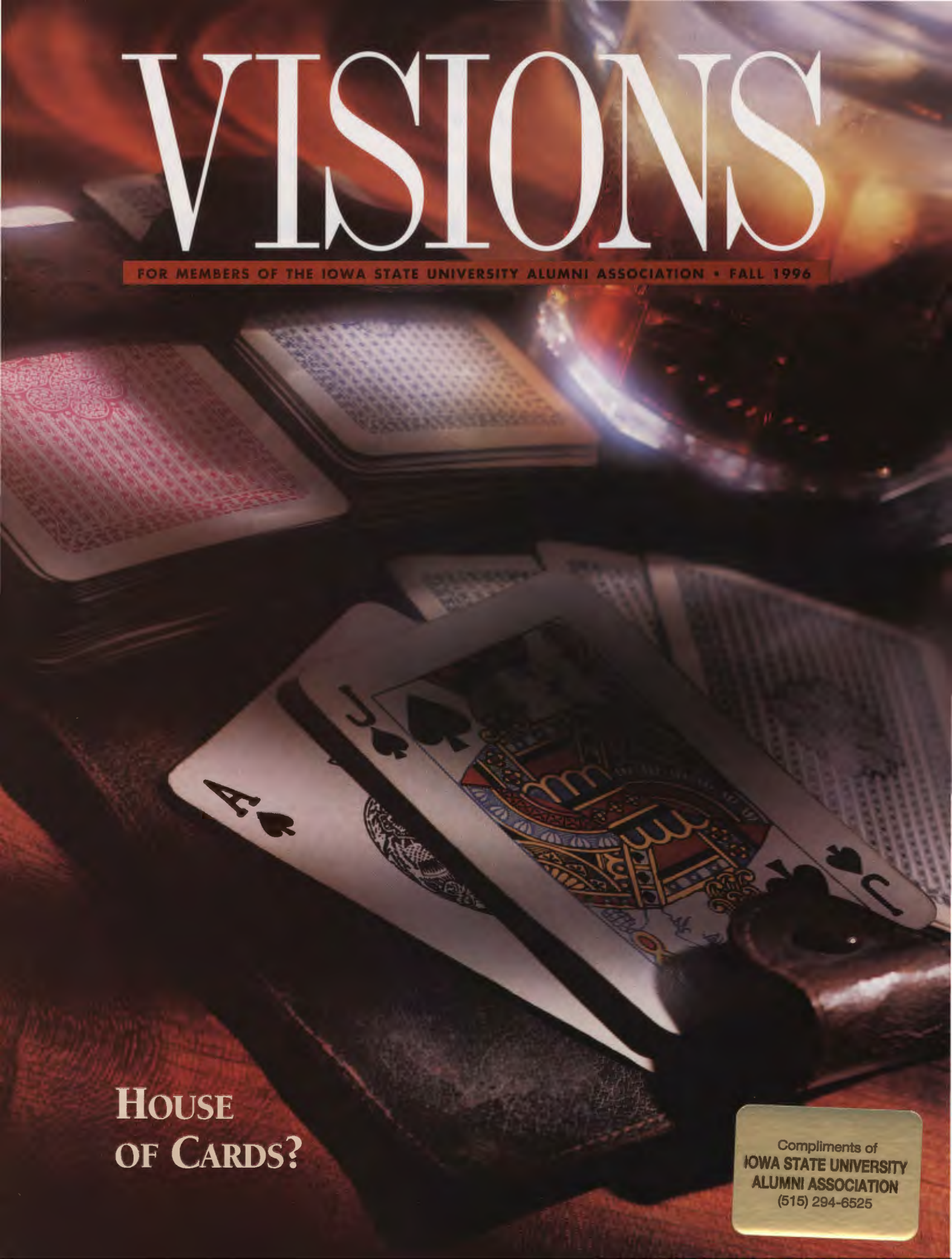
VISIONS

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



HOUSE OF CARDS?

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Changing Majors

By Debra Gibson

ILLUSTRATION BY MARK MARTURELLO

ANOTHER AUTUMN. ANOTHER SCHOOL YEAR underway. Another term of freshly sharpened pencils, unruffled notebook pages, backpacks still stiff and scratchy.

Another season of starting over.

I was an ISU freshman the year most of today's first-year students were born. Their parents were filling out immunization cards at preschool while I was cranking out resumés. And now they're here. And I'm not.

Fourteen years after Carl Hamilton curtly nodded his approval for my hire, I've packed up my pica pole and headed for home. I have my own babies to raise, my own stories to write. I've officially become an alumna of the Alumni Association — sheesh, s'pose there are dues for that, too?

Like any prospective first-year student, I, too, spent months Making The Decision. But nobody mailed me stacks of glossy viewbooks and souped-up CD-ROMs to gently nudge me down a particular interstate. There appears to be no Department of Admissions in the College of Changing Your Life. Those of us in flux are left to be swayed by our wits, our guts and our hope that we possess enough of both.

So today I sit at a computer in a room that previously boasted Walt Disney as its decorator of choice. I've exchanged my weekly staff meetings for my children's weekly piano lessons. And ballet lessons. And field trips to the pumpkin farm. I've traded the Ferragamos for Nike Air, megatrends for Mickey D's.

But I wouldn't trade the last dozen-plus years for all the Muppet tattoos in a Cheerios box. It was the best of luck that I received yet another nod nine years ago, one that allowed me to shape VISIONS magazine from an idea to an institution (or aberration, depending on your point of view). Playing editor allowed me to hang with Pulitzer Prize-toting writers, Carnegie Hall divas, White House wonks. I grew to love the long, late nights filled with writing raucous, irreverent, totally inappropriate headlines. And cheap pizza. I grew to cringe at the words "rewrite" and "deadline." And "cheap pizza."

And always, I've loved the people who made life at VISIONS both bearable and a bonus. Five minutes spent in the editorial offices confirms the long-standing rumor that editorial assistant Sandi Kellen is the true brain behind the brainstorming. She's everybody's mom, perhaps most partial to the 40-plus young fraternity men she shepherds as the Sigma Pi housemother. But she also can ride herd over a budget with the best of them — and just try to smuggle a VISIONS slide out of her files...

The wit and wisdom of Dan Davenport that have danced off these pages every three months are but a peep show of the man. He's a marathon runner with an Olympic-caliber talent, a writer who weaves conscience and clarity into the simplest of tales. Assigning Dan a story was like waiting for your birthday — you knew you'd be happy with whatever you received, but the real thing always exceeded your loftiest expectations. Already, I miss swapping in-house movie reviews with my good friend Dan, who left Iowa State himself last month to become a project editor for the Meredith Corporation. I suspect you will miss him, too.

So soon, the semester has evolved into midterms. Time to evaluate, time to gauge success. Iowa State's freshmen will base their achievements on tests taken and friends made. I'll assess my performance on hugs received and articles sold.

And like most members of this fall's ISU freshmen class, I anticipate a 100 percent retention rate at the College of Changing Your Life come fall '97. ◐

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VISIONS

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

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Inventive description

REGARDING THE ITEM ON page 25 of the Summer '96 issue of VISIONS ("Sesquisensations"), I must correct the gross error of attribution to me for having "invented Pringles Potato Chips." I did no such thing. The product was "invented" even before I left Iowa State (for the second time) in 1960, having earned my PhD in analytical chemistry. I did, along with a host of other P&Gers, play an active, challenging and satisfying role in moving Pringles from test market to national distribution in the early 1970s. But "invent" them? Nope.

I'm certain one or more of the numerous ISU graduates now at P&G will read this erroneous attribution with more than just raised eyebrows. It's for that reason that I felt I should respond rather than just let it slide by. The noted role I played in the Olestra project was accurate, if understated.

We enjoy VISIONS and look forward to future issues and appreciate the wide range of reportage.

H. Whitney Wharton, PhD '60
Cincinnati, Ohio

Odell Mitchell

Touched by an old friend

Odell Mitchell's story ("Faded Photographs," Spring 1996) touched me deeply. My own 40th [birthday] is fast approaching and I certainly have a more thankful attitude toward the event after seeing it through Odell's eyes.

I had the good fortune to get to know this gentle, spirit-filled man through the ISU Journalism European Study Program. The summer of '78 brought a few dozen of us together for a true once-in-a-lifetime experience.

I wanted to share this photo of Odell that I snapped when his guard was down. I believe it shows the sense of humor and warm smile that was missing from the article. This is the side of Odell that has surely made him a survivor.

Barbara Sakala Hill, '79
Hinsdale, Illinois

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Take a new look...
...accepting the unprecedented challenge
After looking inward with new vision, and outward beyond the usual horizons, a grand plan has emerged for Iowa State. One that will provide the financial means to make ISU the best land-grant university in the nation. The plan is "Campaign Destiny: To Become the Best." With a $300 million goal, the campaign is the largest private fund-raising drive in Iowa State history.
Chaired nationally by Chuck Johnson, CEO of Pioneer Hi-Bred International, and his wife, Molly, this campaign will impact virtually every college. Several donors have made lead gifts, including an anonymous deferred commitment of $34 million — as of May, the 12th largest made to higher education in the United States. The campaign has reached approximately 40 percent of its goal.
Now it's time to take a new look and accept a challenge to do your personal best while you help Iowa State become its best. To find out how you can help Iowa State achieve its destiny, call today for the Campaign Destiny brochure 515-294-4607.
CAMPAIGN DESTINY
TO BECOME THE BEST
IOWA STATE UNIVERSITY FOUNDATION ▪ MEMORIAL UNION, ALUMNI SUITE ▪ 2229 LINCOLN WAY ▪ AMES, IA 50014-7164

Entrepreneurship is his business

There arguably is no atmosphere more charged with tension and emotion than when Iowa State meets one of its intrastate rivals on the athletic playing field. But elsewhere, the state's universities have a remarkable history of teaming up.

In the business classroom, for example.

In September, Des Moines businessperson John Pappajohn announced his plans to donate $1 million to fund a new entrepreneurship center at Iowa State. He donated another $1 million for a similar center at Northern Iowa, as well as $500,000 to both Drake and North Iowa Area Community College in Mason City.

"It's my dream that at least 500 to 1,000 new businesses [will be created] in the state of Iowa in five years," Pappajohn said at an Ames news conference announcing the plan.

His $4.75 million commitment will create a network of entrepreneurial centers designed to helped businesspeople establish new operations. He says he hopes to see the centers help "make Iowa the most entrepreneurial state in the country."

Each center will have its own focus; at ISU, entrepreneurial efforts will center on technologies developed by agriculture, engineering and veterinary faculty and students. In joining Pappajohn at the announcement, Governor Terry E. Branstad said the centers will be the "missing link" in Iowa's technology transfer efforts.

Added ISU President Martin Jischke, "This gift will play to our strengths in technology transfer and economic development."

Caught in our web?

WE CERTAINLY HOPE SO. THE Iowa State University Alumni Association home page is on the World Wide Web at http://www.iastate.edu~alum_info. Those of you accustomed to checking out the university through its page at: http://www.iastate.edu will find an Alumni Association link there.

Visitors can learn about everything alumni-oriented from ISU Club schedules to the latest Iowa State merchandise available. Visit us often!

If you've been visiting the university's home page, you've got plenty of company. Folks at University Relations reported in September that the page is accessed about 154,000 times per month. What's more, travelers used Access-Plus, the ISU information kiosk at the Des Moines International Airport, to access the university's home page nearly 200 times per week.

Mourning a 'masterpiece'

JASON WALSMITH

MORE THAN 1,600 PEOPLE TURNED OUT to pack audiences for two September speeches by two-time Pulitzer Prize-winning naturalist Edward O. Wilson (above). Wilson, a Harvard professor who also has won the National Medal of Science for his work studies of social insects — particularly ants — and of the importance of protecting a diversity of species, told listeners that each species rendered extinct "was a masterpiece of evolution. ... Humans are destroying species at a rate that far exceeds the [time] it takes for replacement species to evolve."

Power of Prayer

ILLUSTRATION BY ALAN LAMPE

Is God pulling His weight? LaMar Grafft is about to find out.

Grafft, an Iowa State graduate and rural health and safety specialist at the University of Iowa's Center for Agriculture Safety and Health, began this fall a project that attempts to literally measure the power of prayer. Grafft and other Iowa scientists will monitor the research of a northeast Iowa minister who has enrolled Christians across the state to pray for the health and safety of Iowa's 100,000 farmers during this harvest season.

"We're not trying to test God," insists Grafft, who earned Iowa State bachelor's (1973) and master's ('77) degrees. "What we're trying to do is create a method for measuring the benefits of social awareness."

Grafft and his colleagues will study the prayer efforts and compare data from past year's farm safety records. They'll also interview farmers who feel they were aided by prayers.

The minister — Rev. Karl Goodfellow, who has congregations in McGregor and Guttenberg — plans to spend about $20,000 in conducting the research.

In past efforts, members of Goodfellow's congregations have blessed garden plants and seed corn — always, he says, with tangible results. Goodfellow says he also has intimate knowledge of prayer's power to keep farm workers safe: In 1995, his nephew was buried in a grain wagon but escaped virtually unharmed.

"I'm projecting and hoping to see miracles around the state," Goodfellow told the Des Moines Register.

And LaMar Grafft will be right there to authenticate every one of them.

Johnson deals out of CARD into Extension ...

STANLEY JOHNSON MAY HAVE ENTERED THE RACE LATE, BUT HE QUICKLY dashed to the lead.

On Aug. 29, President Martin Jischke named the longtime university agricultural leader to head the Iowa State University Extension Service.

"Extension began at Iowa State, and nowhere is there greater strength or opportunity for success ... than at Iowa State," Jischke said in announcing Johnson's hiring at ISU's annual fall convocation. "But to improve, we will need to change. ..." [Johnson's] charge is to lead the revitalization of Extension.

Johnson, head of ISU's world-renowned Center for Agricultural and Rural Development for the past 11 years, was asked to apply for the position in July, two months after four other finalists had been named. After a thorough evaluation of all candidates, Jischke and a search committee decided on Johnson.

Johnson says Extension will "be accountable to our clients and be very entrepreneurial about attracting resources."

...while FCS dean steps down

ON OCT. 8, BEVERLY CRABTREE ANNOUNCED HER RESIGNATION AS DEAN of the College of Family and Consumer Sciences, effective June 30, 1997. Crabtree, 59, will remain as professor of family and consumer sciences education through the 1997-98 academic year.

Crabtree, who is ISU's senior dean, received her PhD from Iowa State in 1965. Previously, she served as dean of the College of Home Economics at Oklahoma State University and was a longtime administrator and faculty member at the University of Missouri.

In other administrative news, psychology Chair Camilla Benbow has been named interim dean of the College of Education. She replaces Norene Daly, who stepped down in July to concentrate on teaching.

ISU PHOTO SERVICE

Beverly Crabtree

Ruth-less No More

RUTH CROWE, A FORMER IOWA STATE ASSISTANT COACH, IS COMING back to take over the Cyclone program. Crowe, who won more than 100 games in four seasons at Ball State University, replaces Deb Kuhn, who left after the 1996 season. Crowe held assistant positions at Ohio State and the University of Iowa before moving to Ball State in 1993.

ILLUSTRATION BY ALAN LAMPE

S-wandering the campus

IT'S EVERY PARENT'S LAMENT: YOU CARE FOR YOUR KIDS, YOU feed them, you keep them warm, you protect them from the evils of the outside world.

But the first chance they get, they bolt on you.

The same goes, it seems, for trumpeter swans.

Iowa State University has spent tens of thousands of dollars on upgrading Lake Laverne, the longtime home of those universally beloved swans, Elaine and Lancelot. Last year, they replaced the long-residing mute swans with trumpeters in an effort to return the native species to the state.

But sure enough, the ungrateful youngsters don't want to stay home.

Lance and Lainey often s-wander precariously close to Lincoln Way, and were spotted strutting as far north as Parks Library.

Last year, Laverne's current lord and lady took the throne after a long reign by mute swans. Trumpeters — not at all unlike children — are recognized as extremely mobile and not a bit fearless. It's apparently up to the entire campus community to — like parents — not take our eyes off them for a second.

ILLUSTRATION BY ALAN LAMPE

A Prof For Your Podium

Iowa State is ready to send an army of well-spoken experts to the far corners of the state.

This summer, the university began offering its Speakers Bureau to civic and social organizations, schools, chambers of commerce, conference centers and other organizations across Iowa. If groups have a topic they'd like to see discussed, chances are excellent that the university can match them up with a campus expert. Bureau administrators will handle all arrangements.

For more information, call the Speakers Bureau at (515) 294-6136 or (515) 294-5992, fax to (515) 294-9748 or send e-mail to speakers@iastate.edu.

Student Body Count

This fall, the university reversed a three-year dip in enrollment with an increase of 226 students. Enrollment over the past two decades:

Martha Stewart would be proud

ISU scores big with cookouts and coolers

Now nearing the end of his second season at Iowa State, football Coach Dan McCarney hasn't once tried to hide the fact that it could be a number of seasons before he puts a top 20 team in Cyclone Stadium.

In the meantime, the top 20 troops outside the stadium will have to suffice.

In his *The Tailgater's Handbook* published this fall, Joe Drozda tabs Iowa State as the nation's 20th-best tailgating school. After visiting more than 40 college football games in four years, Drozda determined that ISU has "one of the finest tailgating parking lots in America." "The ambiance," he writes, "is definitely classy." He describes Cyclone tailgaters as generally "nice-looking people in wool sweaters and plaids." And not a single reference to yellow cowboy hats or overalls.

Georgia earned Drozda's top ranking. Among Big 12 Conference institutions, ISU was third behind only Nebraska (eighth) and Colorado (16th). The top 10 was peppered, not surprisingly, with perennial powers like Ohio State, Penn State, Michigan and Notre Dame.

The book also offers schematic drawings for a portable tailgating toilet (one-fourth of colleges don't provide facilities), lists top parking lot sports such as football tossing and beer-can stacking, and 18 commandments of tailgating, including, "Thou shalt not diet."

For information about purchasing the book, call Masters Press at 1-800-977-6787.

The Owl, the Elephant, and the Other Side of the Mountain

An Academic Odyssey

by Virgil Lagomarcino

Here in time for Christmas is the perfect holiday gift. Virgil Lagomarcino's book is a memoir of the triumphs, large and small, and the occasional frustrations of a lifetime of learning and laughter. At the center of this academic odyssey is the author's beloved Iowa State University, his axis munde, where he spent four decades as student, professor, and administrator.

The author's recollections will stir the memories of all Iowa Staters as he recalls in loving detail the campus—its celebrities and its characters, how they have shaped his life and his view of the world and the human condition.

"A must for every Iowa Stater... It's a treasury of ISU history and lore."
—Chuck Offenburger, Iowa Boy

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Brush with Fame

"Irish Wake" (above), "Making Hay" (right, top), "Esprit de Corps" (right, bottom),

IN PURSUING HIS PASSION, ALUMNUS CANVASSES THE GLOBE

IF ANDREW PETERS' 18-YEAR painting career could be summed up in five words, it might be these:

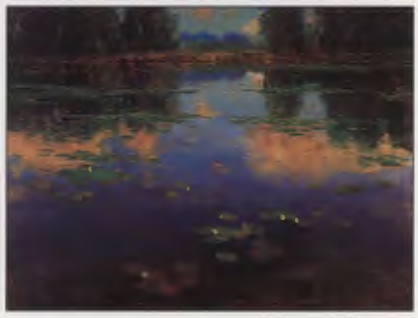
You had to be there.

Peters has built an international reputation on being there.

The 1979 Iowa State University fisheries and wildlife biology graduate literally paints what he sees — be it water lilies and Spanish roses in Seville or hay bales in Colorado. He is what is known as a *plein air*, or open air, painter. For patrons of Peters' work, it means what he sees is what you get. All of his work — he produces as many as 60 paintings per year — is done on location.

"I couldn't make up what the location can show me," says Peters, who visited Romania over the summer and left with 15 gorgeous new works. "I want to create something accurate and true." On a painting trip to Ireland, Peters encountered a long stretch of overcast skies. Instead of lamenting the stunning dusk and dawn light that wasn't available, he got to work and painted what was there. "There is a great rhyme and reason to nature," he says. "I have to be true to it."

He has immersed himself in that nature across the United States — whenever possible traveling in his studio on wheels, a beat-up pickup — and around the world, visiting such countries as Morocco, Bolivia, Spain, France, Ireland and much of Africa. While seeking out the unique vistas of every corner of the globe, Peters came to a stunning discovery: the world is made up not of unique segments, but universal images. He originally felt that the people of eastern African possessed a singular beauty; over the years he has seen that beauty omnipresent in all humans. "The greatest work of art ever created is a living, breathing human being," Peters says. "For a wildlife biology major who spent a lot of time painting birds and the outdoors, that was a profound realization."



PHOTOS COURTESY ANDREW PETERS

The key elements of Andrew Peters' "studio": his ramshackle pickup under a ceiling of sky.

His work remains focused on landscapes; in addition to working in Spain, Ireland and Romania this year, he captured American scenes in the Carolinas and Colorado, where he now lives.

This is, after nearly two decades, the life Peters always hoped for. Though he concedes there were several lean years, he takes immense pride in the fact that he has been able to remain true to his artistic passions.

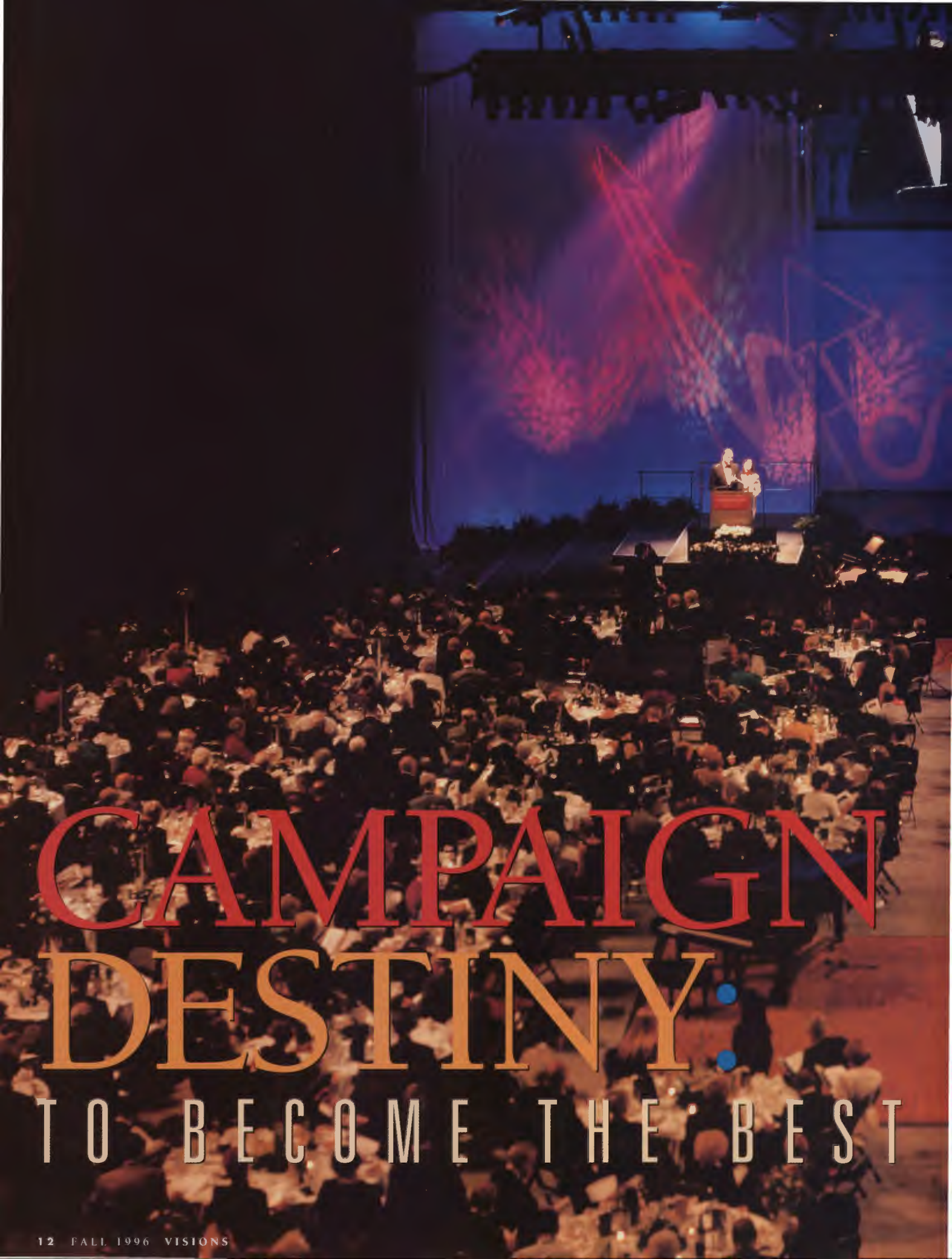
He got a fortuitous jumpstart at Iowa State. He had completed 16 paintings while an undergraduate; one of them won for him the 1978 Iowa Duck Stamp competition. That recognition gave him an instant network of galleries and wildlife art collectors; he has followed his heart ever since. Today, his works sell for as much as $20,000.

What has changed over that time, though, are his subject matter and medium. Early on, he painted mostly fowl. He then turned to big game and the indigenous people of Africa and Latin America. Now he focuses on landscapes. "It's never really been the drum of the subject," he says, "but the quality of the work. Looking back, I began to learn that at Iowa State. Experimentation is the key. When you constantly experiment, you seek not just short-term solutions, but lifelong accomplishments. I've wanted to keep forging ahead to find out what I can't accomplish."

What he has accomplished has been remarkable both in quality and quantity. But it hasn't come without its sacrifices.

"Marriage and family has had to be postponed," he says without regret. "But the life I've led has been exciting, rewarding. I've been able to live the life that I'd hoped for." ◐

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



CAMPAIGN DESTINY:

TO BECOME THE BEST

There were moments everyone in attendance knew how it felt to be the best. Seven hundred people gathered Sept. 20 to honor top supporters of Iowa State in the annual Order of the Knoll celebration. They gathered as well to usher in a pivotal moment in the University's history, the official announcement of "Campaign Destiny: To Become the Best," the largest private fund-raising campaign for Iowa State

by Anne Dolan

PHOTOS BY
JIM HEEMSTRA

and for public education in Iowa. This $300-million, five-year effort will provide the financial means for ISU to realize its aspiration to become the best land-grant university in the country. (*See related story about the campaign.*)

The memorable evening provided many moments of what is very, very good about the University, as well as the progress and promise for Iowa State to become the best.

• The Cyclone Marching Band, luminous in new uniforms provided in part through the successful "Adopt a Band Member" campaign, nearly lifted the roof off Hilton Coliseum during repeat performances of the Iowa State fight song.

• The 158 freshmen who arrived on campus this fall with National Merit or National Achievement scholarships escorted guests to their seats. The group reflects Iowa State's decision — and financial commitment in additional scholarship funds — to recruit the most promising students in the country. The class size is nearly triple the number of Merit and Achievement Scholars who selected Iowa State a year ago and is expected to place ISU among the top five public universities for freshmen Merit Scholars when standings are posted in January.

• A horn fanfare and roving spotlight dramatized the entrance of Campaign Destiny volunteer leaders, headed by national co-chairs Chuck and Molly Johnson of Des Moines. Chuck is a 1965 graduate of Iowa State and CEO of Pioneer Hi-Bred International. Molly currently is an adult student at Iowa State. In addition to the overall goal, they announced that more than $124 million has been raised during the campaign's first year, or quiet phase.

• The Cyclone 1995-96 men's basketball players who captured the hearts of Iowa Staters and the attention of sports fans nationwide — not to mention the final Big 8 Conference trophy — jogged into the arena with their coveted hardware for a spontaneous cheer.

• Four Ames Laboratory scientists, representing a team of engineers and graduate students that has worked painstakingly for two years, emerged from a cloud of smoke to demonstrate, for the very first time, their 1990s replica of the 1930s Atanasoff-Berry Computer, the world's first electronic digital computer. The original ABC was designed and built at Iowa State by then-professor John V. Atanasoff and

ISU's freshmen National Merit and National Achievement Scholars

Stanley and Helen Howe

Unveiling the ABC replica

Big 8 basketball champs

Dr. and Mrs. Martin Jischke

Iowa State Singers

his graduate student, Clifford Berry. With 300 vacuum tubes, a mile of wire, and a memory capacity of just 0.4k, the computer worked, and it launched a remarkable era.

• With a crisp a cappella medley of ISU school songs spanning more than seven decades, the 50 talented voices of the Iowa State Singers awakened an Iowa State memory in everyone present.

While students are at the core of what already is very, very good about Iowa State, others share in that distinction. They, too, provided bright moments.

CHRISTINA HIXSON AND PRESIDENT JISCHKE

CAMPAIGN CO-CHAIRS CHUCK AND MOLLY JOHNSON

Christina Hixson, whose $5 million gift last year on behalf of the Lied Foundation Trust provides scholarships annually for students from every Iowa county, received the 1996 Order of the Knoll Corporate Award.

Stanley ('46) and Helen Howe of Muscatine, whose $6 million gift will help build the first phase of the Engineering Teaching and Research Complex, received the Order of the Knoll Individual Award. Theirs is the largest outright gift from an individual couple in ISU history. ◐

LAUNCHING A DESTINY

Campaign Destiny was announced to the public with the news that Iowa State has received the largest gift in its history — a $34 million deferred contribution to the College of Agriculture.

ISU President Martin Jischke said the gift, from donors who have asked to remain anonymous, is believed to be the 12th-largest made to public education in the United States and the fourth-largest to a land-grant university. It is the largest ever to a college or university in Iowa.

"The donors, who requested to be anonymous, are long-time supporters of Iowa State," said Jischke. "They have contributed financially to a wide variety of programs and initiatives throughout the University. This gift will have a very significant impact on Iowa State University and on our ability to realize our goal. All of us at Iowa State and throughout the state of Iowa are very grateful to them."

The gift will be used to create a permanent endowment that will generate an estimated $1.7 million annually for the College of Agriculture. The income will support faculty chairs and professorships, scholarships and fellowships, research grants, and equipment purchases.

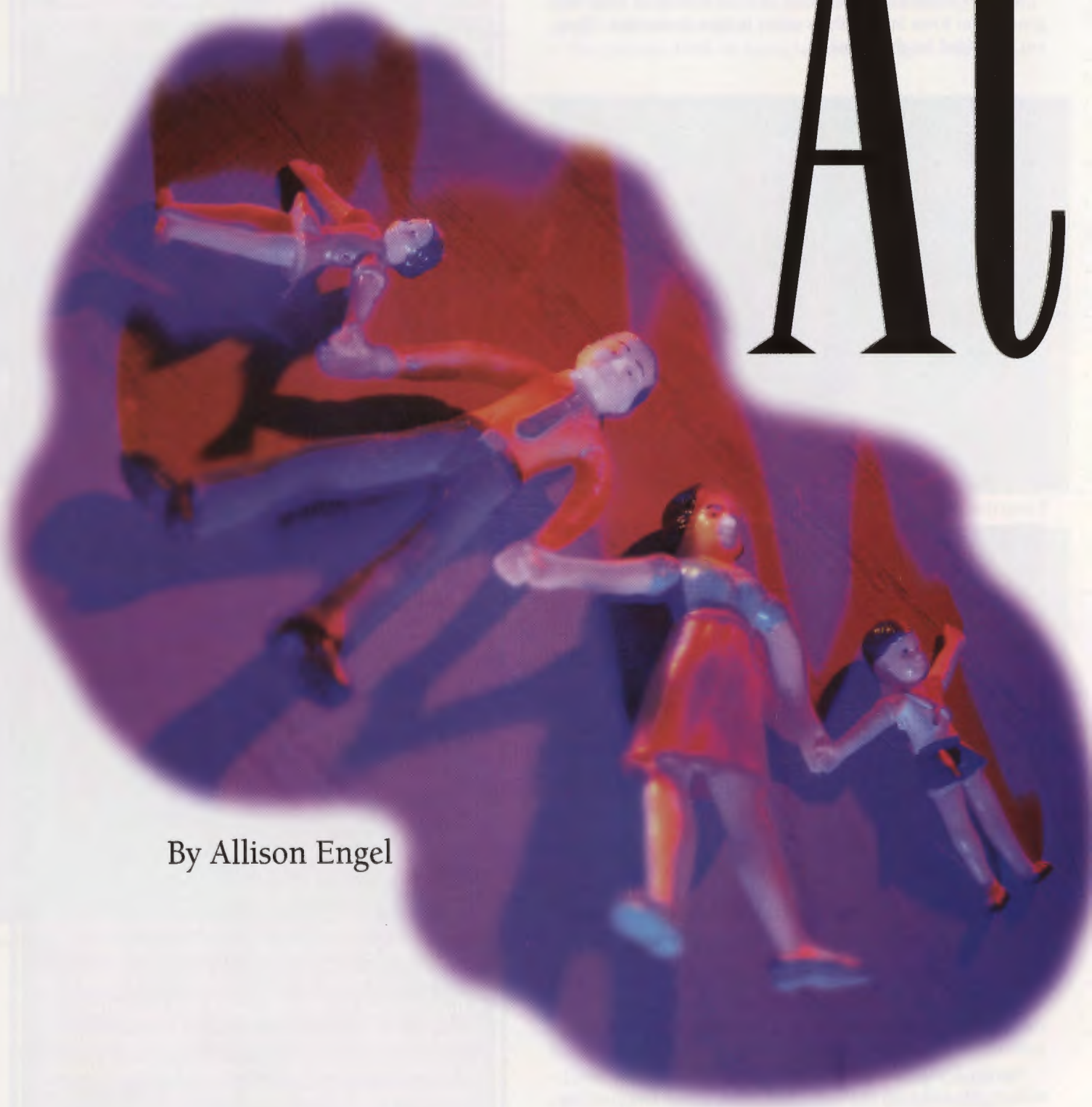
In a broad context, these and other areas are the focus of Campaign Destiny. The campaign's $300 million goal breaks down into $110 million for academic endowments, $85 million for buildings and equipment, $25 million for programs, $50 million for student financial aid, $15 million for general funds, and $15 million for the University Fund for Excellence.

During the campaign's announcement, President Jischke quoted the orator William Jennings Bryan. He said destiny is about choice, not merely chance.

"It is not a thing to be waited for; it is a thing to be achieved," said Jischke. He noted that Iowa State chose its destiny six years ago — to become the best land-grant university in the nation. Campaign Destiny is about pursuing that choice, he said.

"Iowa State is proclaiming to the world and to ourselves that our goal is very real, and we have every intention of achieving it," he said.

At



By Allison Engel

Stake

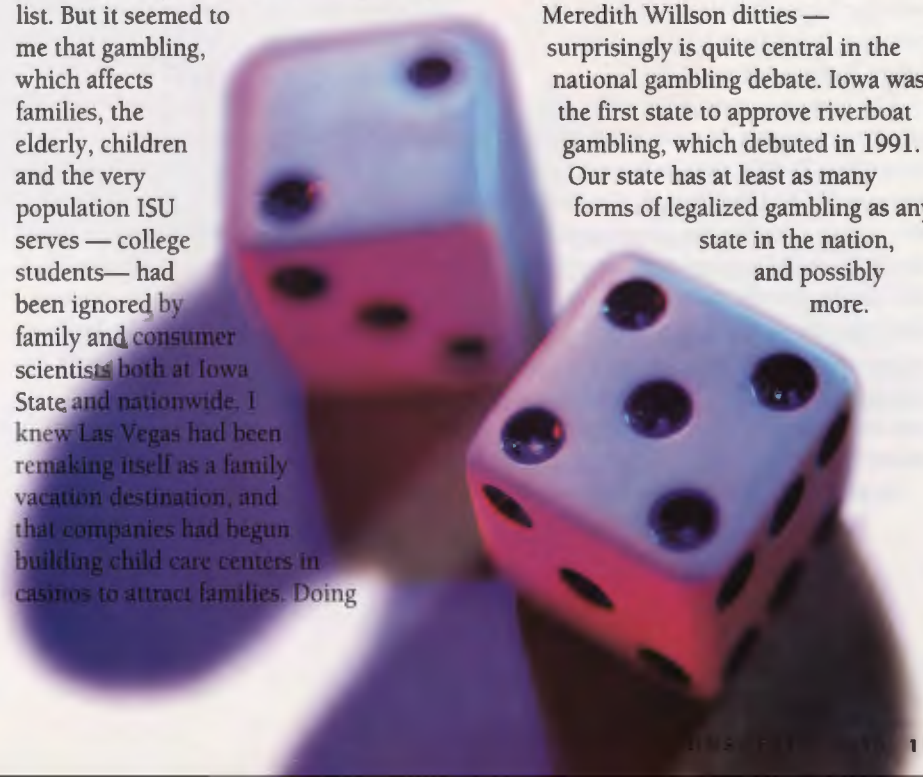
Why is Iowa State University's College of Family and Consumer Sciences — the former Home Economics College — interested in gambling?

It's a question everyone from university administrators to gambling industry executives asked when the college announced last spring that it was commissioning a statewide poll on gambling and the family and would sponsor a day-long conference on the subject in October.

The answer is simple: Gambling is a social and economic phenomenon that affects families' everyday lives. It is a $40-billion-a-year industry ($675 million in Iowa). It has swept into the state in the past 13 years with relatively little objective study beyond its impact on community economic development. A college whose mission is to study the well-being of families has an obligation to independently research this new outlet for family resources and time.

There's another significant reason for the just-completed conference: In beginning my year as the first Dean Helen LeBaron Hilton Endowed Chair in the College of Family and Consumer Sciences last fall, I was charged with improving outreach efforts. As a journalist, I know that every facet of family and consumer sciences, from dealing with the elderly, nutrition, parenting, personal finance and housing, is high on our national priority list. But it seemed to me that gambling, which affects families, the elderly, children and the very population ISU serves — college students— had been ignored by family and consumer scientists both at Iowa State and nationwide. I knew Las Vegas had been remaking itself as a family vacation destination, and that companies had begun building child care centers in casinos to attract families. Doing a little asking around at ISU, I discovered that an Iowa casino already had contacted our college for advice on starting a casino child care facility.

In fact, Iowa — the state associated with Grant Wood landscapes and Meredith Willson ditties — surprisingly is quite central in the national gambling debate. Iowa was the first state to approve riverboat gambling, which debuted in 1991. Our state has at least as many forms of legalized gambling as any state in the nation, and possibly more.

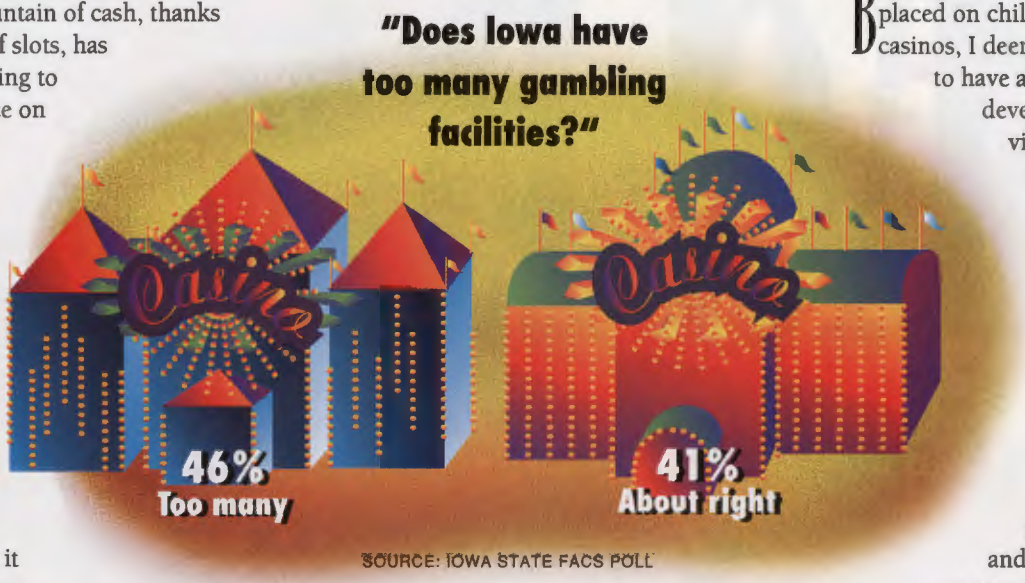


Iowans can play the lottery or bingo, bet on dogs or horses, pour money into slot machines. The extraordinary transformation of Altoona's Prairie Meadows Racetrack from a taxpayer albatross to a fountain of cash, thanks to the addition of slots, has other states looking to Iowa for guidance on rescuing their money-losing tracks.

Not surprisingly, gambling has been a political hot potato, in Iowa and beyond. The U.S. Congress learned that in its past session as it debated setting up a National Gambling Impact and Policy Commission to study gambling's effects on society. There was intense lobbying to scuttle the proposal, and then deny subpoena powers to the commission. Only after several false starts and a weakening of subpoena powers did both the Senate and House approve the proposal. It will be at least two years before findings are reported.

The issue is just as dicey on a university campus. No one knows this better than Family and Consumer Sciences (FCS) Dean Beverly Crabtree. Her college contains the disciplines of family financial management, marriage and family therapy and child development — areas negatively impacted by gambling — as well as hotel and restaurant management, whose majors see bright futures in the gambling industry.

In addition, ISU students themselves are discovering gambling. As Crabtree wrote in a guest editorial in the Ames Daily Tribune on May 6, she is alarmed by this turn of events. "When ISU students celebrate their 21st birthdays," she wrote, "a common rite of passage now is a visit to Meskwaki (Indian gambling) or Prairie Meadows. The lure of round-the-clock gambling has been ruinous for some. This semester, our college lost two students to gambling. They gambled away their tuition money and dropped out of school. My guess is there are others here, and at other Iowa colleges and universities, who have recently had the same unhappy experience."



It is not impossible for a university to walk the tightrope between criticism and support of an issue. Universities are one of the few institutions the public looks to for unbiased information, particularly on hot, emotion-laden topics. The FCS Conference on Gambling and the Family is an attempt to spark public debate on the social effects of gambling, showcase original research done by college faculty members and bring together those with strong opinions on gambling.

Because of the new emphasis placed on child care centers in casinos, I deemed it important to have an ISU child development specialist visit such facilities in Las Vegas. Although casino child care centers were open in other states, Nevada seemed the best site for research. As the granddaddy of gambling states and one enjoying a spectacular boom, Nevada's family-related trends were likely to trickle down to casinos in Iowa. I made the slightly unorthodox travel request to Crabtree, who quickly agreed. She used development funds donated by former Dean Hilton to send Corly Petersen, professor of human development and family studies, and me to Las Vegas in November 1995.

Petersen, who in the past has overseen ISU's child development laboratory school, has long had a professional interest in quality child care. I had found her to be one of the faculty members most open to new challenges, and a quick, facile writer. After I made it known that I wanted faculty members to submit opinion pieces for publication in mass-circulation newspapers, she was the first to step forward. Her piece, an examination of the disturbing trend for advertisers to depict children in sexual

situations, appeared in USA Today, and prompted a number of follow-up interviews with radio and television stations nationwide.

Mindful of the flap that had erupted over members of the Polk County (Iowa) Board of Supervisors who took a research trip to Las Vegas and were filmed gambling during their free time, Petersen and I did not so much as drop a nickel in a slot machine during our two-day visit. We toured the Kids Quest child care center in the Boulder Station casino and the child care center in the MGM Grand Casino. We interviewed day care licensing supervisors, the head of the county child protective services, casino officials, executives at a nonprofit agency fighting child abuse and neglect and an extension specialist in child welfare. We visited the county shelter where abused and neglected children were taken. We spent time at casino theme parks, casino video arcades and gambling floors, both on the Strip and at outlying casinos catering to locals.

What we saw troubled us. We saw a casino with a *Wizard of Oz* theme, another with a storybook castle motif, another with a pirate ship boasting live-action dramas and others with circus and animal acts, amusement parks and elaborate video arcades. We saw distracted adults pushing infants in strollers past slot machines and blackjack tables. We saw toddlers and children, well past a reasonable bedtime, dawdling after their parents in casinos hazy with cigarette smoke, getting close-up views of cocktail waitresses in revealing outfits and adults succumbing to addictive behavior. We saw young children left unattended for long periods of time on the edges of gambling floors, holding soft drinks and cotton candy and waiting for an adult to return. We saw groups of teen-agers and pre-teens roaming through casino arcades and amusement parks.

Chambermaids told us of unattended children running up and down hotel hallways or being locked in rooms while their parents gambled. Police told us of finding children locked in cars in casino parking lots.

But we were just as alarmed about the move to put child care facilities inside or adjacent to casinos. These facilities are not designed for the children of casino industry workers — people with erratic, round-the-clock schedules who clearly could use such help. They are designed for children of gamblers. The newly opened center we visited, Kids Quest, welcomes children as young as 6 weeks old. In theory, it is hard to argue with clean, well-appointed child care facilities. But we felt the Kids Quest center tended to promote high-tech, glitzy video entertainment that was a junior version of the casino just a few yards away. It certainly promoted bringing children to a casino, a building that clearly was meant to be an adult playground.

In all of our interviews with Las Vegas locals, one theme cropped up again and again: Nearly every person we talked to urged us to seize the opportunity and promote a public debate on children in casinos. The gambling industry moves so quickly, we were told, that family attractions and casino child care grew "like Topsy" before Las Vegas residents had a chance to evaluate the consequences. They told us Iowans had a golden opportunity to thoughtfully consider the issue before faced with kids in casinos.

SOURCE: IOWA STATE FACS POLL

Upon our return, we wrote an opinion piece for the Wall Street Journal. A short time later, we wrote a longer essay for the Des Moines Sunday Register.

Over Christmas break, while visiting her children in San Diego, Crabtree drove to Las Vegas to see the situation for herself. She, too, returned with grave concerns about the number of children in casinos.

Around that time, discussions were underway for a theme for a conference to be held in 1996 as part of FCS' 125th anniversary. To showcase current research, the college holds single-topic conferences every few years. Sparked by Petersen's and my articles, somebody suggested the topic of "Gambling and Families." Although hotel, restaurant and institution management Professor Cathy Hsu was the only faculty member in our college to have researched gambling, the conference was still 10 months away — time for other interested faculty members to do original research to be summarized at the conference.

To provide statistical underpinnings for their research, we decided to conduct the first-ever statewide poll on Iowans' attitudes on gambling and the family. The college contracted with Glenn Roberts, who directed the Iowa Poll for the Des Moines Register from 1960-85. Roberts, who now runs his own polling and consumer research firm, is well-known in national research and polling organizations. He guided faculty members through four drafts of survey questions, and oversaw telephone interviews to 632 Iowans in late April. (See accompanying article on the FACS Survey results.)

To spur faculty research, Crabtree and Associate Dean for Research Dianne Draper put out a request for grant proposals. A maximum of $500 was offered for projects relating to children and gambling, gambling and family finances, Iowa tourism and gambling, gambling and the elderly and college students and gambling.

Faculty and graduate students responded quickly with seven proposals, all of which were funded:

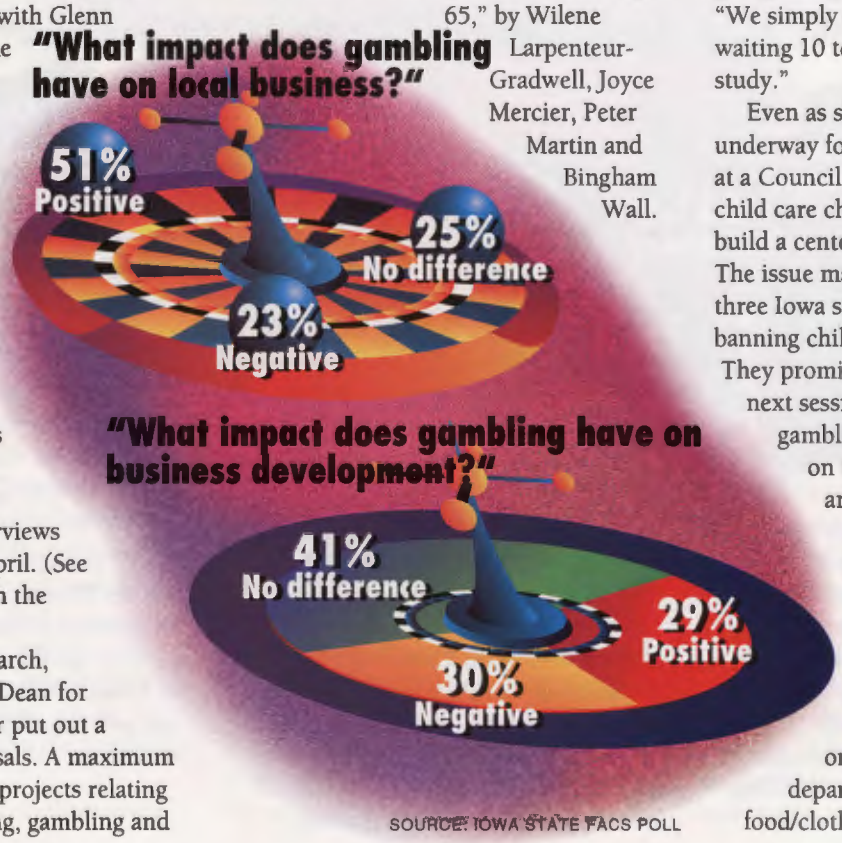
- "The Perceived Impact of Gambling on Small Business Apparel Retail Development in Iowa," by LuAnn Gaskill and Littrell.
- "Legalized Gaming's Impacts on Rural Businesses," by Hsu.
- "Does the Gaming Industry in Central Iowa Contribute to Tourism?" by Soyeon Nam and Hsu.
- "A Search for Children's Books with Reference to Gambling," by Katheryn Madera Miller.
- "Effects of Gambling on Socio-economic Status, Family Relationships and Social Networks in Adults Over Age 65," by Wilene Larpenteur-Gradwell, Joyce Mercier, Peter Martin and Bingham Wall.
- "Gambling and Family Financial Crisis — The Role of Credit Counseling," by Tahira Hira.
- "Assessment of Family Function on the Winnebago Indian Reservation Since Economic Reorganization," by Dawn Sly-Terpstra and Mary Winter.

Later, Hira proposed videotaping roundtable discussions with college students who identified themselves as actively involved in gambling; that proposal was funded as well.

Crabtree notes that these research projects will not be the multi-year, complex studies often favored by academic journals. "We owe it to our constituents, the taxpayers of Iowa, to do our best to provide information on gambling in a timely manner, because the public debate about gambling is going on right now," she said last spring. "We simply don't have the luxury of waiting 10 to 12 years and then doing a study."

Even as she spoke, construction was underway for a child care center to open at a Council Bluffs casino. In April, a child care chain announced plans to build a center in an eastern Iowa casino. The issue made headlines in June when three Iowa state senators called for banning child care centers from casinos. They promised to sponsor legislation next session to close loopholes in gambling laws that allow children on the state's riverboat casinos and dog and horse racetracks.

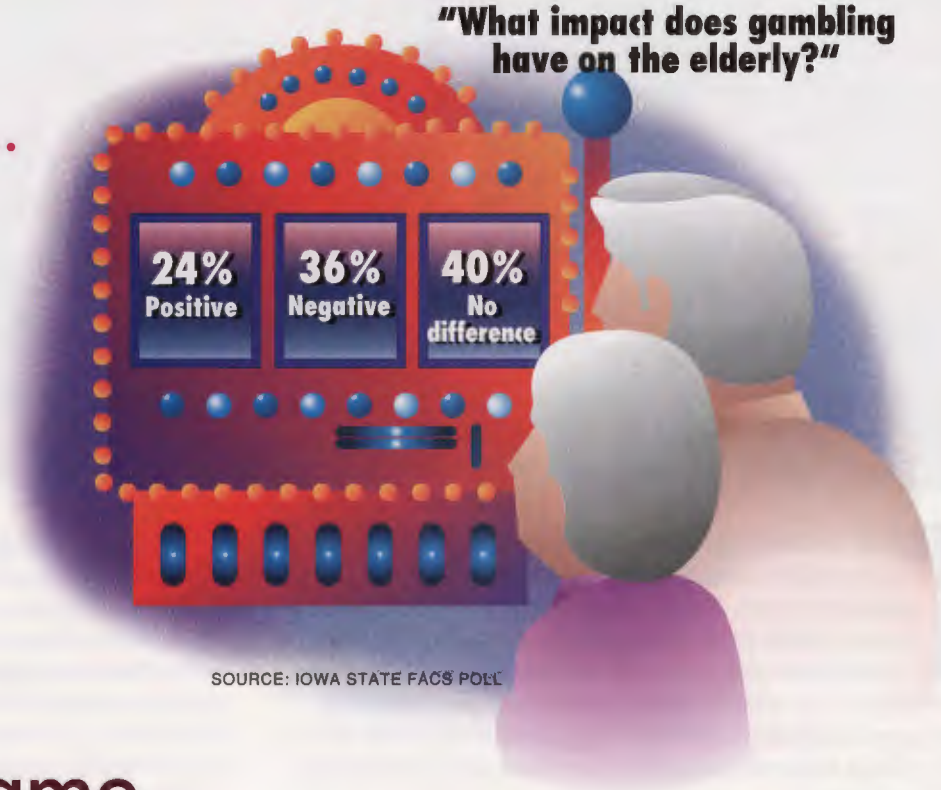
Children and gambling and gambling's impacts on families are clearly grabbing headlines in Iowa. Iowa State's College of Family and Consumer Sciences is ahead of the learning curve on these issues. It is a departure from the usual food/clothing/child development



SOURCE: IOWA STATE FACS POLL

curricula, but is a measure of how the college shows agility and responds to issues confronting families in the 1990s. ◐

After her year as the Hilton chair, 1973 Iowa State University graduate Allison Engel has resumed her writing career in Grimes, Iowa.



SOURCE: IOWA STATE FACS POLL

Numbers game

While more than two-thirds of adult Iowans have gambled in the last 12 months, a majority of gamblers and non-gamblers say the activity has a negative impact on children and families.

Alarmingly, four out of 10 Iowans have observed children under 18 years of age engaged in some form of gambling activity, from buying lottery tickets from a machine to betting on high school sporting events to visiting a casino.

Curiously, when gamblers alone are questioned about the effects on their own families, nearly three-fourths say gambling has "no impact" on their individual families.

These are some of the findings in the first-ever statewide public opinion survey on Iowans' attitudes on gambling and the family. The poll also measured gambling habits among those who have gambled in the past 12 months, and relates these to their attitudes.

The Iowa State FACS (Family and Consumer Sciences) Poll was conducted in late April by Glenn Roberts Research of Des Moines. A random cross-section of 632 adult Iowans answered questions during 15- to 20-minute telephone surveys. Poll questions were developed by FCS faculty members in concert with Roberts, a 40-year veteran of opinion polling. The poll has a maximum 4.1 percent margin of error for the full sample, and a maximum 5.8 percent margin of error for the male and female sub-samples.

"I am struck by the high level of adults gambling during the past 12 months — 68 percent — which seems to suggest Iowans are consumed with gambling fever," Roberts says. "Also, while few in the survey will admit to 'compulsion' as their motivation, 20 percent of Iowans name 'compulsion' as a reason why people gamble. I suspect that in-depth research and probing may discover that 'compulsion' is a much stronger force driving gambling than appears on the surface. If true, this signals greater social and economic problems for Iowans in the future.

"I would also take a closer view of the questions relating to the impact of gambling on families with children and family relationships where you find strong majorities recognizing the 'negative' impact. These and other results in the study may be a wake-up call for the problems associated with legalized gambling in the state."

Gambling has grown rapidly in Iowa since pari-mutuel betting was approved in 1983. The state now has as many, and possibly more, forms of legalized gambling than any other state in the country. There is the state-run Iowa Lottery, nine riverboat casinos operating on Iowa's eastern and western borders, dog racing combined with slot machines in Council Bluffs and Dubuque, horse racing with a slot machine casino in Altoona, bingo, table games and slot machines at the Indian reservations in Tama and Sloan and table games and slot machines at the Indian reservation in Onawa. Proposals have been floated for new casinos in downtown Des Moines, and on lakes in Osceola and Dallas County.

"This first-ever FACS Poll delivers a troubling message concerning families and gambling, and particularly children and gambling, in our state," says FCS Dean Beverly J. Crabtree. "I think these figures will be of great interest to the public and lawmakers as they make policy decisions regarding the future of gambling in Iowa.

"We sincerely hope this poll sparks statewide debate on the effects of Iowa's gambling industry on families and children." —*A.E.*

Theirs is the conversation that has ricocheted off the back seats of most any family car. It's bounced from steamy mirror to water-spotted sink of nearly every household's powder room. Rarely has a family photo session commenced without its customary appearance.

"You were such a pain growing up."

"Yeah, well, you always acted like my mom. Like I needed a second mom."

"You were 8. What did you know? I had to feed you, I had to change your diapers. And you'd always wet on me."

"Right. That's still your all-time favorite story, isn't it?"

And then they give each other the look. The visual shorthand that speaks volumes. The glance that says you drive me crazy, but what would I do without you?

It's all about being a sister.

Sister

by Debra Gibson
photos by Jim Heemstra

Those unsuspecting of their lineage most likely wouldn't mistake Femi and Misi Emiola for siblings. Femi, 26, imparts a quiet, poised presence, answering questions thoughtfully, purposefully. She is an actress, her well-modulated voice careful in its recitation of her family's lore. Misi, 19, conjures images of a frisky puppy bounding into a room, blithely searching for a comfortable patch of sun. She is a dancer, her girlish voice punctuated with snappy one-liners.

But the bonds surface steadily as their story unfolds. It's a tale with an Iowa State University backdrop, where their legacy was born nearly 30 years ago. Unlike most of the university's minority students, the Emiolas are second-generation Iowa Staters. But their entry into their parents' alma mater came on the heels of a journey that took them — literally — around the world.

Luisita Dela Rosa ventured onto the Iowa State campus in 1968 as a budding young Filipino chemist. She had completed her bachelor's degree at the University of the Philippines, and, encouraged by a professor there who paid her airfare, she left her homeland and enrolled in Iowa State's organic chemistry PhD program.

Eventually, she met Lateef Emiola, a Nigerian enrolled in the university's biochemistry PhD curriculum. They dated, but in time, Dela Rosa knew she needed a break from graduate school.

"I was homesick, I was burned out with lectures and studying, and it was time for a change," Dela Rosa remem-

Femi Emiola (right)

PHOTO COURTESY ISU THEATRE

Misi Emiola

bers. But quitting school meant an immediate return to the Philippines, where she was under obligation to the government to provide five years of service in exchange for funding her education. By this time, she and Lateef had a baby daughter, Femi, who returned to the Philippines with Dela Rosa. Lateef Emiola finished his PhD in 1970 and journeyed back to Africa.

Dela Rosa taught chemistry at the University of the Philippines for those five years, then left behind her family once again so she and Femi could join Lateef in Nigeria. The couple married, and subsequently had three more children — Misi, Joe and Lara.

Ten years later, Dela Rosa divorced her husband, packed up her four children (ages 5 to 15) and returned to Ames. Her years as a high school chemistry teacher in Africa left her longing for more advanced work in the discipline, so she decided to resume her work on an Iowa State PhD.

By all accounts, the first several years were daunting for the family. Dela Rosa struggled with work, full-time studies and raising her bright, active children alone. Femi was 15, and already a high school graduate in Africa. Her mother enrolled her at Ames High, though, to help her assimilate with American culture; Femi began as a junior and received another diploma 18 months later.

"It was very hard," Femi remembers today. "I had a very British accent, and I'd already studied the same subjects for

Act

"She definitely has stage presence," says Wicks. "And it's an amazing thing – either an actor has it or she doesn't. It can't be taught. Femi is beautiful, poised, intelligent – when she's on the stage, you have to watch her, you have to look at her."

two years. I missed my friends in Nigeria. I couldn't wait to move onto college," which she did at age 17 when she enrolled at Iowa State.

Misi, in the meantime, entered Ames' Meeker Elementary School as an 8-year-old already a year or two ahead of her peers academically. Her classmates perceived her as "different," and Misi (whose full Nigerian name, Oluyemisi, means "God's gift") struggled for several years before she felt like she belonged.

"I still have a big thing about fitting in," Misi says. "My brother Joe and I used to watch television religiously after we moved to Ames, so we could learn how Americans are supposed to be."

"I'm so glad Oprah and Jerry Springer weren't around then," Femi adds dryly.

"Oh, I used to stand in front of the mirror and practice my speaking," Misi continues.

"You, too?" whoops Femi.

Just as the family was beginning to settle into its new life, it was faced with perhaps its biggest challenge: At age 9, Lara was struck with encephalitis, resulting in severe epilepsy. For the past six years, Dela Rosa has shuttled her youngest to specialists throughout the country, searching for a medication that could restore her health. Because her condition has deteriorated steadily, Lara, now 15, lives in a health-care facility just outside of Ames.

Though her two older sisters refer to Lara as "the really smart one," all the Emiola children are high achievers. Both Femi and Misi have been National Achievement Scholars at Iowa State, as well as George Washington Carver Scholars (along with brother Joe, now a freshman in art and design). Femi and Misi both have participated in the university's honors program, and according to Liz Beck, the program's director, have represented the program spectacularly.

"In the honors program, we stress the importance of developing a sense of community activism, whatever your community," Beck says. "By becoming involved in so many activities, Femi and Misi certainly have taken that directive and run with it."

For Femi, the road led to the stage. In her second year as an undergraduate, she joined the university's Minority Theatre Workshop, then under the direction of Debra Wicks. Early on, Wicks says she sensed a "presence" in her protégé.

"In Femi, I discovered drive, ambition, and an incredible amount of talent — but also an uncertainty about what to do with that talent," remembers Wicks, now a director and actor with the Oregon Shakespeare Festival. "I noticed very early in Femi's work that she has a real desire to find the truth. That is the essence of acting."

The truth, then, wasn't always easy. Femi recalls her struggle to fit into a culture that was foreign, into a niche that was comfortable.

"I learned to speak like an American not so I could be American, but so I could fit in, find a job," Femi remembers. "But even when I lost my accent, I still sounded very Midwestern, and that was offensive to some African-Americans. I couldn't relate to their experiences, because I was African. Period. On the other hand, by spending time with African-Americans, other African students thought I was selling out. Eventually, I found my friends in the theatre."

For Misi, high-intensity involvement in dance and athletics at Ames High smoothed color lines for her. She agrees that her social experiences have been less confusing, less isolating. Though she says she feels "some pressure, sometimes" from differing groups of friends at Iowa State, she is determined that it will not affect her collegiate career. Though active her freshman year with the ISU Black Student Alliance, most of her extra time this fall is spent performing with the ISU Pom Pon Squad.

"We can always count on Misi to be at practice at 6 a.m. every morning," says Lori Paul, a junior from Fort Dodge and the squad's co-captain. "We spend three hours a day rehearsing and working out, and Misi has done just great."

Ask their mother the key to raising bright, achieving young women, and she'll admit to no special secret. "Even in their early childhoods, I recognized them as individuals, and I allowed them to make their own decisions," Dela Rosa says. "I'd always point out the consequences and give them the opportunity to change their minds. I always made them look before they leaped, but I never stopped them from leaping."

And both appear to be plunging headlong into the next phase of their lives. Femi received a mass communications degree from Iowa State in 1991 (the same day her mother was awarded her long-awaited PhD in physical chemistry). After a brief stint pursuing an acting career in New York, and 18 months doing regional theatre in Phoenix, Femi returned to Iowa State. In May, she earned a master's degree in general graduate studies, with an emphasis in anthropology, art and design, and English. Her thesis, evaluating children's literature featuring African-Americans, won her an ISU research excellence award. Last month, she headed back to New York, where she has set very definite acting goals. "I'm going to win an Oscar, an Emmy and a Tony. Yeah, that should about do it," says Femi.

"She definitely has stage presence," says Wicks. "And it's an amazing thing — either an actor has it or she doesn't. It can't be taught. Femi is beautiful, poised, intelligent — when she's on the stage, you have to watch her, you have to look at her."

Femi had all but abandoned the notion of acting professionally when she graduated from Iowa State in '91. She'd accepted a position writing greeting cards for Hallmark, convinced that was the more practical route. Then she took a walk on campus.

"I was wandering around, and ended up in Carver Hall," she remembers. "I went over to the statue of George Washington Carver, and I read the plaque that states 'No man has any right to come into this world and go out of it without leaving behind him some distinct and legitimate reason for having been in it.' And then I knew what I needed to do. I can touch more people as an actor than if I had a suit job. That moment empowered me."

Misi is majoring in pre-business, and has begun considering a law career. She's already planning "some really good corporate law internship" a summer or two down the road in New York City, where she can bunk with the big sis who fed her, and bathed her, and ended up all wet.

"You have got to quit telling that story, Femi."

"Misi, you know it's true."

Sisters. ◐

"We can always count on Misi to be at practice at 6 a.m. every morning," says Lori Paul, a junior from Fort Dodge and the squad's co-captain. "We spend three hours a day rehearsing and working out, and Misi has done just great."

Thanks Iowa Staters!

The Alumni Association Endowment Campaign finished on a high note last June 8 as more than 200 alumni and friends came together to celebrate the completion of the campaign and another solid year for Iowa State's planned gifts through the Keystone Society.

In total, more than 60 Iowa Staters gave or pledged over $4 million to the Alumni Association's endowment effort. Those individuals' names are listed on this page. Bob and Barbara Eddy of Des Moines kicked off the campaign with a $500,000 commitment and Kim and Terry Rich, also of Des Moines, took the campaign over the top with their $1 million pledge—$500,000 for the Alumni Association Endowment and $500,000 for the President's Scholarship Campaign.

Six Iowa Staters contributed $200,000 or more, 12 contributed between $100,000 and $200,000, and 16 contributed between $10,000 and $100,000. Current Alumni Association board president, Scott Olson of Cedar Rapids, pledged over $400,000.

Jim Hopson

This successful endowment campaign will allow the Alumni Association to sharpen the focus of ISU in the lives of our alumni and friends, developing their common bond and fostering their support for the institution. As the alumni body approaches 200,000 by the year 2000, additional resources will be needed to expand and improve the quantity and quality of our services. Those who invested in the Alumni Association Endowment Campaign helped boost the organization to the next level to meet your needs and those of more than 167,000 alumni worldwide.

Thank you, endowment donors. You've given your Alumni Association a real boost.

Jim Hopson
Executive Director

Alumni Association Endowment Campaign Contributors

They are the history makers. The Iowa Staters photographed (above) during the ISU Alumni Association endowment campaign wrap-up were among the 60-plus graduates and friends who contributed to the Association's first-ever fund-raising campaign. The campaign, which raised more than $4 million in pledges and outright gifts, is considered among the first in the nation, as well, for alumni associations.

Curtis and Dorothy Askelson, Old Lyme, Conn.
John and Joan Axel, Muscatine
Don and Anne Bice, Wayzata, Minn.
Kenneth and Cynthia Bonus, Des Moines
James and Gayle Boyd, Marshalltown
Virginia Brockett, Brooksville, Fla.
Maxine Burch, Newton, Kan.
Caterpillar Foundation, Peoria, Ill.
Consumer Power Foundation, Jackson, Mich.
Jack and Dilla Cosgrove, Cedar Rapids
Linda Cottington and Tom Miller, Des Moines
Roger and Carole Custer, Jefferson
Roberta Simpson Dolbeare and Eric Dolbeare, Nebo, Ill.
Edward Droste, Jr., Clearwater, Fla.
O. Robert and Barbara Eddy, Des Moines
John Fitzpatrick, Shelby Township, Mich.
Harvey and Marcia Freese, Des Moines
General Motors Foundation, Detroit, Mich.
Grace Foundation, Boca Raton, Fla.
Bruce and Karen Grasser, Chardon, Ohio
Hans Greenwald Estate, Ft. Myers, Fla.
Samuel and Louise Hamilton, Austin, Texas
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James and Judy Hopson, Ames
Dwight and Deb Hughes, Cedar Rapids
Gerald and Carol Hunter, Webster City
Donald and Geraldine Husman, Lexington, S.C.
Ronald and Barbara Johnson, Cedar Falls
David and Sharon Juon, Waterloo
Verne Knecht, Cedar Rapids
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Robert and Pamela Krotz, Gig Harbor, Wash.
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Charles Maxwell, Hamel, Minn.
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Steven and Michelle Mores, Harlan
Edward C. and Susan Muelhaupt, Des Moines
E. Kate Mullins, Vicksburg, Miss.
Charles and Elaine Notis, Johnston
Scott Olson, Cedar Rapids
Richard and Dorothy Pecaut, Sioux City
Jim and Nancy Pellett, Atlantic
Pfizer Inc., New York
Terry and Kim Rich, Urbandale
Carl Riepe Estate, San Diego, Calif.
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Jean Miller Scott, Wilmette, Ill.
John D. and Marion Selby, Ft. Myers, Fla.
John and Patricia Shors, Des Moines
Norman and Erma Skadburg, Ames
Bernard and Ellen Skold, Ames
Harold and Carol Sorensen, Laguna Beach, Calif.
Vaughn and Meg Speer, Ames
Evan and Rebecca Stadlman, Ankeny
Patricia Tipsord, Denver, Colo.
Karen Tow, Ames
Alan and Myrna Tubbs, De Witt
Edward and Grace Tubbs, Maquoketa
Roy and Sandra Uelner, Brookfield, Wis.
Raymond and Joan Underwood, Atlantic
Jill Wagner King, Westport, Conn.
Margaret Weatherspoon, Ames
Robert and Viola Wilson, Leawood, Kan.
Steven and Kathy Zumbach, Des Moines

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 January, February and March. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6478 for more information.

Robert R. Abens
Cathleen J. Adams
David B. Allison
Chad C. Anderson
Elizabeth K. Andre
David R. Apperson
George C. Arvanites
Rodney A. Backhaus
Elizabeth A. Baird
Richard D. Baker
Eric C. Bartel
Walter E. and Heidi W. Baskin
Deirdra M. Baumstark
William C. Beckner, Jr.
Mark A. and Sandra Beckwith
Craig E. and Janet H. Beer
Alan C. Beese
William T. Bell
Emily M. Bertrand
James J. Best
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Douglas K. and Laura R. Birlingmair
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Rich Tradition

TERRY RICH, '74, WHOSE MILLION-dollar deferred gift helped cap the Alumni Association Endowment Campaign, will be readily recognizable to Iowans and many Midwesterners. After a highly successful stint working for a cable television company, he founded his own marketing and production company specializing in national cable programming. In a few short years Rich Heritage company has worked for an impressive list of clients, including HBO-Cinemax Multiplex and Sega Channel. It's with no small amount of pride that Terry rattles off a long list of Iowa Staters holding key positions at his company.

Next summer, Rich will gain even more notoriety in our state: He's set to be half of the duo taking over as co-emcees of the State Fair Talent Search. The inimitable Bill Riley, who, as a successful cable exec himself taught Rich a great deal about the industry, is stepping down after hosting the annual competition in Des Moines for 37 years. Rich, along with Bill Riley Jr., will be following a hugely popular act when they assume the co-emcee duties next August.

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Power forward

THAT'S COACH TIM FLOYD'S GOAL AS HE LEADS THE '96 BIG 8 MEN'S BASKETBALL CHAMPIONSHIP TEAM INTO A SEASON OF HEIGHTENED EXCITEMENT AND EXPECTATIONS.

SPORTS FANS HAVE NOTORIOUSLY short memories, and Cyclone basketball faithful are no exception. Last summer, barely two years after Coach Tim Floyd publicly agonized over his decision to leave the University of New Orleans for Ames, basketball talk centered not on the fact that Floyd returned all his major players from his surprising 24-9, 1996 Big Eight Conference Tournament championship team, but on which new job he would accept.

He is staying for his third season — thanks in no small part to a raise and contract extension through 2005-06. Shortly before opening practice for what could be the best season in Cyclone history, Floyd visited with VISIONS in his Hilton Coliseum office about the eventful summer that was and the season that is soon to be.

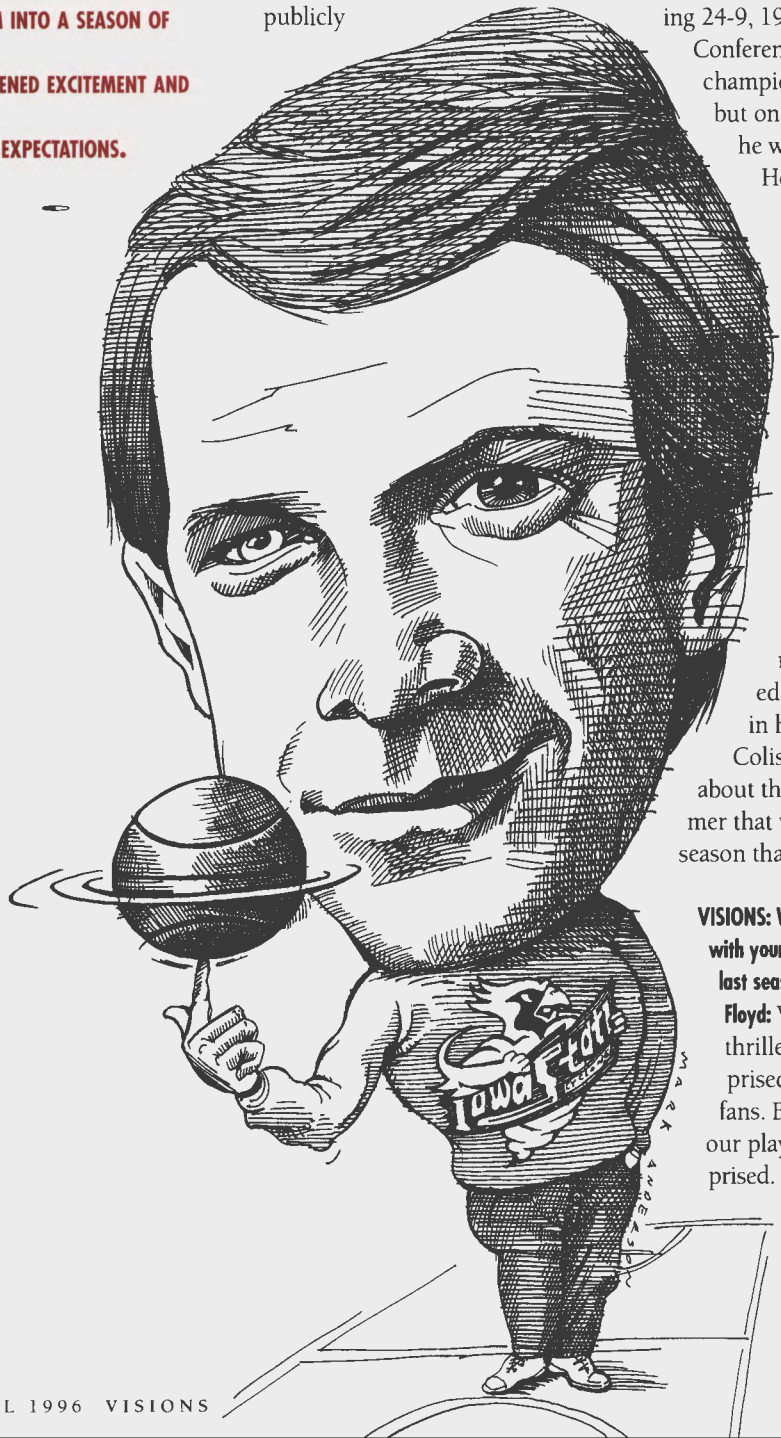

ILLUSTRATION BY MARK ANDERSON

VISIONS: Were you surprised with your team's success last season?

Floyd: We were thrilled and surprised, just like our fans. But I can't say our players were surprised. This is a bunch of competitors. That's what made it a very gratifying season.

Then you move to the offseason and what's the focus? Which job you'll take. How did you feel about that?

The talk that occurred about different jobs never came from Tim Floyd. ... A lot of that speculation offended me, because ... I didn't like the idea that others thought I was coaching at a secondary job. The truth is, we have a great academic institution here. I've got incredible support from the university. We have the No. 1 home-court advantage in college basketball. We play in one of the top three conferences in college basketball. Why would I consider other options? I know one thing for darn sure: If we'd been thinking about moving, we would've stopped the five-month remodel of a 105-year-old house the day we won the Big Eight Tournament. It's gonna take me four years to recover from that project.

You seemed to confirm that with your contract.

The best thing about this contract — outside of the security that it provides for my family — is that it absolutely allows this program to think long-term. We can sell to recruits that the contract is in place to give them a secure feeling that we will be here throughout the completion of their degrees.

Speaking of academics ... the other offseason distractions were the suspensions you handed out — three games to center Kelvin Cato and a game to guard Dedric Willoughby — and your cancellation of a European tour. Did

your message — take school more seriously — get across?
Our off-season doesn't need to be overevaluated by anybody other than our coaching staff. We made some strong decisions ... that were in the best long-term interest of our program. ... If we were going to go through problems, we wanted to do it in May and June, not January and February.

So you expected problems?
I was well aware that we were going to have to jab our team on occasion before we got on the floor on Oct. 15 [for the first day of practice].

Why?
Everyone has heard the saying that success is harder to deal with than failure. There's truth to that. On occasion, you run into individuals who aren't sure if they are worthy of success. So they carry on a behavior that's counter to success, to ensure that they won't have to go through that success again. That occurred, we handled it and we moved on. Everything appears to be very much under control. I'm thrilled with the way our team is taking care of their business.

Those thrills seem certain to transfer to the court this season. What are this team's greatest strengths?
We have a good backcourt returning [in veteran starters Jacy Holloway and Willoughby]. We have a hard-playing group of players. We're a good passing team. We defend extremely well.... We can play fast when we need to play fast and play half-court basketball when quality opponents ... dictate.

What areas temper your enthusiasm?
The fact that, until we outrebounded Kansas in the Big Eight Tournament final, we had not outrebounded an opponent [since] Jan. 3. ... We were by no means a dominant team. There's a fine line between second and seventh in the Big Eight — or now between second and 10th in the Big 12. ... Perimeter shooting is an even greater question mark now that Joe Modderman [has transferred]. We had serious questions with our depth.

How have you addressed those concerns?
Bringing in Deandre Harris improves our backcourt depth. Deandre and [other newcomers] Stevie Johnson, Brad Johnson and Paul Shipley have eased our shooting and rebounding concerns.

You'll need that help with [forward] Kenny Pratt academically ineligible [this] semester.
Of course we're concerned with the loss of Kenny. We're hoping for his good, for his welfare, that's he's able to return in December. But more importantly we hope he understands that there is a bigger picture in mind, and that is trying to graduate from this institution.

With or without Pratt, much is expected of you and this team. How do you handle such expectations?
It doesn't affect me, just like I wasn't caught up in the Armageddon that everyone was predicting last year. Anyway, the key isn't how I feel, it's what the players feel. I make sure they know that preseason polls and expectations have nothing to do with success or failure. We know it's all about what you do on the floor. ◐

Basketball Schedules

We suggest that you clip these 1996-97 Iowa State basketball schedules and post them with your ISU Events Calendar. The schedules were finalized too late to be included in this year's calendar.

MEN'S BASKETBALL

Nov. 13	Wisconsin AAU Select Team (exhibition)
Nov. 19	Adelaide 36ers Basketball Club of Australia (exhibition)
Nov. 26	Alcorn State
Dec. 1	Maryland Eastern Shore
Dec. 5-6	Cyclone Challenge • Stephen F. Austin vs. Siena • Iowa State vs. Tennessee-Martin
Dec. 11	Drake
Dec. 14	at Iowa
Dec. 21-22	ISU Holiday Classic • Iowa State vs. East Tennessee State • UTEP vs. Nevada-Reno
Dec. 30	Texas-Pan American
Jan. 4	at Missouri
Jan. 7	Marquette
Jan. 11	Oklahoma
Jan. 13	at Kansas
Jan. 18	at Colorado
Jan. 22	Kansas State
Jan. 25	Texas Tech
Jan. 29	at Nebraska
Feb. 1	at Texas A&M
Feb. 5	Baylor
Feb. 9	Kansas
Feb. 12	Missouri
Feb. 15	at Kansas State
Feb. 19	at Texas
Feb. 22	Nebraska
Feb. 26	Colorado
March 1	at Oklahoma State
March 6-9	Big 12 Tournament

WOMEN'S BASKETBALL

Nov. 11	Foreign exhibition
Nov. 18	Dream Builders (exhibition)
Nov. 24	at Minnesota
Nov. 27	Creighton
Dec. 1	at Iowa
Dec. 8	at Northern Iowa
Dec. 12	Drake
Dec. 21-22	at Pepperdine Tournament • Nevada vs. Pepperdine • Iowa State vs. Tulane
Dec. 28-29	Cyclone Classic • Iowa State vs. Iona • Montana State vs. Rider
Dec. 31	Oregon
Jan. 4	Missouri
Jan. 8	Kansas
Jan. 11	Oklahoma
Jan. 18	Colorado
Jan. 22	at Kansas State
Jan. 25	at Texas Tech
Jan. 30	Nebraska
Feb. 1	Texas A&M
Feb. 5	at Baylor
Feb. 8	at Kansas
Feb. 11	at Missouri
Feb. 15	Kansas State
Feb. 19	Texas
Feb. 23	at Nebraska
Feb. 25	Oklahoma State
March 1	at Colorado
March 4-8	Big 12 Tournament

• *Dates subject to change.*

Gift exchange

By Roy Reiman

THERE ARE MANY CHOICES IN LIFE WHEN IT comes to charity. But I can think of few places as worthy of charitable contributions than one's alma mater.

Maybe you can understand that better if I tell you how I feel about Iowa State. It was there that I discovered so much about myself — things I didn't know I had inside. The place was as much a garden for my mind as the state's fertile soil is for its crops.

For me, the rest of my life began there. It shaped and molded me, it challenged and motivated me, it primed and prepared me for a very satisfying career.

It was at ISU that I was transformed from nobody to somebody. For that reason, I could never give back to Iowa State as much as Iowa State gave to me.

And when I do give something to ISU, I feel justifiably good about it. It's as though I'm giving something back to the womb.

In my opinion, society is made up basically of two kinds of people — givers and takers. Givers have trouble taking, and takers have trouble giving.

I think "givers" enjoy life a great deal more, because they experience the pleasure, delight and sheer satisfaction of giving. Because in giving, you receive so much.

That's especially true when you give something back to your alma mater … because you know that whatever you give to a university is going to be passed along to others through the educational process.

You're providing what teachers there need to nurture each year's new seedlings to full bloom. And there's a lot of satisfaction in that.

In my case, I've talked about Iowa State so much over the years that my wife, Bobbi, often refers to the ISU campus as "Roy's Rome". She tells people that when she married me, she soon learned she'd married Iowa State, too.

That's probably true for the spouses of many other Iowa State grads. And that's why they'll surely understand why any Cyclone alum will find such satisfaction and pride in giving something back to the campus that gave so much to them.

Likely, many of them surely feel as I do: Iowa State will always be part of me. And through meaningful giving, I will always be a part of Iowa State. ◐

Roy Reiman, a 1957 ISU graduate, is a Wisconsin magazine publisher and longtime university philanthropist.

It's Tough To Keep Up With Our Residents.

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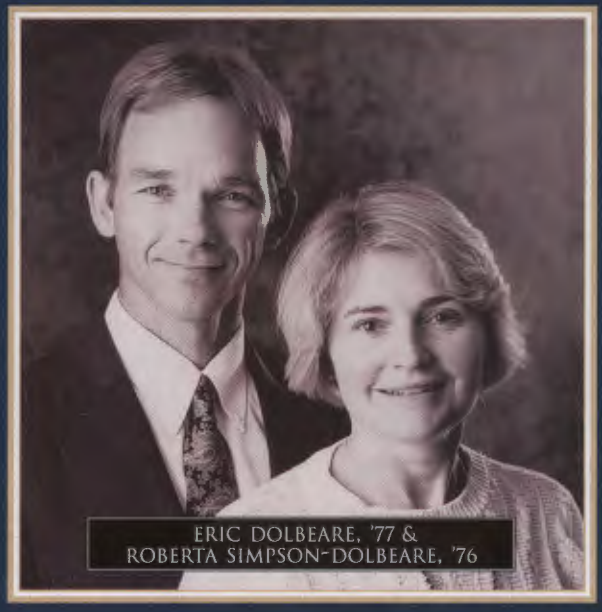

ERIC DOLBEARE, '77 &
ROBERTA SIMPSON-DOLBEARE, '76

PICTURE IT

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