. We can help people cope with the trauma of losing work, of having their standard of living challenged.

"But we also have a responsibility not to ignore the need for change. People in the carriage business were not happy with the coming of the automobile, but it clearly was better, long term. The same goes for NAFTA."

# Of Sound Mind

**"I love that we're not doing the sensational stuff," says Rick Fredericksen of WOI.**

**IT'S BACK TO THE BOOTH FOR THIS LONGTIME, NO-FRILLS TV JOURNALIST**

GOOD MO-O-O-O-ORNING, *West Des Moines!* Granted, not the most likely salutation one would expect from the mild, deliberate voices typically reverberating from the news desk of WOI Radio. And doubtful few can envision a corporate marriage between a Southeast Asia wartime radio announcer and, say, Cokie Roberts.

And, yes, it would be a stretch even for TV scoops to compare Rick Fredericksen, 'OI Radio's recent news director hire, to Adrian Cronauer, the Viet deejay of *Good Morning, Vietnam* fame. Granted, Fredericksen first hit the airwaves as a radio and TV announcer for the American Forces Vietnam Network. And, the Des Moines native admits to rebelling against the U.S. military over wartime censorship, resulting in his face splashed on the pages of Time.

But if you're imagining a manic Robin Williams-type flailing around a sound booth rapping to Ravel's *Bolero*, rewind. If you need a visual image to complement the voice already familiar to the WOI faithful, picture the National Public Radio poster boy — tall, lanky, earnest, a real flannel-shirt-and-jeans kind of guy.

And yet another major coup for a campus radio station majoring in acclaim these past several months.

Hiring Fredericksen to lead WOI's news operation last December is the latest in an impressive run of accomplishments for the station, commencing with the arrival three years ago of general manager Rick Lewis, himself an NPR success story. Since then, memberships have generated $500,000 annually for the station. A recent campaign to match $128,000 in federal funds for a new FM transmitter and antenna was completed in a few short months. And now a journalist of major network and Peabody fame calls the newsroom his own.

Rick Fredericksen is almost belligerent in his disdain for '90s-style television journalism. And for a man who epitomizes "mild-mannered," belligerence doesn't come naturally. Not many longtime national news reporters would look (let alone feel) comfortable in the circa-1972 metal and Formica office now inhabited by Fredericksen at WOI. But the 46-year-old wears his

new slouch hat with pride. *This* is what journalism is supposed to be — dingy cubicles and sneakers and wire-bound notepads jammed into back pockets.

"I'm sick and tired of watching television news and its violence, its titillating stories that have nothing to do with me," Fredericksen says. "It's a tragedy, sure, but the police-blotter journalism continues. It's easy, and it's there, and it doesn't take a lot of effort or talent to cover it. It's the kind of journalism that TV does so well. But I don't think it's very important to our daily lives."

What does the public want to know?

"Our listeners look to us to be the people station," Fredericksen responds. "We've always been the station to cover the Statehouse and the legislature better than anyone else. We're doing more business news — it's the lifeblood of our economy. How can you not cover business? It affects everyone. You're either laid off or you're getting a paycheck."

For the majority of his 25 years in broadcast, Fredericksen's paychecks arrived via CBS and its affiliates. He returned to Des Moines after Vietnam and went to work for KCCI-TV, spending a dozen years as first a beat reporter, then anchoring for both the television station and its radio counterpart.

Eager "to see a bit more of the world," Fredericksen landed another reporting job at a

**"I'M SICK AND TIRED OF WATCHING TELEVISION NEWS AND ITS VIOLENCE, ITS TITILLATING STORIES THAT HAVE NOTHING TO DO WITH ME. IT'S A TRAGEDY, SURE, BUT THE POLICE-BLOTTER JOURNALISM CONTINUES. IT'S EASY, AND IT'S THERE, AND IT DOESN'T TAKE A LOT OF EFFORT OR TALENT TO COVER IT. ... BUT I DON'T THINK IT'S VERY IMPORTANT TO OUR DAILY LIVES."**

Hawaiian CBS affiliate and, after three years, moved to Bangkok as that city's CBS News bureau chief. Relocating to Southeast Asia allowed him to "go back and be a teenager again," Fredericksen says. "Old veterans like to go back to their old battlegrounds."

It was that American resurgence in revisiting Southeast Asia that provided Fredericksen with plenty of story ideas during his tenure in national news. (For the record, Fredericksen, who covered the filming of *Good Morning, Vietnam* in Bangkok, rates the movie "very realistic," and even offered technical advice to star Williams.)

By the late 1980s, Fredericksen had won a Peabody Award for his reporting during the uprising in China's Tianamen Square. Nonetheless, CBS was slashing budgets throughout its operations, and eventually closed the Bangkok bureau.

"That part of the world was no longer producing the major international news stories," Fredericksen says, "and no news is bad news when your news is news." He remained in the city, created his own news agency and continued to freelance for CBS and other news organizations for the next eight years. But Bangkok's dramatic growth and Westernization, replete with environmental problems and rampant pollution, convinced Fredericksen last year that it was time to come home.

"He fit in almost overnight," Lewis says of Fredericksen's arrival at WOI. "His rich experience immediately translated into terrific new material, and his work inspires and encourages everyone to try new things."

That includes expanding coverage into Iowa's rural areas and celebrating the state's heritage during its sesquicentennial year. That involves continuing to promote the merits of public radio when its very existence hinges on the whims of Congress. And that inspires Rick Fredericksen, who looks around his nondescript office on a bitterly cold Iowa morning and all but gloats when he says, "I didn't know I could get so excited about this business again."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- discounted for ISU Alumni Association members
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Just complete the accompanying form and return it with your full 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 with credit card order.

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240405

# Selling SCIENCE

By Dan Davenport

**So you've got an idea for a hot new mousetrap. Before you check the front door for foaming-at-the-mouth, cash-carrying suitors, you'd be well advised to:**

Climb out of your basement and earn a mechanical engineering degree. And a law degree. And an MBA. And you might want to brush up on your sales skills — venture capitalists have grown into a skeptical and mighty tight-fisted lot.

But be quick about the lot of it. Chances are, somebody else is working on the same idea.

The halcyon days that prompted Emerson's famed "mousetrap" line are gone. Too many builders and too many trapped mice have come and gone in the last century. But there is hope for the most innovative minds at scores of universities across the country. More than at any time in history they are becoming veritable fortresses of fecundity. And they're not just discovering and creating — they're selling, at dizzying rates.

Necessity may still be the mother of invention, but it's now become a grandmother. Particularly on college campuses, invention has given birth to a relatively new term — technology transfer. While universities still hire scientists to seek and disseminate higher truths for the betterment of society, those higher truths often are drawing higher and higher selling prices from the marketplace. Many millions of dollars are won and lost every day in labs from Ames to Tuscaloosa.

Yes, tech transfer has been around since Iowa State taught its first student to grease a plow. But what has come to be known as technology transfer — the creation and distribution and (often) selling of products and technologies — is a creature of the late 20th century.

A creature whose true size and strength we're only now beginning to discover.

PHOTOS BY JIM HEEMSTRA

Twenty years ago, colleges and universities sold only a relative sliver of their lab-developed technologies. That's because the federal government — more times than not at least a partial financial backer of the research — didn't allow publicly funded technologies to be patented and sold.

That changed with the Bayh-Dole Act of 1980. In passing that legislation, Congress finally acknowledged what university researchers long had known: prohibiting universities to patent and sell their work kept most discoveries and new technologies on the shelf. Speculative companies are loath to pour money into a new technology without being

granted its sole rights. "The impact of [Bayh-Dole] has been tremendous," says Alan Paau, director of ISU's 7-year-old Office of Intellectual Property and Technology Transfer (OIPTT). "Universities like Iowa State have been inventing new technologies since the 19th century. But now, you're seeing more and more of those inventions resulting in commercialization. And that is exactly what should happen — universities producing research that betters society."

And the economy. Tech transfer is nothing if not the embodiment of the land grant mission: improving the lives of your state's citizens through education, research and outreach. Via tech transfer, Iowa State can:

•help existing companies create new products and new jobs. Aided by ISU expertise, the American Meat Protein Corp. — housed in the university's Research Park — has created 400 new jobs and has found new markets for Iowa products around the world.

•help existing companies improve their products. When Fenwick Golf of Spirit Lake came to ISU looking for help in designing a better club, scientists in the Department of Aerospace Engineering and Engineering Mechanics responded.

•create new companies. Engineering Animation, Inc. (EAI), a computer visualization company started by Iowa State faculty and graduate students, now has more than 200 employees at its ever-expanding facilities in the Research Park south of Cyclone Stadium.

Spurring economic development is a laudable goal in and of itself, but all that altruism occasionally results in big bucks for Iowa State, as well. More than $27 million and counting, in the case of then-

ISU graduate student David Nicholas' invention of a technology essential to the facsimile process. But while the fax royalties have sparked a spectacular growth in income, Paau and his superiors — including Vice Provost for Research and Advanced Studies Patricia Swan — say the most important figures aren't preceded by dollar signs. ISU's OIPTT does not exist to pad the university's coffers. Indeed, before the fax, tech transfer was a losing proposition at Iowa State. By far the most important barometers, Swan says, are patents, licensed products and companies generated by ISU technologies.

"When you talk about developing intellectual property and managing it and protecting it, you're talking about some expensive ventures," Swan says from her Beardshear Hall office. "We only want to cover our costs. Why? Because we happen to think it's important to see that the results of our research are made useful. It is that simple."

Thus these are heady times for Swan and those devoted to putting Iowa State-bred technology on the market. Never before has so much ISU work been sold, borrowed or spun off. According to the Association of University Technology Managers' fiscal year 1994 summary, Iowa State made the top 10 nationally in royalties received (No. 6), invention disclosures received (No. 8), patent applications filed (No. 8), patents issued (No. 7), licenses and options executed (No. 3) and total active licenses and options (No. 8). The university is in rarefied territory, indeed, competing with the likes of the University of California system, Columbia, Harvard, MIT and Stanford. Iowa State's $9.6 million in royalties ranked No. 1 among institutions without medical schools.

What gives ISU such predominance in the top 10? Incredible growth on several fronts:

•Sales of Iowa companies generated by licensed ISU technologies: less than $200,000 in 1990, $3.5 million in 1994.

•Patent applications filed: 38 in 1988, 81 in 1994.

•Agreements signed: 0 in 1988, 145 in 1995.

•Licensing income: $117,000 in 1989, $12 million in 1993.

The bulk of those riches are born of Nicholas' handiwork, to be sure. (His personal bank account hasn't suffered, either. Although he and Paau won't talk specifics, Paau chuckles in wondering aloud why, with his fax haul, Nicholas continues to work as an engineer at Rockwell International in Cedar Rapids.)

Iowa State began benefitting from Nicholas' discovery with $798,000 in 1991 royalties. From there, the numbers exploded: $6.4 million, $11.3 million, $9.2 million. So, too, did the legal fees. Because ISURF had no operating cash at that time, Swan had to hire a patent attorney on a contingency basis. The fax, suffice it to say, has been very, very good to David Nicholas and Chicago attorney Rolf Stadheim.

By last fiscal year, the fax gusher had pretty well run dry; royalties totaled $203,000 for FY95. Paau says the university now is sparring with just two last renegade companies over payment.

Swan stresses that, when the goose that laid the golden egg flies south, ISURF likely will return to struggling to make revenues equal expenses. But with the license agreement graph shooting up like the Dow Jones Industrial Average these past five years, nobody is saying the foundation is going back to the pre-Bayh-Dole days.

Not that those were the dark ages for Iowa State inventors. Through its first century, the university made a solid name for itself in turning state- and privately funded

research into viable products. There was a string of roses developed by famed horticulturist and ISU graduate Griffith Buck — blooms that still pay dividends. There was Maytag Blue Cheese. There have been, and continue to be, a series of lucrative livestock vaccines. There was the development of hybrid corn that led to the founding of seed giant Pioneer Hi-Bred International. ISU agronomists continue developing corn and soybean varieties that impact the marketplace, although the Pioneers of the world do quite well on their own. However, a recent project led by agronomy Professors Walter Fehr and Earl Hammond tidily illustrates tech transfer in the '90s.

About five years ago, ISU entered into a unique licensing agreement with Pioneer — unique because the university had never before licensed a plant variety with a specific company. Fehr and Hammond had developed a soybean with one-fourth the linolenic oil found in normal varieties. Manufacturers often eschew soybean oil because its 8 percent linolenic content gives it poor performance in the frying pan, a short shelf-life and what the industry calls poor "flavor stability" (read: bad taste). The lower linolenic content in the Fehr-Hammond soybean might eliminate those problems — and allow soybean producers an inroad into a market previously dominated by other vegetable oils like canola or hydrogenated oils.

The agreement with Pioneer was critical, Hammond says, because the new soybeans must be grown and processed separate from high-linolenic varieties. Pioneer agreed to do that; it now is contracting with farmers to employ what the company calls "identity preserved production."

"We think it might have a pretty big impact on the [oil] industry already this year," Hammond says.

What else might be the next Buck Rose? Paau has several candidates: a lead-free soldering material developed at the Ames Lab; a horticulture professor's corn gluten-based herbicide; a new salmonella vaccine coming out of the College of Veterinary Medicine.

"You can never say something is going to be a consistent, long-term money-maker like [Buck's] roses," Paau says "But there are many good possibilities out there."

As if Paau and the 1989 creation of the OIPTT aren't enough indications of the university's seriousness about tech transfer, there's a new effort afoot northwest of the Ames campus that illustrates yet another wave. That's where you'll find the Center for Advanced Technology Transfer (CATD) and Lisa Kuuttila, the director of its Office of Technology Commercialization. Whereas a researcher such as Fehr takes his prospects directly to Paau, CATD works to secure funding to help scientists make promising research more appealing to industry suitors. It does so by providing what the industry calls "derisking funding" — that is, money to develop projects so that companies will deem them a secure investment. CATD also is the point organization for all disclosures out of the Institute for Physical Research and Technology (IPRT) — about half the university's portfolio. No matter who performs the early work, however, ISURF always steps to finish the job.

While Paau has the fax, Engineering Animation is CATD's poster child. Just six years old, EAI already has those 200-plus employees, a new 35,000 square feet, $4.1 million facility about to open and a portfolio of stunning work that repeatedly draws national attention.

Just as Swan points out that the fax's millions are an ISURF anomaly, Kuuttila stresses that EAI is an equally unexpected blip on the CATD screen. "You can't expect to hit many home runs like that one," she says.

But CATD has become a veritable Pete Rose in rapping out singles, doubles and the occasional triple. Kuuttila says the center inked 25 agreements in the 1995 calendar year; its research income topped $1 million.

How does Kuuttila, Paau or any veteran tech transfer manager decide to give a technology the green light or the stop sign? Naturally, every researcher thinks his or her idea will take off like stuffed-crust pizza. To evaluate prospects, Kuuttila uses a detailed form that includes ratings in such categories as uniqueness, patentability and excitement level. But she and Paau say gut feeling cannot be overrated. "When you read a proposal, you want something to click," Kuuttila says. "If it doesn't, you have to wonder." Nobody wants to invest $10,000 or $20,000 or even $100,000 in legal fees for a technology or product that won't sell. (Of course ISURF was willing to commit millions in fax-related legal fees because the product already had sold huge.)

Kuuttila's baseball analogy holds true regarding success rate, as well. Getting on base is even tougher in tech transfer, it seems; if Kuuttila or Paau bat .250 in converting patented technologies into commercially viable products, they've been exceedingly successful.

Kuuttila, like Paau, is a trained scientist. Both veered into tech transfer because of the great diversity in talents it demands. "This is a great business because you have an opportunity to work with a lot of different people, all at the cutting edge of technology," she says. "But you also need sharp business skills, and a great deal of creativity. And because you're talking about millions of dollars, this also is a very intense business. It's why you'll often hear tech transfer people say that this is a 'contact sport.' It can get tough in there."

Why does Iowa State continue to endure these stinging scrapes, these bloody noses? Yes, there is the lure of financial gain. But more than that, fighting in the tech transfer arena ensures that the university's most promising creations move out of the laboratory and into the hands of its constituents.

# STAR TECHIES

***Shelly Coldiron and Marc Porter***

While many firms tap into Iowa State's expertise for help in creating new products and technologies, others come to Ames seeking better ways of doing what they're already doing. Many want to do it more cheaply, more quickly or more simply.

Or, in the case of the firm that knocked on the doors of the husband-wife team of Marc Porter and Shelly Coldiron, they want to do it more cleanly.

Typically, scientists analyze their products by using catalysts. Often, though, the waste left from chemical reactions presents more problems than the catalysts have solved. Spurred by an ever-growing environmental awareness, Hach Chemical came to Porter and Coldiron through ISU's Microanalytical Instrumentation Center (MIC) to see how it could clean up its act. "We had done some work on our own and exhausted our capabilities," says Joseph Parrish, director of research at the Loveland, Colo., based company.

When they work together professionally, Coldiron and Porter meld highly diverse talents. Coldiron's academic training is in both chemistry and engineering; Porter has focused more in chemistry, and is in fact on ISU's chemistry faculty. They have found common ground in analysis and instrumentation. Both are critical to success in the Hach project, and needs to enhance both provide the impetus for many outside queries to the MIC.

A project for NASA provides the most recent example. Coldiron's and Porter's task: miniaturize all the necessary recycling techniques used in long-term space exploration. "If we want to think about manned explorations to Mars, or colonization of the moon, we have to overcome barriers so that we don't run out of resources," Coldiron says. One of the most basic resources, of course, is water. Over the next three years, Coldiron and Porter will be working to develop new ways to remove contaminants from all the water in a capsule. That means every drop — even cleaning water, sweat and urine. "There's no water source up there," Coldiron says. "So every drop is precious. And because there's so little room, everything has to be miniaturized."

As mentioned previously, would-be inventors would be well-advised to note that the world's market for better mousetraps may indeed have run its course. But the bases and catalysts so critical to thousands of scientific procedures? Find a better one, and the world may indeed come knocking.

Chemistry Professor John Verkade found a better one.

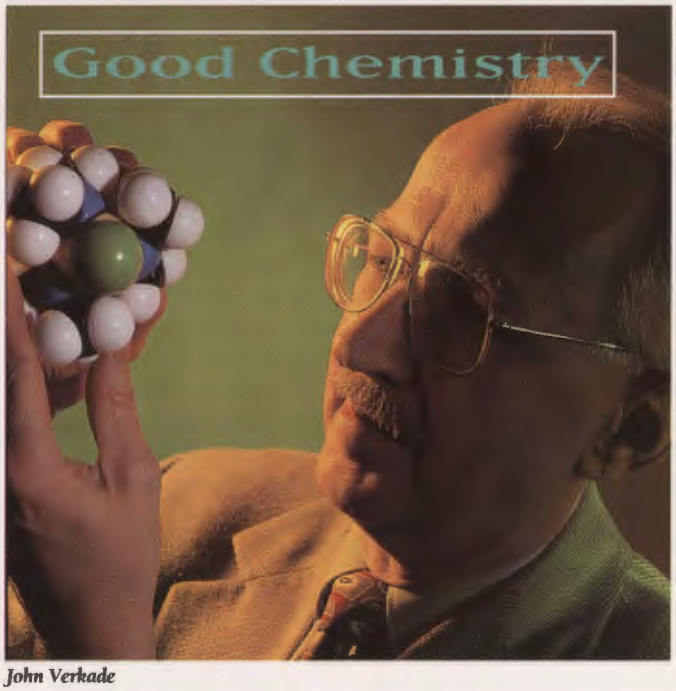
In what he admits were sheerly accidental discoveries, Verkade several years ago came up with materials that have set scientists in the electronics, pharmaceutical and fragrance industries — to name just three — abuzz. "These weren't what we were looking for, but when you run into gold, you've got to mine the vein," Verkade says of the now-patented discovery he and former graduate student J. Tang made.

Aided by the Center for Advanced Technology Development (CATD), Verkade secured patents on both a base and catalyst he and Tang discovered in their lab. The work recently was licensed to two companies. One, Strem Chemical, will make the materials to sell to end-user chemists. The other, a Canadian company called Digital Specialty Chemicals, plans to produce it in large amounts and sell to vendors like Strem.

Industry chemists already are quite adept at creating, say, the polyurethane foams used in the manufacture of automobile seats. Verkade's discovery gives them the ability to create the materials faster, more efficiently and at lower temperatures. "Any time you can increase the speed of a reaction, lower its temperature and increase its yield, you can save a lot of money," Verkade says. "That's obviously what companies are looking for." Synthesis using Verkade's materials also is virtually environmentally benign — another major consideration.

So stunning was Verkade's and Tang's discovery that it won for them the 1994 B.F. Goodrich Collegiate Team Inventor Award.

"We could hardly believe it when we saw what we had," Verkade says. "It did so many things better than any catalyst we could find in the scientific literature. You can't imagine how big a thrill it is to discover something like that."




*John Verkade*

*Thomas Lograsso*

As much as metallurgist Thomas Lograsso is into technology, it's through the second half of our buzz phrase — transfer — that he is making a name for himself these days.

Lograsso directs the Institute for Physical Research and Technology's (IPRT) Iowa Company Assistance Program (ICAP). The state-funded endeavor offers up to 40 hours of no-cost technical assistance to Iowa manufacturers. In its three-year history, ICAP has aided more than 200 businesses.

"We do education, we do problem-solving, we provide easy access to university facilities," Lograsso says. "Some might be simple information exchanges that require far less than 40 hours. Other times, we do a lot of laboratory testing and analysis.

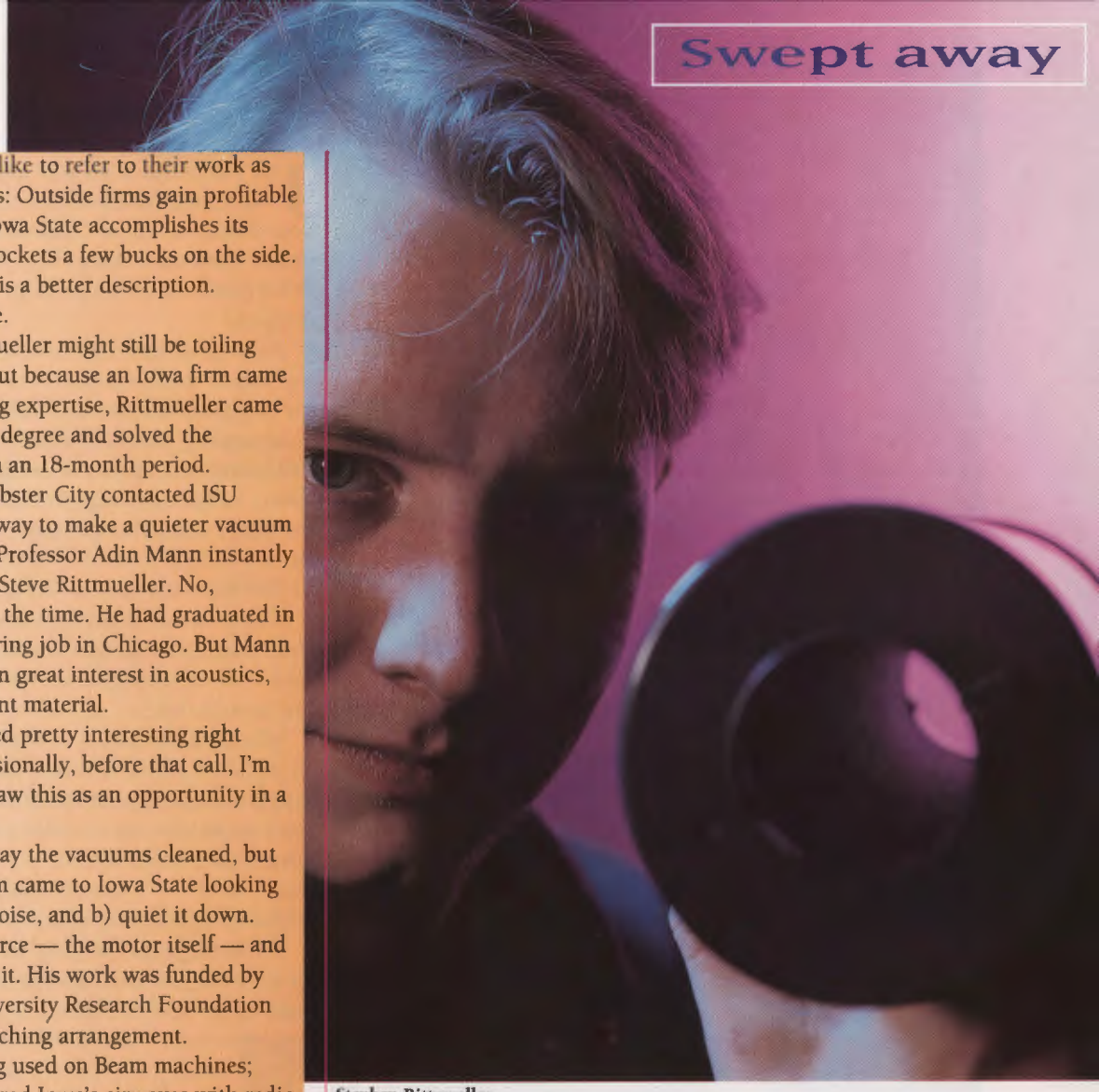
"We try to bring a company to the point where decisions can be made, questions can be answered."

As much as the program aids Iowa companies — dutifully fulfilling the land-grant mission — it also benefits ISU: Lograsso estimates that 5 percent of the firms tapping into the program enter into longer-term relationships with the university.

While ICAP focuses on Iowa companies, Lograsso interacts with scientists around the world as manager of the Ames Laboratory's Materials Referral System, a database of 2,000 worldwide materials suppliers and producers. More than 800 times per year, scientists in search of materials call for help. For his management of these programs, Lograsso was named the 1996 winner of the Federal Laboratory Consortium's Award for Excellence in Technology Transfer.

While that award highlighted the transfer-related aspects of Lograsso's work, he spends a fair amount of time exploiting technology in his own lab. His specialty is growing single crystals — items that many researchers don't want to take the time to produce. "Somebody might want a single crystal of a material not generally available in [that] form," he says. "It allows them to determine the fundamental properties of metals and alloys. In that regard, I'm transferring this technology to people performing basic research all around the world."

# Swept away



*Stephen Rittmueller*

Tech transfer professionals like to refer to their work as creating win-win scenarios: Outside firms gain profitable new products and techniques, Iowa State accomplishes its outreach mission and perhaps pockets a few bucks on the side. But in some cases, win-win-win is a better description.

Stephen Rittmueller's, for one.

If not for tech transfer, Rittmueller might still be toiling away with a bachelor's degree. But because an Iowa firm came to Iowa State seeking engineering expertise, Rittmueller came back to campus, earned another degree and solved the company's problem — all within an 18-month period.

When Beam Industries of Webster City contacted ISU engineers in 1993 looking for a way to make a quieter vacuum cleaner, engineering mechanics Professor Adin Mann instantly thought of the prime candidate: Steve Rittmueller. No, Rittmueller wasn't on campus at the time. He had graduated in 1992, and had taken an engineering job in Chicago. But Mann knew that Rittmueller had shown great interest in acoustics, and that he was solid grad student material.

"When Adin called, it sounded pretty interesting right away," says Rittmueller. "Professionally, before that call, I'm not sure where I was headed. I saw this as an opportunity in a field that I loved."

Beam's customers liked the way the vacuums cleaned, but not the racket they created. Beam came to Iowa State looking to a) identify the source of the noise, and b) quiet it down. Rittmueller nailed one noise source — the motor itself — and developed a system for muffling it. His work was funded by Beam and by the Iowa State University Research Foundation (ISURF) in a dollar-for-dollar matching arrangement. Rittmueller's design now is being used on Beam machines; indeed, retail outlets have peppered Iowa's airwaves with radio ads touting the quieter vacuum.

"Some companies, especially small companies, don't have the equipment or the time or the expertise to solve some of their problems," Rittmueller says. "A lot of times, research projects come about from a big company giving a big chunk of money and expecting just little trickles of results. Not this one. [Beam] had a very specific result in mind.

"It turned out to be a great arrangement for everyone. [Beam] has a quieter vacuum. The university made some money and got a new patent."

And Rittmueller? He may have been the biggest winner. His work for Beam not only helped him author a solid thesis and earn his master's degree last August, it was critical in his nailing down his dream job: Acoustical engineer for U.S. Robotics in suburban Chicago.

*Jeff Vallier*

# Sound design

Jeff Vallier still plays with Legos.

As a youngster, he was rarely found without either his Lego blocks or a guitar in his hand. Two decades later, he's still building and strumming. The only difference is, now he's doing it with his own invention, his own patent and his own company.

As an Iowa State University graduate student, Vallier finally was able to build the contraption that had been racing around his busy brain for years: An electronic machine that generates real-sounding music. "It's kind of one of those, 'Why can't they build something like this?' revelations," Vallier says. "I was always using equipment, fixing equipment, digging in. If I had the idea, I couldn't understand why somebody else hadn't already built it."

And just what was Vallier's idea?

"Think about the computer-generated sounds you've heard. Don't most of them sound metallic or mechanical?" Vallier asks. "I always thought you should be able to make something that sounds real."

What makes music sound real? Randomness, Vallier says. "A bunch of people in a choir sound real because they bring together all their individual voices, all with slightly different rhythms and pitches and tone qualities. The big numero uno feature" — he still talks like a grad student though he's now a mogul-to-be — "is that my machine can process sound using randomness to modify sound. Randomness is natural."

While still a grad student, Vallier won a design contest sponsored by a computer chip manufacturer seeking the most innovative use of its product. The company chose Vallier's work over those from 17 other entries — all from corporate design teams.

After reading the press coverage of Vallier's feat, then-Iowa State University Research Foundation Director Steve Price contacted him about exploiting the technology. First a patent, then a company, was born. Vallier's Pefftronics — his nickname is Peff — is now housed at the ISU Research Park.

After a busy 1995 spent finishing construction of his machine and pitching it worldwide, Vallier started selling it early this year. Initial response — mostly from recording executives — has been good. He also hopes to spin his invention into a gizmo that can tap into the elephantine karaoke market. "What's the difference between Michael Bolton and you?" he asks. "He's got a recording studio that puts five layers of his own voice on the soundtrack. My technology can do that for you. We've demo'd this all over, China, southeast Asia, and the people really dig it."

But Vallier hardly is ready to trade his Legos for an office on Wall Street. "I have raised venture capital and done all those things you need to do to set up a company, but I'm primarily a musician," says Vallier, who still composes and records his own music. "As far as business goes, I see myself, in the future, as a kind of visionary designer. I'll let somebody else do all that CEO-type stuff."

Too much fat in your rib eye? T-bone too tough? Don't blame the waiter. Don't blame the chef. Don't blame the packer or the farmer. And by all means don't blame the poor steer. They all did the the best they could with limited resources.

Gene Rouse and Doyle Wilson are trying to remove some of those limits.

Their secret: ultrasound, the same technique used to spy on fetuses in the womb. Scientists at Iowa State's Center for Nondestructive Evaluation (NDE) long have known of ultrasound's ability to detect flaws in such metals as airplane parts. But it took the two inquisitive animal science professors — spurred by fat-fearing beef eaters — to bring the technology to the feedlot.

As you read this, an Atlanta, Ga., company — Critical Visions — is preparing to bring Wilson's and Rouse's ultrasound technology to the public. The Iowa State University Research Foundation (ISURF) helped license the technology, and sell it to Critical Visions. After more than a year of testing, the company is set to make it available throughout the beef industry.

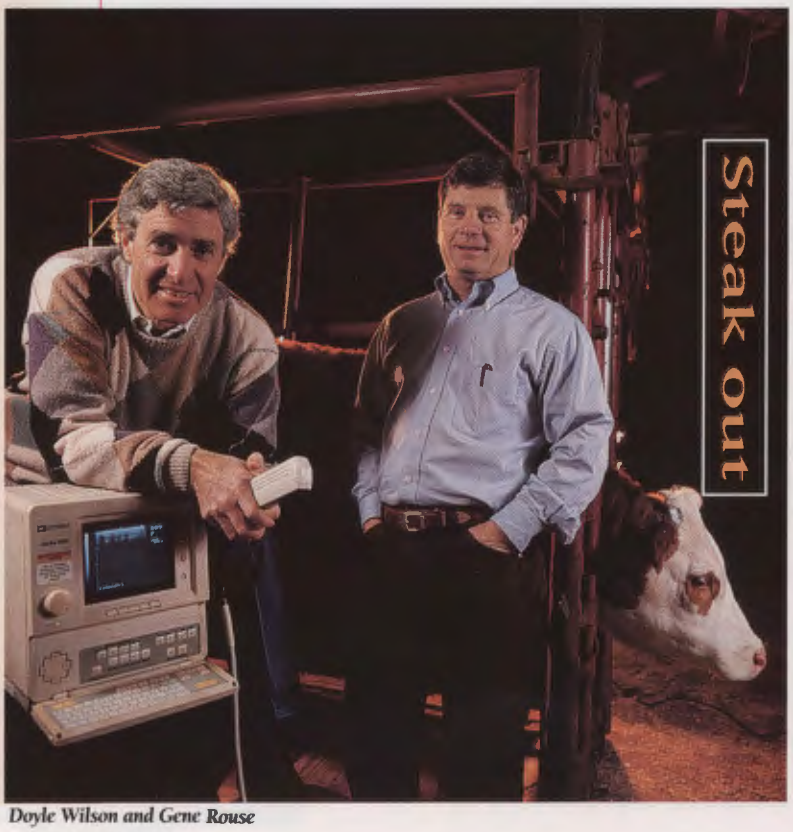
For decades, Wilson says, that industry has focused more on such factors as gain per day and weight of weaned calves than on their end product. But the more consumers call for leaner products — and the more they pass up beef for pork or poultry — the more savvy producers want the ability to meet those demands. "What was needed," Wilson says, "was a relatively low-cost way to evaluate animals for body composition traits."

Specifically, a way for producers to evaluate intramuscular fat, or marbling, while there was still time to do something about it. That is, on the hoof, not the hook. Previously, marbling could be determined only post-mortem, by graders watching carcasses whiz by in packing facilities. This grading was subjective. It didn't allow producers to know which animals had which traits. Rouse's and Wilson's technology — developed with important assistance from NDE scientists — does. By simply passing an ultrasound paddle over the hides of beef cattle, producers can "see" the cuts of meat. Because the animal may be months from slaughter, the information allows producers to sort by quality and adjust feeding. It also allows them to better determine from which bulls and cows their next calves will come.

The ultrasound is uncannily accurate. More than 70 percent of the time, its readings are within less than 0.8 percent of the actual fat. Wilson says it is 15 percent more accurate than the most vigilant USDA grader.

Early on, Wilson expects the technology to be used chiefly by technicians who will cart their equipment around the countryside. Throughout 1995, those technicians used the ultrasound across the country as well as in Australia, Brazil and Canada.

"We need to help the industry produce exactly what the consumer is specifying," Wilson says. "Specification is the name of the game in our business. If people are asking for young grain-fed cattle with a certain amount of marbling and tenderness, we have to give it to them. If not, they'll look for something else."




*Doyle Wilson and Gene Rouse*

# Urban Legends

*Excerpts from a recently published chronicle on Iowa State's Little House on the Campus.*

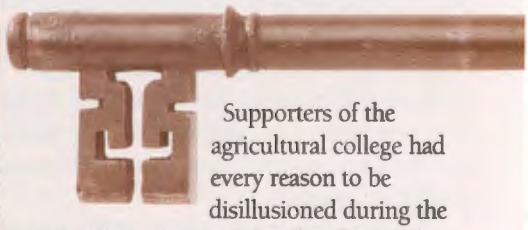
Once a lonely structure on the prairie frontier, Iowa State University's Farm House stands among large, modern buildings in the midst of a busy campus. Stories and myths obscure the true history of the house but give rise to some interesting possibilities. One theory is that the Farm House really was an old stagecoach stop and tavern during the 1860s. Another story tells of secret tunnels in the basement where runaway slaves hid on their trip to freedom. A ghostly story shrouds a second-floor bedroom in mystery. Are these stories the true history of the house, or is there more to be told?

The Farm House began in 1860 as a small, red brick building in the middle of a prairie in Story County, Iowa. It was the first structure built on the land which is now the Iowa State University campus in Ames. Construction on the house began with volunteer labor and materials two years after the state legislature passed a measure providing for the establishment of a State Agricultural College and Model Farm. The house was intended to serve as the office and home for the farm manager and farmhands who would work on the college farm. Eventually, students who attended the college would work the farm as part of their practical experience in agriculture and report for their daily work assignments to the Farm House. As the college began to develop, the Farm House became its center. In the 1860s, it was the only finished house on the campus and was the first home to all the new faculty members, farm managers, farm superintendents and their families. Adonijah Welch, the college's first president, and his family spent their initial months at the college in the Farm House. He even wrote his 1869 inaugural speech in one of the upstairs bedrooms.

The Farm House was where the Board of Trustees met and made crucial decisions about the college. In the 1870s, shortly after the college officially opened its doors, the Farm House also served as the boarding department; evening meals were often served to as many as 30 people, most of whom boarded at the house.

As the college grew in size and stature, the farm superintendent position evolved into that of professor of agriculture and, eventually, dean of agriculture. Seaman Knapp, the first professor of agriculture, was the last dean of agriculture to live there. During his tenure, the house was declared a National Historic Landmark in 1965.

The house stood vacant after Dean Andre moved out in 1970. It was rescued from the demolition crews by a committee of dedicated volunteers whose vision and hard work directed the restoration of the house. The committee decided to exhibit the house as it might have looked during its first 50 years, 1860-1910, when the college was just beginning to grow. Restored and furnished with donated 19th- and early 20th-century furnishings, the Farm House was opened to the public as a museum on July 4, 1976, the day the nation celebrated its bicentennial.



Supporters of the agricultural college had every reason to be disillusioned during the early 1860s. Just months after the April 1861 start of the Civil War, old and young men alike left their Iowa farms behind and went off to fight. Few men remained on the farms and help was difficult to find. The state would not and could not provide any

*By Mary E. Atherly*

additional money for the agricultural college. It would take nine long years to get the first classroom building finished and the college opened.

It was easy to travel past and miss the Farm House in early 1861. One traveler said that the prairie grasses grew so high that, even on horseback, he had difficulty locating the college farm and Farm House. The small red brick story-and-a-half kitchen and attached wooden washroom stood alone on the rise of ground near the center of the farm. The only other building was a newly completed stone and wood barn northeast of the house on a sloping hillside. Debris left from work on the kitchen and barn littered the snow-covered ground. Work on the main portion of the house would begin again in the spring after the ground thawed.

All of the college trustees agreed to meet for a second time on the farm in early January 1861. Peter Melendy, a member of the trustees and a future superintendent on the farm, decided against traveling on horseback to the meeting and caught the stage in Cedar Falls. After an overnight stop in Nevada the stage continued west toward Boonesboro. Other trustees joined Melendy on the stage in Nevada and traveled with him across the frozen, bumpy roads to the college farm. To reach the Farm House, the stage made a sharp turn south from its regular route, practically forging its own road across the fields. This was not yet a regular stop on their route, but it was one that would soon become familiar to the stage drivers.

Richard Gaines, trustee and farm agent, met the new arrivals and showed them around the Farm House. He began with the cellar, which they planned to use for grain and vegetable storage. A doorway on the southeast end of the kitchen opened onto the cellar stairs, which were quite dark. The only light in the cellar came from the one

window in the west wall and from a kerosene lamp provided by Gaines. The walls were thick stone, the floor was compacted black dirt. Above the stone walls workers laid rows of handmade red bricks, three deep, to form the upper walls of the kitchen. Thick hand-hewn beams supported the floors. The cellar was the same size as the kitchen, 16 feet wide and 24 feet long. It did not extend under the washroom. Satisfied with the condition of the foundation of the house, the trustees went back to the main floor and then up the narrow stairway to the second floor. A transom above the doorway to these stairs opened for ventilation in the summer.

The second-floor ceilings were only seven and one-half feet high and sloped to the east and west walls. There were three windows, one on the north wall and two on the west wall. Everything smelled new and the whitewash paint on the freshly plastered walls gave the rooms a stark, bright appearance. In the two rooms several crude, homemade beds were ready for the trustees, who would spend the night at the Farm House.

The tour of the house continued with a quick look at the main kitchen. Gaines pointed out the wood wainscoting installed around the room to prevent chipping of the plaster walls. The ceiling of this room was nine feet high. A large table with chairs took up the center of the room. The light from the two west windows was sufficient for reading or working. The trustees entered the washroom through a door in the north wall of the kitchen. This room also would be used to store wood and could be entered directly from the outside through a door on the south wall adjacent to the exterior kitchen door. The difference between the wooden washroom and the kitchen wing was obvious — the kitchen wing was built to withstand the cold Iowa winds, with 18-inch-thick exterior walls of red bricks. The one-story washroom would provide adequate storage but would be much harder to heat with its thin wooden walls.

It was bitterly cold outside so the farm tour continued with a fast walk to the barn located about 300 feet northeast of the Farm House. On their way to the barn, the trustees passed by the small orchard planted behind the house. Built on a sloping hillside, the barn, an impressive 42 feet wide and 60 feet long, was supported by beams and timber cut from white oak and black walnut trees that had grown on the farm.

The shingles on the roofs of the barn and the Farm House also were from these trees. The upper level of the barn provided storage for the farm equipment and grains harvested the previous fall. Stone walls formed the foundation for the barn's lower level, which was eight feet high. This is where the stables and livestock pens were located. They opened to fields that were fenced in to keep the livestock from wandering away or entering the planted fields.

Gaines expected that the 70 acres ready for spring planting would mean substantially more feed for the animals the next fall.

> **Rent was $200 per year, to be paid partially in grain.**

WILLIAM FITCHPATRICK SARAH FITCHPATRICK

The official meeting began when everyone was back inside the Farm House kitchen. Gaines made his report on the status of the farm and then told the other trustees that he would not be able to continue as farm agent. This was no surprise to them as they were aware that Gaines had other obligations and his own farm had been neglected during the 18 months he had served as farm agent. Gaines told the trustees that someone needed to be living on the farm; he recommended renting it to one of the local farmers and tradesmen, William Fitchpatrick of New Philadelphia. Fitchpatrick was familiar with the farm's operation and it was adjacent to his own 200-acre farm. With Gaines's recommendation, the trustees signed a two-year contract for the farm with Fitchpatrick for $200 per year rent. The trustees also agreed to accept some of the crops Fitchpatrick harvested on the farm as partial payment of the rent. Fitchpatrick's contract began March 1, 1861, and continued through March 1, 1963. The contract allowed his family the use of the Farm House. Fitchpatrick was to look after all the farm animals and could bring to the farm his own team of oxen for breaking additional prairie he hoped to have ready for planting that spring.

During the two years the Fitchpatricks lived on the college farm, the trustees were embroiled in a fierce battle for the very existence of the agricultural college. The one bright light in an otherwise gloomy financial future for the college was the federal legislation known as the Morrill Act, which provided land grants for the support of an agricultural college in each state of the Union. Naturally supporters of both the Iowa Agricultural College and the State University of Iowa fought over who should receive this major endowment. On Sept. 11, 1862, the Iowa legislature accepted the provisions of the Morrill Act, which were very specific. To receive this land grant of 30,000 acres of federal land for each senator and representative in Congress in 1860, the state had to promise to maintain at least one college "where the leading object shall be, without excluding other scientific and classical studies, and including military tactics, to teach such branches of learning as are related to agriculture and mechanic arts … to promote the liberal and practical education of the industrial classes in the several pursuits and professions in life."

The supporters of the State University of Iowa, hoping to secure the federal land grants for their own use, continued to lobby for the repeal of the legislation which established the Iowa Agricultural College. There was no need, they claimed, to duplicate what they believed could be handled at the State University. Besides, they pointed out rather smugly, the State University was now open to students and the Iowa Agricultural College was just a run-down farm with little to show for itself except a farm and a farmer's house. While the arguments raged on, Governor Samuel J. Kirkwood appointed Peter Melendy, a trustee of the Iowa Agricultural College, as the state's representative to select the federal lands in Iowa which would be used for an agricultural college. Melendy and his assistant spent three months traveling across the state examining the most desirable of the 6 million acres of Iowa's federal lands before making their final selections.

In the fall of 1863, the trustees of the Iowa Agricultural College voted to create a new position on the board and appointed Peter Melendy the superintendent of the

college farm. Melendy, they said, did an excellent job of selecting lands for the college; they created this position to show their appreciation for his good work.

Melendy made his first visit to the college farm as superintendent in January 1864. The 90-mile trip from his home in Cedar Falls took him two days by stage and he was not in the best of humor when he arrived at the farm. What he saw greatly shocked him. No one had been living there since the Fitchpatricks moved from the farm months earlier. Tree limbs were damaged and were falling from the row of poplar trees planted by Fitchpatrick as windbreaks. Weeds and remnants of old crops covered the farm fields. A brief inventory showed numerous pieces of farm equipment missing. Intruders had apparently pilfered grain from the barn and had left tell-tale trails through the adjacent fields. Melendy suspected itinerant railroad workers had taken the grain and tools. Since the railroad had begun laying tracks through the east portion of the college farm in 1863, reports of vandalism in the county were on the rise.

Melendy hoped to have a manager on the farm before the spring planting season. He already knew he would offer the farm manager's job to his business partner, Andrew J. Graves. Melendy wasn't certain Graves would take the job because it meant moving his wife, who was expecting a child, from their comfortable home in Cedar Falls to a house in dreadful condition in the middle of the prairie.

... Melendy notified the trustees of his choice for farm manager and received their approval. They offered Graves a four-year contract for his services and gave him the use of the Farm House as partial payment. His contract began on April 19, 1864, and continued through April 19, 1868.

Before Graves even arrived at the college farm, the Iowa legislature decided the fate of the federal endowment of lands for an agricultural college. On March 29, 1864, the state of Iowa awarded the lands acquired under the Morrill Act to the Iowa Agricultural College and Model Farm in Story County. This was not without a fight. The State University of Iowa, realizing they were losing the battle, asked the legislature to divide the lands equally between their university and the college in Story County. Fortunately for the fledgling Iowa State Agricultural College, this did not happen. Once the final decision was made, Benjamin Gue, Governor Kirkwood, and Senator C.F. Clarkson proposed that the lands not be put up for immediate sale because they knew these lands would be in competition with other available land and would, therefore, bring a lower selling price. Instead, they recommended that the individual parcels of land be rented for periods of 10 years at 8 percent of their appraised value. At the end of the 10 years, the renter could either renew the lease or purchase the lands. In this way, the Iowa Agricultural College and Model Farm received a permanent source of revenue that paid most of the college bills through the 1890s.

Graves packed his family belongings in a wagon and headed for the college farm about April 10, 1864. It took him eight days to travel the rough, muddy 90 miles from Cedar Falls to Story County. Mary Graves followed her husband several days later and made the trip in two days on the stage.

Graves arrived at the college farm on April 19, 1864. His first impression of the Farm House was one of dismay. Melendy had warned him that the house needed work, but Graves did not expect he would be doing most of it himself. He found few finished walls in the main front part of the house and those that were finished needed painting. Mere bare wood studs gave shape to many of the rooms. He was also shocked that the Farm House, with its four chimneys, did not have a single fireplace. The only sources of heat were two potbellied stoves on the main floor.

PHOTOS COURTESY OF IOWA STATE UNIVERSITY MUSEUMS

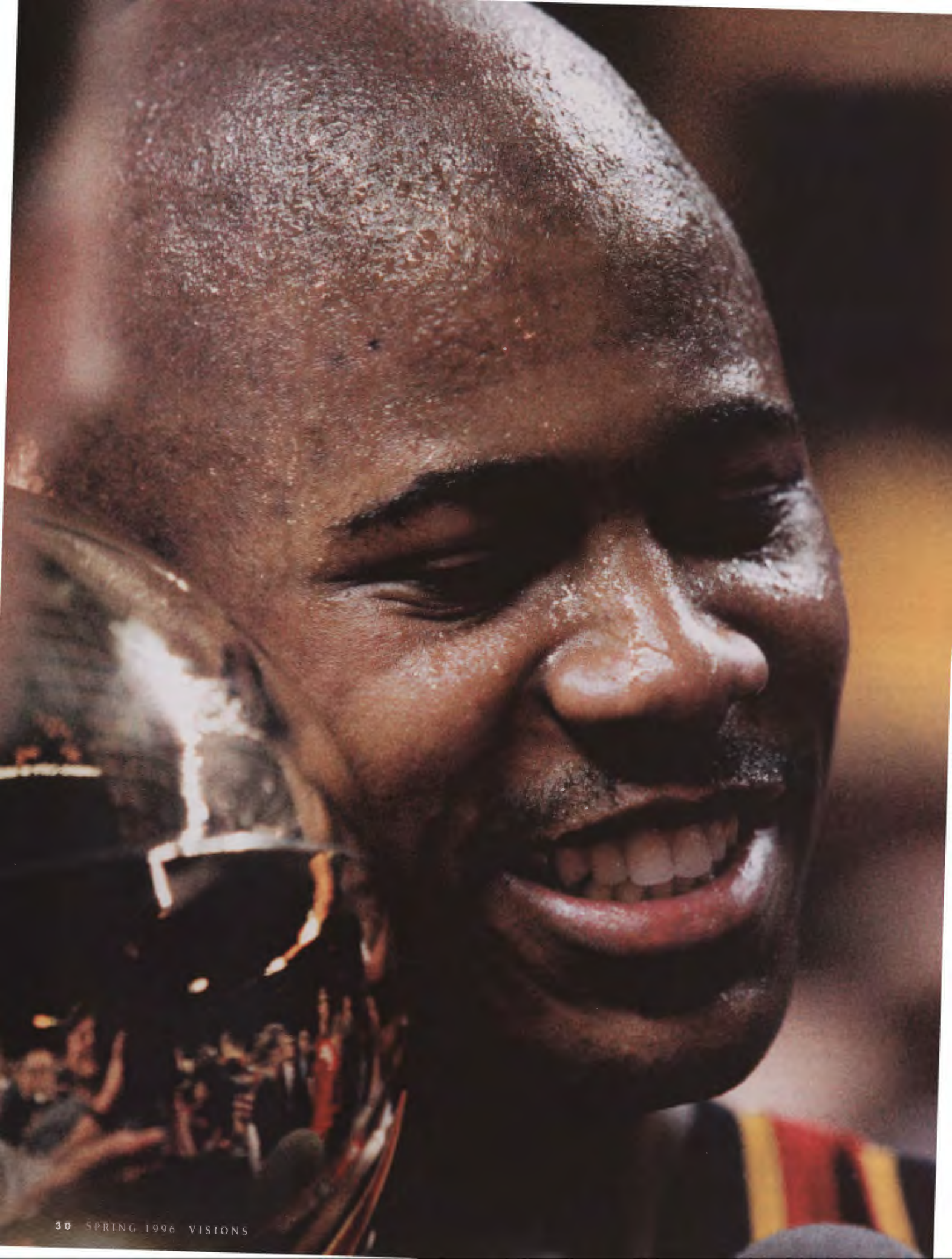
AG DEAN CHARLES F. CURTISS CUT A DASHING FIGURE AT THE FARM HOUSE.

Graves soon spoke with Washington T. Graham about the condition of the farm. Graham told him that help was nearly impossible to find because of the war but that he would try to help Graves hire a farm crew. Graves also discovered that the tools he ordered had not arrived. Graham did manage to find several field workers for Graves who offered them room and board at the Farm House as partial payment for their work. With the help of these men, Graves cleared the fields and planted 22 acres of wheat and 22 acres of oats. Graves was pleased when the shipment of 10,000 evergreen trees he had ordered before leaving Cedar Falls finally arrived. The trees were planted to provide a windbreak for the house and barns.

When Graves wasn't in the fields, he was working on the Farm House. It took him a year to finish the inside of the house.

It's difficult to image how Mary Graves kept house under such formidable conditions. Plaster dust floated through the air, the smell of fresh paint could make one sick and there certainly was little privacy. Mary also cooked meals for everyone working at the farm. The one small convenience was fresh water supplied by the well just outside the back door of the house. Exactly when the doorway to the kitchen wing was opened to the main section of the house is not clear. It is possible that the Graves' used the kitchen wing and bedrooms above for their personal use and boarded the farmhands in the unfinished front part of the house during the first summer they lived there. On July 27, 1864, Mary Graves gave birth to her first child, Edward. The Farm House would be home to Edward until he was four years old.

*Mary E. Atherly is collections manager of Iowa State University Museums and associate curator of the Farm House Museum. This is excerpted, with permission, from her 1995 book,* Farm House: College Farm to University Museum *(Iowa State University Press).*



# FIRST AT LAST

*"And the last shall be first."*
—Matthew 19:30

If ever there was a man who should've rested on Sunday, it was Dedric Willoughby. For that matter, few thought he had any business working on Saturday, March 9, either.

Six months ago, basketball pundits and not a few Iowa State fans pegged March's Big Eight Conference Tournament a can't-miss fold-on-Friday affair for the Cyclones. Surely, with Loren Meyer and Fred Hoiberg off to the NBA, the November-February stretch would be a cruel one to Coach Tim Floyd's band of unknowns. What little they had left for March certainly wouldn't get them past Round One.

But there was Willoughby, still on the clock on Sunday, March 10, in the final game of the final Big Eight Tournament. He had led his team to school records in league wins (nine) and league finish (second). He had played 7,194.5 consecutive seconds to lead ISU to first- and second-round tournament victories and to this, its, defining moment. As he stood at the free throw line, first one, then a second drop of sweat rolled off his clean-shaven head and plopped onto the midnight blue lane at Kansas City's Kemper Arena. With the scoreboard clock holding at 5.5 seconds and ISU trailing hugely favored Kansas, 55-54, it was deliciously fitting that it was Willoughby's sweat pooling on the lane.

Don't let the perspiration fool you. Ded was way cool.

With two flips of his slight wrist, Iowa State's basketball team had its first Big Eight Conference Tournament crown in the last Big Eight Conference Tournament. The Big Eight morphs into the Big 12 July 1.

Kansas' Jacque Vaughn missed his final shot, the horn sounded, thousands of Cyclone fans went ballistic. Somebody produced a step ladder. Players and coaches snipped down Kemper's nets.

Five hours later, a giant door on the east side of Hilton Coliseum — the same door that gave way to the flood of '93 — ground open. In rolled the Cyclones' bus like a family woody easing into the garage after a long, joyful trip. Remarkably, 3,000 fans awaited this flood of talent and will to pour into their winter home.

Floyd, his wife, Beverly, and their teen-age daughter, Shannon, spilled out. Managers and players spilled out. After what seemed like minutes, a shiny-noggined whippet dropped onto the concrete, twisted cords of nylon still circling his neck like a talisman.

The first would be last off the bus.

*—Dan Davenport*

**Left,** Big Eight Tourney MVP Willoughby takes a shine to his hardware. **Right, from top:** Cyclones Jacy Holloway, Kelvin Cato and Klay Edwards hawk a Jayhawk; Holloway keeps KU superstar Jacque Vaughn at bay; Shawn Bankhead leads thousands of ISU fans in cheers; the final tally at Kemper's final Big Eight to-do; Floyd, after taking his team to unprecedented heights, nets his reward.

GARY CLARKE/ISU ATHLETIC MEDIA RELATIONS (R)

On the morning of Jan. 18, one day before Post-Dispatch photographer Odell Mitchell Jr. would mark his 40th birthday and turn the corner toward middle age, he opened his library of negatives and pulled out several he's been saving for years.

Two were of his cousins. One was of a nephew. One was of his sister's first boyfriend. Three were of friends who had come into his life many years ago when the East St. Louis neighborhood in which he grew up was astir with hope. A time when the stage was planked with laughter boards.

He processed the seven negatives, watching as the faces his camera had caught miraculously came back to life.

Their eyes were penetrating, filling him with images of his mother, Brazil Mitchell, who died in 1990 of stomach cancer. How many times had he walked into his family's home when he was small and seen his mother on her knees by her bed, her head resting against folded hands in prayer, asking God that He give her children safe passage.

Brazil Mitchell was a devout Baptist who was "churched with Jesus." Every day was a day to be dedicated to the glory of God. Every night she prayed. In Odell's eyes, she possessed such dignity.

He spread the snapshots of the seven from East St. Louis in front of him.

All of them dead.

Five known victims of violent crimes. One whose death was blamed on drugs. Another who died under mysterious circumstances.

To have reached 40 was a benchmark for Mitchell, a reflection on his life. In the fullness of time he hopes he will better understand why he's still alive and many around him are not.

How better to remember them, Mitchell thought, than to see their faces once again. The printing of the pictures he'd taken was something he quietly planned as a way of looking at the totality and celebration of his own life.

In the days after his birthday, when friends kidded him about being one step closer to a rocking chair, he'd show them the pictures of the seven, tell them the stories of how they died and say, "This is why I'm happy I'm 40 and I thank God I've made it this far."

He credits his mother's prayers and the fact that he was placed in a protective cocoon by members of his family and neighborhood acquaintances, most of

*Allen "Bud" Billups (left): Some men watched him cash a check, then robbed him and fatally shot him.*

whom were older.

"It was prayer," Mitchell says. "I'm serious. I know it works."

Mitchell was the youngest son of six children of Brazil and Odell Mitchell Sr. His family called him Dots because of something an older sibling, Ernest, who had the nickname of Dank, would tell him by way of caution when he was small: "Dots and days, watch your ways."

How often did Mitchell hear from others in the neighborhood, "Dots, you can't stay out too late. You go home." When he'd protest, they'd say, firmly, "Look, just go home."

From his parents, Mitchell learned respect that he is certain shaped his character. In his neighborhood, defiant children brought shame to their households, letting down their families, their friends, everybody. Adults were to be addressed as Mr., Mrs., auntie or cousin.

He recalls: "The neighborhood tough guys would walk past, hitting trees, trying to knock the leaves off with sticks. My mother, who was sitting on the porch, would say, 'Son, you don't need to be walking on my grass.' They'd say, 'We're sorry, Mrs. Mitchell.'

"That scared me, and I'd say, 'Mom, don't talk like that to those guys. I don't want them coming back tonight.' She'd nod and say, 'They won't.'

"The lady next door was like my second mother. She'd set you straight. In our house, we never questioned my mother or father because of the fear of discipline. They didn't beat us, but when they said to do something, you just knew. You did it."

The neighborhood was connected. If a youngster was seen doing something wrong, he was corrected by an adult with words that carried an awful weight: "Boy, you should be ashamed of yourself." Thinking back on the neighborhood, Mitchell says, "It was like the old saying: 'It takes a whole village to raise one child.'"

From 1955 to 1965, the Mitchells lived

**ON REACHING 40**

*On reaching 40, other acquainted years sidle with modest decorum across the scrim of toughened tears and to a stage planked with laughter boards and waxed with rueful loss. But 40 with the authorized brazenness of a uniformed cop stamps no-knocking into the script bumps a funky grind on the shabby certain of youth and delays the action. Unless you have the inborn wisdom and grace and are clever enough to die at 39.*

*— Maya Angelou*

# faded photographs

*by Dave Dorr*
*photos by*
*Odell Mitchell Jr., '79*

## Upon reaching 40, an Iowa State alumnus' celebration of survival was tainted by haunting images of seven who weren't so lucky

*Willie Townes Jr.: Mitchell's nephew was trying to see his newborn baby when he was fatally shot at 22.*

*James "Bekus" Mosley Jr.: Mitchell's cousin and Allen Billups' younger brother died what Mitchell calls a "drug-related death" at 29.*

*Theodore "Dee Doe" Dover: A drug dealer, he was killed at 29 by a shotgun blast to the face during a drug deal.*

in Brooklyn. The children never strayed too far in the evening, knowing that Odell Sr. would be standing on the porch of the family's house whistling. It was a piercing whistle, the signal to return home.

In 1965, Brazil and Odell Sr. moved the family to a tiny house on Lake Street in East St. Louis. Odell Jr. was 10. The neighborhood, largely white then, didn't begin to disintegrate until the mid-1970s. Odell Jr. slept in the family room. His parents and his sisters, Janice and Cynthia, slept in the two bedrooms. His brothers, Robert and Ernest, slept in a back room. Charles, the eldest brother, was living in Dayton, Ohio.

Odell Jr. attended Cannady Elementary School, half a block from his house across 15th Street. He played in Cannady Park, at the corner of 15th and Lake. The teachers' laws ruled the school's playground. That was made plain to Mitchell one day when Jelly Roll marched to the playground and spoke her piece.

Mitchell recalls, "She was Mrs. Sawyer and she was very tough. She packed a pistol. She wanted to be known as Jelly Roll. Her son, Dicky, was always in fights. She told the teacher, 'I'm Dicky's mother. If he does something wrong, beat his behind. Then you walk him across the street — I'm right over there and here's my apartment number — and I will beat his behind. He does not have the right to question you.'"

While most of Mitchell's friends were reared in single-parent homes, with no father, Odell Mitchell Sr. was more than just a presence in his household. The elder Mitchell shared his wife's faith. He read the Bible daily.

At home, the rules were his rules. Mitchell recalls, "Robert returned one night at 11:30. He was 25 years old, yet my father called him to the side of his bed and sputtered, 'If you can't come into this house at a respectful time, find your own place.' The elder Mitchell died in 1973, Odell's senior year at East St. Louis High School. He was 68.

For years, the Mitchells did not own a car. Friends gave them rides to attend church in Brooklyn on Sunday morning and again on Sunday night. Missionary ladies from the church called on the family during the week.

In Mitchell's childhood world, violence was rare. Many East St. Louis neighborhoods were tightly-knit enclaves — Goose Hill, Polack Town, Rush City, Firework Station near Centreville, the South End. They were small cities within a city, kept thriving by businesses that helped form an economic foundation for East St. Louis.

Today, Mitchell's neighborhood is without its soul. It resembles many of the city's disembodied pockets of neglect and impoverishment: Burned shells of homes, boarded businesses, piles of rubbish, streets and alleys that once were quiet and clean hidden by weeds and grass.

Only the tiniest ember of life has survived. Few homes are occupied. Two women getting off a Bi-State bus at 15th and Winstanley have to step over a large tree trunk blocking the sidewalk as they head up the block.

The Mitchell's house on Lake has been swallowed up by trees and weeds. From the street it is scarcely visible. A gate hangs askew. The windows are gone. The house has been gutted. Cannady School is shuttered. The park sits virtually unused.

Driving the streets — Lynch, Lake, Exchange — Mitchell describes what it was: "There were homes all along here, people I grew up with .... It was truly a neighborhood. There weren't turf wars then. We knew that you don't take someone's life. You just don't."

At Natalie Street, where grass is as tall as the car's windows, he points and exclaims, "Here! Right here is where Jas was killed."

Mitchell was a sixth-grader in 1966 when Jasper Travis was shot trying to stop a dispute at a house on Natalie.

On that day, Odell's world took a deep breath and stood still. "Jas has been shot!" His death rocked the neighborhood, and was the first killing Mitchell experienced.

Travis was the first to teach Mitchell football. He was in his 30s, a neighborhood tough except in the presence of Mrs. Mitchell. "Nobody messed with Jas," Mitchell recalled. "He'd stabbed a couple of people."

Travis was in the Mitchells' yard showing Odell the three-point stance when he gave a Pepsi to a niece he'd brought with him. Mrs. Mitchell objected, saying, "Jas, that's too strong, give her orange soda." He answered, "Yes, Mrs. Mitchell."

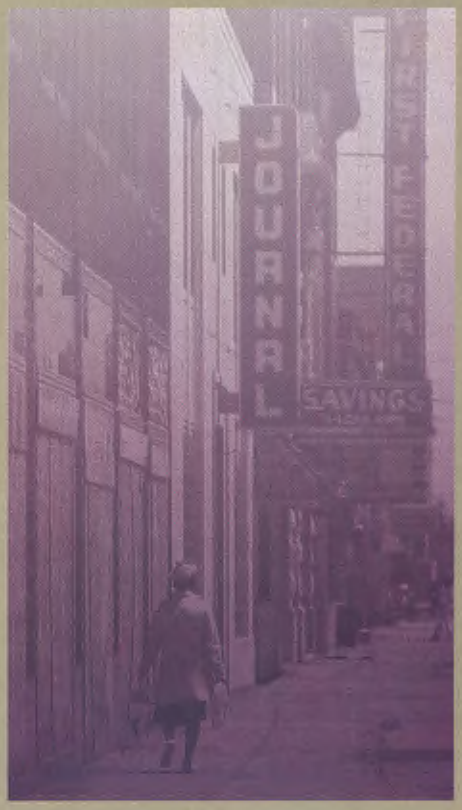
On the day of the shooting, Brazil Mitchell, hearing shots, ran from her porch on Lake, across a service station lot at the corner of 15th and Lake and cut through Cannady Park to get to the house on Natalie. She held Jasper's hand. When Mitchell got there, Jas was being placed in an ambulance.

By the early 1970s, a crumbling economic infrastructure in East St. Louis would lead to social ills that nearly smothered the city. Neighborhood fabric frayed, dreams were ripped apart. Frustration grew. All of it contributed to the type of violence that took Mitchell's relatives and acquaintances.

Gangs — War Lords, the Hoods, Vice Lords — had established their turf near Mitchell's neighborhood. The younger brothers of gang-bangers, calling themselves Junior War Lords, pressured Mitchell and other students at Rock Junior High for protection dues. Mitchell's mother sensed heightening danger. She prayed harder.

Mitchell earned the role of starting center on the East St. Louis High football team as a junior and senior. He'd discovered Jimi Hendrix and photography, something he gave a lot of thought to pursuing as a career.

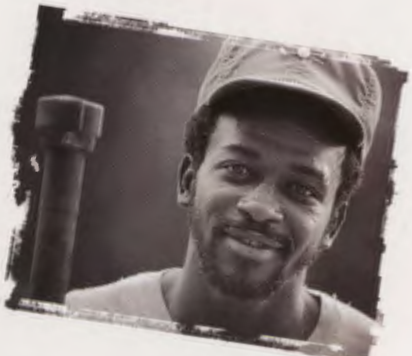
By then, East St. Louis *(below)* changed so much it was another world from that Mitchell knew in his childhood. The street culture became a separate society.



*Roy Gibson: His body was found in an old warehouse.*

*Keith Fair (shown with his son): Shot to death at 31.*

*Robert Flowers was fatally stabbed at 34 in a dispute over alcohol.*



Of the seven or more of Mitchell's relatives and acquaintances who died, there were parallels: the three who shared his blood-lines. Allen Billups and James Mosley Jr., Billups' younger sibling, were Mitchell's cousins. Willie Townes Jr. was Mitchell's nephew.

Keith Fair, Theodore Dover, Robert Flowers and Roy Gibson were frequent visitors to Mitchell's neighborhood.

Mitchell's brother Dank (Ernest) nearly shared their fate.

Dank had seen his share of trouble. In separate incidents, he was convicted and jailed for breaking and entering, and for robbery.

After a dispute over the death of a mutual friend, a gunman pumped five bullets into Dank as he crossed a street in Brooklyn.

Word got back to the Mitchells that Dank would still be in danger once he was out of the hospital. Odell bought a gun to protect the family home.

Dank, now 44, is an enigma to Odell, who says, "Sometimes I can't believe he was raised in the same house I was."

Shocking as the carnage was to many in East St. Louis, it was just as disturbing to others living there to find that outsiders were quick to ignore a violent death on the streets.

Nino Fennoy, 47, accomplished girls track and field coach at Lincoln High who grew up in East St. Louis, says, "Death in the African-American community is no different than in any other community, but people seem to think it doesn't hurt as much. It does."

In 1973, Mitchell enrolled at Iowa State University to study photography as part of the school minority recruitment program titled Project 400. Because of low grades, he returned to East St. Louis in his freshman year. He took a job doing cleanup at Hunter Packing Co. on the night shift for $5.39 an hour. His boss was a cousin, Jodi Luster, who wanted more for him than this.

"You're not staying here," he said. "I'll fire you. You're going back to school."

And he did, but each summer when Mitchell returned home from college he feared that "somebody I knew would be killed."

Mitchell graduated as the only black photographer in his college class. To high school-age males in East St. Louis he'd say, "Look, I haven't done anything you can't do. I made the decision I was going to be a photographer no matter what it took. You can do the same thing I did, you can be whatever you want to be. I'm no better than you. You know me and you know my family. We weren't wealthy."

His words of encouragement were a contract the black community has with itself: Those to whom much is given will share. Thou shalt not close a door behind you.

Mitchell joined the Post-Dispatch in 1982. He twice has visited South Africa on assignment for the newspaper. In 1994 his work, in collaboration with others, was exhibited at the St. Louis Art Museum in "Songs of My People," a portrait of African-American life.

His snapshot of the present: On July 1, 1994, Mitchell and his wife Linda added to their family nephews Chinyelu Sami, 16, and Brian Sami, 14, from Chicago. The Mitchells' children are Aviva, 12, and Mickey, 9. The family lives in O'Fallon, Ill., where Odell's sister, Cynthia Jackson, also lives. Brother Charles and sister Janice Dixon are in Dayton. Robert and Dank are in East St. Louis.

Mitchell practices the discipline he learned from his father. In celebration of his 40 years and his hopes, he says, "I'm no better than the seven who didn't make it. I just want to be the person God wants me to be. I want to take care of my family. I found a dream and stayed with it. I'm alive and I thank God I'm alive."

Saying this, he smiles because he can see a woman kneeling beside her bed, her head resting against folded hands in prayer.

---

*Dave Dorr is a staff writer for the St. Louis Post-Dispatch, from which this article was reprinted, with permission.*

*Odell Mitchell Jr.*

# Exercise your vote

ENCLOSED IN THIS ISSUE IS your ballot for the three nominees to the Alumni Association Board of Directors. I encourage you to vote on this slate and return your ballot by May 20. If approved by a majority of voters, the new directors' terms will begin this year and end in 2001.

Each year, three new directors are elected to the 15-member board of directors to serve five-year terms. Under the Alumni Association's bylaws, responsibility for selection of a slate of nominees is vested in a 13-member Trusteeship Committee. Harvey Freese, immediate past president of the board of directors, chaired that committee this year.

The board of directors created the Trusteeship Committee last year to help meet a goal of the association's strategic plan — Initiate policies and procedures to diversify all aspects of the ISU Alumni Association by fairly representing its constituencies. It replaces the former Nominating Committee. The Trusteeship Committee members represent a wide cross-

Jim Hopson

section of Alumni Association members; they selected a slate of nominees to represent different constituencies of Iowa State University alumni.

Election of the nominees for the board of directors is your responsibility as a voting member of the Alumni Association. Photographs and brief biographies of the three nominees for this year are included on page 41. Please mark and sign your ballot and mail it to the Alumni Association. We must receive your ballot by May 20 for it to be counted.

Approval of the slate will be announced at the annual meeting of the Alumni Association on Saturday, June 8, in the Memorial Union. All voting members are invited to attend.

Jim Hopson

James A. Hopson
Executive Director

## Alumni Association adds career services, student membership

CAREER SERVICES AREN'T JUST for students any more.

When the Iowa State University Alumni Association asks its members what types of benefits they'd like, almost without exception their answers include career services.

We'll soon be ready to respond.

Beginning July 1, the Alumni Association will start developing a new program that will serve members' career-oriented needs in a variety of ways. It will:

- expand the association's current listing of alumni by profession;
- offer career services, including cosponsoring programs with the university's Career Services Offices;
- help ISU Clubs enhance career networking efforts;
- formally survey alumni to determine their precise career needs, and
- initiate new programming to serve graduating seniors.

Julie Larson, formerly director of the association's student and parent programs, will manage the career service efforts.

"In surveying alumni, we discovered a great need for career assistance," Larson says. "While the university traditionally has helped students start their careers, we haven't offered specific assistance to alumni. With graduates changing jobs and careers several times in their lives, we view this kind of assistance as an important part of our mission to serve alumni."

Executive Director Jim Hopson also has assigned Larson oversight of another new association endeavor: student membership. Relying on assistance from Student Alumni Association members, Larson and other Alumni Association staff members will develop a program aimed at enhancing membership strength and diversity through the addition of current students. Larson, Director of Membership Frankee Oleson and a student committee will create a student-specific benefit package that includes numerous merchandise discounts and social and educational activities.

## Awards ceremony moved to fall

TO ENHANCE INTERACTION BETWEEN OUR MOST ACCOMPLISHED Iowa Staters and the entire ISU community, the Alumni Association has moved its annual Honors and Awards Convocation to Homecoming weekend.

On Sept. 27, the association will present more than 30 awards, including the Distinguished Achievement Citation (DAC), the university's premier alumni award. Dozens of faculty, staff and college alumni awards also will be presented. The convocation formerly was held in conjunction with Alumni Days each June.

"Every year we honor our most accomplished alumni members of the campus community," says Alumni Association Executive Director Jim Hopson. "It seemed fitting that we would hold the ceremony at a time when classes were in session and the entire university could take part. We're also excited that, because the ceremony is held as part of Homecoming weekend, the honorees will be able to interact with students, faculty, staff and other alumni."

ASSOCIATION

## THE ISU ALUMNI ASSOCIATION — IT WORKS FOR A LIFETIME!

***The ISU Alumni Association welcomes the following new lifetime members who joined during the months of July through December 1995. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6478 for more information.***

Paul G. and Diane E. Adam
Jerry L. Allen
Larry D. Alliger
Trent H. Amendt
James J. Anderson
Jean A. Anderson
Ronald E. and Keitha M. Anderson
Stephen J. Anderson
Robert A. and Barbara Antol
Mitchell and Sharon A. Arney
John B. and Mimi W. Askew
Martin H. Augustine
Tammie L. Bader
Bradley S. Badger
William G. Baldwin
Richard E. and Nancy J. Ball
Heather A. Ballard
Nelda V. Barnes
Carl L. and Marcia Barnhart
Michael J. Barrick
Ellyn L. Bartges
Scott R. Barton
Brad S. and Katie M. Battani
Jason A. Bauge
Scott D. and Susanne C. Beechel
Richard K. Bell
Robert E. Bellinghausen
Charles A. and Mary B. Bendgen
Kurt D. Benkstein
Diane Benoit
Conrad and Marianne E. Berhow
Dan Berkland
Robert J. and Deborah S. Bernhard
Terry R. Bicknese
Matt J. Biermann
Diane E. Billings
Timothy J. Blair
Todd A. and Sonya Blatchford
Bradley J. and Kim E. Blonigen
James W. and Kathy Bobst
Michael J. Bodozian
Sam and Darci D. Bontrager
Beth A. Borcherding
Janette L. Boreen
Tony D. Booth
Donald L. Bowman
Susan L. Boyle
Russell E. Brandt
Maryalice Bretz
Raymond D. and Virginia T. Brigham
John A. Briley
Derek B. Bristol
Troy D. Brower
Krista M. Brown
Wade R. and Rachel L. Bruns
Charles A. and Ruth Buboltz
Thomas D. Buck
Wayne R. Buck
David J. Buelt
Brent L. and Pamela A. Bunte
Jodi S. Cain
Kimberly A. Cain
Dandon P. Campbell
Michael M. and Susan K. Campbell
Todd W. Carey
Jennifer A. Carlevato
Mark S. and Linda C. Carlson
Ryan K. Carter
Sean M. Cassidy
Don Catus
Timothy S. Chapman
Courtney L. Cheers
Darrell E. and Beverly A. Christensen
John C. and Robbin Christensen
Curtis W. and Joann M. Clark
Douglas J. Clark
Eric R. Cole
Michele E. Collins
Ronald D. and Pam Collison
Craig R. and Kyra L. Wilcox Conley
Gregory J. and Jill A. Conrad
James P. and Karen L. Conrad
Michael L. and Carla B. Cooley
Kimberly A. Cordray
Margaret A. Craig
Perry C. and Margaret T. Crandall
Jon G. Crawford
Janie L. Crosmer
Sue A. Crull
Thomas E. and Kelly J. Crystal
Patrick T. and Renee E. Cullen
Scott D. and Lori B. Curran
Timothy L. Cyr
Kristin S. Danley
Curt M. Davis
Tim L. Davis
Laury E. Decker
David L. and Michelle J. DeGroot
Rodney A. DeKoning
Brenda A. DePuew
Norman D. Deraad
Glenn H. De Stigter
Alan M. Dillingham
Curtis S. Downs
Charles J. Dudak
Craig W. Dunagan
Timothy D. and Marjorie T. Dye
Neal S. and Lori B. Eash
David J. Eisenmann
Steven R. Ellingboe
James A. Englehorn
Scott G. and Lynda S. Ermer
Allen K. and Denise I. Essman
Kathleen O. Evanchyk
David L. Evans
Peter M. Evans
Johnny L. Eveland
John A. Evitts
John R. Faaborg
Teresa C. Fairow
Philip A. Farrell
Nicole A. Feddersen
Ann E. Feyerherm
Donald D. and Barbara Fick
Michael J. Figurelli
Brian J. Fischer
Karen A. Thompson Flefil
Scott D. Flynn
Bonita J. Fong
Steven K. Ford
L. Kay Forsythe
Charles W. Foster
Shawn L. and Meg Foutch
Donita K. Fredricks
Karen L. Frohwein
Elizabeth A. Fuhr
David A. and Jill D. Gabel
Erin Garman
Kevin J. Gaul
Jonathan J. Gearhart
Scot E. Gentry
Sandra J. Gillespie
Tauri A. Goeppinger
Thomas J. Goetz
Paul G. and Leslie B. Goldsmith
Anndrea M. Golightly
Michael D. Gonnerman
Paul A. Gormley
Gerry G. Gourley
William R. Graham
Amy J. Greenlief
Eric J. Greiner
Teresa M. Grillot
Toye D. Guinn
Duane A. Guthrie
Jon J. Gustafson
Andrea C. Haddock
David L. Hahn
William B. Haigh
Bruce H. Hamilton
Jeffrey R. Hand
Michael J. Hand
David W. Handley
Sara E. Hanley
Alissa Hansen
Roger A. Hansen
Wendy S. Harder
Joellen L. Harding
Samuel and Rhonda J. Harding
Wendi L. Harris
Robert and Lisa A. Hart
John and Cheryl O. Hausafus
Richard L. and Larissa A. Hautekeete
Jeffrey K. Haven
Yoshie Hayashi
Pamela C. Herkes
Joel R. Hermann
Daniel J. and Mae L. Hingtgen
Reo E. and Lisa M. Hining
Wade H. and Lauri A. Hinners
Linda J. Hockersmith
Keith R. Hoelterhoff
Gayle L. Hoepner
Patricia L. Hoffmann
Paul J. Hollander
Nona G. Holmstrom
Allison K. Hopkey
Laurie L. Hornberger
Manson H. Houmes
John J. Hovem
David W. Howe
Julie L. Howlett
John J. Hoyem
Bruce A. and Stacy McGauvran Hruby
Joseph B. Huber
Debra J. Huegerich
Stacy J. Hultine
Debra A. Hunt
Pamela J. Hutchinson
Betty L. Jablon
Brent W. and Jennifer Jacobs
Mark L. Jacobs
William F. Jaffe
Tobias A. Jayne
James S. and Maurene M. Jennison
Diane E. Jensen
Kevin F. Jensen
Kristine R. Jensen
Ronald L. Jepsen
Douglas J. Jergenson
David V. and Maria J. Jewell
Michael L. Johlinske
Kristine A. Johansen
Charles S. and Molly Johnson
Dan E. Johnson
Elaine M. Johnson
James S. Johnson
Rachel A. Johnson
Michelle A. Judas
Bradley A. and Lisa S. Judge
Matthew A. Juffer
Hyoung Jun
Kristal E. Kagy
Steven M. Kahler
Joseph E. Kannel
B. J. Kearns
Shane M. and Christine M. Keith
Gage A. and Jennifer Kent
Richard B. Ketcham
Craig F. King
Jeffrey W. Kirchner
Anthony L. Klemm
Christopher W. Knapp
Scott A. Koch
Benjamin W. Koellner
Paul A. Koffman
Scott V. Kongable
Bryon J. Koopman
Kenneth A. Kopecky
Eric N. Koppelman
John J. Kowatch
Donald G. Kramer
Peter A. and Barbara A. Krumhardt
Monica J. Kruse
James E. Kullmer
Fred A. Kurt
Wanda M. Lack
Brian J. Lage
Pierre J. Lanham
Robert A. and Lisa K. Lansink
Jane L. Lantz
Chris E. and LoAnn M. Larson
Paula M. Larson
John P. Latham
Larry D. Lawson
Ann E. Gustafson Leach
Motoko Lee
Nae Keun Lee
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# Critchlow joins Association

ISU PHOTO SERVICE

David Critchlow joined the Alumni Association staff on Feb. 1. He will coordinate in-state alumni clubs, advise the Homecoming Central Committee, oversee all on-line services and organize special events such as the Big Eight Tournament and pre-game parties.

David, a native of Bellevue, Neb., graduated from Iowa State University in May of 1991 with a bachelor's degree in speech communications. In 1992, he joined the Office of Admissions, where he was a traveling counselor for more than three years. David traveled in southeast Iowa, in the south suburbs of Chicago and in St. Louis, Mo.

## Notice of Annual Meeting

Annual and Life members of the Alumni Association are hereby notified the Annual Meeting of the corporation will be held on Saturday, June 8, 1996, at 11:15 a.m. in the Memorial Union, on the campus of Iowa State University, Ames, Iowa.

JASON WALSMITH

**The 1996 Student Alumni Association (SAA) District Conference offered a good deal to these students and 150 others last month. Casino Night was the social highlight of the two-day conference, which also included dozens of educational seminars that drew students from 23 midwestern universities.**


### Board of Directors

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Scott E. Olson, 1969
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Cedar Rapids, Iowa

Harvey Freese, 1970, MS 1973
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Kevin L. Brooks, 1980
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Hampton, Iowa

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College of Veterinary Medicine
Ames, Iowa

Anne Collison Johnson, 1963
College of Liberal Arts and Sciences
Des Moines, Iowa

Jim, 1971 and Mary Kincart, 1970
Iowa State University Parents Association
Bloomfield, Iowa

Dynette Mosher, 1981, MS 1984
College of Family and Consumer Sciences
Ames, Iowa

Kari Roehr
President, Student Alumni Association
Pella, Iowa

ASSOCIATION

# Your Vote Counts!

*The following candidates for the Board of Directors have agreed, if elected, to serve five-year terms. As an Alumni Association member, you are encouraged to cast your vote for this slate. A ballot postcard with instructions for voting and mailing is enclosed in the magazine. Your ballot must be received by the Alumni Association by May 20 for your vote to be counted.*

**Stephen Charles Gleason**
**Zoology, B.S. 1971**
**Des Moines, Iowa**

*"I have always felt a great debt of gratitude to the University and feel an ongoing responsibility to serve ISU in its mission."*

STEPHEN GLEASON, D.O., is president and chief medical officer of Mercy Clinics, Inc. A fellow of the American Academy of Family Practice, Gleason is an attending family physician at Mercy West Medical Clinic and serves on the board of directors of Mercy Hospital Medical Center and Affiliates. He was the senior consultant to the U.S. Assistant Secretary for Health in 1994-95 and a White House health adviser and chair of Health Professions' Review Group in 1993-94. Gleason graduated with distinction from the University of Osteopathic Medicine and Health Sciences and is an assistant professor at the Mayo Medical School. His extensive public service has included 1989-90 chair of the Mayor's Task Force on AIDS, chair of the National Health Policy Council and founding chair of Iowa CARES Medical Project in 1985 for victims of starvation in Africa. He was named Iowa Physician of the Year in 1990.

**Jacqueline K. Mitchell**
**Educational Administration, Ph.D. 1984**
**Toledo, Ohio**

*"I'm looking forward to serving on the Alumni Association Board of Directors because of my strong desire to retain connections with Iowa State University."*

JACQUELINE MITCHELL is an assistant professor of education at the University of Toledo. She is involved in the accelerated schools project and is a coach for the National Center for Accelerated Schools. She is an adviser to school districts engaged in restructuring and school improvements, and she has been a keynote speaker for Phi Delta Kappa in Toledo. Mitchell received the A.B. degree from Fisk University and the master of education from Washington University, St. Louis. In 1988, she was honored with the Mary Mason Lyon Junior Faculty Award for excellence in scholarship, teaching and service at Texas Woman's University.

**Les M. Omotani**
**Professional Studies in Education, Ph.D. 1992**
**West Des Moines, Iowa**

*"I believe alumni have an important role to play in ensuring that Iowa State University continues to successfully pursue and offer excellence in research, teaching, learning and performance. I support the mission of the Alumni Association to provide a lifetime link between the university and its alumni."*

LES OMOTANI is superintendent of schools for the West Des Moines Community Schools and was formerly assistant superintendent of the Medicine Hat School District, Alberta, Canada. He received the bachelor of education and master of education degrees from the University of Calgory. A member of the West Des Moines Rotary Club and Junior Achievement Board of Directors, Omotani received the Jordon L. Larson Award for Excellence in Educational Administration from Iowa State University, and the R. Paul Brimm Dissertation Award from the Iowa Association for Supervision and Curriculum Development. The West Des Moines Community Schools are considered to be among the best in the nation. ◐

# Fleshed Out

CLARISSA T. SUGH

Before taking on cosmetic surgery, Susan Sponsler produced a series of photographs illuminating the similar ironies in the long-standing popularity of Barbie dolls.

**PHOTOGRAPHER'S PENETRATING SERIES EXPOSES PLASTIC SURGERY'S SEAMY UNDERSIDE**

As an Asian-American girl growing up in southern Iowa, Susan Sponsler quickly realized she was different. Simultaneous to her creeping toward adolescence — that dread time when "different" becomes a four-letter word — she learned of a surgical procedure that many Asian women were undergoing to "American-ize" their eyes. Though she soon dismissed the idea, the prospects had been tempting.

Two decades later, the 1981 Iowa State graphic design graduate says the same internal forces steering her away from plastic surgery motivated her in a recent professional venture.

Last summer, that venture brought her to New York City as one of 20 fellows chosen for New York University's American Photography Institute's National Graduate Seminar. The institute's jury awarded Sponsler one of the spots after viewing her series of photos that, in her words, seeks to "make people consider the social and emotional ramifications of [plastic] surgery." Combining such elements as plastic surgery complication photographs from textbooks, quotes from women and a sheet of skin-like acetate that observers manually peel back, Sponsler turns a harsh spotlight on such commonplace procedures as facelifts and breast implants.

"Society encourages women to seek physical perfection as a means to success," says Sponsler, who is assistant director of publications in the office of public information at Texas Woman's University in Denton, Texas. "This pressure ... damages women's self-esteem."

Sponsler says that while highly publicized problems have forced women to turn a skeptical eye toward breast implants, "Until seeing photos like these, I don't think people can really know how invasive all of these procedures are — and how many women have complications with them."

Therein, says American Photography Institute Director Cheryl Younger, organizer of the two-week seminar, lies the import of Sponsler's efforts. "We hear 'plastic surgery' and instantly make all these assumptions about how these things can make us better," Younger says. "[Sponsler] challenges those assumptions. She makes us look at the decisions people are making, and to think twice about them. This kind of artist is able to force us to step back, to see the irony in our culture, to gain a perspective that most of us just don't have. You can't look at this work and not gain perspective."

"If I can accomplish anything with this work," Sponsler concludes, "it is that, after seeing my photographs, any woman who might consider plastic surgery would view it in a different way."

## She *can* feed the bears

ELLEN DIERENFELD HASN'T earned a worldwide reputation as a top zoo nutritionist by scoffing at animals' needs. But she can take a good ribbing every now and then.

Particularly when it's administered by one of the country's best-loved ribbers.

Last fall, Dierenfeld's work got prominent mention in columnist Erma Bombeck's latest best-seller, *All I Know About Animal Behavior I Learned in Loehmann's Dressing Room.* In a chapter devoted to ridiculing the "fat police" for robbing humans of their enjoyment of sinful foods, Bombeck pokes at "an animal nutritionist at the Bronx Zoo" — Dierenfeld, as it turns out — for being overly concerned about cholesterol, vitamin E and fiber in animals' diets.

"[Bombeck] is supposed to be funny, so she can say those kinds of things," Dierenfeld says. "That's OK with me."

Dierenfeld chuckled herself, but she remains undeterred in her quest to bring better science to zoo animal nutrition. Too often, she says, ill-informed handlers will assume that diets good for feedlot cattle will be good for, say, rhinoceri. "You'd probably be surprised at how little zoos know about animal nutrition," says Dierenfeld, a 1978 ISU animal science graduate. "We're just realizing how much we have to learn about animals' needs."

How much don't they know? When Dierenfeld came

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**Ellen S. Dierenfeld**

to the zoo in 1986, she learned that Huerfanita and the other lowland gorillas — an endangered species — had cholesterol levels above 400. She quickly axed the meat and eggs from their diets, replacing them with kale, collards and mustard greens. Down came the cholesterol. Up went the gorillas' breeding activity.

"I wanted to be a zoo nutritionist way before there hardly was such a thing," says Dierenfeld, who grew up in tiny Deep River, Iowa, the daughter of ISU-trained veterinarian Franklin Dierenfeld, '57.

"It's fun, being in [Bombeck's] book," adds Dierenfeld, who dropped the author a note inviting her to the zoo. "But I think she realizes these are serious health issues. We don't want to be causing heart problems and strokes in our animals. I'm pretty sure she doesn't want us to, either."

## The ultimate money pit

JOHN SUNDERLIN GOT LOST ON his first trip to the Chicago Board of Trade.

It's about the only time he's suffered a loss there.

Just 30 years old, Sunderlin is a bona fide Board of Trade Midas. He's never worked for anybody but himself — which means he's never had to share his huge earnings.

Trading in 30-year treasury bond futures every day from 7:20 a.m.-2 p.m., the Chicago native regularly has five- or even six-figure earnings days. Of course, equally sized losing days aren't atypical, either. But on balance, the Board of Trade has proven to be a lucrative find — once he finally found it.

"This is not a kid's game," says Sunderlin, who got lost from his classmates during a high school field trip. "You have to take it seriously or you won't be here for long."

**John Sunderlin**

The 1987 Iowa State graduate has endured, he says, by learning, among other things, to make split-second decisions, to be totally honest with himself and to remain calm amid the fiercest trading storm.

Sunderlin's entree into what in many ways is a foreign land — complete with its own sign language — was uncharacteristically happenstance. He had hoped to open a restaurant after graduating from ISU, but the stock market crash of '87 left banks hesitant to loan money to a neophyte. One day, while eating lunch at the Board of Trade, he began wondering about all the screaming and hand-waving. An acquaintance offered him the opportunity to work in the pit — without pay. He jumped on it. Within two years he had purchased an associate seat — a commodity that now sells for $430,000. Last year he added a full membership — they now go for $635,000.

Already an eight-year veteran at what he admits is a young man's game, Sunderlin has no set plans to leave the pit. Too much money, too much fun, too much challenge to walk away now. When he does leave, he'll likely try to go back and open that restaurant. This time, he'll skip the trip to the bank. ◐

# Life's a Pitch

**WHEN HIS DREAM OF PRO BALL WAS DASHED, ISU'S NEW BASEBALL COACH WENT TO HIS CHANGEUP**

OK, so Lyle Smith exaggerates. He hasn't really seen *Field of Dreams* 25,000 times. But a dozen times were plenty for him to develop an uncanny kinship with two of the characters:

•Kevin Costner's Ray Kinsella, whose father, like Smith's, missed his chance to play big league baseball.

•Burt Lancaster's "Moonlight" Graham, who, like Smith himself, never got his own chance to play in the majors.

"We all have dreams," Smith allows. "But most of the time, we don't get to live them."

When that happens, the luckiest among us do like Lyle Smith: We move on to Dream B.

Last December, he learned his alternate dream was coming true when Iowa State University Director of Athletics Gene Smith named him to succeed Bobby Randall as the Cyclones' baseball coach. Since giving up on playing pro ball himself, heading his own major college program has been Lyle Smith's consuming goal.

"Since about eighth grade, I always said that if I didn't make it in pro ball, I wanted to coach baseball," says Smith, Randall's pitching coach and lead recruiter for 11 seasons. "If I couldn't make it, I wanted to be able to say I helped a guy make it."

He could say that well before Gene Smith pulled him out of the Cyclone bullpen. In February, no less than five former ISU pitchers reported to Major League Baseball spring training camps: Jarod Juelsgaard (Florida Marlins), Brad Kaufman (San Diego Padres), Mike Meyers (Detroit Tigers), Matt Wagner (Seattle Mariners) and Don Wengert (Oakland Athletics).

For a perennial .500-ish program located in the heart of the Snow Belt, it is a stunning statement of Smith's devotion to — and mastery of — the art of teaching pitching.

"I don't think most people realize what kind of accomplishment [Randall and Smith] have made," says Meyers, who was with the Tigers for two months in 1995 and looked to have a solid shot at making the team's opening day roster as a left-handed reliever. "Raw talent wouldn't have gotten me to

**Lyle Smith started his Iowa State coaching career career as a graduate assistant. He earned his master's degree from ISU in 1985.**

## Friends of Bill

**It was without question the most memorable season in Iowa State University women's basketball history. And, as witnessed by this photo, it was a genuine blast.**

**First-year Coach Bill Fennelly took a program that consistently won fewer than 10 games and drew less than 500 fans to Hilton Coliseum, and turned it into a winning, crowd-drawing phenomenon.**

**After winning its first 12 games of the season — one of many school records this team set — ISU went on to finish 17-10. Four of its losses were by six points or less, but its 17 wins still were the most for a Cyclone women's team in 10 years. Regularly playing before home crowds of more than 2,000, the Cyclones tied for sixth in the Big Eight Conference regular season. They bowed out in the first round of the league tournament with a 67-60 overtime loss to Oklahoma State.**

**"We surprised a lot of people," says Cyclone forward Julie Hand. "But we think we could have done more."**

the big leagues. Lyle helped make me into a big league pitcher."

Others echo Meyers, crediting Smith's studious approach to pitching. He is widely recognized as the consummate student of his sport, meticulously scrutinizing his pitchers' mechanics for the tiniest flaw.

Smith certainly has had plenty of opportunity to watch good pitchers. He was a catcher himself, first in high school, then at Wayne State College in Nebraska. It is common training ground for pitching coaches; catchers are the only players who watch every pitch, every nuance of every game.

But do solid pitching coaches make effectual head coaches? Gene Smith obviously thinks so. But don't expect a Randall clone. Whereas former big leaguer Randall was regarded as a player's coach, Smith will be more businesslike. "I don't really want to say I'm rigid," he says, "but I like to do things a certain way. And I like things to be very organized."

That's not to say Smith doesn't bring heart to the game. Remember the Ray Kinsella comparison? Smith's father, Jene, pitched for the St. Louis Cardinals Class D team, before his father back on the northeast Iowa dairy farm was stricken with cancer. Thus Jene Smith traded pitching for a pitchfork.

As fresh as this morning is Lyle's memory of watching a World Series game on TV with his dad. "Dad points to the TV and says, 'I played with him in Class D. And I was better than him!'" Lyle remembers. "I think that was the first time it really hit me that there are a lot of dreams out there — baseball and otherwise. They don't all come true.

"Every one of these [Iowa State] players has a dream. I had it. But it didn't happen for me."

But these days, reality's not looking too bad for Lyle Smith. ◐

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# Your Town, Milky Way

ILLUSTRATION BY MARK MARTURELLO

By Thomas J. Morain

*Thomas J. Morain is a former Iowa State University history instructor and director of history and community relations at Living History Farms in Des Moines. He currently is administrator of the State Historical Society of Iowa. He edited a collection of essays on Iowa entitled* Family Reunion, *published last fall by Iowa State University Press. This article is excerpted, with permission, from his introduction to the book.*

WHEN WOI RADIO CLICKS ON AT 6:00 IN the morning and I lie in bed thinking about the day ahead, the news broadcast may be talking about a shake-up in the Japanese cabinet, the congressional debate on a crime bill, and the race for mayor in Washington, D.C. But I'm beginning to sort out family schedules for the day, appointments at work, people I'll meet and what the prospects are for breakfast.

Living locally in Iowa — it is a topic that we rarely see in print. Except for the local newspaper, most of what we read is about Somewhere Else—that vast world beyond our city limits or state borders where Important People live and where Important Things happen.

How strange it feels every four years when reporters flock to Iowa to find out who we are going to support in the presidential caucuses. Important People are interested in what we are thinking. The networks compete to describe us to the outside world, to capture the "Iowa viewpoint."

... The authority to certify an act as significant determines who calls the steps of modern culture. And in America, the power to certify lies with those who dominate the national media located on the East and West Coasts. When Woody Allen wears tennis shoes and white socks with his tuxedo, it's news. But don't try it in Davenport.

There is a darker side to this pattern. When we allow Somewhere Else to set the agenda, we discount the familiar. One consequence is that we begin to assume at some level of consciousness that what happens here is probably not very important. When I was growing up in Jefferson, my father edited the two weekly newspapers and stored all the bound volumes of back issues in the basement of our home. ... Between my freshman and sophomore years in college, I spent a wonderful summer again poring over those dusty old volumes, writing copy for the Bee's 1966 centennial edition. Yet, for four years as an American history undergraduate and for four more years as a graduate student, never once did I use any of the information from my local newspaper in a research assignment. I wrote papers on other parts of the country—on Important People who lived Somewhere Else—but it simply never occurred to me that local history, *my* local history, might contain enough substance to make an examination of it worthwhile.

Many still find it hard to consider local topics as fit subjects for serious analysis. Even when the subject is Iowa history itself, we teach our children the names of famous Iowans, such as John Wayne, Herbert Hoover and Mamie Eisenhower, who were born here, moved away, and became famous. ... We want [our children] to believe in themselves and to know that they are just as good as anybody and that if they move away from Iowa when they grow up, they too can lead significant lives and do something important and become famous.

... The most serious danger of disregarding the local is that we begin to lose our conviction that our lives have any meaning or significance in the deeper order of things. I think Thornton Wilder is expressing this concern in his play about local America, *Our Town,* when he ends the first act with this dialogue:

REBECCA: The minister wrote Jane a letter and on the envelope the address was like this: It said: Jane Crofut; the Crofut Farm; Grover's Corners; Sutton County; New Hampshire; United States of America.

GEORGE: What's funny about that?

REBECCA: But listen, it's not finished: The United States of America; Continent of North America; Western Hemisphere; the Earth; the Solar System; the Universe; the Mind of God—that's what it said on the envelope.

GEORGE: What do you know!

REBECCA: And the postman brought it just the same.

Wilder is making the point that there is a direct connection between something as familiar and unremarkable as our hometowns and something as infinitely vast and unfathomable as the Mind of God. Like George and Rebecca, we're amazed to discover it, and when it's pointed out, we're fascinated to see our lives in terms of cosmic significance. ◐

# STARS ARE RISING

*The President's Scholarship Campaign Is Attracting The Brightest.*

One of the many goals of the President's Scholarship Campaign is to attract more National Merit and National Achievement scholars to Iowa State.

And it's working — through Presidential Scholarships! This year, Iowa State enrolled 54 National Merit and National Achievement scholars, placing ISU first in Iowa and 14th in the nation among public colleges and universities.

The overall goal is to attract 100 such scholars annually by 1997, moving ISU into the top 5 nationally.

Presidential Scholarships are just one of six components of this $26 million campaign — designed to reinforce Iowa State's land grant mission to make education accessible! The campaign has now reached $20 million in little more than a year. Your contribution to the President's Scholarship Campaign now will assist more bright, rising stars!

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# Life is Good!

Take Jeff Hornacek's word for it. With a spectacular 10-year National Basketball Association career, he is one of Iowa State University's most accomplished and most recognized graduates. And, as witnessed by his and wife Stacy's life membership in the ISU Alumni Association, the Utah Jazz guard is among our most loyal.

It doesn't take a business major like Jeff to realize that upgrading from annual to life membership is especially smart right now. Beginning July 1, life dues will increase by $100. So join Jeff — and more than 16,000 fellow life members — today.

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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!

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