VISIONS

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION • WINTER 1997

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VISIONS

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

EDITORIAL ASST: Sandi L. Kellen

STAFF PHOTOGRAPHER: Jim Heemstra

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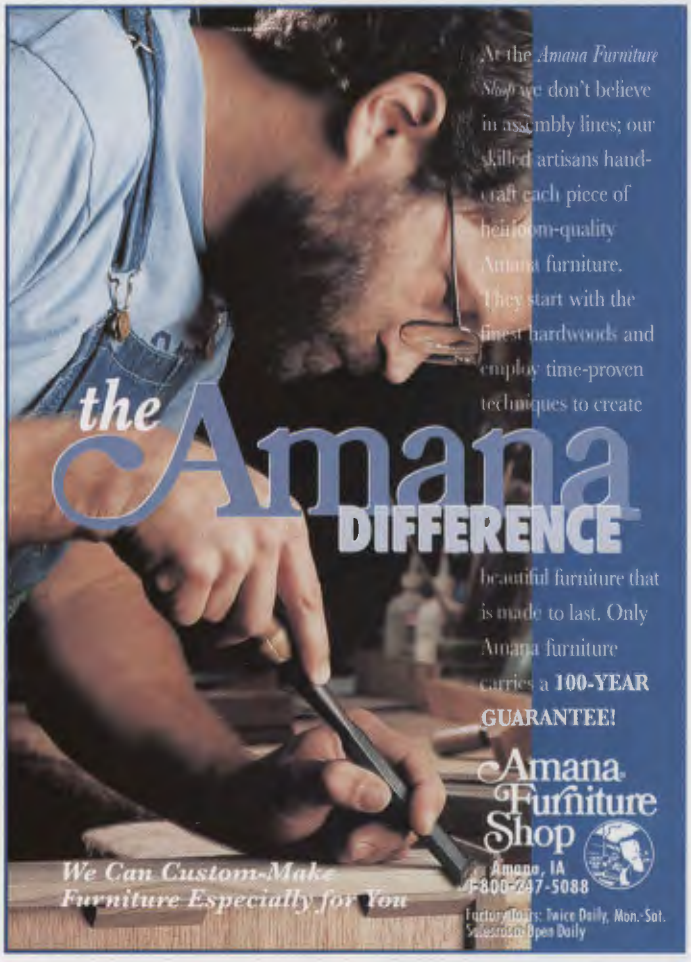
The other side of the coin

As an Alumni Association member and an employee of Iowa's gaming industry, I want to express my disappointment in the one-sided article ("At Stake," Fall 1996) about one of our state's leading industries. Writer Allison Engel focused on only one aspect of the research conducted by the College of Family and Consumer Sciences. She clearly emphasized a negative view of the industry, and did not give readers the opportunity to "hear the entire story and make their own judgments."

Thanks to the cooperative efforts of the Iowa legislature, the Iowa Racing & Gaming Commission and the gaming industry, Iowa's gaming facilities are responsible community partners, benefitting Iowans through economic development, jobs, tourism, charitable contributions and tax revenues. In 1996, Iowa's gaming industry spent millions of dollars with Iowa-based suppliers, employed 9,000 people, attracted thousands upon thousands of tourists, contributed in excess of $10 million to charitable organizations, paid more than $120 million in state tax revenues, and offered an exciting entertainment option for Iowans. As an industry, we work together to face issues, like problem gambling and underage gambling, head on.

I fully understand the importance of research by my university. I appreciate the opportunity to read about Iowa State's link to timely topics. However, I also expect a responsible overview of subjects addressed. Ms. Engel said it herself within the article, "Universities are one of the few institutions the public looks to for unbiased information, particularly on hot, emotion-laden topics." I agree.

Diane Schoeppner Ostrowski, '89
Council Bluffs, Iowa



Photos taken on Gateway Center's 17 acres of scenic countryside by Leigh Charlton Photography

TD passes on final Cyclone season

Ending weeks of speculation, Iowa State football star Troy Davis announced he will not return to Iowa State in '97.

In a prepared statement, Davis termed the decision to make himself eligible for the National Football League draft "very difficult, but I feel it is in the best interest of my family."

The 21-year-old junior from Miami, Fla., made his announcement less than a week after his second-place finish in the '96 Heisman Trophy balloting. Davis received 1,174 votes for the award, finishing a close second to Florida quarterback Danny Wuerffel, who received 1,363 votes.

Nonetheless, it was another spectacular year of recordbreaking for the 5-8, 185-pound Davis, who became the first player in college football history with consecutive 2,000-yard seasons. During the Cyclones' regular football season, Davis rushed 2,185 yards and 21 touchdowns on 402 carries. The yardage total is the third-highest in NCAA Division I history, and the 402 carries are one short of the all-time Division I record.

As the nation's #1 rusher, Davis received numerous honors, including Big 12 Offensive Player of the Year, Gannett 1st Team All-American, Walter Camp 1st Team All-American, Football News 1st Team All-American, Football Writers Association of America's 25-Man All-America Team, CBS Player of the Week, USA Today Player of the Week and Big 12 Conference 1st Team.

In acknowledging Davis' decision to leave Iowa State, Coach Dan McCarney said "...No one has done a better job on a daily basis as an ambassador for Iowa State football than Troy .... Troy's performance the past two seasons, which helped us lay the foundation for a strong football program, is unique in collegiate football history."

Mitchell to lead University fund raising

THOMAS J. MITCHELL HAS been named president of the ISU Foundation, according to Murray Blackwelder, vice president for external affairs and former Foundation president.

Mitchell comes to Iowa State from Northern Illinois University, where he has served as vice president for development and university relations since 1990, and foundation president since 1994. In this role, he has overseen planning and administration of nine units, including alumni relations, development, public affairs and special events.

Mitchell will assume the ISU Foundation's helm as it continues Campaign Destiny, a $300 million fund-raising campaign that is the largest in the university's history.

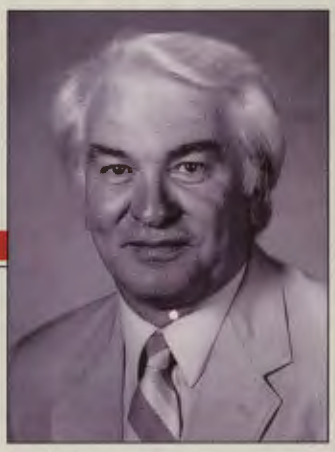
Mitchell received his bachelor's degree from Southeast Missouri State University, Cape Girardeau, in 1977, and a master's degree from the University of Nebraska in 1990. This year, he will complete his PhD in leadership and educational policy studies from Northern Illinois.

Longtime student advocate closes the books after 20 years at ISU

Tom Thielen, vice president for student affairs at Iowa State since 1976, left that position effective Dec. 31. Thielen, 62, will remain on faculty in ISU's College of Education through spring semester, officially retiring May 31.

During Thielen's tenure, he has overseen the appointment of several student affairs administrators, and has been a key player in the construction of the Lied Recreation Center, the renovation of the Memorial Union, the construction of the new Student Health Center, scheduled for completion in May, and upcoming renovations of the Student Services Building and residence halls.

Thielen was vice provost for student affairs at the University of Minnesota, Duluth, from 1973 to 1976, and was dean of student services at the University of Maine from 1970 to 1973. He received his bachelor's degree in 1957 from Mankato State University, his master's degree in 1964 from the University of Wyoming, and his doctorate in education from Indiana University in 1970.

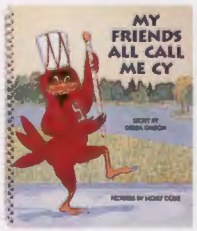


Tom Thielen

In December, Professor Dan Robinson was named interim vice president, effective Jan. 1. A professor of higher education, Robinson is former chairperson of the Department of Professional Studies in Education and has been assistant dean of the College of Education. He has been an active member of the ISU Athletic Council.

MOVE OVER, MOTHER GOOSE!

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



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Star light, star fight

Thanks to NASA's well-known Hubble Space Telescope, two Iowa State professors may have identified a phenomenon of galactical proportions.

Curt Struck and Phil Appleton, professors of physics and astronomy, were members of a team that discovered supersonic "comet-clouds" found in the heart of the Cartwheel galaxy, which is formed when two galaxies collide head-on, forming gas clouds. These knots of gas may help explain the lack of star formation in this type of colliding galaxy.

According to Struck, "This is a very special kind of galaxy collision that gives us more evidence in the evolution of galaxies and star formation. When a galaxy gets a kick from a collision, that speeds things up, triggering the formation of more stars. This discovery gives us insight into why this type of collision produces a different result." The clouds of gas discovered by Struck and Appleton move as fast as 700,000 miles per hour.

The men have been studying ring galaxies for about 10 years. Struck says that the project is part of a larger effort that uses telescopes around the world to research the death and birth of stars.

Curt Struck and Phil Appleton

All computer models used to research the project were created on ISU's campus-wide computer network. Iowa State's Erwin Fick Observatory also has been used to gather information for other colliding galaxy projects.

NEW IOWA STATE MERCHANDISE OF NOTE!

***LuAnn Gaskill**, artist and ISU associate professor, has created attractive notecards featuring your favorite ISU landmarks! On 4¼ x 5½" (folded size) 100 percent recycled paper with vellum finish, the notecards are perfect for showcasing Iowa State in your correspondence.*

You can choose from:

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- 12 cards, assortment of ISU campanile, Farm House Museum, Alumni Hall, Memorial Union

Both sets include 12 envelopes.

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ILLUSTRATION BY ALAN LAMPE

A pig and a poke may save kids

Thanks to a $772,000 grant from the National Institutes of Health, ISU researchers may gain a better understanding of devastating kidney disease in children.

ISU veterinary pathologist Harley Moon will lead a team in a five-year project that will study edema disease in young pigs. Because a vaccine does exist for this E. coli disease, the researchers hope to learn if an immunization can be created for a similar disease in children known as hemolytic uremic syndrome (HUS).

According to Moon, F.K. Ramsey Chair of Veterinary Medicine at ISU, both HUS and the swine disease are caused by the same type of E. coli bacteria that colonize the intestine and produce a toxin. The toxin is absorbed through the bloodstream and eventually damages blood vessels. The edema disease in swine is the only known naturally-occurring disease, other than HUS, in which this type of intestinal infection produces vascular damage.

The study will involve searching for antibodies to intervene and prevent serious damage in the pigs, says Moon, one of the world's foremost scientists in the study of E.coli diseases in animals. "If we can do it in swine, it's likely it can be done for children."

Children battling HUS can experience blood clots, anemia, hemorrhages and in some cases, total kidney failure and death.

A chapter of Iowa State history went up in flames last semester when the Theta Chi fraternity house burned, leaving its 22 residents temporarily homeless. Following assistance from the university and the Ames chapter of the American Red Cross, the men moved into the Adelante fraternity house for the remainder of the school year. No one was injured in the blaze.

ISU PHOTO SERVICE

Jischke named NASULGC chair

ISU PRESIDENT MARTIN C. JISCHKE HAS been appointed to serve as chair of the Council of Presidents of the National Association of State Universities and Land-Grant Colleges (NASULGC).

NASULGC is a group of about 200 public universities and land-grant institutions working in support of top-quality public education. Founded in 1887, it is the nation's oldest higher education association.

Photos taken on Gateway Center's 17 acres of scenic countryside by Leigh Charlton Photography

Words For The Taking

In these excerpts from his newly published book, ISU English Professor Neal Bowers chronicles a true-life, bizarre tale of thievery — the looting of his poetry, his trust and his identity.

American poets have trouble admitting they are poets, partly out of humility but also because mere mention of the word "poetry" makes everyone remember a prior appointment. It's a sure conversation stopper at the Cyclone Lounge or in the neighbor's kitchen, leading in either place to an uncomfortable silence or the mechanical recitation of a verse tattooed onto memory in the eighth grade. "Half a league, half a league, half a league onward." For this reason, I am filled with apprehension about the announcement I must now make. I am a poet. Worse than that, I am a poet whose poems have been plagiarized.

Between 1992 and 1994, a person calling himself David Sumner had two of my poems accepted as his own 20 times at 19 different literary magazines. After learning of his activities, I managed to stop nine of the publications, but my poems still appeared in print 11 different times under someone else's name. For two years, my wife and I pursued this mysterious thief, uncovering the theft of other poets' works along the way but finding no one else plagiarized more than once. It seemed I was his favorite poet, which was a privilege akin to having a tapeworm.

Deprived of his voice as well as his work, the victim of plagiarism is almost always quiet. Why he doesn't tell his tale is a complicated matter, but it begins with the disparity between his own astonishment and outrage of having been robbed and the indifference with which many regard his plight. "Lighten up," they say, "no big deal." Responding to my excited cries, one of my colleagues actually told me, "Relax, you can always write another poem."

Let me state plainly, I do not wish to equate plagiarism with any capital offense. In fact, it probably doesn't hold its own alongside the lesser felonies, as I'm sure anyone who has had his life savings stolen by a con artist will attest. Going up a scale of seriousness in this way, though, is to invoke the it-could-be worse consolation. Got a broken leg? It could be worse; you could have two broken legs. But the poor fellow hobbled by a cast and unable to scratch behind his knee knows his situation is bad enough. Poking futilely with his straightened coat hanger, he may feel like winding it around the neck of anyone who says anything about how much worse paralysis would be.

When a poem is stolen, the creative process itself is mocked, and the victim must defend not only his individual poem but also the very ground from which that poem arises. The most insidious aspect of plagiarism is how much damage it does to the surrounding terrain. Failing to understand the extent of the injury, those who hear the victim's complaints and regard them as extravagant worsen the loss. Focusing on the poem as property with little value, they become the plagiarist's accomplices after the fact, robbing the victim of his sense of worth. Faced with this further deprivation, the poet must first declare that his work has been stolen and then argue that it matters.

This is the position in which I find myself, obliged to offer not merely a defense of my creative work but also of poetry's worth. Mine is the take of how a relentless plagiarist affected the life of one poet and how his activities reverberated across the literary and academic terrain, revealing fault lines. Among the characters populating the landscape are personal friends and relatives, an assortment of poets and editors (some famous and some unknown), various members of the legal profession (variously effective), a private investigator who appears guileless but is cagey enough to make P.D.

Excerpted from WORDS FOR THE TAKING by Neal Bowers. Copyright © 1996 by Neal Bowers. Reprinted with permission of the publisher, W.W. Norton & Company, Inc.

By Neal Bowers

James proud, and a sociopathic thief. They and others carry their individual parts of a narrative, including tape recordings of the plagiarist, clandestine moves across international borders, faked addresses and identities, a box of fabricated documents, inflated billable hours, and a six-month tour of prison. Woven through all is the thread of my wife Nancy's involvement. Never tiring on the journey as I sometimes did, she gathered information and kept the records without which most of the details contained in this book would have been lost.

The poet's work goes out to the world in literary periodicals and small books with no assurance it ever reaches anyone. Response from readers other than family members and personal friends is so rare that word from a stranger is an occasion for joy. So when I picked up my voice-mail message in late January 1992 and found among the verbal clutter the voice of Carrie Etter, a poet unknown to me then living in Santa Monica, my spirits rose despite the overall import of her message. She said she knew my poems well enough to recognize my voice and style and felt certain she was in possession of a published poem that belonged to me but had someone else's name on it. She offered to fax the poem to me and left her phone number.

What the machine slowly released, with its last little tug on the end of the page, was a greater shock than I was prepared to receive. Except for the title, the first line, and a few minor differences in the body of the text, I held in my hand a verbatim transcription of one of my poems. The name on it was David Sumner, and it had been published in the December 1991 *Mankato Poetry Review*, but it was my poem. Some of my colleagues were milling around the room, making copies and looking at their mail, and I turned to one of them and said, "I've been plagiarized." I must have had on my face a smile of disbelief, because the response was delivered with a smile and a tone of incredulity, "Really?" All I had to offer as evidence was the single page, with someone else's name on it, so I heard my voice insisting, "Yes, really." I realize now the recipient of my declaration initially must have thought I was setting up a joke and merely played his part as straightman. At the moment, though, I felt decidedly unfunny.

Back in my office, I quickly found the September 1990 *Poetry* in which my poem originally appeared. I read each poem and then laid them side by side and read them a line at a time for direct comparison. In more than 20 years of college teaching, I had never seen a more flagrant example of plagiarism, and I kept thinking I would discover the joke my colleague had anticipated, something that would allow me to laugh the whole thing off.

Bound up with my indignation and the feeling that my private life had been invaded was a wish for it all to go away. I worried that after the climax of revelation would come a messy denouement, and I understood for the first time why the victim so often drops the charges. Even though what I felt was no momentary adrenaline rush to prop the buffeted ego but a deeper wound, I still wanted to calm myself into a benign dismissal of the whole situation.

The poem itself wouldn't let me do that. Written in the tenth year following my father's unexpected death, it was meant as an affectionate memory of him and an expression of my ongoing sense of loss. I tried to take emotional risks in writing it, to do more than offer a collection of pocket lint gathered in an idle hour. His sudden death had felt to me like an abandonment, and I realize now, looking back at the poem, that the opening words, "Careless man," reveal the sense of betrayal I hadn't consciously acknowledged even at the time I wrote the poem.

The poem was a bittersweet bloom I planted on my father's grave. The thief dug it up, pruned it to his liking, and damaged the roots in the process. Worse, he replanted it in the soil mounded over my father and pretended the loss was his. This was a mockery I could not endure.

[But] in less than a month I

TENTH-YEAR ELEGY

Careless man, my father,
always leaving me at rest-stops,
coffee, shops, some wide spot in the road.
I come out, rubbing my hands on my pants
or levitating two foam cups of coffee,
and can't find him anywhere,
those banged-up fenders gone.
It's the trip itself that blinds him,
black highway like a chute
leading to the mesmerizing end,
his hands locked dead on the wheel
and following, until he misses me,
steers wide on the graveled shoulders,
turns around.
This time he's been gone so long
I've settled in here — married,
built a house, planted trees for shade,
stopped waiting to see him pull into the drive —
though the wind sometimes makes a high-way roar
high up in the branches, and I stop
whatever I am doing and look up.
— Neal Bowers

SOMEONE FORGOTTEN

He is too heavy and careless, my father,
always leaving me at rest-stops, coffee shops,
some wide spot in the rode. I come out,
rubbing my hands on my pants or levitating
from foam cups of coffee, and I can't find him
anywhere, that beat-up Ford gone.
It's the trip itself that blinds him,
black highway like a funeral ribbon
leading to the mesmerizing end,
his hands like Vise Grips on the wheel
and following, until he misses me,
steers wide on the graveled shoulders,
and turns around.
This time he's been gone so long
I've settled in here — married, built a house,
started a family, stopped waiting to see him
pull into the driveway though the wind
sometimes makes a highway roar high up
in the branches,
and I stop whatever I'm doing and look up.
—David Sumner

underwent a transformation akin to a religious conversion. The angry weather of vengeance had blown over and left me on the calm shore of forgiveness. Now, when I thought of David Sumner answering my knock at his door, I imagined him humbled by my benevolence. I might have grown entirely comfortable in this posture had a package not arrived from my friend Michael Bugeja, who suffered none of my uncertainty about what to do. Michael had searched for David Sumner's name among the magazines he received as editor of *Poet's Market*. Included in the short stack of pages he sent was another plagiarism of "Tenth-Year Elegy," published this time in *Poem*, again under the title "Someone Forgotten." All my goodwill hissed away. Seeing my poem represented a second time as David Sumner's convinced me this was not the work of an innocent. Even if he believed the poem to be his own, which seemed impossible, he had to know that the same poem should not be published in more than one periodical. Of course, since his plagiarisms were *de facto* multiple publications, his approach reflected a certain perverse logic.

Whatever Sumner's mental condition, deviousness seemed its central aspect. The evidence was there from the beginning, in the altered titled of my and Strand's poems, in the changed first lines, modifications which prevented easy recognition in a table of contents or index. This was no guileless cortical cameraman but a malicious thief, and I felt exquisitely gullible for conning myself into doing nothing. Now I was ready to sound the alarm.

Charges of plagiarism are never welcome, even among those who consider it a deplorable act deserving severe punishment. Most suspect the accuser of misinterpreting his situation or lying outright. Everywhere I was met with reservation and caution, often with dismissal. I couldn't have been made to feel less welcome had I been an official from the health department come to tell people they had been in contact with someone carrying a contagious disease. Like the whistle-blower who reveals corruption within an organization because he believes it is in everyone's best interest for the truth to come out, the person lodging charges of plagiarism becomes a pariah. Many of those most affected by his revelations, editors and publishers of periodicals duped by the thief, express gratitude, if at all, with their teeth clenched. And his colleagues become wary of him, wondering if he has become fanatical. More than a few friends advised me not to alienate editors by pushing my case too hard. Others cautioned me not to link my name too closely with plagiarism, even as a champion of right, because in the long-term people might not remember which side of the theft I was on.

These and other warnings made me modify my original fantasy of confronting Sumner. No doubt his neighbors would subdue me before I could tackle him, and I imagined myself sprinting across lawns and breaking through hedges to get away. I would be the stranger there, the troublemaker, and he the quiet writer seen by everyone working late into the night in an aura of light at his window. All the dogs would be barking and the kids running around wildly with sticks and flashlights as I huddled beneath the hydrangeas and panted to myself, "I'll get that yellow-bellied coward; just you wait and see."

Through an astounding maze of clues, misguided and legitimate, Bowers eventually pursued his nemesis. What he learned about the plagiarist — and Bowers' own livelihood — is a tale perhaps even more remarkable than his initial discovery.

Words For The Taking: The Hunt for a Plagiarist *by Neal Bowers is available in bookstores or can be ordered directly from the publisher. Please send a check or money order for $17.00 post-paid to:*

Department PR
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500 Fifth Avenue
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(NY and CA residents, please add sales tax)

Sarah Maifeld (left), a chemistry major from Burnsville, Minn., is one of the first-year Scholars who've boosted Iowa State into national prominence. With her is Anne Ahrens, a driving force behind the program's success.

MARKET

VALUE

. . . which is exactly what Iowa State did to entice a record 158 National Merit and Achievement Scholars to move in and make themselves at home

BY DEBRA GIBSON

PHOTOS BY JIM HEEMSTRA

Anne Ahrens won't even venture a guess when asked how many miles she's traipsed across the Iowa State campus the past year. She smiles gamely when recounting subzero days when only she and her guests graced the sidewalks from Carver to Gilman. Toss out the name of any one of 158 members of this year's freshmen class and Ahrens, ISU's director of special recruitment programs, automatically spiels off hometown, major, favorite high-school hangout.

Think of her as a sort of real estate agent for Iowa State, spending most days with high-achieving prospective students wanting the lay of the land and a reason to put down stakes. With curious parents in tow, Ahrens guides the teens through a highly researched, meticulously orchestrated tour designed to sell them on the perfect piece of property from which to achieve their goals. Before they step into her office, she knows who they want for neighbors and how they'll spend their weekends. And like most good realtors, she knows their decision hinges dramatically on the Big 3: Location, location, location.

A look at the numbers reinforces Ahrens' qualification for the Million-Dollar Club. Because for the first time in university history, Iowa State is ranked eighth in the nation (and fourth in public universities) for the number of freshmen National Merit and National Achievement Scholars enrolled for the 1996-97 academic year. An impressive 158 first-year Scholars registered at Iowa State this past August, as compared to 58 the previous year.

These students are the residents you'd want on your block. All qualified for this designation because of exceptional academic performances throughout high school and top scores on the national SAT college entrance exam. (National Achievement Scholarships are awarded specifically to African-American students.) Both National Merit and National Achievement Scholarships are sponsored by the National Merit Scholarship Corporation, a privately financed, nonprofit orga-

CONTINUED ON PAGE 18

President Martin Jischke surrounds himself with one of ISU's highest-scoring first-year teams:

- average ACT tally: 33 out of 36
- 16 scored perfect 800s in verbal SATs
- 8 scored 800s in math SATs

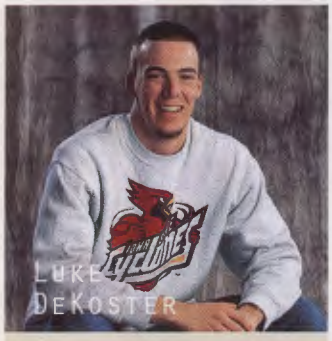
nization that boasts 600 independent sponsor organizations. The corporation plans to award nearly 8,000 scholarships for the 1997-98 academic year, valued at $30 million.

The number of National Merit and Achievement Scholars enrolled on any U.S. campus is a closely monitored measure of that institution's academic reputation. For that reason in particular, Iowa State made the commitment to increase the university's stature and visibility by upping the recruitment of Scholars. According to administrators, the push has paid off.

"If Iowa State truly is going to become the #1 land-grant institution in the nation, we have to start benchmarking," says Murray Blackwelder, vice president for external affairs. "And this was an easy one. We set an aggressive goal of recruiting 100 new Scholars per year, and we obviously surpassed that."

That goal is reflected as well in the university's strategic plan through the year 2000, and has been funded handsomely by the President's Scholarship Campaign, a leading component of the university's current fundraising drive. According to Blackwelder, the President's Scholarship Campaign is slated to raise $50 million, $10 million of which will be earmarked for National Merit and Achievement Scholarships on campus.

This year's crop of Scholars knows firsthand the benefits of such an endowment. Each received a financial aid package from Iowa State covering tuition, room and board for the current academic year. Upon maintaining a gradepoint average of at least 2.5, the package will be available to each of the students for the next three years as well.



National Merit Scholar
Hometown: Hull, Iowa
Major: Journalism/mass communication

His background fairly screamed Iowa State: both parents (John, '72, and Glenda Alons DeKoster, '72) are graduates; he'd attended summer academic camps on campus and was a regular patron of ISU athletics events and VEISHEA celebrations. And yet DeKoster says he never just assumed he'd enroll at Iowa State, and even took a serious look at Northwestern University. It was only when his love for the institution was coupled with the generous scholarship that he decided to head south.

Three months into his first semester, "I didn't even want to go home for Thanksgiving, I was having such a blast," DeKoster says. A trumpeter in both the ISU marching band and pep band, he also writes for the Iowa State Daily. His future goals include adding a second major in history, eventually moving to a major city and landing his own newspaper column.

National Merit Scholar
Hometown: Norwalk, Iowa
Major: Chemical engineering

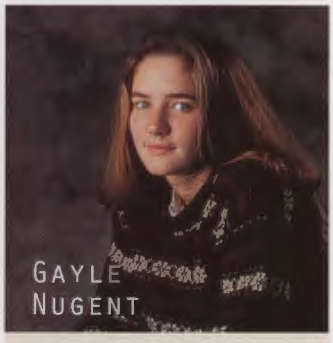
Fox likely has received the most media attention to date for his membership in the freshmen Scholars class. Last spring, he was the focus of an ISU press conference announcing his selection as the first Ose Scholar. As major donors to the President's Scholarship Campaign, graduates Enlow and Melena Ose gave a four-year, full-ride scholarship to a National Merit Scholar, and Fox was the first student chosen for the honor.

The reasons are many. He was a star athlete at his high school, an academic leader (he scored a perfect 800 in the math SAT test) and a grocery store night manager 20 hours per week. As an Iowa State freshman, he's a member of the President's Leadership Class, involved in the freshman honors faculty mentorship program, an undergraduate research assistant in civil engineering and a member of the ISU Ski Club.

National Merit Scholar
Hometown: Minneapolis, Minnesota
Majors: Physics and math

Like several others in the freshmen Scholars class, Merchant lives in Harwood House, an honors floor in Lyon Hall. He cites that experience as his favorite aspect of Iowa State, because "people here are a little more devoted to studying, and a little more free-thinking."

Merchant's claims to fame in high school included playing electric guitar in a band for five years and performances as a juggler of flaming torches. Though somewhat unsure of his career goals, he says that "I really do want to be a bike mechanic."



National Merit Scholar
Hometown: Shoreview, Minnesota
Major: Engineering science

Though the University of Minnesota wanted her as well, Nugent had some pretty strong reasons for signing on Iowa State's dotted line. Here, she is running on the women's cross-country team. She has a full-ride National Merit Scholarship, and boasts two alumni for parents (Patrick, '74, and Marilyn Dau Nugent, '74). Her greatest challenge these days? "Making time for everything and then getting enough sleep."

Nugent already is planning on graduate school as she works toward a career in biomedical engineering, with an emphasis in rehabilitation.

In return, the students "challenge all of us to be innovators," says Ahrens, who received degrees from Iowa State in 1979 and '94. "These students have so many varied interests and talents — their contributions add immensely to the institution."

Indeed, with just one semester to its credit, the freshmen Scholar class already has learned its way around the neighborhood. An impressive 144 of the 158 are involved in the Freshman Honors Program. Several are engaged in undergraduate research assistantships with professors across the disciplines; one even is collaborating on an economics project with Elizabeth Hoffman, dean of the College of Liberal Arts and Sciences.

Thanks to a new program being created by the ISU Alumni Association, the university's Merit and Achievement Scholars soon will be linked to successful mentors off-campus as well. Initiated by Blackwelder, the project will pair the students with Iowa State graduates from across the country who will serve as unofficial career advisers. Still in its planning stages, the mentoring program is slated for kickoff later this spring, and will be among the first of its kind in the nation.

So who are these new kids on the block? If the following sampling is any indication of the quality of this stellar freshmen class, it's safe to assume the property values are only going to climb. ◐

National Merit Scholar
Hometown: Sioux City, Iowa
Major: Computer science

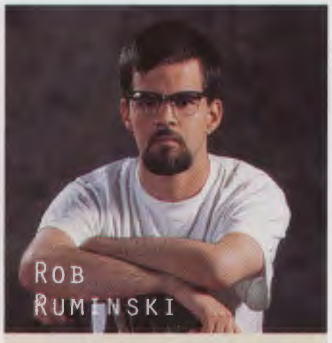
Rice was one of the few freshmen in no need of a campus map when she enrolled this past fall. Two different summers during high school found her at Iowa State, participating in programs for academically gifted students – CY-TAG and the Howard Hughes Program, an eight-week experience for students conducting research in microbiology.

She lives on the honors floor, Anders House, in Barton Hall, and participates in choir and quiz bowl at Iowa State. The top female science student at Sioux City's East High, Rice is working toward a career involving computers.

National Merit Scholars
Hometown: North Platte, Nebraska
Majors: Chemical engineering (Jennifer); Psychology (Patricia)

The Scholars program even boasts a sister act this year, as freshman Patricia Richardson joins junior sib Jennifer in the ranks. Jennifer, an active member of the Society of Women Engineers and a recent initiate of the Tau Beta Pi engineering honorary, is hoping for a career in environmental work following graduation. She is a recipient of a Helen R. Dilworth Scholarship for National Merit Scholars.

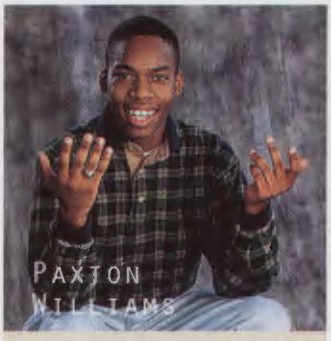
Patricia already is pursuing undergraduate research in interpersonal communications with Speech Professor Mark Redmond. Valedictorian of her high school class, she is aiming to earn a PhD in psychology and open her own clinical practice.



National Merit Scholar
Hometown: St. Louis, Missouri
Major: Triple major in history, economics and interdisciplinary studies (primarily anthropology and philosophy)

A commitment to affecting social change on the Iowa State campus is as important to Ruminski as his gradepoint average. Long involved in Amnesty International and labor activism in his hometown, Ruminski currently is working with the Sept. 29th Movement in its efforts to change the name of Catt Hall. To challenge himself academically, he has paired with Dean Elizabeth Hoffman on a potential collaborative project in experimental economics, and is structuring a major focusing on freedom studies and how various groups historically have acquired liberation.

Ruminski plans on graduate school, then perhaps teaching and conducting research at the university level. His biggest goal in life, though, is "to never stop learning."



National Achievement Scholar
Major: Political science
Hometown: Bay St. Louis, Mississippi

The guy gets around. By the end of his first semester at Iowa State, Williams had met Jesse Jackson, former Texas Governor Ann Richards, Tipper Gore, political activist/professor Angela Davis and First Lady Hillary Rodham Clinton. A self-proclaimed political junkie, Williams chaired the community service activities of his high school senior class, and was ranked 12th in the nation in original oratorical skills last year.

He's currently involved in a student leadership program at Iowa State and is vice president of his floor in Westgate Hall. He plans to earn either a master's degree or law degree, then work in public service or teach at the university level.

Giving credit where credit is due

Jim Hopson

LIKE MOST SUCCESSFUL businesses, alumni associations continually are on the lookout for winning mergers. One of our best hits so far most certainly has been the partnership between the ISU Alumni Association credit card and you, our loyal card holders.

We first introduced you to the ISU Card nine years ago, sponsored then by the First Bank Card Center in Wichita, Kan. (later known as INTRUST Card Center). We were overwhelmed by your response. Not only did 13,000 of you establish accounts, you made it clear that pulling the ISU Card from your wallet resulted in recognition, kinship with fellow graduates and satisfaction in knowing your purchases ultimately were benefitting your Alumni Association.

A little more than a year ago, we forged yet another partnership, this one with MBNA America Bank in Wilmington, Delaware. After purchasing the existing accounts from INTRUST, MBNA embarked upon an exciting marketing effort that has netted exciting results. As of this past December, we can now boast 22,088 accounts, including 16,730 alumni accounts and 5,358 student accounts.

Any good business person easily can see the rationale behind these exceptional numbers. Card holders pay no annual fee, competitive annual percentage rates and a lower APR for Alumni Association members. They enjoy personalized 24-hour customer service, an eye-catching cardinal and gold card emblazoned with Cy, and even a Gold Card with some special advantages.

And your Alumni Association is the grateful recipient of royalties generated by your use of the ISU Card. These funds allow us to create programming that we hope best serves your needs, and allows us all to continue these most successful mergers.

It's just good business.

Jim Hopson

James A. Hopson
Executive Director

Erin T. Lonergan

Lonergan joins Foundation staff

Capitalizing on the success of the recently completed ISU Alumni Association Endowment Campaign, Phyllis J. Lepke, vice president, giving programs, announces the addition of Erin T. Lonergan to the ISU Foundation staff as the Association's first fulltime director of development.

No stranger to the campus, Lonergan received her ISU bachelor's degree in elementary education in 1982. Following stints as director of visitor services at Living History Farms and associate director of admissions at Upper Iowa University, Lonergan spent eight years at Western Illinois University. At WIU, she worked with the annual fund, major and planned gifts, and served as acting director of development.

A native of Plainfield, Ill., Lonergan also earned a master's degree in communications media from the University of Northern Iowa in 1983. Her parents, Tom and Corrine Lonergan, were named Iowa State University Parents of the Year in 1985.

Alumni Days '97, sponsored by the Iowa State University Alumni Association, is scheduled for June 5-7. This three-day reunion honors the 50-year anniversary class of 1947, as well as the classes of 1922, '27, '32, '37, and '42. Activities include campus tours; an evening reception and dinner with college deans; a blanket party on central campus; breakfast at The Knoll, home of ISU president, Martin C. Jischke; a formal dinner and dance in the Great Hall and plenty of opportunities to reminisce about student life at ISC. Mark your calendars and plan to attend! The registration fee is discounted for Alumni Association members. For more information, contact Martha Van Der Kamp at (515) 294-6564.

HOW I'M GOING TO SPEND MY SUMMER VACATION

Join ISU alumni on the following "school's out" adventures!

Path of the Phoenicians
June 21-July 4

Discover Phoenician culture, art and craftsmanship on this unique cruise to its once-thriving strongholds, now culturally and historically significant cities of Europe. After visiting the art treasures of the Vatican and the ruins of the Colosseum and Forum in Rome, you'll embark the six-star Crystal Harmony and cruise the Mediterranean around Corsica to Cannes. You'll visit Malaga on the Spanish Riviera and the birthplace of Picasso; cruise through the Strait of Gibraltar to Cadiz, Spain; Lisbon, Portugal; Waterford, Ireland and your final port of London.
(Alumni Holidays, Inc.)

Scandinavia and St. Petersburg
July 10-22

Summer is the perfect time to head to Scandinavia, Land of the Midnight Sun, and to Russia with its great cities of St. Petersburg and Moscow. Your Baltic treasures tour begins in London where you'll spend 12 days aboard Holland America's M.S. Maasdam. Port stops include Oslo, Norway; Arhus, Denmark; Warnemunde, Germany for a tour of Berlin; Stockholm, Sweden; Helsinki, Finland; St. Petersburg and Moscow, Russia; and Copenhagen. Extend your trip with pre- and post-cruise packages in London and Copenhagen.
(Alumni Travel Group)

Blue Danube
July 15-25

Wile away those lazy days on a leisurely Danube River cruise, where Gothic cathedrals rise next to lush vineyards, and medieval villages stand as they did thousands of years ago. Enjoy two days each in Vienna and Budapest. The M.S. Ukrania will serve as your home as you cruise from Budapest to Esztergom, Hungary, and Bratislava, Slovak Republic, to Vienna. Depart Vienna to Durnstein and cruise through Austria's scenic Wachau Valley to Melk, Linz, and your final destination, Passau, Germany.
(INTRAV)

Canadian Rockies and Alaska
Aug. 5-16; Aug. 9-16; Aug. 9-21 or Aug. 5-21

Alaska is Mother Nature's most spectacular showpiece. Come to where the mountains are taller, the rivers mightier and the wildlife more plentiful than any place else on earth. This tour offers a choice of several travel options. Begin the trip exploring the magnificent Canadian Rockies, including spectacular places like Lake Louise, Banff, and Jasper before arriving in Vancouver for a seven-night Inside Passage cruise. From the decks of the new Dawn Princess, savor close-up views of the massive Hubbard Glacier and the haunting Misty Fjord, with port calls at Ketchikan, Juneau, Skagway and Anchorage. Extend your tour with a five-day heart of Alaska land tour. Spend two days in Anchorage, after which you'll board the ULTRA-DOME rail cars of the Midnight Sun Express to Denali National Park. You'll spend the night at the Denali Princess Lodge, then tour the park the following day before reboarding the train to Fairbanks. In Fairbanks, you'll join a nostalgic sternwheel riverboat cruise, enjoy a city tour and visit to the Eldorado Gold Mine.
(Alumni Travel Group)

Fall trips include:

Mediterranean Cruise, Sept. 5-18
(INTRAV)

Egypt and the Nile, Oct. 9-16
(Alumni Holidays, Inc.)

For more information and trip brochures for these tours and others offered by the Alumni Association, call Jan Breitman at (515) 294-6526 or send email to jbreitm@foun.adp.iastate.edu.

IOWA STATE UNIVERSITY
ALUMNI
ASSOCIATION

Our students are so-o-o advanced...

HOW ADVANCED ARE they? They're already purchasing memberships in the ISU Alumni Association — before they're even alumni!

The association's newly created student membership program was kicked off this past fall with two goals: to make current Iowa State students more aware of the organization, and to encourage continued involvement with the university after they graduate. Capitalizing on a trend just taking root in colleges and universities across the nation, the Alumni Association offered students one-year memberships at a reduced rate of $15 (graduates pay $45). For their memberships, students receive a benefits package valued at nearly $200, including an ISU events calendar, a T-shirt and a coupon booklet chock full of good deals at Ames- area businesses.

According to program director Julie Larson, the program's original goal was to sell 500 student memberships during the 1996-97 school year. Before fall semester's end, nearly 725 memberships bore students' names.

ILLUSTRATION BY BUCK JONES

"We couldn't be more thrilled with the success of the program," Larson says. "Our marketing efforts have obviously been reaching Iowa State students in a positive way, and we truly believe this is a crucial step in making our first alumni connections with them."

Because of the program's accelerated start, Larson says the membership goal has been increased "to at least 750" for the academic year. Retention efforts already are underway, with a series of educational seminars being offered spring semester for members, and a football tailgate planned for fall.

For more information on the student membership program, contact Larson at 515/294-8488.

Bonnie Keppy Moeller, '65, Bettendorf, visits with ISU student Mindy Muhlbauer after receiving the Professional Achievement Award from the College of Family and Consumer Sciences last September. Moeller was one of 57 alumni, faculty and staff recognized with awards during the Alumni Association's annual convocation, held during Homecoming '96.

Membership program goes by the book in offering its newest benefit

Add another page to your volume of Alumni Association membership benefits — discounts at the University Book Store.

Just show your membership card when you're making in-store purchases, and you'll save 15 percent on regularly priced items.* Enjoy this new way to save money and stay involved with Iowa State, all made possible by your membership.

*Excludes textbooks, CourseWorks, computer software, Electronics, ArtCarved jewelry, diploma plaques, graduation apparel and announcements, CSI Gold Medallion Collection and other offers. Includes in-stock merchandise only.

IOWA STATE UNIVERSITY BOOK STORE
Things you need. Stuff you want!

Ace of Clubs

It takes more than a lucky draw of the cards to score as an ISU honor club. Take the St. Louis ISU Club. It tipped its hand with a mission statement urging members "to boldly go where no alumni club has gone before."

And it has.

It showed heart when its members participated in the March of Dimes Walk of America. It got in the game with alumni canoe trips and football migrations. And it won, hands down, in its annual "Field of Dreams" baseball match with University of Iowa grads (hence the "Shoeless Joe" traveling trophy).

The ISU Alumni Association salutes the St. Louis ISU Club on a great run.

ISU Alumni Clubs — What A Deal

LEADING THE WAY

Those who know Iowa State University expect innovation, ambition, and tenacity. So its supporters felt justifiable pride when President Martin C. Jischke announced last September Campaign Destiny: To Become the Best, the university's drive to raise a record $300 million by 2000. It's an unprecedented goal, and one that aims to establish Iowa State as the best land-grant institution in the nation.

Those most accustomed to Iowa State's prominence might be impressed with its recent enterprising approach to lead this campaign — and the institution — into the 21st century. Longtime fund-raising aficionados may even be hard pressed to find other universities recruiting husband-and-wife teams to provide campaign leadership.

And how many other institutions can boast an undergraduate as one of its national campaign co-chairs?

Molly Johnson laughs as this distinction is mentioned in a recent interview. The 46-year-old Des Moines resident, and third-year creative writing/English major, is proud of her membership in the ISU student body. She and husband Chuck Johnson, president and CEO of Pioneer Hi-Bred International, the world's largest hybrid seed corn company, are national co-chairs of Campaign Destiny. And Molly Johnson believes one of her greatest strengths as national co-chair is her status as a current student.

"I'm so impressed with the quality of teaching and the caliber of students I've encountered during my time on campus," Johnson says, "and I believe that Iowa State's is such an interesting story to take out on the road. Often, donors don't get a chance to talk with the recipients of the educations they support. They may hear about football scores and the occasional grant, but I think it's important that they talk to those who are experiencing Iowa State firsthand."

Spreading the word of ISU's eminence is the primary responsibility of the couples leading Campaign Destiny. For many, it's a duty they've already been performing for years.

Bob and Diane Greenlee of Boulder, Colorado, have been

high-profile cheerleaders for Iowa State, and specifically the Department of Journalism and Mass Communication, since they were undergraduates in the 1960s. They became impassioned supporters in the campaign to retain WOI-TV, and have made numerous generous gifts to the journalism department through the years. Diane Greenlee serves as an ISU Foundation Governor and has hosted countless alumni receptions, along with College of Liberal Arts and Sciences Dean Elizabeth Hoffman, at the Greenlees' restaurants. For the Colorado couple, promoting their alma mater during Campaign Destiny is a given.

"Bob and I both maintain strong commitments to higher education and the role it plays in the lives of people who otherwise wouldn't have a chance," Diane Greenlee says. "We want to be involved in ventures that give people a chance to excel, to succeed."

Two other couples actively involved in this campaign's leadership echo the Greenlees' sentiments. And they, too, hit the ground running long before Campaign Destiny's September 1996 kickoff.

Steve and Kathy Zumbach and John and Ruth DeVries, all of Des Moines, agreed two years ago to co-chair the President's Scholarship Campaign, which set a goal to raise $26 million for endowments to support major scholarships. Specifically, the campaign set out to raise money for National Merit and National Achievement Scholars; Christina Hixson Opportunity Awards; George Washington Carver Scholarships; Scholar-Athlete Scholarships; President's Leadership Initiatives and general scholarships. In 16 months' time, these fund-raising goals not only had been met but surpassed and had resulted in immediate benefits for students and the campus alike (see pages 10 and 30). The two couples then agreed to continue their leadership roles in scholarship giving, this time for Campaign Destiny, with a new goal of $50 million.

"We like being involved in efforts that allow students to go to college who might not be able to without solid financial help," says Ruth DeVries. "It's great to know our work may be enabling students to get a good start to their lives. And we've found that scholarships have a very wide appeal to persons interested in giving to Iowa State."

Equally appealing to this campaign's volunteer leadership

NATIONAL CO-CHAIRS
Molly and Chuck Johnson, '65
Des Moines, Iowa

NATIONAL VICE CO-CHAIRS
Edward R. McCracken, '66
Mountain View, California

NATIONAL VICE CO-CHAIRS
C. Richard, '71, and Joan Stark
Woolstock, Iowa

LEADERSHIP GIVING CO-CHAIRS
C. Robert, '53, and
Babette Brenton, '53
Des Moines, Iowa

LEADERSHIP GIVING CO-CHAIRS
Diane, '63, and
Robert Greenlee, '63, MS '68
Boulder, Colorado

SCHOLARSHIP GIVING CO-CHAIRS
Steven E. Zumbach, '73, PhD '80,
and Kathy Zumbach, '72
Des Moines, Iowa

is the goal, advocated by President Jischke, to establish Iowa State as the best land-grant institution in the nation. It's an initiative he's had no problem selling, especially to those on the university payroll.

"I actually think we already are one of the very best universities in the world," says Tahira Hira, professor of human development/family studies, and an internationally renowned expert in personal finance. She and her husband, Labh, professor and associate dean of the College of Business, are co-chairs, along with George and Agatha Huepenbecker Burnet, of the campaign's university giving division. "To make an exemplary institution even better is a wonderful opportunity," she continues. "One of the best parts is knowing we're accomplishing all this in a state that is so pro-education, a state that is so pleased with the university's efforts and stands behind it. The least we can do for the state of Iowa is to aspire to be the best."

Adds Molly Johnson, "Everything is right for Iowa State, at this moment, to become the best. And I give Dr. Jischke the credit for this timing. In him, Iowa State has both the leadership and the vision. He's increased the visibility of the institution, and it's now very well-positioned.

"I liken it to a good chess game," she continues. "All the pieces are now in place. Iowa State is attracting good students by offering phenomenal teachers. Research is benefitting from terrific funding. Successful athletic programs are bringing positive attention back to the school. And by being located in the center of the state, the university is in such a good place to work for the people of Iowa."

The ongoing work of Campaign Destiny can only be enhanced by the caliber of the volunteer leaders involved. A brief look at some of their dossiers illustrates the significance of their contributions society-wide. For instance:

— Ed McCracken, president and CEO of Silicon Graphics Inc., has revolutionized the world of computer animation. He currently lends his expertise as chair of the U.S. Advisory Council on National Information, and as co-chair of President Clinton's 27-member National Information and Infrastructure Advisory Council. For his efforts, he has received numerous awards, including the National Medal of Technology, the nation's highest

SCHOLARSHIP GIVING CO-CHAIRS
John, '59, and Ruth DeVries
West Des Moines, Iowa

GENERAL GIVING CO-CHAIRS
Charlene, '75, and
Isaiah Harris, '74
Plymouth, Minnesota

UNIVERSITY GIVING CO-CHAIRS
George, '48, '49, PhD '51, and
Agatha Huepenbecker Burnet, MS '56
Ames, Iowa

UNIVERSITY GIVING CO-CHAIRS
Labh and Tahira Hira
Ames, Iowa

CORPORATE AND FOUNDATION GIVING CO-CHAIRS
Richard and Toni Jacobson
Des Moines, Iowa

CORPORATE AND FOUNDATION GIVING CO-CHAIRS
Janice and James Watson, '58, '60
Plano, Texas

recognition for technological achievment.

— Chuck Johnson is a founding member of New American Realities, a think tank affiliated with the National Planning Association. The group brings together CEOs, labor leaders and educators to fund projects at universities on non-partisan policy issues.

— Tom Phelps, a Los Angeles attorney, serves on the board of directors of the Los Angeles/Nagoya City Sister City organization.

— Bob Greenlee is a longtime member of the Boulder City Council and a board member of the nation's only privately funded program for archeological research, the Crow Canyon Archaeological Center; Diane Greenlee serves on the Denver Art Museum's board of trustees.The couple also sponsors 36 students in the "I Have A Dream" program, funding their post-secondary educations.

— Chuck Manatt, a Washington, D.C.-based attorney, is a former chairman of the Democratic National Committee.

Many campaign leaders have spent countless years supporting Iowa State in its endeavors. Like Richard and Toni Jacobson, major contributors to the Athletic Department's new facility, the Jacobson Building. Like Richard and Joan Stark, also longtime supporters of ISU athletics and active leaders in the campaign to renovate the Iowa State Center. Like Bob and Babette Brenton, whose support of the College of Agriculture has led to the establishment of its Brenton Center. Like John and Dilla Cosgrove, named ISU Parents of the Year.

But perhaps most noteworthy is their common love for the institution for which they now volunteer, relentlessly, in an effort to make a real difference.

"Iowa State was a microcosm of the universe for an Iowa kid like me," says Tom Phelps. "My time there was a lifetime packed into four years. Looking back, I see now it was a very magical experience." ◐

SPECIAL CONSTITUENTS GIVING CO-CHAIRS
W. Eugene, DVM '49, PhD '70, and Linda Lloyd
Shenandoah, Iowa

SPECIAL CONSTITUENTS GIVING CO-CHAIRS
Everett and Sandra Moberg May, '59
Minneapolis, Minnesota and Dallas, Texas

NATIONAL GIVING (REGIONS) CO-CHAIRS
Charles, '58, and Kathleen Manatt, '58
Washington, D.C.

NATIONAL GIVING (REGIONS) CO-CHAIRS
Thomas, '59, and Elizabeth Phelps
Los Angeles, California

STATEWIDE GIVING CO-CHAIRS
John, '56, and Dilla Cosgrove
Cedar Rapids, Iowa

STATEWIDE GIVING CO-CHAIRS
Gage, '83, and Jennifer Kent
Muscatine, Iowa

Winning Hand

HOOPS COACH BILL FENNELLY HOLDS THE CARDS FOR A HILTON FULL HOUSE

BILL FENNELLY HAS HIS back against the wall. Not in the figurative sense. Heavens no. But in the literal sense: He is sitting in the back row of Section 35 in Hilton Coliseum's lower level — the Parquet, in Hiltonian *patois*.

On the eve of his second season as Iowa State University's women's basketball coach, the boyish-looking 39-old is watching his counterpart, men's Coach Tim Floyd, put his highly touted team through the paces.

The seat he has chosen means a great deal to Bill Fennelly.

It's not a documentable fact, but it's a decent bet that, after upwards of 200 women's basketball games here in the 25 seasons prior to 1996-97, this seat has yet to be occupied.

On deck: Coach Bill Fennelly

Fennelly was brought here, in very large part, to fill this seat. And the approximately 6,000 others here in the Parquet and the Arena Circle below.

"Before I came here, [Director of Athletics] Gene [Smith] made it clear: He wanted me to find a way to put people in here," Fennelly says.

Of course Fennelly knew there was but one way: Win. He wasted no time, winning 12 times in his first 12 games. It was a stunning performance for a program that had won but 22 times in the past four seasons. Fennelly's team would win just five of its last 15 games, but a community once oblivious to women's basketball had been jolted awake.

"My No. 1 job here was clear: Do everything I could to change every negative attitude toward Iowa State women's basketball," Fennelly says.

No small task, that. In fact, Fennelly says that, when he decided to make the move from Butler University in Toledo, Ohio, more than a few friends tried to talk him out of what looked like sure "professional suicide."

"I was going on to one of my best friends about the great facilities, the people, the campus," Fennelly recalls. "After awhile he said, 'If everything's so great there, why is this team always so bad?' I told him I didn't know why. But I knew I would find the reason, and change it."

The reasons have been many, none of them unique to Ames: Women's sports don't draw as well as men's.

Women's sports haven't been marketed as thoroughly as men's. Perhaps most principally, women's basketball has suffered from a lack of financial and emotional support institutionally. With the hiring of Fennelly to replace Theresa Becker, Smith made a bold step to remedy that final barrier. He agreed to pay Fennelly $70,000 annually, nearly double Becker's salary. In the succeeding 20 months, Fennelly says he and his players "haven't been turned down for anything."

Fennelly personally attacked the first obstacle — fan apathy, let's call it. On the court, he immediately had his players running, shooting, hustling — having a ball, despite the fact that they gave up athletic ability to most of their opponents. They shot three-pointers like no Cyclone women's team before them; guard Tara Gunderson led the nation in treys. "Before he came in, my self-esteem was way down, and I think a lot of the other players felt that way, too," says Gunderson, now a senior. "He came in, said forget about the past, and told us what we could do, not what we couldn't do."

In short, he instructed them to play the way he lived. Fennelly regularly unleashes his beacon of a smile, ever-dapper in his crisp white shirt and bright suspenders. The man could sell dribbling lessons to Michael Jordan. He followed that smashing season with an off-season Jay Leno would be proud of. He saw every speaking request not as a burden but as an opportunity to pitch his team. Whether he was at one of his two dozen Cyclone Club summer circuit appearances or filling his car at Quik Trip, he regularly was approached by fans who'd never before bothered with ISU women's hoops. To each one he responded with his signature ebullient smile and youthful exuberance. "I couldn't count all the people who came up to me and said, 'I'd never been to a women's game before, but I went once and had such a great time, I'm coming back next year,'" Fennelly recalls.

"It's amazing," adds senior guard Julie Hand. "There's so much support, everywhere we go. It used to be nothing. Now everybody comes up and asks us how we're going to do."

For the first time, those fans had the opportunity to support the women's team through season ticket sales. For the first time, athletic department officials introduced the women's team at the men's annual Cyclone Shootout preseason exhibition. Fennelly is confident that this newborn interest will help his team fill every seat in Hilton's lower reaches this season. So that neither he nor his team forgets that goal, '6,000' is half of the message he scrawls at the bottom of his practice schedule every day. The last half: 'NCAA.'

Three of Fennelly's seven seasons at Butler ended in the NCAA Tournament. ISU has never played an NCAA Tournament game. Fennelly, in what surely would have been considered lunacy but a dozen months ago, is adamant that his Cyclones are playing for that tournament.

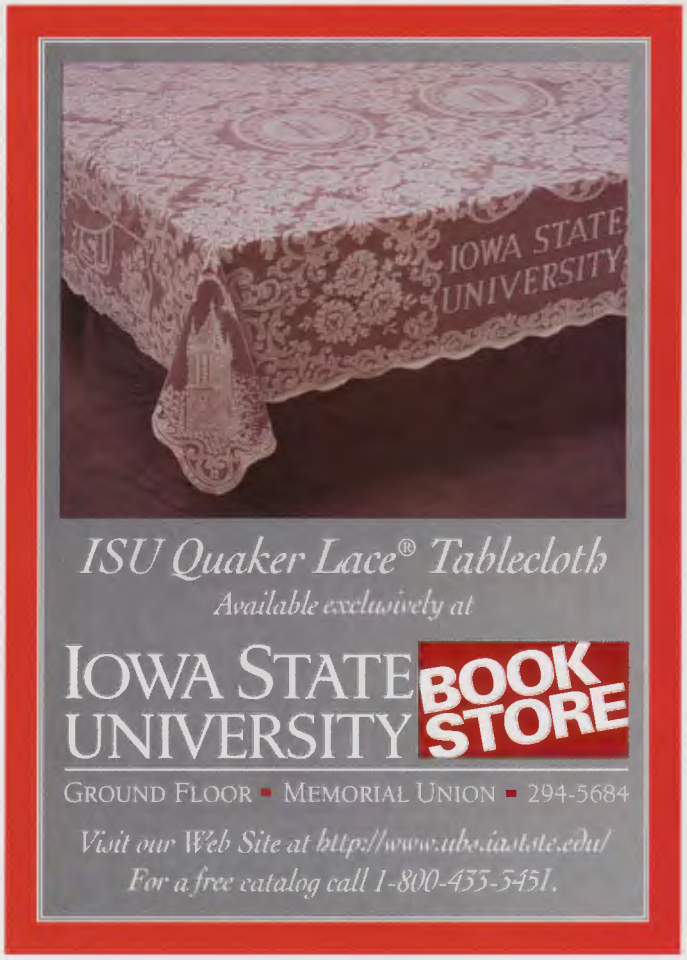
"Any basketball player who doesn't have a goal of playing in the NCAA Tournament, shouldn't be playing," he says.

Though not yet 40, Fennelly has said he'd like nothing better than to spend the rest of his career piling up NCAA season after NCAA season in Ames. Though the first game he saw at Hilton was the one he coached, he says coming to ISU always has been his dream. Fennelly is a native of Davenport; his wife, Deb, grew up in tiny Ruthven in northwest Iowa (notable, most recently, for producing Iowa State star turned Dallas Mavericks player Loren Meyer). Billy, one of his two sons, once spoke for the whole family when he asked, "Why don't you just coach [at Iowa State]? We'd be right between the grandpas."

"That got mentioned a lot when I took the job, how much we'd talked about coming here," Fennelly says. "It's worked out even better than we could've hoped. There is no better place for us to be."

Bill Fennelly hopes that, at least once this year, 6,000 Cyclone fans say the same thing about Hilton Coliseum. ◐

— Dan Davenport



The Opportune Moment

ILLUSTRATION BY MARK MARTURELLO

By Martin C. Jischke

Martin C. Jischke is president of Iowa State University.

THERE ARE TWO VERY IMPORTANT POINTS that are missing from the current national debate over affirmative action, equal opportunity and other programs that foster diversity at public universities, and they are points that are fundamentally a part of our land-grant heritage.

First, the real issue at the heart of this debate is opportunity, not quotas.

Second, the lesson we should learn from our own nation's history is that progress has come from expanding — not limiting — access to higher education.

Opportunity — especially opportunity to pursue higher education — is a powerful tool. We learned its power beginning 134 years ago with the creation of the land-grant colleges and universities. These universities — of which Iowa State is proud to be the first — were created to extend this opportunity to great masses of people for whom higher education had not previously been open. This include families of the working classes, women and members of minority groups.

The land-grant movement was a radically different idea, and it has become more successful than even its creators envisioned. Land-grant colleges and universities produced generation after generation of highly educated people who became able to contribute to and lead this nation in one of the most remarkable centuries of progress the world has ever seen. Iowa State graduates such as George Washington Carver and Carrie Chapman Catt used their land-grant educations to bring great scientific, economic and social progress to the nation and the world.

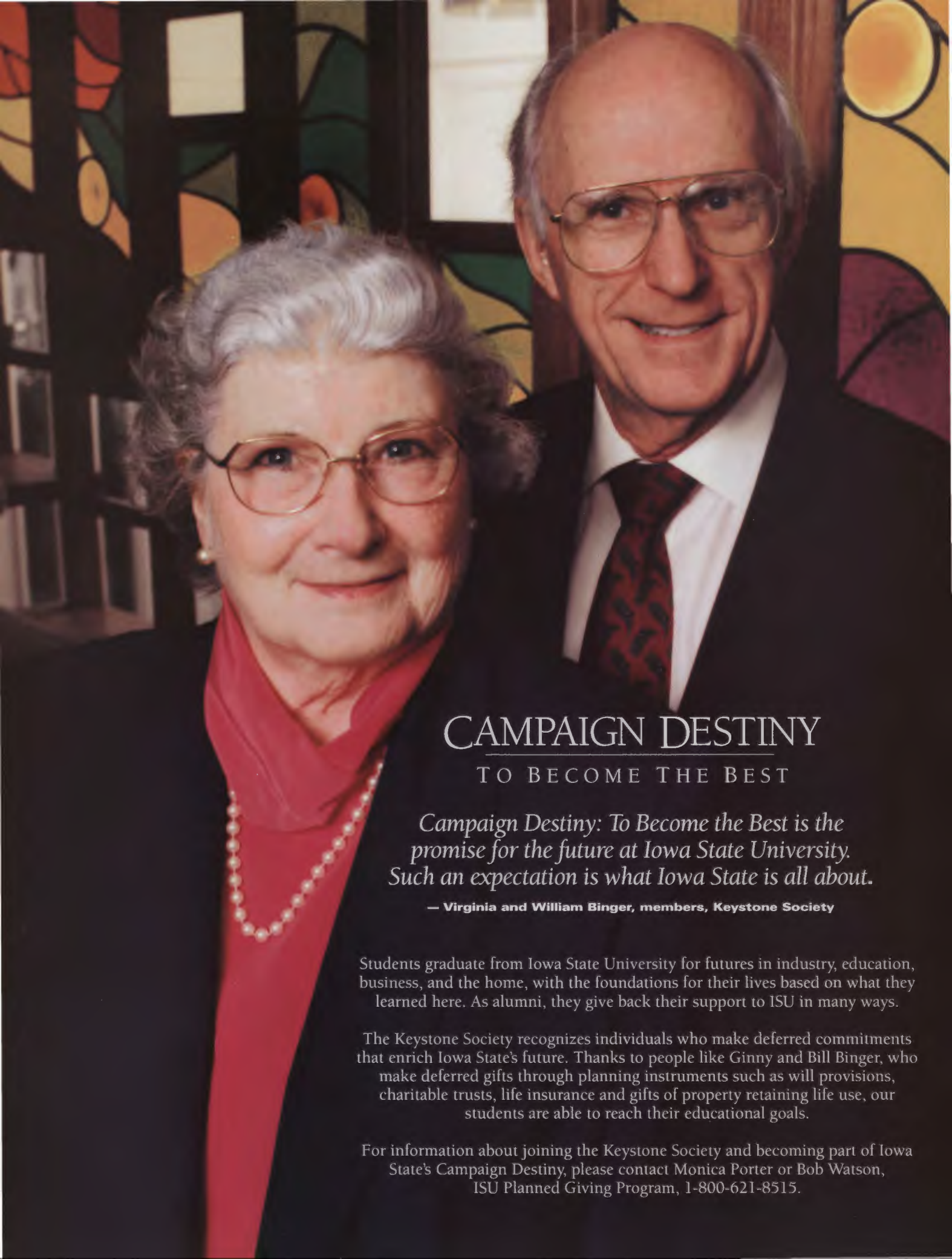
It's time we relearn this lesson of the power of access and opportunity, and we are doing that at Iowa State University. Among those who are teaching us are the approximately 200 recipients of Christina Hixson Opportunity Awards Program grants.

The Hixson program was established in 1994 by a $5 million gift to ISU from the Lied Foundation Trust and its sole trustee and Iowa native, Christina Hixson. It established an endowment to provide full tuition scholarships — what we call "Opportunity Awards" — for 100 Iowa high school graduates each year — one from each county (two from Pottawattamie). These freshman awards are for students who, because of what life has thrown at them, need a boost. It may be that they need a financial boost, or they may need the emotional boost of someone telling them that "We believe in you."

Last year's first 100 Hixson students educated and enlightened us. They showed us that given opportunity and support, young people can beat the "at-risk" moniker. Nearly 90 percent of last year's Hixson students returned for their sophomore year, which is well above ISU's and the national average first-year retention rate. Their average grade-point was also well above the university average. These students are succeeding because they are motivated to succeed, because they are getting the extra support they need to succeed, and because they value access and opportunity — which are the cores of affirmative action.

The broader lesson that we have learned, both from the success of the original land-grant movement and the success of ISU's Hixson program, is that colleges and universities need tools that help them expand opportunities to groups of people in our society, including minority students, who may be at risk. These include affirmative action efforts aimed at enhancing access and building educational quality. This is especially important for a Midwestern, predominantly "majority" university such as Iowa State, because our graduates will be living and working in increasingly diverse communities.

We need to increase — not decrease — the number of opportunities people have to pursue higher education. Carver said, "Education is the key that unlocks the golden door of freedom." We hold those keys, and we need to give them to as many people as possible by supporting programs that provide expanded access to higher education — programs such as affirmative action, the Hixson Opportunity Awards Program and the President's Scholarship Campaign. ◐



CAMPAIGN DESTINY

TO BECOME THE BEST

Campaign Destiny: To Become the Best is the promise for the future at Iowa State University. Such an expectation is what Iowa State is all about.

— Virginia and William Binger, members, Keystone Society

Students graduate from Iowa State University for futures in industry, education, business, and the home, with the foundations for their lives based on what they learned here. As alumni, they give back their support to ISU in many ways.

The Keystone Society recognizes individuals who make deferred commitments that enrich Iowa State's future. Thanks to people like Ginny and Bill Binger, who make deferred gifts through planning instruments such as will provisions, charitable trusts, life insurance and gifts of property retaining life use, our students are able to reach their educational goals.

For information about joining the Keystone Society and becoming part of Iowa State's Campaign Destiny, please contact Monica Porter or Bob Watson, ISU Planned Giving Program, 1-800-621-8515.

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LOOK AT SOMETHING DIFFERENTLY AND... DISCOVER

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After looking inward with new vision, and outward beyond the usual horizons, a dynamic plan has emerged for Iowa State. The plan is "Campaign Destiny: To Become the Best," the largest private fund-raising drive in Iowa State history. We salute our national leadership: co-chairs Charles Johnson, CEO of Pioneer Hi-Bred International, and his wife, Molly, who have accepted a challenge to do their personal best to help Iowa State achieve its aspiration to become the best. Now it's time to take a new look and discover how you can become part of this historic effort. Call the Iowa State University Foundation, 515-294-4607.