VISIONS

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

SETTING THE STAGE FOR THE YEAR 2000

A New Look for the College of Family and Consumer Sciences

Ace of Clubs

It takes more than a lucky draw of the cards to score as an ISU honor club. Take the Houston ISU Club. Hands down, it doesn't miss a trick.

It sponsors ace events like golf tournaments and Astros baseball outings. It forms winning pairs with prospective Iowa State students at its Taste of Ames socials. And its members know the importance of shuffling priorities and showing some heart by participating as volunteers for the Texas Special Olympics Spring Games.

The ISU Alumni Association salutes the ISU Club of Houston on a great run.

(L to R) Front row: Holly Moore, Brenda VanVossen, Sarah Broughton
Back row: Nick Rossi, Gene Johnson, Jeff Holck, Bryan Huckfelt

LINE UP

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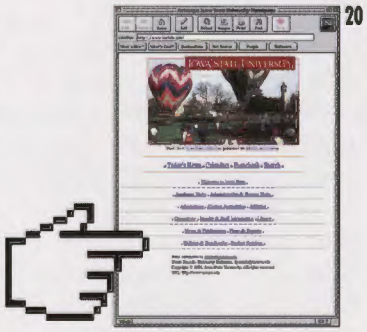
BY JOANNE SEYMOUR KUSTER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CFCS is building for families.

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VISIONS
THE MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

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The Hub

ILLUSTRATION BY ALAN LAMPE

Women Scientists Program Marks 10-Year Anniversary

Ten years have passed since some women scientists and engineers on the Iowa State campus mentored their first group of young women. After helping more than 10,000 young women since then, the Program for Women in Science and Engineering (PWSE) continues to add to its repertoire of programs and opportunities.

"We were concerned with the scarcity of women faculty in science and engineering, and we saw a lack of women students in those areas. Our program started as a grassroots effort on campus. We offered a conference in 1987 to introduce nontraditional careers to girls in junior high and high school," said Mary Ann Evans, one of the founders for the PWSE. Evans is now assistant to the Provost and PWSE director.

This year, four career conferences on campus brought sellout crowds, primarily drawing interest from Iowa and bordering cities. Six more conferences were held at Iowa community colleges.

In addition, the PWSE has developed internships and scholarships to encourage young women to enter and stay in science and engineering. In 1997, more than 40 undergraduates and 20 high school young women accepted internships. They will work on campus with scientists, engineers, faculty and staff. About 200 young women benefited from scholarships, which totaled more than $210,000 for the 1996-97 year.

Another new PWSE program encourages women majoring in science and engineering to live on the same dormitory floor in Union Drive Association. This year, more than 135 undergraduates participated.

Alumni wanting more information can call Evans at 515/294-0966 (email maevans @iastate.edu).

New Manager

JIM HEEMSTRA

ALWAYS AN AVID READER, LYNETTE SEYMOUR got her first taste for book store management as a ten year old. She helped her dad develop a book rental program for the Kansas grade school where he was principal.

"I was lucky to be the principal's kid," recalled Seymour, new general manager for the University Book Store in the Memorial Union. "I unpacked and grouped books, stamped numbers, and cleaned and repaired books."

Her textbook initiation, coupled with her later experience of owning a retail store, whet her appetite for book store management. "I've always enjoyed selling and satisfying customers," said Seymour, who managed the book store at Wichita State University before coming to the University Book Store.

One of Seymour's top goals is promotion. "People know they will find textbooks, clothing and Cyclone gifts, but we also stock over 25,000 general reading titles, art materials, software and cell phones. We also do special orders."

She now merchandises via an Internet page, where students can view book lists and Cyclone items. Soon orders will be taken on-line.

Seymour oversees 90 employees plus four assistant managers for a store with annual sales of about $11.5 million. She hopes to accomplish many projects during a quiet summer, but will still feel the rush of getting ready for the first days of fall semester. "It's my favorite time," she said.

Black Student Governments Join Forces

More than 1,000 students representing at least 50 campuses got a taste of Iowa State when they attended the Big Eight Black Student Government Conference in February. As host, Iowa State's Black Student Alliance dazzled the attendees with powerful speakers, leadership seminars, stepshow and gospel extravaganza with nine choirs.

"It was an outstanding conference," said Terri Houston, assistant dean of students and one of the advisors to the Big Eight conference. "It brought together our campus community and gave the 150 students who worked on the conference a chance to develop leadership skills."

Undergraduates Kyle Pierce, Jalonda Williams and Amanda To co-chaired the conference, which promotes academic success and political awareness of aspiring Black scholars. Support was provided by the president's office, ISU Government of the Student Body, Ames businesses and a variety of major corporations.

According to Houston, Iowa State typically sends one of the largest delegations to the annual conference, which was last held at ISU in 1990. This year, attendees voted to give ISU the "best student government" award.

J.M. HERSHKA

CAMPAIGN DESTINY
THE DRIVE FROM WITHIN
IOWA STATE UNIVERSITY

The Drive From Within

The latest component of Campaign Destiny: To Become the Best shows the internal strength of Iowa State's drive to become the best land-grant university in the country.

Campaign Destiny, the largest private fund-raising drive in Iowa State history, was publicly launched in September 1996. Closely aligned with the university's strategic plan, the $300-million campaign entered the university community phase – The Drive From Within – this spring.

"Our collective effort as retired or current faculty and staff to generate $10 million of the overall goal is a clear indication that we believe in ourselves and in Iowa State's aspiration to become the best land-grant university," says Labh Hira, professor of accounting and associate dean of the College of Business. He and his wife, Tahira, both current faculty, along with professors emerti Agatha and George Burnet, are providing the volunteer leadership for this university community campaign.

A similar display of internal support was central to the success of Iowa State's previous Partnership for Prominence campaign. Faculty and staff contributed more than $9 million to the record-setting $214.5 million generated for scholarships, programs, professorships, facilities, and equipment. As of March 1, The Drive From Within exceeded $4.4 million through support from faculty staff members. One such example is Stewart Burger. The associate director of food services for the residence halls is also an Iowa State alumnus with a master's degree in hotel, restaurant, and institutional management.

"Education has been a very important part of my life. It has added richness both professionally and personally," says Burger, who has made gifts to his college, Family and Consumer Sciences; his department, hotel, restaurant, and institutional management; and special interests including WOI Radio, athletics, and student scholarships.

"I believe very strongly that higher education adds value to people's lives; it has for me. For instance, I would not have been able to attend college without help from other people. So, whatever I can do to help others, I can and will do."

"Campaign Destiny is a central component to Iowa State's aspiration to become the best land-grant university in the nation," says Tom Mitchell, president, ISU Foundation. "President Martin Jischke recently reported on the University's progress toward this goal. Many of these benchmarks, such as ISU's phenomenal numbers of National Merit Scholars, are due in large part to the record private support we are receiving from alumni and friends nationwide."

ILLUSTRATION BY ALAN LAMPE

It's Official: Jack Trice Stadium

The Iowa Board of Regents approved a request by ISU administration to change the name of Cyclone Stadium to Jack Trice Stadium.

THE IOWA BOARD OF REGENTS approved a request by ISU administration to change the name of Cyclone Stadium to Jack Trice Stadium.

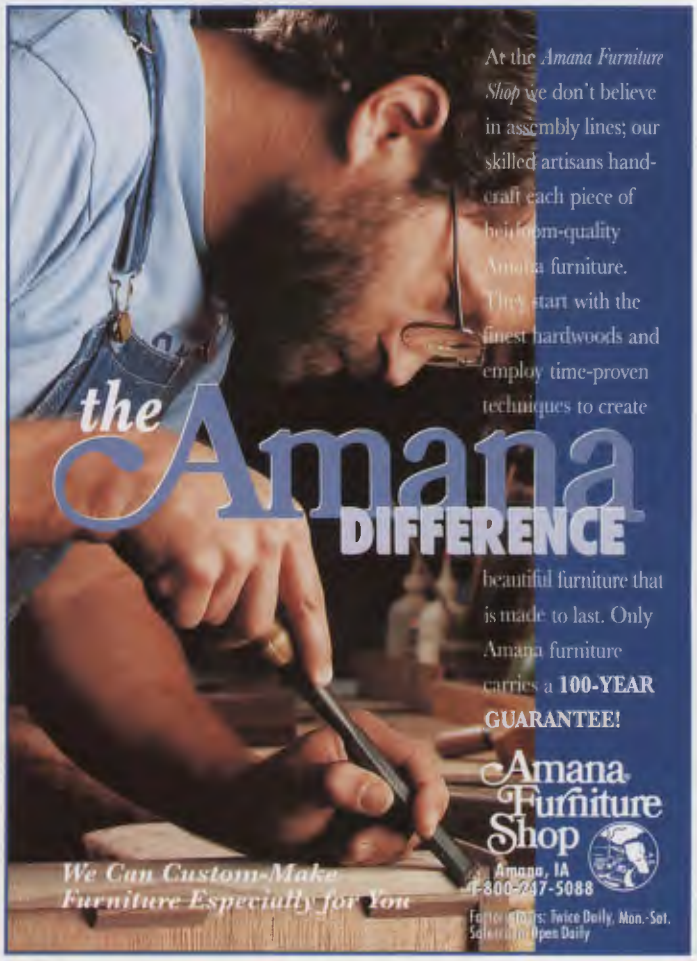
Jack Trice, ISU's first African-American athlete, died in 1923 from injuries received in a varsity football game against the University of Minnesota. The football field was already named for him, a compromise to end the name controversy in 1984. The original attempt in 1976 had failed.

The name issue resurfaced late in 1996. A committee studying the proposal surveyed alumni, students, faculty and staff via the Internet. Nearly 70 percent favored the change.

Said Iowa State President Martin Jischke, "Jack Trice has come to symbolize many ideals that are important to Iowa State University — ideals of devotion to team, giving one's all, and the land-grant ideals of inclusiveness, access and making the most of an opportunity. He has become a hero, not so much for what he accomplished, because his life was cut short, but for what he represented... and in our world and at our university, we need heroes."

DAVID MEYER

The Village of Yorkville Park, an urban park in Toronto, Canada won the 1996 ASLA President's Award of Excellence and top honors for two ISU landscape architecture graduates, David Meyer, '75, and Ken Smith, '76. The firm, Martha Schwartz/Ken Smith/David Meyer Landscape Architects, Inc., San Francisco, received the highest award from the American Society of Landscape Architects. Meyer is now a partner with Peter Walker William Johnson and Partners, Berkeley, CA, while Smith has his own business in New York City.



LETTERS

Ban the blessings

As Iowa State graduates, we take some comfort from the fact that the study of a minister blessing crops is being made under the auspices of the State University of Iowa ("Power of Prayer," Fall 1996). Iowa State's international reputation as a center for agricultural research was built on solid science, not theology.

We trust that the "revitalization of Extension," referred to in an adjacent item, will not involve the introduction of prayer meetings.

And whatever happened at Iowa City to the cherished doctrine of separation of church and state? Academic investigations of ministerial claims for the power of prayer should be left to Iowa's numerous denominational colleges.

Ron Ross, '43
Ann Klein Ross, '43
Arlington, Virginia

Dear readers

We are pleased to announce our new VISIONS editor and director of publications for the ISU Alumni Association.

Carole Gieseke, who joined our staff April 1, comes with high credentials.

Since 1982, Carole has been director of publications for Northwest Missouri State University in Maryville, Mo., where she produced the *Northwest Alumni* as well as admissions materials, university catalogs, newsletters, president's reports and promotional materials. A graduate of Northwest, Carole is a native of Independence, Mo.

With her extensive experience in university publications, Carole will provide the leadership for all our communications with alumni and the university community. In addition to taking the reins for VISIONS, Carole will also have responsibilities for the Iowa Stater, ISU calendar, and promotional materials for

Association programs. She replaces Debra Gibson, who edited VISIONS since it began in 1988.

Carole said she is impressed with VISIONS. "I'm anxious to meet Iowa Staters both on and off campus to find out what they think about VISIONS and see what they want from their magazine," she said. "I've always had a lot of admiration for Iowa State programs, and I'm very excited to be part of that. We'll cover the issues — the research and programs, the capital campaigns, the nostalgia."

Carole and her husband, Dave, have two daughters, Katie, 10, and Lauren, 6.

Although Carole says they have tried to remain petless, they have managed to adopt an Airedale/sheep dog named Suzie, a guinea pig named Walter, two large goldfish named Timmy and Timmy, and a frog with no name that lives in their window well.

Look forward to meeting her in VISIONS.

Jim Hopson, '69
Executive Director
ISU Alumni Association

P.S. A special thanks to Joanne Seymour Kuster, '76, who stepped in as editor for this issue. Joanne served on the Alunmi Association Board of Directors (1984-89) and was involved in helping us first develop VISIONS as a membership benefit. Joanne is president of Kuster Ltd., a communications company in Johnston, Iowa.

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

THE

Dean Beverly Crabtree

Backed by highly supportive alumni, the College of Family and Consumer Sciences forges toward the next era with a new building, a new dean and new thoughts on what graduates can accomplish. Though oriented toward business and technology, the college still accomplishes its 125-year-old mission of enhancing the well being of families and consumers. *Here's how.*

SETTING STAGE FOR THE YEAR 2000

By Joanne Seymour Kuster
Photos by Jim Heemstra

It's hard to capture Dean Beverly Crabtree's persona on paper. She's dynamic. She's articulate. She's involved. She's all business. In short, she's the kind of dean needed to launch the College of Family and Consumer Sciences (CFCS) into the 21st century. Dean Crabtree will be a tough act to follow when she steps down in July, partly because she so skillfully breaks down the stereotypes often associated with CFCS yet so aggressively markets the college's attributes.

The deans before her — namely, Helen LeBaron Hilton and Ruth Deacon — had labored to build the college's reputation, successfully shaping it into a highly respected national and international presence, as well as strengthening its faculty and research team. Thanks to that strong leadership, the college's accomplishments are touted in a variety of arenas — from Iowa's counties to Fortune 500 corporations and developing countries around the world.

Crabtree's mission for the next decade was to build upon that solid foundation and bring the college to the next level of excellence. It wasn't going to be easy.

While a student here in the 1960s, Crabtree recalls walking the halls of MacKay, frequenting classes in the nutrition labs and attending socials in MacKay auditorium. When she returned as dean in July, 1987, the labs, classrooms and auditorium had not changed appearances appreciably. That was disappointing.

Of course, the college had continued to turn out able graduates and develop new technologies. But at a time when student numbers were increasing and higher education was changing focus, CFCS facilities had not kept pace as well as they should. Crabtree and other faculty and alums realized now was the time to emphasize facilities improvement in order to maintain the college's international prominence.

College Saw Team Play as Essential

To most, CFCS had been an integral part of Iowa State University since its inception, and indeed, a key link to its land-grant heritage. The oldest and one of the largest family and consumer sciences programs in the world, the college consistently turned out competent graduates who produced in the work force.

Crabtree and her predecessors saw CFCS as a team player for the university as a whole, even forfeiting curriculum and students to help start two other colleges — College of Education in 1968 and College of Design in 1978. In addition, the university capitalized on ideas born in CFCS. Designing the original honors program in 1958, offering off-campus graduate classes in 1964, and programming for adult students in 1965 are but a few examples. Yet it was an uphill battle to gain respect and secure more space or even update existing labs and classrooms.

With the business savvy and drive of a new corporate president, Crabtree rolled up her sleeves to embark on the task of changing the pattern. She was not inexperienced. Serving as dean of the College of Home Economics at Oklahoma State University for 12 years, Crabtree was well suited to boost administrative, legislative and alumni support.

Thanks to the efforts of her predecessor, Ruth Deacon, who had instituted a county contact program with alumni, the grassroots effort stood ready. A major advocate for research, the former dean had also readied the stage for gaining grants. Plus, she had set in motion a name change — from College of Home Economics to College of Family and Consumer Sciences (CFCS) — to better reflect the emphasis the college had always shown for the sciences.

To begin her tenure as dean, Crabtree immediately backed the new name though it was not easy for many old-timers to swallow. She emphasized that the college's mission — advancing the well being of families and consumers across the life span — remained intact.

Her goal for the college became focused: Top-of-mind awareness. She sought an image of respect, involved students and alumni, more research dollars, better facilities. She wanted the college to be recognized for making important societal impacts that often went unheralded.

CFCS, A Think Tank for Business

"We used to think people would notice that we're doing a good job and that we have outstanding programs, but today we must be more assertive. While our faculty and graduates are constantly sought out as the leaders for new research, methods and technology, we need to tell our successes," said Crabtree, who is not shy about garnering kudos for her collegiate staff.

Model for the new Palmer Human Development and Family Studies Building.

For example, she commends the textiles and clothing department for corporate interaction. The department helped establish the Iowa Textiles and Apparel Association, a move which knitted together more than 100 manufacturers and gained national recognition for the department.

Newly formed ties with the American Apparel Manufacturers' Association led the textiles and clothing department to build a cadre of internships, scholarships and grants. For companies, the benefits come from job-hungry students who use the department's state-of-the-art, computer-aided design center and then apply those skills after they graduate.

Working with these businesses has always been one of Crabtree's primary goals. In 1993, she and the CFCS Advisory Committee instituted the corporate leadership weekend to connect the college with business and industry.

"We adapt to what businesses need," she said. "Businesses are bombarded by new technologies and new methods, plus there is a renewed focus on health, environmental and social issues," said Crabtree. "This college develops the specialists, the technology and the products which help solve issues plaguing corporate productivity and profits. The bottom line is, our graduates work."

Crabtree proudly points out how CFCS serves as a breeding ground for ideas, to develop social and human capital and impact immediate economic needs:

• In answer to Iowans' need to create employment opportunities, several departments have led the charge to boost entrepreneurial groups, such as the Iowa Bed and Breakfast Innkeepers Association which is linked to the department of hotel, restaurant and institution management.

• Daring to touch the politically hot issue of gambling, CFCS hosted a successful one-day conference last October. After commissioning a statewide poll on gambling and its effects on the family, the college provided a forum to discuss both the social negatives and economic bright sides of gambling.

"...While our faculty and graduates are constantly sought out as the leaders for new research, methods and technology, we need to do a better job of telling our successes,"

• The Financial Counseling Clinic provides valuable services for students and practical experience for CFCS students. It was one of the first such clinics developed on a college campus and is a model for other university programs.

• The on-campus Marriage and Family Therapy Clinic, staffed by faculty and graduate students trained as therapists, serves more than 150 families annually and remains one of only 11 doctoral programs in the nation accredited by the Commission on Accreditation for Marriage and Family Therapy Education.

• Thanks to the $1.4-million bequest of Dean Emeritus Helen LeBaron Hilton, the college created its first endowed chair in 1995. As the largest, fully-funded endowed faculty chair at ISU, the CFCS position annually seeks a person who can project an impact in a particular area. According to Crabtree, administrators from several institutions have complimented CFCS on developing a chair which allows flexibility to change focus areas.

Students Are Most Important

Crabtree is especially enthusiastic about making strides in programming. By offering more to its 1,400 students, Crabtree hopes to increase the college's agility. She emphasizes instruction, research and outreach.

"This is consistent with Dean Helen LeBaron Hilton's vision. She was a first in many ways, both in extending the college to those outside the campus as well as getting on-campus students more involved," said Crabtree.

Students benefit from several programming highlights:

• The CFCS international program in developing countries was the first of its kind, a credit to the leadership of Dean Hilton. Today, about 29 percent of the college's graduate students come from foreign countries.

"How we work internationally has changed," Crabtree said. "We used to send faculty over to teach. Now we bring students here to study, then they go back to teach."

• Thanks to CFCS leadership, the Great Plains Family and Consumer Science Dean's Council helps educators cooperate across state lines.

Happy Birthday, CFCS!

It's easy to see why Barbara Raeder Palmer, '46, and Jim Palmer, '44, gave the $1-million leadership gift for the new Human Development and Family Studies building.

They believe in family.

Their own family. Their Iowa State family. Families in need of services provided by the College of Family and Consumer Sciences (CFCS).

The Palmers know the new building will provide needed space as well as tie together the college's human development and family studies department for the first time in history. After breaking ground April 11, the Palmer Human Development and Family Studies building is expected to be ready for classes by fall, 1999. The 21,600-square-foot facility will be just east of MacKay.

Said Barbara, "Jim and I are happy to be a part of the new building. One of the crisis issues in our country today is the need to strengthen the family and to provide for the children throughout the world. The education and research that will be housed in this new facility are important to furthering those goals."

The Palmers' generous gift kicked off overwhelming alumni support for the CFCS's new facility. A record 1,500 alumni and friends have contributed to the $5.9 million project, meeting the goal of $5.1 million for private gifts.

Dean Beverly Crabtree couldn't be more pleased. "To my knowledge, no other academic building on campus has ever begun construction with as much private support and as much total funding in hand," she proudly points out.

The Palmers have remembered their Iowa State family for many years. They established the Irving Raeder Scholarship for Excellence in memory of Barbara's father, a 1918 ISU graduate. They also created the Palmer Chair in Electrical and Computer Engineering in 1986 and established graduate fellowships in electrical engineering at both Iowa State and Penn State.

When the College of Family and Consumer Sciences held its 125th birthday celebration last December, Dean Crabtree stepped away to take a quick phone call. It was Barbara Palmer calling with a little surprise present — an extra $100,000 because she knew construction costs had gone up since last February.

Dean Crabtree's comment? "What a wonderful way for the college to begin the next 125 years!"

"Knowing we can't be all things to all students, we've looked at joint coursework in developing a regional degree," said Crabtree, in typical CEO fashion. In cooperation with six other institutions, CFCS first focused on a graduate level consortium.

- CFCS is a leader in working with community colleges to provide seamless transfers for incoming students. Statistics show about 52 percent of CFCS incoming students enter with some community college coursework.
- With a link to the Iowa Communications Network, CFCS now offers a masters program to nontraditional students who may not be able to come to campus because of job, family or geographic barriers. This non-thesis program gives those practicing throughout the state a chance to advance job stature.
- Seeking to get students more involved, Dean Crabtree and the CFCS student council developed FACES, the Family And Consumer Sciences student ambassadors. This dynamic group serves as tour guides, speakers and generally promotes the college to incoming students and guests.
- In an effort to bring the best and brightest students to CFCS programs, the college solicited more scholarships from both companies and alumni.

Profs Net More Research Grants

Crabtree has also tackled the funding issue, a difficult yet crucial role for any dean.

As many CEOs of the 90s, Crabtree was forced to downsize, cutting budgets, programs and staff to effect a bottom line consistent with resources. As a result, the number of departments shrunk from 7 to 5 and majors offered from 19 to 11.

But realizing that research and development held the key to maintaining technological excellence, Crabtree sent her faculty in search of more grant dollars. They hit pay dirt, boosting research grants from $587,000 in 1987 to more than $10 million just 10 years later. More importantly, the college's visibility and reputation soon soared among research peers.

"I'm really thrilled with the efforts our faculty has made," Crabtree acknowledged. "I knew we would have to become much more entrepreneurial in seeking funds. More research grants also help us recruit and retain outstanding faculty members."

Better Facilities In Sight

Facility improvements have been a slower metamorphosis. When she became dean, Crabtree pushed to complete the $8.4-million Human Nutritional Sciences Building as a hub for research — and steps down from leadership with a major coup, the Palmer Human Development and Family Studies building.

While the Palmer building will relieve some classroom pressures, MacKay still desperately needs to be remodeled, Crabtree added. For example, wiring in nutrition labs is all but archaic for new-age appliances and the building is not air conditioned throughout.

In 1994, the University did remodel the auditorium for use as a high-tech lecture hall. However, only the very large classes (300+) have priority for use, which actually means the college lost valuable space. Crabtree has requested that $3,000,000 of the funds from President Jischke's current Campaign Destiny go for renovation of MacKay and LeBaron Halls.

The area connecting LeBaron and MacKay did undergo some remodeling in 1993 when the Human Nutritional Sciences building was attached to the south end of MacKay. While the original plans for this building addition were meant for college-wide administrative offices and classrooms, Crabtree soon realized the more immediate need was enhanced facilities for human nutrition research. She pushed for such labs, eventually gaining an interdisciplinary building which focused on the entire food chain.

The Human Nutritional Sciences building houses the Center for Designing Foods to Improve Nutrition. Research projects cover the gambit, from working with animal scientists and agronomists to looking at the relation between food processing, food production, food choices and biological utilization. The center contributes greatly to instruction and research, with undergraduates involved as interns and as participants in some studies.

Says Crabtree, "We are making progress in facilities. Plus, the college is very strong in the quality of faculty, students, staff and programs, and in our external support and the accomplishments of alumni. This is an opportune time for new leadership to come in."

A century and a quarter is a long time to remain in a state of flux. Yet, for the College of Family and Consumer Sciences, adaptability has been the name of the game.

It will still be so for the next 125 years. ◐

About the College of Family and Consumer Sciences:*

- 1,400 undergraduate and graduate students
- 17% male students
- 15% of undergraduates are nontraditional students (older than 25)
- 5% of undergraduate students and 30% of graduate students represent 25 foreign countries
- $266,000 in college scholarships given to 175 students
- 98% of CFCS graduates seeking employment found jobs, 82% in positions related to their majors, 65% employed in Iowa (1995-96)
- 1,641 donors made private gifts and pledges of $2,329,915
- $10 million in research grants, up from $587,000 ten years ago
- Founded in 1871, CFCS was the first such program in a land-grant university
- The college prepares professionals in five undergraduate programs: family and consumer sciences education and studies; food science and human nutrition; human development and family studies; textiles and clothing; hotel, restaurant and institution management.

*Statistics are for the 1996-97 academic year unless noted.

ACHIEVING THE GOALS

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Iowa State University aspires to become the premier land-grant university in the nation. Your Alumni Association is proud to contribute to achieving this aspiration and the goals of the university's strategic plan. Highlights of the Alumni Association's accomplishments in 1995-96 are listed under each of the university's strategic goals.

ISU Goal 1: ***Strengthen undergraduate teaching, programs and services***

The Association:

- Developed a mentoring program through the Student Alumni Association (SAA) that matched 30 students with ISU alumni
- Provided Career Preview Days through SAA for 125 students to observe ISU alumni in their jobs
- Provided a career contact file with 2,000 alumni for students to contact for career advice
- Provided employment opportunities for 18 undergraduate students

ISU Goal 2: ***Strengthen graduate, professional and research programs***

The Association:

- Provided employment and professional experiences for two graduate students

ISU Goal 3: ***Strengthen outreach and extension efforts***

The Association:

- Organized educational seminars with ISU faculty for 200 alumni during Alumni Days
- Conducted 25 off-campus ISU club meetings with faculty or administrative speakers
- Reconnected nearly 5,000 alumni to Iowa State through 70 off-campus alumni events
- Co-sponsored a national conference for university faculty and staff to increase involvement with international alumni
- Organized the 1996 SAA/SF District 6 conference for 2,000 student delegates from eight states
- Organized a professional conference for 50 alumni relations staff from all-Big 12 universities

ISU Goal 4: ***Sustain and enhance an intellectually stimulating environment and a supportive university community***

The Association:

- Honored 13 senior students for outstanding academic and leadership achievements
- Recognized 17 faculty and staff members with awards for outstanding service to ISU students and alumni.
- Involved 140 students in SAA leadership activities
- Gave 2,080 campus tours by SAA students and visited 125 high schools to talk with 500 prospective students
- Organized two events for international and minority students to showcase their cultures
- Hosted 1,000 families for Parent and Family Weekend

ISU Goal 5: ***Establish international leadership in the integration and effective use of information technology and computation services***

The Association:

- Developed an Alumni Association homepage on the World Wide Web
- Communicated with hundreds of alumni worldwide via email

ISU Goal 6: ***Strengthen initiatives to stimulate economic development, with a special emphasis on environmental stewardship and enhancing human resources and the quality of life***

The Association:

- Partnered with University Systems Technology to develop and market fund-raising software for institutions nationwide
- Completed a $4-million endowment campaign to meet alumni needs for future programs and services
- Secured $62,000 in pledges from the 1996 senior class to construct an outdoor plaza on the campus

ISU ALUMNI ASSOCIATION ANNUAL REPORT 1995-96

James A. Hopson and Scott E. Olson

The success of the Iowa State University Alumni Association depends on a team effort by the dedicated volunteer board and a highly qualified professional staff. Over the last year, we have worked together to improve and enhance the services we provide to you, our members, as well as how we represent Iowa State University.

Since completing the Alumni Association's strategic plan in 1995, we have reorganized committees to match the goals set forward in the five-year plan. An important part of the plan was the establishment of benchmarks to gauge the effectiveness of the board, the staff, and the services and programs we offer to Alumni Association members.

Highlights of our work this year in key strategic planning areas include:

- Developed a five-year financial model to project our ability to expand programs and services.
- Approved a plan to invest a percentage of life membership income through the endowment fund to perpetuate our ability to deliver quality programs and services.
- Continued to diversify your board of directors' membership by race, gender, college and geographic location.
- Selected highly qualified alumni to represent the Alumni Association on committees and boards of affiliated organizations.
- Initiated a pilot program to market Alumni Association student memberships, exceeding the goal by 50 percent.
- Worked with merchandise vendors to market an expanded range of new, quality ISU products.
- Offered cost-effective short-term medical and term life insurance programs to new graduates, with advantages for all Alumni Association members.
- Improved the affinity credit card services with a new provider and doubled the number of accounts.

Also during 1996, we conducted a self study, chaired by ISU Professor Richard Van Iten, to obtain feedback from alumni and the university's administration regarding the role and effectiveness of the Alumni Association. This was followed by a visitation team of association executives from three similar university alumni associations. The team's report on the management and operations plus the self-study report will serve as the basis for planning programs to serve members and the university in 1997-98.

As Dr. Martin Jischke has challenged Iowa State University to be the best land-grant university in the nation, we firmly believe Iowa State should also have the best alumni association of any land-grant university. Your membership support, along with the efforts of the board and staff, will make this goal a reality.

Jim Hopson Scott E. Olson

ISU ALUMNI ASSOCIATION BOARD OF DIRECTORS

Scott E. Olson, 1969
President
Cedar Rapids, Iowa

Mary Beukema Harms, 1973, 1979, MS 1989
Vice President/President Elect
Ames, Iowa

Roberta K. Simpson-Dolbeare, 1976
Past President
Nebo, Ill.

Glen A. Mente, 1961, MS 1963
Secretary
Muscatine, Iowa

Warren R. Madden, 1961
Treasurer
Ames, Iowa

James A. Hopson, 1969
Executive Director
Ames, Iowa

Dale E. Anderson, 1957
Peoria, Ill.

Kenneth O. Anderson, 1947
Ames, Iowa

Paul J. Armbrecht, DVM 1971
Rockwell City, Iowa

Cyndi Murray Bonus, 1985, MS 1992
Des Moines, Iowa

Denise Bricker Essman, 1973
Des Moines, Iowa

Stephen C. Gleason, 1971
Des Moines, Iowa

Jacqueline K. Mitchell, PhD 1994
Toledo, Ohio

Les M. Omotani, PhD 1992
West Des Moines, Iowa

Dewayne G. Rahe, DVM 1977
Dyersville, Iowa

Jamie Lucas Stensland, 1988, MS 1993
Waverly, Iowa

Anne Templeman, 1980
Eagan, Minn.

Deborah A. Turner, 1973
Milwaukee, Wisc.

EX-OFFICIO MEMBERS

Gary L. Aitchison, PhD 1972
College Of Business
Ames, Iowa

Roger Baer,
College Of Design
Ames, Iowa

Roger J. Bruene, 1956
College Of Agriculture
Ames, Iowa

Catherine Thompson Curtis, 1979
College Of Education
Ames, Iowa

Stephenie Elliott
College Of Engineering
Ames, Iowa

William D. Hoefle, DVM 1966, MS 1974
College Of Veterinary Medicine
Ames, Iowa

Anne Collison Johnson, 1963
College Of Liberal Arts And Sciences
Des Moines, Iowa

Dynette Mosher, 1981, MS 1984
College Of Family And Consumer Sciences
Ames, Iowa

Andrew Krzmarzick, 1997
President, SAA
Lake Crystal, Minn.

MISSION STATEMENT

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

VISION STATEMENT

By the year 2000, the Iowa State University Alumni Association will be a highly visible, clearly defined, financially sound organization known for its quality services to all present and future alumni and friends.

VALUES STATEMENT

The Iowa State University Alumni Association enhances for a lifetime the values developed through the educational experience at Iowa State University; loyalty, integrity, diversity, giving and the pursuit of knowledge.

THE GIFT OF TIME

It's a sense of gratitude really. Bolstered by spirited enthusiasm and love for their alma mater, alumni return to campus regularly to give their time so others may enjoy memorable experiences as well. There are many—alumni as well as students—who we count as outstanding volunteers. Sharing only as former students can, these energetic supporters can list a myriad of reasons why they volunteer.

While we couldn't begin to feature our many outstanding volunteers, this annual report highlights a few who have not only served on your ISU Alumni Association board of directors throughout the years but have also given time and talent in many other capacities. We thought you would like to know why they volunteer and how they got started. Perhaps these scenarios will sound familiar.

Steve Mores, '67

Harlan, IA
President and Co-publisher, Harlan Newspapers

Steve Mores' penchant to volunteer gives him a chance to renew ties with the campus, meet people, and stay in tune to developments in education and technology.

"Because we return to campus often, we've continued friendships and formed new ones," Steve says. "By being involved, we get to meet many key leaders and hear about issues firsthand, rather than just read about them. Talking with bright, young students keeps us one step closer to the 'newness' in higher learning as well, which is not something you can always find in the ordinary workforce."

For Steve, one charitable assignment has led to another. While his volunteer interest was first sparked by football games, tailgating and a Harlan golf outing with ISU coaches, Steve also remained in close contact with the journalism department. He became involved with the Alumni Association in 1986. During his term on the board of directors, VISIONS magazine made its debut.

"VISIONS finally gave the Alumni Association an outward voice of its own, not as a self-serving administrative mouthpiece but as an objective view of campus. It's a great membership benefit which keeps the public abreast of the campus culture and sentiments," says Steve.

Steve has served on the Alumni Association board of directors, trusteeship committee, endowment fund drive, ISU Foundation board of directors, steering committee for the Liberal Arts and Sciences College, ISU alumni ambassadors program, and the Partnership for Prominence and the President's Scholarship campaigns. Steve and his wife, Michelle, also participated in the Association's Legacy migration to show off the ISU campus to their two sons, Marc and Mike. Marc graduated in 1995 and Mike is currently a sophomore.

Andy Krzmarzick, '97

President, Student Alumni Association

Andy Krzmarzick took to heart the quotation etched on the Memorial Union rotunda walls: *"We come to college not alone to prepare to make a living but to learn to live a life,"* by M.J. Riggs, 1883.

"The education you receive in the classroom is only part of the picture," says Andy, who attributes more than half of his college learning to volunteer experiences. "In seeking to serve others, I have learned so much. I'm excited to continue helping Iowa State as an alum."

Andy is especially proud of his Iowa State allegiance during Alumni Days, an event-filled weekend sponsored by the Association every June. "Some of my favorite experiences have been interacting with hundreds of graduates of all ages who fondly share Iowa State memories," he recalls. "You can see they truly enjoyed their times at Iowa State and are grateful."

Andy also points to the other end of the spectrum where he feels he has impact — encouraging youth who haven't thought about college. He and other SAA ambassadors visited junior high groups to broaden their perspectives on a college education.

In SAA, one of Andy's goals was to revise the campus tour. "We thought it was important to give the best possible impression of the university. In the process, I learned a lot about the history of Iowa State," he adds.

As SAA president, Andy developed an appreciation for planning strategies, coordinating activities and leading volunteers. Andy says the friends he made will remain the most significant aspect of his volunteer efforts.

In addition to being a leader in SAA for three years, Andy also volunteers for the homeless, for the mentally challenged, for minorities and for multi-cultural education. He plans to enter the seminary this fall and is the student representative on the Association's board of directors.

Norm Skadburg, '69, MS '71
Ames, IA
Manager, AmerUs Bank

Believing in a person's ability to make a difference, Norm Skadburg says he has witnessed volunteerism at its best through the Alumni Association. He plans to stay active.

"The biggest benefit for me has been the lasting friendships I've made with some really dynamic people," says Norm. "Oftentimes, one person may have a vision, but that dream isn't attainable until several work together. Then they can accomplish great things. One example would be the Association's endowment fund, which we worked on for several years. We met our goal in 1996, establishing a fund of more than $4 million that can be used to further the goals of the Association."

Always having an intense allegiance to Iowa State, Norm received the Outstanding Young Alumnus award early in his volunteer career and has been a loyal Association supporter ever since. He and his wife, Erma, are proud of their volunteer efforts for Iowa State and expect their daughters will carry on the tradition. Julie graduated in 1995, while Jill is currently a sophomore.

"Helping Iowa State gives me a lot of satisfaction," he adds. "If you ever want to share your expertise with your alma mater, there's no time like the present."

Norm served on the Association's board of directors and honors and awards committee as well as the ISU Foundation board of governors.

Bob, '40 and Barbara Eddy, '40
Des Moines, IA
Business owner, retired

Look for Bob and Barb Eddy in Section 21, row 1 in Hilton Coliseum every basketball season.

Avid Cyclone fans, the Eddys have occupied the same seats since Hilton became the home court in 1971. (They fondly recall attending games at the Armory in the early 1950s.) In fact, the Eddys haven't missed the Big 8 men's basketball tourney and nary a home football game in the last 25 years.

Staying in touch as athletic fans has led both Barb and Bob to carry the ball as active volunteers and Alumni Association members, says Bob, who credits the Association to developing their athletic camaraderie. He cites the hospitality parties at the Big 8 tournament as one example where the Association's leadership has boosted attendance.

"I've always been impressed with the willingness of the Association's members to get involved," says Bob. "This group has done an outstanding job of cultivating members, running at about 24 percent of all alums. That's one indication we're an active organization. It's been a pleasure to be involved."

Says Barb, "We just love Iowa State, and it's been fun to develop a kinship. By volunteering, we can help the next generation come along. Iowa State did a great deal for us when we were in school — that's where we met, and we made a lot of friends. Our children went there, and now our grandchildren are enrolled. My father was part of the first Cyclone club. Iowa State has been a family tradition for four generations."

Barb served on the Alumni Association honors and awards committee for five years, was the Association representative for the Intercollegiate Athletic Council six years, and most recently finished a stint on a search committee for the ISU Foundation and the art committee for the Jacobsen Building. Bob served five years on the Alumni Association board of directors, one year on the Foundation board of directors and has been on the board of governors since 1983. The Eddys also provided the lead gift for the Alumni Association endowment campaign in 1993.

Roberta Simpson Dolbeare, '76
Nebo, IL
Owner, Brookside Marketing

It's only natural that Roberta Dolbeare, a highly involved student while at Iowa State, would rekindle her volunteer spirit as an alum.

"I really enjoyed my years at Iowa State," she says. "I felt like my education was top notch, I developed many good friendships, and I wanted to perpetuate that for incoming students. It's the basic philosophy of wanting to give back something for what you've received."

Roberta feels other Iowa Staters who volunteer also want to contribute back to the university by being actively involved, and she successfully sought ways to make that happen while serving as president for the Association's board of directors in 1995-96. Roberta played a major role in designing a strategic plan to hone in on programming goals and sharpen financial directions, making the Association a better value for its members.

She also strengthened the Association's committee structure, allowing more decision-making input from board members and other peers. The benefits of that will be seen in the Association's near future.

"Because we have ambitious alums, we wanted to encourage their active participation rather than merely having figureheads," she says. "We have a really dynamic, highly qualified group of volunteers who want to cater to the needs of our customers — more than 168,000 living alumni. We have the ways they can get involved."

Roberta has served on the Alumni Association board of directors since 1991, is on the trusteeship committee, and is an ISU alumni ambassador.

Jamie K. Stensland, '88, MS '93
Waverly, IA
Owner, WriteAway Communications

Iowa Staters around Waverly can't miss Jamie Stensland. When it comes to waving the red and gold, she's everywhere. In fact, being an alumni volunteer almost feels like her job, and a fun job at that, she says.

Having first wet her feet as a student volunteer, Jamie wasted no time getting knee-deep in local club events. She joined her local alumni group almost immediately after graduation and has since served as an officer, planned activities and remains on the board. Jamie was also president of the local Cyclone club for five years and calls on prospective students as an ISU Alumni Ambassador.

"My parents, who were Iowa State grads, exposed us to campus at a very young age," she recalls about her volunteer ties. "Once I became a student, I enjoyed being involved even more. Because I received a wonderful education, made great friendships and developed an important professional network, I'm more than willing to help others receive the same. It's such a worthwhile way to help Iowa State maintain its level of excellence."

As chair of the programs and services committee, Jamie says her goal is to improve membership benefits and get more alumni involved in the Association. She encourages recent graduates to become involved in their local alumni clubs.

"Some people probably don't realize how many different volunteer opportunities are out there. Together, we can be so much more successful."

Jamie is presently on the board of directors and continues to be involved as an alumni ambassador and in her local ISU club and Cyclone club. During her student years at ISU, Jamie volunteered for alumni club and Cyclone club activities on campus.

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
Twelve months ended June 30, 1996, and 1995

REVENUES	1996	1995
Contributions:		
Annual Dues	$ 474,271	$ 521,273
Life memberships	465,600	323,374
University support	143,063	248,988
Foundation support	100,000	100,025
Other support	116,298	105,512
Total contributions	1,299,232	1,299,172
Earnings:		
Interest and dividend income	77,395	59,010
Net appreciation in investments	132,487	64,052
Equity in earnings of University Systems Technology	25,608	2,285
Sales and commissions	409,132	309,438
Activity and event fees	157,014	107,407
Miscellaneous	8,614	9,443
Total earnings	810,250	551,635
Total revenues	$ 2,109,482	$ 1,850,807
EXPENSES		
Administrative and personnel	$ 812,459	$ 864,633
Endowment campaign	419	1,438
Unrelated business income tax	3,566	2,105
Membership and income development	183,990	155,010
Alumni activities	67,710	66,070
Student recruitment	31,247	44,068
Constituent relations	75,651	77,123
Publications	317,200	310,562
Student and parent programs	175,268	120,850
Total expenses	$ 1,667,510	$ 1,641,859
Increase in unrestricted net assets	441,972	208,948
Net assets at beginning of year	1,145,012	936,064
Net assets at end of year	$ 1,586,984	$ 1,145,012

STATEMENTS OF FINANCIAL POSITION
June 30, 1996 and 1995

	1996	1995
ASSETS		
Cash and cash equivalents	$ 141,256	$ 139,506
Investments managed by Iowa State University Foundation	1,740,723	1,158,236
Office furniture and equipment	111,728	88,480
Less accumulated depreciation	49,348	35,832
Net office furniture and equipment	62,380	52,648
Investment in University Systems Technology	135,528	109,920
Cash value of life insurance	3,642	3,050
Investment income receivable	38,132	13,462
Other assets	31,568	418
Prepaid expenses	59,403	47,592
Deferred endowment campaign costs	54,896	44,656
Total assets	$ 2,267,528	$ 1,569,485
LIABILITIES AND NET ASSETS		
Accounts payable and accrued liabilities	$ 105,376	$ 158,545
Deferred revenue	323,504	
Unearned dues	251,664	265,928
Total liabilities	680,544	424,473
Net assets: Unrestricted	1,586,984	1,145,012
Total liabilities and net assets	$ 2,267,528	$ 1,569,485

Investments managed by the Iowa State University Foundation include the Life Membership Investment Fund. This fund was established in accordance with the Articles of Incorporation. The Investment Fund is not donor restricted and the Board of Directors may authorize expenditure from the Investment Fund in payment of current expenses of the Corporation or in the furtherance of its objectives and purposes. The current minimum Fund balance, in accordance with Article III of the Bylaws is $1,215,900, and is included in unrestricted net assets.

Association: New life members

The ISU Alumni Association welcomes the following new lifetime members who joined during the months of April through December 1996. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call (515) 294-6478 for more information.

APRIL, MAY AND JUNE

Deann K. Andera
Daniel A. Anderson
Frederick I. and Deborah Anderson
Scott A. Anderson
William B. and Diane Armstrong
Lowell F. Arps
Thomas W. and Georgene W. Arthur
Thomas J. Baas
John P. Bahr
Gregory M. Bales
Roberta L. Barnhart
Clarence Bates
Paula L. Beckman
Brian M. and Karen L. Behnke
Teri L. Bellman
Susan S. Benidt
Berry N. and Mary T. Bennett
Cynthia K. Benning
Mark W. Bentley
Jeffrey E. Benyshek
Donald L. and Vicki F. Berry
Susan J. Bish
Shawn P. and Nicole E. Bloomer
Trena J. Blumhagen
Michael A. Boatwright
Alan W. Born
Thomas J. Brindley
Joel C. and Linda L. Brinkmeyer
Christopher A. and Tara C. Brown
Shelley R. Burchett
Terence and Elizabeth J. Carr
Ryan A. Case
Lawrence E. and Margaret Chamberlin
Tony E. Chihak
Mi O. Cho
Joseph Christensen
Roger P. and Mary A. Christensen
Timothy F. Christensen
David O. and Barbara J. Christenson
Craig W. Cobb
John G. Cochrane
D. Frederick and Sharon R. Cook
Michael J. Condon
Edith M. Conklin
Michelle R. Countryman
John R. and Kathryn A. Crawford
Stacy A. Cullison
James S. Cunningham
Paul M. Dasher
Brenda Daufeldt
Vincent G. Davis
David A. Dawson
Richard and Pamela F. Delgado
Michael N. Deutsch
Kent A. Dusek
Jason M. Edgington
Craig D. Ehrlich
Richard L. Ehrlich
Alan R. Eichmann
William J. and Elizabeth English
Mike S. Ennis
Kurk R. Erickson
Ronald A. and Bethany B. Erickson
Susan M. Evans
Richard D. Feight
Steven K. Ferguson
Tamara J. Flarup
John P. and Ingrid Fleming
Timothy L. and Marguerite M. Folger
Earl E. Fritcher
Carl E. Fritz
Samuel R. Fulton, Jr.
Michael J. and Donna M. Gannon
James L. Gaylor
Daniel A. and Vicke W. George
Peter H. and Janet L. Gerdom
Connie L. German
Jodi L. Gilbertson
Terry J. Glade
Jason R. Gonzalez
Susan J. Peterson Gray
Kyle O. Greenley
Heath D. and Tiffany L. Greiman
Scott P. Greiner
Mark H. Guetzko
Donald E. Hall
Michael J. and Lori A. Turner Halligan
Jane M. Hamann
William and Betty J. Hare
Jerry T. and Laura D. I. Hartman
Deborah A. Haws
James J. and Karyn S. Healey
Merlyn J. and Carol Hegland
Robert A. Hein
Daniel A. Heuertz
George T. Hilden
Donald E. Hillyard
Jerry A. Homan
David L. and Joan M. Hopper
Douglas R. Houser
Terry L. and Sandra K. Huisman
Weir M. Hurng
David L. and Kimberly J. Jaeger
John E. Jensen
Martin C. and Patty Jischke
Harold W. Johnson
Lora J. Johnson
Stuart M. Johnson
Steven J. Johnston
Calvin A. Jones
Kristin D. Jones
Thomas J. and Deanna Jordan
Douglas J. and Ann P. Judge
Richard A. Katseres
Bret C. and Kimberlee A. Keast
Daniel E. and Melissa A. Kelly
Ronald D. King
Charles W. Kirkpatrick
Rodney R. Kisner
Kyle W. Klein
Yutaka Kobayashi
Tony D. Krukow
Allyn G. Kuennen
Michael F. Lacey III
Wendy R. Whitcomb Lamb
Bruce E. Lambert
Brenda L. Lanning
William P. Larkin
Ann A. Larson
Thomas O. and Kimra Larson
Michael J. Last
Ted D. and Lori Lawyer
Caryn A. Lee
Tim L. and Sharon A. Leuthauser
Stephanie J. Lightner
Frances C. Lockwood
Charles W. and Ronna J. Lorensen
Jacob B. Ludington
MaryAnn W. Lundy
Christopher J. and Tamara J. Lynam
Molly K. Lynch
Daniel D. Maass
Joseph W. Madden, Jr.
Carl E. Madsen
Kathleen M. Marek
John E. McGinnis
Dana K. McGowan
Thomas W. McLees
Keith L. and Helen McRoberts
John and Romona R. Meneough
Julius Michalik
Paul R. Michels
Beth A. Miller
Bert L. Moore
Bruce N. Monson
Janette J. Morgan
Darlene R. Mouw
John W. and Lori A. Mozena
Merril E. Muhs
Dan S. Muller
Alicia P. Martinez Navarro
Amy L. Myrtue
Jon C. and Amy D. Nolting
Joseph N. O'Brien
Mark J. and Amy Oldham
Chad Olson
Paul R. Ombruni
Roger A. and Carol E. Ossian
Joseph M. Paulsen
Stuart K. and Andrea M. Penney
Scott T. and Jennifer C. Perry
John and Nancy T. Peterson
Scott M. Peterson
Er-Xuan Ping
Sonia L. Porter
Thomas G. and Laura D. Pratt
Theresa A. Prosperoso
Thomas C. and Janet W. Putnam
Jason T. Quimby
Alan D. Ramsey
David L. Ramsey
Jon J. Ramsey
Kelli J. Rasmussen
Lisa J. Rasmussen
Mary L. Rayburn
Ramon C. Redondo
Arthur J. Reimers
Richard J. Renk, Jr.
Sara J. Rice
Robyn R. Robinson
David J. Robson
Kathleen E. Rogers
Karla K. Sandry
Steven H. Sawyers
Kirk G. and Christina M. Scheckel
Mark A. Scheuermann
Lance A. Schiele
Douglas A. Schiltz
Thomas D. and Susanne M. Schlink
Natalie P. Schmid
Ralph E. and Carol A. Scott
Jeffrey D. and Susan K. Shellberg
Michael E. and Carla A. Shevokas
Brenda H. Shockey
Joseph C. Short
Jeff D. Shoultz
Scott D. Shoultz
Larry J. Skeie
Paul G. Slack
Gene Smith
Maurice J. Smith
Steven L. Smith
Steve W. and Melanie J. Sopher
John P. Spoden
Jon C. and Melinda R. Sponsler
C. Richard and Joan Stark
Peter G. Steege
Todd R. Steigerwaldt
Lorri A. Stevenson
Catherine A. Stevermer
Tod A. Stigall
Nancy J. Stix
David S. Stokes
David C. and Denise Stookesberry
Phillip H. Straub
Michael A. and Valerie M. Studer
Harry L. and Susan M. Summitt
Gene H. Swenson
Allen S. and Karri A. Tangeman
Kevin J. Tobin
Brett and Geleen Reed Toresdahl
Joel A. Trinkle
Kari M. Truckenmiller
Troy P. and Shelly S. Turner
Jeff M. and Lori H. Underwood
Matthew J. Urich
Kathryn S. Vance
Jerry M. Volf
John W. and Rosalie K. Waddingham, Jr.
Shian J. Wang
Wolfgang and Brenda T. Thorbs Weber
Keri M. Weidmaier
Alan J. Weiss
Howell P. Welsh
Randy G. and Amy M. Wesley
Kevin W. Wettstein
Michael D. Wharff
Mark D. Whinery
Bruce R. and Patrice White
Susan M. White
Norbert W. Widmer
Arlyn P. Wilcox
Gretchen Wilhelm
Brenda M. Williams
Gary L. Williams
Murray T. Williams
Jayson D. Willimack
Joan E. Wilson
Marvin R. and Annette E. Wilson
LeRoy E. Witzel
Wai N. Wong
Chris D. Wooley
Anthony C. Wredt
Curtiss Wright
Stephen C. Wright
Kyoung-Jin Yoon
Alan G. Zimmermann

JULY, AUGUST, SEPTEMBER

Patricia L. Ades
James L. and Robin A. Anctil
Christine M. Anderson
Dale A. Anderson
Linda M. Anderson
William C. Anderson
Gregory L. Angove
Kathryn N. Arevalo
Shelly L. Balke
Alan D. Barkema
Gordon E. Barlow, Jr.
Doyle V. Bass
Sharon L. Bauer
John W. and Jeanie Belding
Kent A. Bennis
John R. and Marilyn P. Besh
Kenneth L. Beaulieu
Brian D. Birdsley
Susan J. Bish
Craig A. Bjorklund
Mark B. and Christy Blackburn
Trena Blumhagen
Steven C. Bodensteiner
Martin J. Bohlke
Jody L. Bormann
Leslie J. Boyle
Mark D. Brauer
O. Warren and Linda S. Brewer
Michael C. Brouhard
Brian D. Buehler
Thomas A. Bulman
John F. Bushey
Robert M. Butschi
Steven M. Cadman
Michael D. Carney
Emily S. Cheers
William K. and Anne M. Christenson
Eric A. Clark
David and Peggy J. Colton
Michael J. and Margaret Colucey
Michelle D. Cone
Thomas C. Cooley
Gregory L. and Melinda F. Cote
Eric A. Cotton
Darrell J. Cox
Ronald L. and Michelle Crider
Lisa L. Cronk
Christopher S. Curran
Bradley M. and Barbara D. Dach
Jacob J. De Koyer
Sharla K. Delancey
Patrick R. Delanty
Patrick J. Denney
Chad Dinsmore
Chad W. Disney
Eric J. Drobny
Jennifer L. Dukes
David D. Eisenmenger
Bonnie L. Elliott
Richard M. and Marie Elliott
Robert D. and Phyllis Ferguson
Scott A. Feuerhelm
Wayne E. Flory
Steven D. Foutch
James R. Franklin
Robert M. Frantik
Glenn W. Fuhr
Cathy J. Fuhrman
Douglas D. Fuller
Olen V. and Jacqueline Gallison
Randall M. Gettle
James A. Glanzer
Joseph R. Gosch
Joanne M. Grady
Wallace J. Greenlees
Lowell and Jane L. Greimann
John B. Greiner
Larry D. Grinstead
Tom L. and Janine M. Gustafson
Mark D. Guy
Lyndon K. and Roslyn Haddock
Leslie B. Hansen
Timothy G. Harbaugh
Craig S. and Jennifer K. Harm
David K. Hemphill
Jeffrey J. Henkels
Jason J. Henry
Chris H. and Jill M. Hill
Magdy I. Hindawy
Elizabeth L. Hoelscher
Gregory A. Hoff
Thomas R. Hoff
Marie Holbrook
Lee T. Hollingsworth
Thomas L. and Jodi A. Holman
Jason D. Hormann
David C. Hummel
David T. Izawa
Susan P. Jacobs
Richard J. and Elaine Jarvis
Jamie T. Jaworski
Scott J. Jennings
Thomas E. Jensen
Kiplin A. Johnson
Gary D. and Colleen Kamrath
Corey M. Kasch
Dan and Michelle Stark Kaufman
Margie J. Kedley
Raquel B. Keeley
Christopher J. and Christine L. Kelley
Jeffrey J. Kelly
Michael P. Kelly
David A. Kettwick
David J. Kinney
Jeffrey T. and Kimberly J. Klocke
Anders H. Knudsen
Danielle Knutson
Roger A. and Darlene Koster
Mervin F. Krakau
Donald S. and Julie S. Krull
Teresa Kruse
David P. and Sharon J. Kurns
Cathleen D. Kurtz
Arthur L. Lage
Don A. Lamker
Michael E. and Nancy L. Langstraat
David K. Larrew
Teresa J. Larsen
Steven C. Larson
Scott A. Lee
Andrea J. Leech
Barbara S. Leisinger
Wendell G. Leisinger
Rae N. Leskowitz
Gregory A. Libby
Brent W. and Lisa A. Lott
Robert T. and Rebecca Loyd
Bradley E. Lucht
Robert R. Maakestad
Heather L. MacBean
Joseph M., III and Kristen K. Mahoney
Barton J. Manny
Richard L. Martin
Stephen L. Martinez
Steven C. and Andrea L. Masteller
Edward H. Matney
Jay and Mary L. Mattison
Ellen C. McEachran
Thomas C. McKelvey
Larry M. McPherson
Deborah L. Mecom
Douglas B. Meyers
John Mittleman
John K. and Jennifer R. Moss
Sandra L. Mullen
Kelly M. Mundt
Wayne D. Neal
Keith W. Negley
Kristina Ogland
Larry W. and Cheryl Olofson
Jonathan J. Ovrebo
Bruce E. Owens
William J. and Beverly A. Owings
Michael D. Pawlovich
James M. Patchett
W. Michael and Merna M. Peden
Kenneth G. and Jodi Morgan Peters
Nancy E. Peterson
Suzanne L. Peterson
Michael H. Pittelkow
Douglas J. Pooch
Michael J. Powell
Richard L. and Sandra L. Preston
Fahim A. Rahmani
Thomas H. Ramin
Marvin C. Rasmussen
William D. Rauhauser
Jill D. Raveling
James E. Reinke
Roy H. Richardson
David J. and Sheila A. Ries
Daniel F. Rittel
David M. and Barbara J. Rogers
Jason C. Rolfstad
James P. Rollins
Kris G. Rongone
Lewanna R. Rucker
Lynn K. Running
Timothy J. and Anita L. Russell
Shawn R. and Elizabeth J. Rustad
Haroon Saleem
Scott J. Samec
Samantha L. Samuelson
Sherry J. Samuelson
Stacy J. Scarlett
Cathleen J. Schaffner
Eric R. and Chanin Schallert
Benjamin Schmidt
Tiffany L. Schnier
Dale E. Schultz
Harold A. and Cynthia Selim
Gary A. and Janet S. Severns
Todd L. and Nikole L. Upton Shover
Suzanne M. Sires
Sandra K. Slaikeu
Wendi S. Slaughter
Kent R. and Sandra R. Smith
Steven T. and Karilyn Sonka
Dave A. Souhrada
Jeanne M. Stahlman
Vicki S. Stanley
Charles A. and Angela A. Staudt
Douglas A. Steele
Curtis W. Stemsrud
Carol A. Stessman
Richard H. Stevens
Douglas R. Stevenson
Carol S. Stocker
Darrell D. Stoner
Shelly L. Stotts
John M. Strauss
Michael G. Sugrue
Joel E. Swanson
Carlie C. Tartakov
Philip R. Taylor
Johnathan L. and Dominique L. Teske
Alvaro J. Testa
Nancy A. Teubel
Dale I. and Rhonda Thompson
Wendi L. Tonder
Sue R. Topp
William L. Troe
Jeffrey D. Trom
Letitia A. Turner
Kerry A. Urbatch
Trenton R. and Krisann M. Van Hoosen
Eric T. Vanzante
Randall T. Vier
Merle H. and Kathryn Walker
John J. Walton
Lawrence D. and Christine R. Walton
Ward J. Watkins
Jeffrey D. White
Richard J. Widmar
Mara C. Wilmore
Christian D. Wiltrout
Samuel G. and Carol Wise
Brian M. Witte
Lois M. Wollney
Barbara A. Woods
Darrell H. and Lianne G. Wright
Steven R. Yach
Kenton L. Yaley
Kenton P. Zelle
Kevin S. Zielstra
Michael and Kay Zinngrabe
Marvin J. Zrostlik

OCTOBER, NOVEMBER, DECEMBER

Ahmad Abu-Hawash
Paul V. and Jenelle L. Ancona
Joseph and Leslie T. Arieux
Kelly C. and Jeannie Ault
Brian H. Baker
Travis L. Ballstadt
Larry J. Bednar
Joe K. Behrens
Mark D. Bertram
Scott D. Boone
Marshall S. Boyken
Valerie C. Brant
Ryan T. Brownsberger
Christine M. Caligiuri
Edward J. Carney
Mathew J. Christensen
Michael L. Clark
Kristi L. Clement
Clarence M. Cornforth
Christopher J. and Carole S. Crall
John J. Curry
Steve Darmawan
Robert K. and Diane L. DeLong
Wayne E. Divelbess
Kristine K. Downing
Melinda M. Dunnwald
Jon D. and Julia R. Ellis
Mark A. Entsminger
Gregory L. Ethington
Neal L. Euchner
Frank C. Fang
Richard A. Fidlar
Adam T. Fisher
Tim Floyd
Bradley R. Ford
Nicholas P. Frank
Eric L. and Ann E. Franzenburg
Damian D. and Debra L. Franzenburg
Frederick L. Funk, Jr.
Elizabeth J. Gilman
Christopher A. Gralapp
Helge A. Gravdal
Michael W. Hagens
David W. Hansen
Stephanie L. Hansen
Matthew J. Hanson
James S. Heckerman
Natalie A. Hoffmeier
James C. and Cathleen A. Holste
Carla K. Homeister
Kristine M. Hunter
Scott A. and Dana L. Imhoff
Mary J. Rea Jordan
Tanya H. Keith
David D. Kilzer
Rae A. Kloser
Wayne A. Klug
Linda L. Kohout
Mark A. and Bobbi M. Kraklio
James L. Kruse
Brent M. Kuehnast
William M. Kuker
Douglas S. Kurth
Clinton D. and Sharon R. Kyhl
Amy M. Lammer
Michael Lammers
Troy W. Landers
Kung-Cheng Lin
Dick O. and Shirley A. Ludwig
Mary P. Maloney
Joel R. and Evelyn A. Matthiesen
Dan McCarney
Kenneth L. and Sue McConnell
Thomas D. McGee
Dale D. Mohling
Kimberly D. Morgan
Robert H. Muenchrath
John A. and Melanie J. Murphy
Jill E. Osweiler
Christopher A. Nelson
William D. Nelson
Kevin D. and Teri L. Gehrke Nowak
Jess M. Peterson
Rebecca R. Phipps
Mark E. Riebe
Craig M. Prindle
Michael J. Rixner
Jason P. Rolf
Michelle J. Santi
Carl M. Schipfmann
Troy K. Schlotfeldt
Leon H. Schuiteman
Michael G. and Cindy K. Schwartz
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Blake A. Smith
Mary A. Stoltenberg Smith
Thomas L. Smull
Deborah A. Spink
Laura J. Stebbins
Chris E. and Jill S. Strawhacker
Rollin J. Swanson
Brian D. Swenson
Dane W. and Julie L. Taylor
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Janeen F. Trachta
Laverne and Elizabeth A. Uchytil
Todd E. and Diana L. Van Hal
David A. Van Horn
James J. Westemeier
Mark D. White
Rod P. Williams
Melissa K. Wingert
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Michael S. Worrall
Michelle L. Wright
Michael W. and Carol A. Yanda
Earl G. Yarbrough
Mitchell D. Zumbach

£lick

Savvy students and curious alumni clamor for more as ISU's Internet wizards accommodate.

The big bang.

Nowhere is the Internet explosion louder or more apparent than at Iowa State University, a hub of science and technology. Thousands of faculty, staff, students and alumni now make the Internet as much a part of their daily routine as the morning newspaper.

Check these on-campus stats: 28,000 accounts, 5,500 web pages, 10,000+ personal computers and 2,000+ workstations. Not to mention off-campus attention—315,000 hits on the university's homepage in February, for example.

That was six weeks ago. Numbers jump daily.

With more than 150 million pages of information spewing from its 2.3 million web sites, the Internet is not only a powerful communications link but an up-and-coming marketing and education medium for an ever-growing audience, says Michael Albright, an instructional development specialist who trains faculty on Internet use.

"People spent more time on the web than watching rental movies in 1995, but it's almost impossible to track." He cited the Internet Index newsletter, which also forecasts "at current growth rates, everyone on earth will be on the Internet by the year 2004."

Little wonder, considering how ISU surfers use the burgeoning technology.

Faculty and students search. Professors hold classes. Departments conduct surveys. Prospective students request admission materials. Alumni read the *Iowa State Daily* and view merchandise. Students contact graduates. Sports fans check scores.

Why by Internet? It's fast, easily updated and at nearly everyone's fingertips when wanted.

Diana Pounds, assistant director of university relations, launched Iowa State's main web page two years ago and now spends about one-third of her time coordinating Internet activities. While she admits she doesn't initiate all campus pages, she points to several which may interest VISIONS readers. Start at the university's homepage:

http://www.iastate.edu

To market to potential students...

Pounds has high hopes for a new engineering page—*engineers on line*—which debuted in January. It's a collaborative effort between Pounds' office, the College of Engineering and Tau Beta Pi, an honorary for student engineers.

"High school and middle school students can ask on-line questions about engineering. Real undergraduates respond," she explained, adding that similar pages for the other colleges may be pursued.

JIM HEEMSTRA

Diana Pounds, BS '72, MS '90, helps Iowa Staters stay connected on the World Wide Web.

To inform alumni...

"In March we unveiled a comprehensive calendar," she added. Get the scoop—from athletics and performances on campus to club events in other communities and Alumni Association group trips.

A new page by the ISU athletic department will feature up-to-the-minute sports scores, ticket information and recaps of events. When it becomes a full-scale site, you can buy tickets, order merchandise and hear game broadcasts. Or go on-line to rehash the game with other Cyclone fans.

Surfers also read the *Iowa State Daily* and the *Iowa Stater*, while faculty can peruse *Inside Iowa State*.

To educate students...

Professors like Tom Ingebritsen began teaching class on-line last fall.

"It's not just getting on the web and reading, but you actually listen to the lecture, see the slides and e-mail the professor," he explained. "Unlike the campus version, students taking the Internet class can access slides repeatedly or stop and restart the lecture." Tests, now given by proctor, will soon be on-line.

The seven classes are geared to either high schoolers using the Post Secondary Enrollment Option or biology teachers. Almost 150 students are enrolled spring

semester, compared to 30 students in four classes last fall. Ingebritsen, associate professor in the department of zoology and genetics, anticipates growth will double in the coming summer and fall semesters.

To connect students with graduates...

A "career networking file," maintained by the ISU Alumni Association, puts students in touch with graduates. While not a resource for actual jobs, this web page helps students and Association members seek information on careers, majors, businesses and communities.

Alumni wanting to find out about this membership benefit should contact Julie Larson, director of career and student programs for the Alumni Association, at 515/294-8490 or alumni@iastate.edu.

"This is a great opportunity to connect with other alumni who work in the same career area or live in the city where you want to relocate," said Larson, who wants to expand the file.

To entertain anyone...

Personal pages—90 percent by students—add cultural dimension. Be forewarned: you could spend hours here.

"Developing a web page is one way students learn electronic technology early, and creativity doesn't cost them," said Pounds.

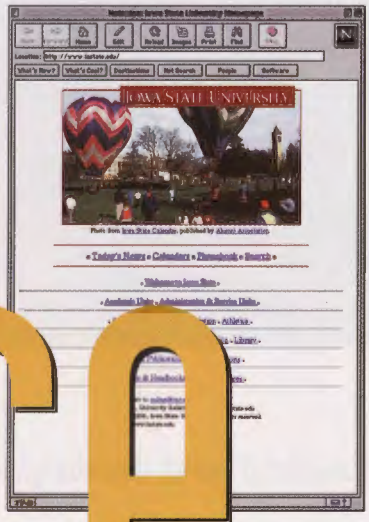
As you might expect, Internet popularity comes at a price to the university. But foresight has kept Iowa State a step ahead, answered George Covert, associate director for technical services for the ISU Computation Center.

"We became an Internet-ready campus before we knew we had to be, and now our capacity will handle four or five times our present load. Some universities are just now doing the kind of network overhaul we did in 1985."

That was when the university upgraded most buildings, creating a network of fiber optic cable and wiring for voice and data transmissions. (You may remember the mole-like trenches lacing the campus.) About the same time, Iowa State joined other universities in creating Midnet, a regional network encouraged by the National Science foundation.

"When the web spread over us and faculty wanted direct connections for PCs, we put up servers so anyone could add a web page. That was 1993," said Covert.

To remain leading edge, the university constantly beefs up equipment.



"Users don't realize what's behind the wall," said Covert. "We maintain a mail hub to receive mail sent to the iastate.edu address, the domain name service that converts mail you send, and the routers to send mail between computers. Our measure of success is no one knows where information comes from, it just appears."

The Computation Center remains technologically advanced partly because students pay a computer fee each semester. "They are contributors to the environment they need," Covert said. Computer lab use is free and dorms are wired, so students and faculty expect access.

They get reliable, high-speed access 24 hours a day, 365 days a year from the Computation Center. In fact, the national infrastructure is more precarious than Iowa State's, said Covert, who pointed out that the Internet slows between 9 a.m. and 7 p.m. nationally.

With the information tidbits hurtling over fiber optics, you can't count on everything being ethical and wholesome. That's why Doug Jacobson, BS '80, MS, '82, PhD '85, and Jim Davis, BS '75, MS '81, PhD '84, associate professors in electrical and computer engineering, invented ScreenDoor.

A product to help schools manage student access to the Internet, ScreenDoor began as part of a research grant at the Center for Advanced Technology Development. The technology was transferred to a start-up company, Palisade Systems, Inc., which Jacobson began in the Ames Research Park. Palisade Systems will spin off a ScreenDoor counterpart for the corporate environment, a network security device which traps intruders until they can be identified.

ScreenDoor is a classic example of one role the university perceives for Internet technology. Said Albright, "You plant the seed, start the product and turn it over to private enterprise." *Voila.*

By Joanne Seymour Kuster

Here . . .

http://www.iastate.edu

It's the same thing day after day. Build jetliners, fighter planes, helicopters and a space station. There's no shortage of challenges and opportunities at Boeing. All you have to do is take advantage of them. We have immediate openings in design, analysis, test and product support for people skilled in engineering, computing, and

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BOEING

INTRODUCING THE NEW CYCLONE97 SCREEN SAVER!

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Developed exclusively for Windows95, the CYCLONE97 screen saver will grace your computer with more than 50 outstanding images of the ISU campus. With Microsoft PLUS!, the CYCLONE97 desktop theme will bring the ISU magic home to you, right down to the fight song.

Also available is the original ISU screen saver with 17 full-color campus images. Requirements for use include IBM compatible PCs, Windows 3.1, 256 color driver for photo quality images.

Both screen savers were created by student members of the ISU Management Information Systems (MIS) Club. When you order your screen saver, you'll not only add Iowa State to your computer, you'll also support an enterprising student organization and your Alumni Association!

To order, fill out this form and return it with your payment. Notice Alumni Association members pay a lower price than non-members!

Name _____

Street _____

City _____

State _____ Zip _____

Daytime phone number (_____) _____

❑ I am a member of the ISU Alumni Association

_____ # of CYCLONE97 screen savers at $20

_____ # of 3.1 screen savers at $15

❑ I am not a member of the ISU Alumni Association

_____ # of CYCLONE97 screen savers at $25

_____ # of 3.1 screen savers at $20

Check type of payment:

❑ Check enclosed, payable to ISU Alumni Association

❑ Charge to MasterCard or Visa

No. _____

Exp. date _____

Signature _____

Amount enclosed:

$_____ for screen savers

$_____ for postage ($4.50 for 1-3; $9.00 for 4-6)

$_____ total

Return form and payment to ISU Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164. Or call (515) 294-6478 with your MasterCard or Visa. Or fax to (515) 294-9402. Thank you! 241505

Notice of Annual Meeting and Election

Annual and Life members of the Alumni Association are hereby notified the Annual Meeting of the corporation will be held on Saturday, June 7, 1997, at 11:15 a.m. in the Memorial Union, on the campus of Iowa State University, Ames, Iowa.

The Alumni Association Trusteeship Committee has recommended the following slate of candidates for the Board of Directors. Each nominee has agreed to serve a five-year term.

As an Alumni Association member, you are encouraged to cast your vote for this slate. A ballot with instructions for voting and mailing is printed on the inside back cover of this magazine. Your ballot must be received by the Alumni Association by May 27 for your vote to be counted. Approval of the slate will be announced at the Annual Meeting of the Alumni Association, June 7, 1997.

James Thomas Andreesen
Computer Engineering, B.S. 1989
Overland Park, Kansas

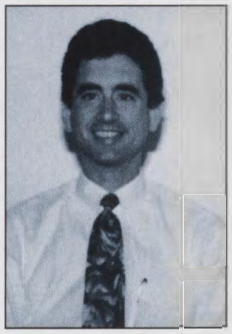
"My loyalty and admiration for Iowa State University allow me to envision the best for other alumni. My work with corporations has provided me with insights to better prepare our students for creating successful lifetime business and personal relationships."

TOM ANDREESEN is a manager for Andersen Consulting in Kansas City. He works to develop business system integration and computer system strategies that position clients to be more successful. Tom mentors and career counsels young consultants, he recruits college graduates for Andersen Consulting, and he mentors students at Blue Valley High School. He is an Alumni Ambassador and a career contact volunteer for the Alumni Association.

Martha Lagomarcino Gleason
Elementary Education 1980
Sioux City, Iowa

"ISU gave me the foundation to succeed and to pursue my goals in life. I would like the opportunity to give a little back to the university that has given so much to me."

MARTHA LAGOMARCINO GLEASON is the manager of Management Development for Gateway 2000. She received her masters degree from Oklahoma State University and a doctorate from the University of South Dakota. She is a member of the Society for Training and Development, International Listening Association and several honorary societies including Kappa Delta Pi and Phi Kappa Phi. Martha was an adjunct professor of education at Morningside College and she taught elementary school in Iowa, South Carolina, Ohio, Oklahoma and Virginia. She has been active in Junior League and local alumni activities and is a life member of the Alumni Association.



Douglas A. Pletcher
Industrial Engineering, B.S. 1983
Edina, Minnesota

"Prospective students form an impression of ISU through graduates who have become successful contributors to society. If we can maximize the impact of our alumni network, we'll maximize the status of Iowa State in all areas."

DOUGLAS PLETCHER is a senior product manager for Schneider (USA) Inc. in Minneapolis, a registered Professional Engineer and a Senior Member of the Institute of Industrial Engineering. He received an MBA from the Anderson Graduate School of Management, University of California at Los Angeles where he became a member of Beta Gamma Sigma business honorary. Doug has held positions in engineering, finance, sales and marketing. He serves Iowa State as an Alumni Ambassador and a career contact volunteer.

Home Style

MEREDITH CORPORATION

***Traditional Home's* chief editor credits her ISU training as she waxes eloquent on both remodeling and relationships.**

EDITOR KAROL NICKELL DEFINES THE ART OF GRACIOUS LIVING

When Karol DeWulf Nickell informed her Durant, Iowa, high school counselor she planned to study home economics journalism at Iowa State, his response? "What is that?" His was the reply she heard often when telling others her career goal, so she began describing her dream as "like writing for *Better Homes and Gardens*."

Prophetic words, these.

Before she even graduated from ISU in 1979 with that home economics journalism degree, Nickell had interned at *Better Homes and Gardens*. Eighteen years later, she heads up one of her profession's most respected and popular titles, *Traditional Home*, as its editor-in-chief.

Though she runs the magazine from the Meredith Corporation's Des Moines-based home offices, Nickell circles the globe in the name of home furnishings. A recent phone interview was conducted from a New York hotel room, as she prepared for interviews with Fox News and CNN. And a trip last year to England resulted in a journalistic coup envied profession-wide.

Nickell had been invited by a top British garden authority to attend presentations on Highgrove, the royal gardens of Prince Charles. At a cocktail party following the presentation, Nickell found herself standing beside the prince. An informal introduction led to his invitation for her to come visit Highgrove. Six weeks later, Nickell found herself strolling among the internationally known gardens with His Royal Highness. Hers was the first magazine ever afforded this access, and it led to *Traditional Home's* first British issue, including a piece penned by the prince himself.

"I have to say, I felt like Cinderella," Nickell says with a laugh when recalling the heady, whirlwind experience. The British special issue was a resounding success and helped cement the book's status as a category leader in newsstand sales. Nickell has edited *Traditional Home* since its inception in 1987 as one of Meredith's special-interest publications. It became a stand-alone title in 1989 and boasts a circulation of 775,000, with 2.39 million readers annually. Nickell, 39, describes her typical reader as "well-educated, affluent, married with children. She works part-time or full time, and loves her home and family foremost. She's well-read, and likes to travel. She's someone I like a lot."

Nickell, too, balances career and family. She and husband Don Nickell, a Meredith art director, are parents to Lauren, 8, and Alexander, 6. She credits "a husband who is incredibly involved and supportive, for succeeding professionally and personally."

Her professional success continues. Under Nickell's guidance, *Traditional Home* has spun off two more well-received titles: *Renovation Style* and *Decorator Showcase*. The flagship magazine still garners national press, thanks to special issues dedicated to women architects and its involvement in literacy programs. Nickell cites her favorite part of the job as "the satisfaction of giving people something they really enjoy, creating for them what they don't want to do without. Through their personal letters and personal dollars, they tell us that we're providing a real service."

Nickell's future plans include continuing in the magazine business, and in particular, in the home and family sector. "I love what I'm doing," says the home economics journalist — who most likely by now has defined her profession well to the folks back home.

— Debra Gibson

When the cat's a spay, the benefactors will pay

YOU CAN'T WIN IF YOU DON'T spay.

OK, that's a bit of word-twisting to a well-known jingle promoting state lotteries. But for Connecticut veterinarian John Caltabiano, it was that very commitment to eliminating his state's feline overpopulation that led to his recent $500,000 windfall.

JOHN KANE

John Caltabiano

The Old Lyme resident has operated a mobile veterinary unit since graduating from ISU's College of Veterinary Medicine in 1979. Traveling the country roads of his native Connecticut, he has treated farm livestock to exotic pets. And always, he has seen firsthand the disease, injury and potential danger of too many homeless animals prowling city neighborhoods and gravel roads.

To combat the problem, Caltabiano created a nonprofit organization, All-Animal Adoption. Through the use of a toll-free phone number, state residents could contact the clearinghouse either to have animals taken off their hands or brought into their homes and farms. The organization placed pigs, horses, cows, dogs and cats — and with an average $2,000 in phone bills, placed itself in bankrupt straits.

Then came the phone call.

Three years ago, Caltabiano learned All-Animal Adoption was the beneficiary of a $500,000 bequest from the estate of Vernon A. Tait, a Connecticut millionaire who drowned in 1992. Though the two men had never met, mutual acquaintances pointed the funds in Caltabiano's direction. Hence, the creation of the Vernon A. Tait All-Animal Adoption Preservation and Rescue Trust Fund.

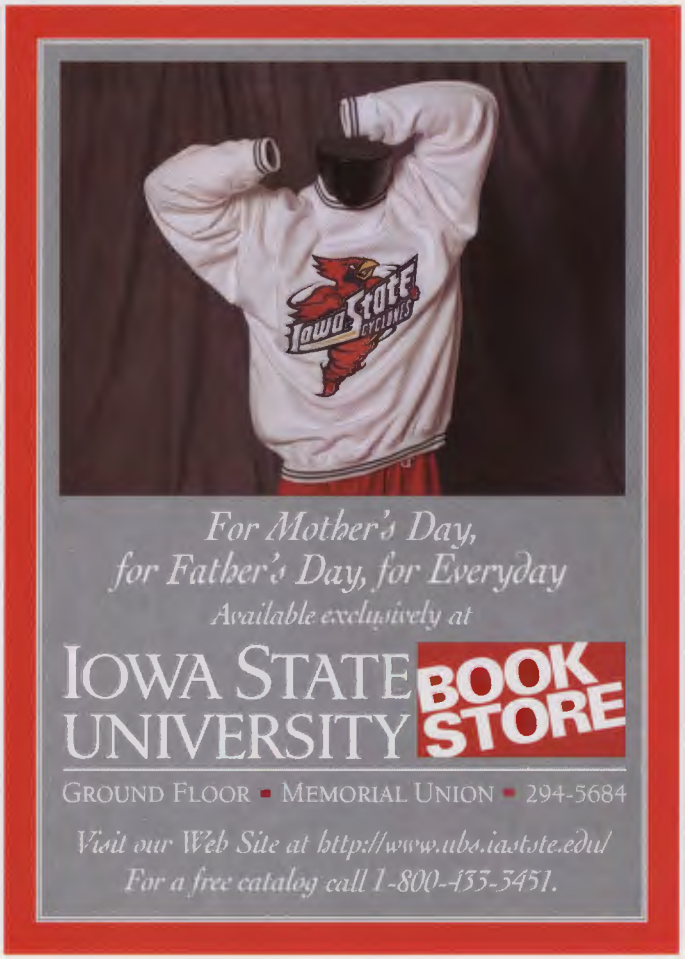
The clearinghouse continues to place animals, thanks to the new dollars. But the big news was the launch of the organization's mobile surgical theater in February, a $200,000 unit now out on Connecticut streets five days a week.

The 22-foot unit houses the equipment necessary to spay and neuter an overwhelming domestic and feral cat population. It travels to towns throughout the state, staying in place long enough to sterilize each community's cat colony.

"My goal," says Caltabiano, 44, "is to solve Connecticut's cat overpopulation within five years. Up to now, it's been an overwhelming problem across the country. I want other states to look at our example and realize they can do it, too."

His other goal? "To continue to be like Mowgli, in *The Jungle Book*," Caltabiano says. "I want to keep learning how to communicate with animals in their own environments."

— *Debra Gibson*



Playing Hardball

NEW SOFTBALL COACH SETS SIGHTS ON GRAND SLAM IN FIRST SEASON

SOMETHING ABOUT IOWA keeps pulling Ruth Crowe back.

When Iowa State University Director of Athletics Gene Smith named Crowe his new softball coach last year, it marked the third time she was lured to the state.

It didn't take Crowe long to establish that this trip would be her most consequential, and perhaps, her most challenging.

She takes over a team that, after earning national ranking under Coach Deb Kuhn, dipped to 17-28 overall last year and went just 6-13 in the rugged Big 12 Conference. Crowe, who spent four years in the Mid-American Conference at Ball State, heads into the 1997 Big 12 season with virtually no infield experience.

Nonetheless, from the moment she returned to Ames last August, Crowe has talked not of rebuilding, but of winning.

Crowe, Kuhn's pitching coach for one season and also a four-year assistant at the University of Iowa, mentioned her sport's grail — College World Series — more than once in a conversation with VISIONS.

"We have high expectations this year," Crowe says. "I had no interest in coming in and saying, 'Let's play a year, get ourselves established, and then start talking about goals.'"

Adds senior Brenna Miller, a team co-captain this season and all-Big 12 catcher last spring: "From the first meeting, everything has started with winning the Big 12 this year. She won't let us focus on anything else."

Crowe brings to ISU the laser-like concentration of a former pitcher — the star pitcher on a national championship team, no less. In 1979, Crowe led Texas Woman's University to the Association of Intercollegiate Athletics for Women (AIAW) national crown. Once in Ames, the Michigan native wasted no time informing her players that they would be nothing if not focused.

"We liked (Kuhn), and we had success, but we're really learning how to be focused for seven innings," says Miller. "We have a lot more focus, more intensity, more love for the game than we've had in a long time."

A former pitcher, Crowe brings control to ISU's game plan.

"ONE THING THAT RUTH UNDERSTANDS BETTER THAN A LOT OF COACHES IS THAT FOCUS AND INTENSITY ARE OFTEN THE DIFFERENCES BETWEEN OCCASIONALLY PLAYING WELL AND ALWAYS PLAYING WELL. AND, OF COURSE, THAT'S THE DIFFERENCE BETWEEN A GOOD TEAM AND A CHAMPIONSHIP-CALIBER TEAM,"

Crowe holds hour-long "mental preparation" sessions every Monday. In them, each player runs her Cardinal-and-Gold gray matter through exercises she and Crowe previously established.

"Each player has her own play book, including certain mental focus thoughts that apply only to her," says senior pitcher Courtney Dully, an all-Big 12 honoree last season.

"In the past, I wasn't really focused on every pitch. I kind of pitched to see where I wanted to go. Now, I know where I want to go when I start. It puts the game in my hands."

That's exactly where Ruth Crowe wants the game — in her players' hands. Credit Crowe's background as a pitcher, the player who controls the game. Credit, too, Crowe's previous coaching experiences.

"One thing that Ruth understands better than a lot of coaches is that focus and intensity are often the differences between occasionally playing well and always playing well. And, of course, that's the difference between a good team and a championship-caliber team," says one of Crowe's earlier mentors, University of Iowa Coach Gayle Blevins.

For her ISU players, Crowe made her statement in the pre-season by holding daily conditioning sessions at 6 a.m. — in addition to the regular afternoon practices. In the past, the Cyclones concentrated on conditioning in winter drills and worked in some conditioning during practice.

MARCH MADNESS COMES TO A GLORIOUS END

Trips to the NCAA tournaments crowned the season for both the men's and women's basketball teams.

The women Cyclones ended the season with a first-ever appearance at the NCAA. Coach Bill Fennelly, in his second season with the Cyclones, closed the books with a 17-12 record and a first-round loss to University of Utah, 66-57.

Tim Floyd and the men's basketball team capped the season by making it to the NCAA sweet 16, a feat ISU last accomplished in 1986.

Tournament victories over Illinois State and Cincinnati and a 73-74 loss to UCLA gave the Cyclones a record of 22-9 for the season.

"At first, those early mornings were tough," admits Dully. "But we started to see they let us focus on softball at practice."

The early rising sent a second message, as well: Team unity. Crowe talked togetherness from the start, and has been relentless in fostering it. She took the team to Des Moines to play laser tag. She holds spaghetti dinners.

"On different mornings, different people would be dragging," Dully remembers. "We were going through something tough together. We really pulled together."

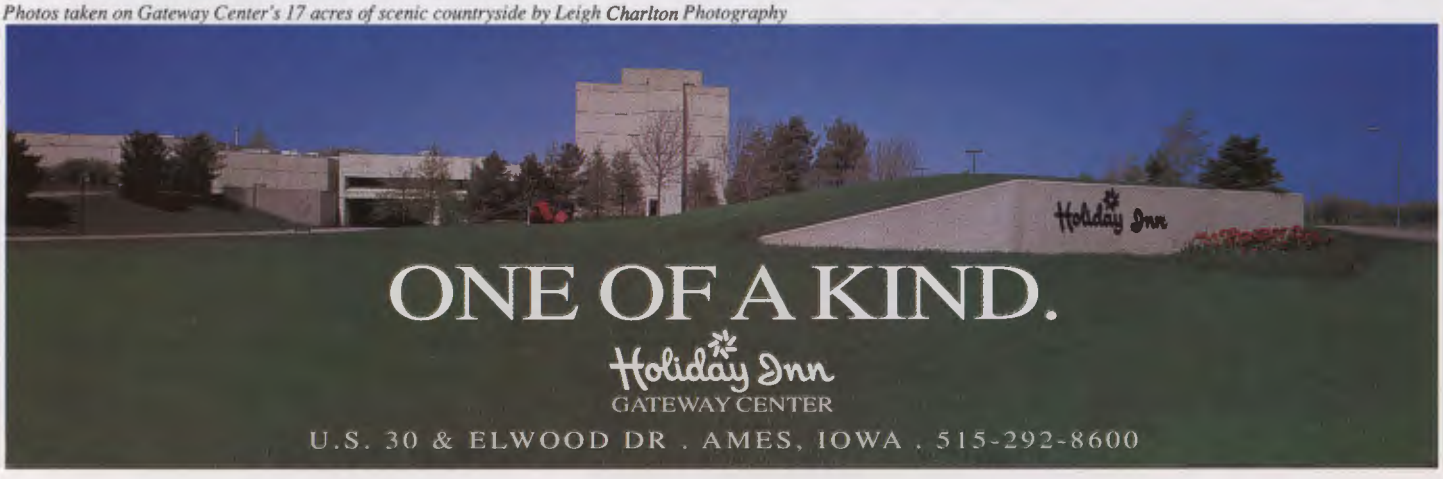
The result, says senior pitcher Jeannie Lobel, should be evident on the field. "We've always been close, but now I think we're getting to know everything about each other," Lobel says. "When we're on the field, that means we work better as a team."

One other major difference to gradually show itself on Crowe's teams is speed. In recent years, the "long ball" has sometimes been very good to Iowa State softball. At other times, it hasn't been so good. As the face — and legs — of the program change with the influx of Crowe recruits, ISU will pressure opposing defenses with other tools — stealing bases, beating out grounders in the hole, cutting off balls in the gap, taking the extra base.

Stay tuned to learn whether Ruth Crowe sets herself apart by reaching the college softball coach's ultimate goal — the College World Series. ◐

— Dan Davenport

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



A Family Investment

ILLUSTRATION BY MARK MARTURELLO

By Beverly J. Crabtree

When leaving Oklahoma State University (OSU) in 1987, I shared with my colleagues that Iowa State University was the only other dean position that could entice me away from OSU. The College of Family and Consumer Sciences at Iowa State University is and always has been the leader in the profession. To be dean here was an opportunity I could not turn down.

From its beginning as the first home economics program in a land-grant university, our college mission has been to advance the well-being of families and consumers, focusing on their roles as family members, community members, consumers of goods and services, providers of services, and producers of goods.

When we review the critical state, national and international societal issues — issues such as poverty, family and financial stability, violence, health and well-being — it is obvious *the time for our college and our graduates is now* more than ever. Our programming is based on the premise that families are the most basic social unit in our society and are *our nation's most valuable resource.* Investment in families and individuals is basic to economic development.

Investment in families and consumers is what our college is all about. Society and higher education are changing faster than ever. Throughout history, our college has been proactive in determining our future — we have evolved in terms of program priorities, major areas of study, and organizational structure. Career opportunities for our graduates have expanded tremendously as products and services for families have increased.

Our graduates work in business and education and with a myriad of public and private agencies and organizations. They help individuals, families, and consumers meet their needs for food, clothing, shelter, emotional support and nurturing. *Our graduates make a difference in people's lives!*

How proud we are of them — our alumni. The lists of achievements read like *Who's Who.* And even more inspiring are the loyalty and support they show for this college. Our alumni have contagious enthusiasm. When visiting with alumni, I am consistently "recharged" as they express their pride in their education.

These are emotions I, too, feel as an alumna. I was thrilled to be accepted to pursue my doctoral study here in 1962.

My husband and I were equally thrilled when our daughter Karen, after her own exploration, chose our college to major in family resource management. Karen earned her bachelor of science degree here in 1992 and is now a counselor with the Consumer Credit Counseling Service of Mid Missouri.

Our 22,000+ alumni expect and deserve this college to continue the focus on excellence, which means we must address the future with vision as we focus on the social, economic, and technological changes that will impact the quality of life of families and consumers. In addition, we must be involved in the decision-making as changes are being made in higher education — changes that are the result of society's expectations in terms of accessibility and affordability of higher education and what students should be learning. We are already making use of the new technologies — fiber optics and the Internet — to provide distance education, but we must continue to take advantage of existing opportunities and make new opportunities for ourselves as new technologies are developed.

An old African proverb states, *"It takes a whole village to raise a child."*

Our society and our world are in transition because of new technologies and changing demographics, but regardless of these changes, families are the most basic social unit in our society. Families and the individual family members are affected by what's happening within their own homes, in their neighborhoods, in their workplaces, in their communities, state, nation and world.

The College of Family and Consumer Sciences — our graduates, our research, and our outreach — addresses the wide range of issues that impact families at all of these levels. It takes all of us working together to enhance the well-being of children and families.

We are the village. ◐

Beverly J. Crabtree, dean of the College of Family and Consumer Sciences at Iowa State University, steps down July 1, 1997.

BALLOT

1997 Proxy Statement

As a qualified voting member of the Iowa State University Alumni Association, I hereby authorize Alumni Association President Scott Olson to cast my vote as indicated.

_____

Voter A Signature

_____

Voter B Signature

(Two signatures are required if both spouses vote.)

INSTRUCTIONS FOR VOTING

1. Each Association member may vote. Up to three write-in candidates may be selected in place of the nominees listed.
2. This original ballot must be signed by each voter and the mailing label must be attached to be valid. Note: This official ballot may not be duplicated. Votes cast on duplicate ballots will not be counted.
3. Mail this completed ballot to the Iowa State University Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164. Ballot must be received no later than 5 p.m., May 27, 1997.

ELECTION OF DIRECTORS

Nominees:		For	Against
James Thomas Andreesen	Voter A	❑	❑
	Voter B	❑	❑
Martha Lagomarcino Gleason	Voter A	❑	❑
	Voter B	❑	❑
Douglas A. Pletcher	Voter A	❑	❑
	Voter B	❑	❑

FOR WRITE-IN VOTES ONLY:

A._____ B._____

A._____ B._____

A._____ B._____

FOR OFFICE USE ONLY

Total votes cast on this ballot_____ control_____

SUGGESTIONS FOR FUTURE NOMINEES

Full Name: _____

Address:_____

Full Name: _____

Address: _____

PUT YOUR MEMBERSHIP TO WORK

One benefit of membership in the ISU Alumni Association is your right to vote. On this page you'll find the ballot for the Board of Directors. Vote today! You and other members will choose three new directors (profiled on page 25) who will help shape Association policies, programs and services for the next five years.

Don't forget your other benefits.

In addition to VISIONS magazine, you will receive the 1997-98 ISU calendar (coming this summer) as well as opportunities to save money on events tickets, ISU credit card rates, hotels, car rentals, ISU merchandise, insurance, and University Book Store purchases.

Call the Alumni Association at (515) 294-6478 for more information on how to make the most of your benefits!

alumni@iastate.edu

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CAMPAIGN DESTINY

TO BECOME THE BEST

"Chemistry learned at Iowa State was the foundation of the Hach Company. ISU chemistry is renowned and top-tiered. We are happy to contribute to this excellence."

— Kathryn Hach-Darrow, chair of the board, Hach Company

Recognized by President Martin Jischke, Kathryn Hach-Darrow manifests the determination of ISU alumni and friends to help it become the nation's best land-grant university. Her gift in memory of her husband, Clifford Hach, renowned for entrepreneurial successes, will position the chemistry department as one of the best in the country.

Thanks to people like Kathryn, whose love and loyalty to Iowa State is making Campaign Destiny an unprecedented success. Approaching halfway toward its $300 million goal, the campaign is generating the resources enabling ISU to achieve its aspirations.

To become a part of Campaign Destiny, call the Iowa State Foundation, 515-294-4607.