IOWA STATE UNIVERSITY

VISIONS

September/October 1998

A PUBLICATION OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

George Washington Carver: A Legacy of Inspiration

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IOWA STATE UNIVERSITY
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September/October 1998
Volume 11 No. 3

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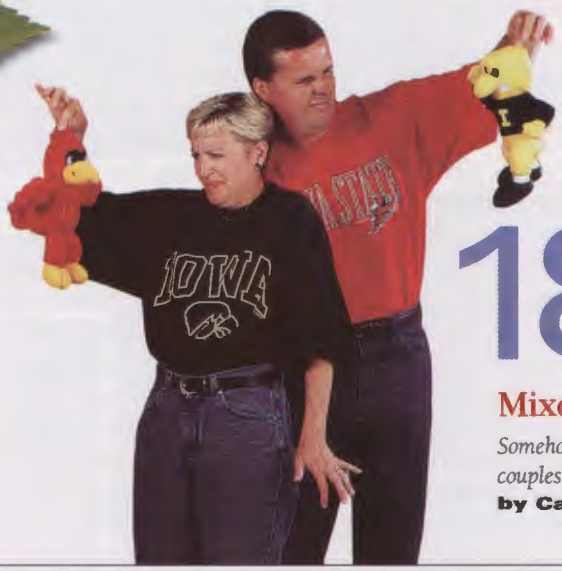
by Karol Crosbie



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On the cover:
George Washington Carver's legacy lives on at ISU. Photo by Jim Heemstra.

Printed with soy ink on recycled and recyclable paper.

by Carole Gieseke

How do I love my job? *Let me count the ways.*

ILLUSTRATION BY MARK MARTUBELLO

I pity the poor slobs who go through life dragging themselves to work every day, living for the weekend, counting the days until retirement. Me? I love my job. And starting with this issue of VISIONS magazine, more readers will understand why I feel that way.

This issue marks an important milestone for the magazine and for the Alumni Association. For the first time in its 10-year history, VISIONS is making its way into the homes of ALL Iowa State University alumni, parents of undergraduate students, and many more friends of the university. So more than 175,000 of you will get to see – if you didn't already know – what a fantastic place Iowa State University is, and what a blast it is to work here. In fact (here's a coincidence for you), I can think of 10 reasons why I love my job:

1 **The support.** When we set out a year ago to expand VISIONS circulation, I never dreamed that it would have happened this fast. I've spent my career in higher ed, and believe me, I've seen projects drag on and on. But our staff and Board of Directors believed in this project 100 percent, because we all agreed that the Iowa State story is too good not to share. Making it happen just *clicked.*

2 **The talent.** The Alumni Association and University Relations are lucky to have an abundance of great writers, photographers, and free-lancers. Alumni who are used to receiving *The Iowa Stater* three times a year know they can count on it for lively writing, great photography, striking design, and news content that keeps them connected to Iowa State. Beginning this year, *The Iowa Stater* will be published just twice a year – May and November – but with four issues of VISIONS (January, March, July, September), alumni will be treated to a steady source of Iowa State news every other month.

3 **The pride.** I didn't graduate from Iowa State, so my perspective may be different from yours. What I see at Iowa State is a campus where people do their jobs very well and with tremendous pride. I see an abundance of enthusiasm for everything: teaching, learning, research, the arts. And I see a culture where doing things OK isn't nearly good enough; there is a genuine desire to be the best.

4 **The fascinating alumni.** I've been here less than 18 months, and I've already met world-class scientists, engineers, artists, fashion designers, veterinarians, and a host of others, all of whom have tremendous loyalty toward Iowa State.

5 **The adventure.** Within the last month, I got to go up in a hot air balloon, tromp through a tall-grass prairie, experience virtual reality, drive through the aftermath of a major Des Moines storm, and shop for a stuffed Hawkeye doll. (Now *that* was scary.)

6 **The creativity.** Our loyal readers will notice that this issue of VISIONS looks different from previous issues. Our editorial staff has created new departments and has worked with the design team to modify the magazine's visual design. Even our cover looks different. We think the result is exciting and hope that you agree!

7 **The stuff.** The Alumni Association sells some pretty cool stuff, and you can see it in the center section of the magazine. We're interested in what you think about the merchandise we offer. Call us toll-free 1-877-ISU-ALUM. And speaking of wanting your opinion, that brings us to…

8 **The feedback.** Boy, do I love letters to the editor. If you have an opinion, write to us! We'd love to know what you think of the magazine. In fact, the entire staff values feedback on Alumni Association programs, services, web site, benefits – really, on just about anything!

9 **The challenge.** Anytime you try something new, there are always challenges, but the ones I've encountered at Iowa State have been only positive. The opportunities I see for this magazine are practically unlimited.

10 I get paid for something I'd do for free. Just don't tell my boss. ■

Show your pride in Iowa State!

With the 1998-99 ISU events calendar on your wall, you'll be reminded of your loyalty to Iowa State every day of the year! This year's calendar features the spectacular color photography of VISIONS photographer Jim Heemstra. And it's filled with details on athletic, music, art, and theatre events, academic dates, and more.

Members of the Alumni Association receive a calendar free as a benefit of membership. The calendar is available to non-members for $10 each, plus postage and handling. (Members who wish to purchase calendars for gifts or need a second calendar for their home or office pay the reduced price of $8 per calendar, plus shipping.)

Order your calendar today!
Call toll-free 1-877-ISU-ALUM.

IOWA STATE UNIVERSITY
ALUMNI
ASSOCIATION

The full-color 1998-99 ISU events calendar is a 13-month calendar, August 1998 through August 1999, and measures 12 3/4" x 9 3/4"

Iowa State Singers down under

Singing *The Bells of Iowa State* at airports along the way, 36 ISU students and nine alumni recently took their golden voices and Iowa goodwill to the land down under. Under the direction of Robert Molison, ISU director of choral activities, present and past members of the Iowa State Singers performed five concerts at four Australian cities.

Although high points of the 12-day tour included a visit to an aboriginal tribe living deep in the jungle, viewing an occasional and extemporaneous kangaroo boxing match, and exploring the Great Barrier Reef, the highlight of the trip was exactly what the group came to do – to make powerful connections through music. The group's repertoire was as varied as its concert venues. The singers performed 16th century English church music at St. Andrews Cathedral in Sydney, sang folk tunes with members of the Canberra Choral Society at the Australian National University, and brought tears to the eyes of audiences in Melbourne and Cairns with their performances of Brahms, Bernstein, and Thompson.

And on the long trip home, once again they sang *The Bells of Iowa State.* ■

Past and present members of the Iowa State Singers performed five concerts in Australia, including one at St. Mary's Star of the Sea Church in Melbourne.

But what do you really think of him, Jay?

"Tim Floyd is an orange pylon on the expressway. Tim Floyd is a severe thunderstorm on a summer's day. Tim Floyd is an upper-deck seat at Comiskey Park. Tim Floyd is pineapple on your deep-dish pizza."

– From Jay Mariotti's Chicago Sun-Times sports column during the Tim Floyd/ Chicago Bulls hiring controversy

Row, row, row your rowboat across Lake LaVerne

JIM HEEMSTRA

Audra McBride, manager of the Outdoor Recreation Center, takes ISU's new rowboat into swan territory.

If Lancelot and Elaine don't like the idea of sharing their habitat with rowboats and canoes, they're just going to have to get over it.

Beginning this fall, rowboats, canoes, and other watercraft will float across Lake LaVerne, courtesy of ISU's Outdoor Recreation Center. Program director Larry Cooney says it's been some time since boats were part of the recreation center's offerings. But when two alumni teamed up to create and donate a new cardinal-and-gold rowboat, it renewed campus interest in the service.

The wooden rowboat was designed and built by Bob Cramer, '67, of Maple Plain, Minn. Funds to purchase the boat came from Frances Craig, '49, Elgin, Ill. Cramer's unique, lightweight design – called a "cosine wherry" – makes the boat stable in water and allows it to flow smoothly. The boat will be used to give rides on the lake during Homecoming, Family Weekend, and for other special events. ■

All the news that's fit to distribute

IOWA STATE HAS SETTLED A 1996 FIRST AMENDMENT LAWSUIT brought by Partnership Press. The suit claimed that an ISU policy restricted distribution of non-university publications on campus. According to the settlement, the university has agreed to increase the number of distribution locations for both university-related and non-university publications.

A separate lawsuit filed against the *Iowa State Daily* by Partnership Press (which owns the Ames *Tribune* and the *Campus Reader*) is pending before the Iowa Supreme Court. Both sides appealed after a district court judge ruled that some records of the *Daily* must be disclosed under Iowa's open records law. ■

Suite expectations

Chances are, yesteryear's freshman left his 2.5 brothers and sisters, his family TV, and his shared bedroom, and arrived at his dorm room with sparkling new necessities – a new desk lamp, bedspread, and poster.

Today's student is accustomed to much more. She arrives with TV, microwave, mini-refrigerator, and computer. She arrives expecting a wide array of fast food selections, more personal privacy, and a reserved lane on the computer super highway. Increased affluence in the family home, smaller families resulting in more home privacy, and more sophisticated entertainment and educational technology is expanding horizons – including dorm room dimensions.

ISU is joining colleges and universities across the country as they adjust accommodations in an increasingly competitive market. "Our buildings simply don't offer the kind of space today's students want," said Randy Alexander, director of the residence department. "We're trying to serve students of the '90s in buildings of the '40s."

This spring, the State Board of Regents approved the first phase of a three-year plan that will change the face of ISU's dormitories. The new plan will convert many traditional dormitory rooms to suites, create new apartments, and create new dining-retail centers at Hawthorne Court, Union Drive, and Richardson Court dormitories (now called "neighborhoods.") Today's student neighborhoods include computer labs, advising offices or classrooms, dining and grocery options, and recreation space. ■

fast fact

The digital encoding process that led to the development of the first generation of low-cost fax machines was invented at Iowa State by engineering graduate student David Nicholas in 1971.

New vice provost to enhance **teaching, research,** and **extension** collaboration

AFTER YEARS OF BREAKING NEW ground in the fertile area of academic research, there is a national move to discover new teaching methods with just as much intensity.

To help spearhead this renewed focus, ISU has created a new position – vice provost for undergraduate programs. Howard Shapiro, who has been appointed to fill the position, will be part of a three-person team that includes vice provost for research and advanced studies and vice provost for extension.

Shapiro, professor of mechanical engineering and assistant dean for undergraduate programs in the College of Engineering, has been an advocate for exploring new teaching methods since he joined the Iowa State faculty 23 years ago. "Our teaching methods have been good. But we can't stay in place. If we don't stay ahead, other institutions will pass us by," he says.

Some of the new teaching methods Shapiro will administer include learning communities, in which students' classrooms and living environments are integrated, and programs that involve students in outreach efforts. "There is a cry nationally to bring more focus back to teaching – you hear it from parents, legislators, students. Our challenge is not to refocus – not to turn away from research – but to more fully integrate research, outreach, and teaching." ■

JIM HEEMSTRA

Ryan Rowley tries out the Memorial Union's newly-acquired piano.

Just don't play Chopsticks, or we'll all go crazy

Ryan Rowley, a senior trombone major, had never seen a butterfly-style baby grand piano, but he sat down in the Harold Pride Lounge and played it anyway.

The music filled the first floor of the Memorial Union. People stopped. People listened. Kathy Svec smiled.

Svec, the marketing coordinator for the Union, says it's about time the Union had a decent piano for people to play. (A piano that had been in the west lounge was in disrepair.) "We think it will be great to have people hear piano music when they walk into the Union," she said.

The Memorial Union purchased the unique Wurlitzer piano from Agnes Cerka of Ames. The 50-year-old piano is reportedly one of just a few butterfly-style pianos manufactured. ■

oncampus

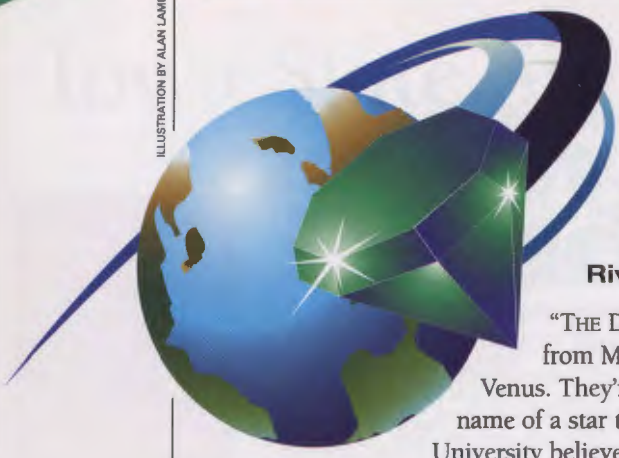

ILLUSTRATION BY ALAN LAMPE

Planets are a girl's best friend,

according to the *Los Angeles Times*, in which staff writer Roy Rivenburg writes:

"THE DIAMOND PLANET? MEN MIGHT BE from Mars, but women are not from Venus. They're from BPM37093. That's the name of a star that astronomers at Iowa State University believe is made entirely of carbon and crystallized oxygen, the same material as diamonds. Located 17 light years away from Earth, BPM37093 is roughly the same size as our planet and the same weight as the sun.

"If it truly is a diamond (personally, we think Iowa State should bring in a jeweler to make sure it's not one of those cubic zirconium stars), it would weigh 10 billion trillion trillion carats, according to astronomer Steve Kawaler. And the DeBeers shadow ad for it would require an eclipse." ■

Golden years

AT A RECEPTION SPONSORED FOR agriculture graduates during Alumni Days, stories were shared about how lives had been impacted by Iowa State. The tales painted a picture of overcoming the hardships of drought, depression, and war.

Carl Hertz enrolled in ISU in 1929 to study animal husbandry. He had grown up on a farm near Laurens and "had enough money saved from 4-H projects to get me through the entire first year of school." Hertz kept track of his expenses that year – he spent $450.

Robert Howard of Freeport, Ill., spent 26 years farming and 24 years in sales following his 1948 graduation from Iowa State. "I never regretted any decision I ever made," he said.

Then he paused and said there was one thing he would have changed while he was a student: "I wish I had joined the marching band." ■

Attack of the killer carcinogens

Ames Laboratory researchers have garnered an R&D 100 Award for their study on how cancer-producing compounds damage cellular DNA.

Ryszard Jankowiak and Gerald Small combined two existing techniques which together provide a powerful tool for chemical structural characterization. The new technique has been used to identify the byproducts present in solutions such as urine when there is a reaction between cancer-producing pollutants – cigarette smoke, for example – and cellular DNA. The identification of these byproducts, called DNA adducts, is important to understanding the first step of a cancer: the chemical attack of carcinogens on DNA.

R&D 100 Awards are given to the 100 best new products as cited by *R&D Magazine*. ■

High-tech high schoolers

When last year's entering freshmen were asked how often they had used a computer to complete school-related work in the past year, more than 95% responded that they'd done so on a regular basis. ■

Nearly 80% of last year's entering freshman class had schoolwork-related experience with the internet.

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George Washington Carver: A Legacy of Inspiration

By Karol Crosbie

George Washington Carver's Iowa State

Iowa State College's term had already begun when George Washington Carver arrived in May 1891, a transfer student from Simpson College. Although the catalogue had instructed him to bring "three dollars to retain room, and ask for dimensions that you may bring proper furniture, carpet, etc." he came empty-handed. Some sources say that his first day confirmed his worst fears. He was told that he could not sit in the dining hall, but would have to eat with the field hands in the basement.

Although Carver had been well accepted at Simpson College, he had reason to be worried when he arrived in Ames. He had tried earlier to enroll at Highland University in Kansas and had been told "no blacks allowed."

Except for a few isolated incidents, his first day's dark experience at Iowa State was not repeated in the five years that followed. Not only was Carver welcomed into the dining halls, he became a popular dinner partner. Although he was the only African American on campus, he was certainly not the only student who came empty-handed. Iowa State College, the country's first land-grant institution, offered a tuition-free education to the children of the working class for the first time in the nation's history. Most of them came with a determination to work hard, and not much else.

It was a good time to be a student at Iowa State. Thirty-two years had passed since initial construction of the college's buildings had begun. The raw muddiness of the new campus had given way to the beginning of a spectacular landscape. A newcomer to the campus in the spring of May 1891 would have seen hundreds of trees, bushes, and flowers. "We now have about every tree and shrub that will succeed fairly well in our climate," wrote Professor Joseph Budd, Carver's major professor, ". . . as a park and landscape garden, our public grounds are not equaled in the west."

It was also a time of new independence for the students. Students who took advantage of the land-grant college tended to be hard-working, rural, and democratic. It was the beginning of the "Gay Nineties;" students had broken away from earlier restrictions and had begun their own self government. Compulsory daily attendance at chapel had disappeared. The college's mandatory student work requirement had been voted down. Students were no longer required to live on campus and to be awakened every morning by the 5:30 bell that tolled from the belfry of Old Main.

The college's president – tall, bearded William Beardshear – was popular with the students, and he knew most of them by name. Under his administration, students were allowed to attend dances and parties for the first time, and the old paternalistic rules of the early founders (i.e. "students must wear slippers in the meal halls") disappeared.

Carver soon became well-liked by his fellows students. He was proud, independent, and rejected most offers of financial assistance. A cryptic entry in the *Bomb* prompts today's reader to wonder how much Carver's fellow students understood about his past. "Mr. Carver was born in southwestern Missouri in 1865," it reads. "The first 12 years of his life were spent on a farm."

In fact, the first 12 years of Carver's life were the most tragic. He was born in Missouri, the son of a slave woman owned by Moses Carver. The Civil War was nearing its end when he and his mother were kidnapped by slave raiders. A neighborhood posse found George, near death from exposure and whooping cough, and returned him to the Carvers. His mother was never found. At the age of 10, Carver left his surrogate parents to attend public school and for the rest of his life would depend on the kindness of friends, the inspiration of teachers, and on his own superior capabilities.

The student social climate at Iowa State when Carver arrived was

one that rejected elitism. In fact, the college was just recovering from a clash of class identities. Although the administration supported the new "secret societies" (fraternities and sororities), most of the students found them exclusive, undemocratic, and unacceptable. The Greeks became a persecuted minority, prompting violent raids that soon resulted in President Beardshear banning them from campus.

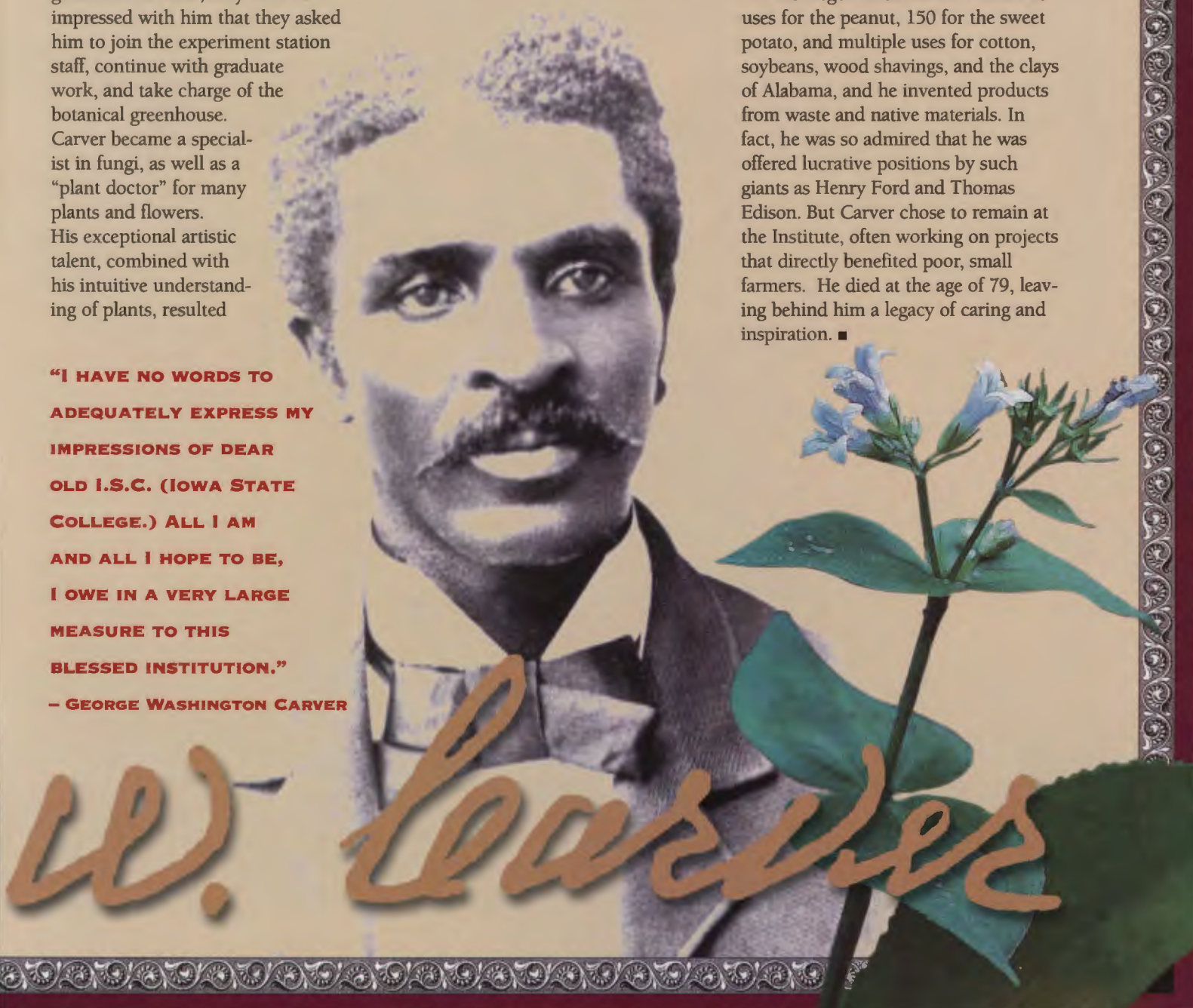
Carver worked closely with botanical professors Louis Pammel and Joseph Budd. By the time he had graduated in 1894, they were so impressed with him that they asked him to join the experiment station staff, continue with graduate work, and take charge of the botanical greenhouse. Carver became a specialist in fungi, as well as a "plant doctor" for many plants and flowers. His exceptional artistic talent, combined with his intuitive understanding of plants, resulted in hundreds of valued botanical sketches. In some of Iowa State's early extension efforts, Carver traveled throughout Iowa, lecturing about plants. He received his M.S. in 1896.

On October, 1896, the *Ames Intelligencer* reported that Carver had left Iowa State for Tuskeegee, Ala., and bade him farewell: "We know of no one who failed to be won to friendship by his genial disposition, and we are not guilty of meaningless praise when we wish him Godspeed."

Carver would gain international acclaim for his years of research at the Tuskeegee Institute. He found 300 uses for the peanut, 150 for the sweet potato, and multiple uses for cotton, soybeans, wood shavings, and the clays of Alabama, and he invented products from waste and native materials. In fact, he was so admired that he was offered lucrative positions by such giants as Henry Ford and Thomas Edison. But Carver chose to remain at the Institute, often working on projects that directly benefited poor, small farmers. He died at the age of 79, leaving behind him a legacy of caring and inspiration. ■

"I HAVE NO WORDS TO ADEQUATELY EXPRESS MY IMPRESSIONS OF DEAR OLD I.S.C. (IOWA STATE COLLEGE.) ALL I AM AND ALL I HOPE TO BE, I OWE IN A VERY LARGE MEASURE TO THIS BLESSED INSTITUTION."

– GEORGE WASHINGTON CARVER



UNIVERSITY CELEBRATES CARVER LEGACY

"Inspiring Students to Become Their Best – The Legacy of George Washington Carver," is the theme of a year-long celebration that is shaping many university events and outreach activities during the 1998-99 academic year. Events and activities include a display tour throughout Iowa with comments by ISU President Jischke; a lecture series; and a performance series, including a free performance for students by comedian Bill Cosby.

Carver's Campus

When Carver arrived on campus in spring 1891, he encountered an explosion of new buildings and landscaping that was fast becoming the envy of other institutions. The country's first land-grant college was blossoming.

AGRICULTURAL HALL

George must have welcomed the completion of Agricultural Hall when he was a junior. He spent many hours in the building's basement, which housed horticulture classrooms and research laboratories. The office of his major professor, Joseph Budd, was on the second floor. Today, the building is called Carrie Chapman Catt Hall.

MORRILL HALL

Morrill Hall was spanking new when George arrived on campus. It was a chapel, museum, lecture room, and a laboratory for the departments of natural history and geology. One of the students' favorite pranks was to sneak a cow into the chapel.

Snapshot 1894: George's Senior Year

Students: 563
Ethnic minorities: 1
Faculty: 45
Staff: 13
Minority faculty and staff: 0
Number of campus buildings: 38
Student extra curricular activities: (includes all sports, honorary societies, literary and artistic groups): 30
Tuition: No charge
Courses of study: 3

Main Building

When George arrived on campus, the shine was already off the building which had once held all the functions of the college (including a bathtub in the basement that students could use for 25 cents). By 1892, structural problems had developed, but the building was still held in high esteem. "Next to the insane asylum in Mt. Pleasant," wrote Iowa Governor William Larrabee, "this is the finest evidence of architecture in the state." The building was replaced by Beardshear Hall in 1903.

Old Creamery Building

The old creamery building was past its prime and its days were numbered. In 1892 it was remodeled and moved a few yards east, to become a foreman's residence and boarding house for farm workmen.

The Dinkey Railway Station

When George was a sophomore, the dinkey train that connected the college and Ames was completed, displacing forever the horse-drawn campus bus. Because the train facilitated off-campus living, it was a huge benefit to the students. But it was plagued with problems – flooded tracks, derailment, smoke, soot, and fires. And the students (being students) complained. "We . . . part with cherished nickels for the privilege of riding in a dirty tram car which follows in the wake of an engine which beggars description," moaned an editorial in the *Iowa State Student*. In 1915, the building was moved to its present position behind Morrill Hall, and is now known as the Hub.

The Campus Today

Iowa State University is committed to helping students better understand today's many cultures.

ISU DIVERSITY INITIATIVES

Here are just a few examples of recent initiatives:

- Students are now required to take at least one three-credit course to fulfill a **diversity requirement.** They may choose from more than 70 courses, offered by a broad range of disciplines – from art to zoology.
- A **Multicultural Task Force** was created in 1997 by the administration to help break down racial, ethnic and cultural barriers.
- **Minority student liaison officers** were established in each college in 1994-95. The function of the officers is to help recruit and retain minority students by offering more personal connections.
- The **George Washington Carver Visiting Scholar program,** established in 1994, brings exceptional educators and scholars to campus to share ideas with faculty, staff, and students.
- A **Minority Mentoring program** was created by the College of Family and Consumer Sciences in 1994 that matches juniors and seniors with freshman minority students.
- For the first time, the national **Minorities in Agriculture, Natural Resources and Related Sciences conference** was held outside the South. ISU hosted the conference's 500 participants in April 1998.

CATT HALL

The old Agricultural Hall, later known as Old Botany, became Carrie Chapman Catt Hall in 1995. African American Studies, a cross-disciplinary program, is administered from Catt Hall. The Carrie Chapman Catt Center for Women and Politics brought Anita Hill to campus in April 1998, where she spoke to a crowd of 1,000.

MORRILL HALL

The last Morrill Hall tenant moved out in the winter of 1998, and today the building sits empty, waiting for a decision on its future.

THE HUB

The Hub was completely rebuilt in the summer of 1983. All that's left from the original Dinkey Railway structure is a few roof trusses. Today the building dispenses vending-machine snacks and is also a copy center.

Krystal Lofton, a high school student from Chicago, is a participant in the College of Agriculture's **MINORITY INTERNSHIP PROGRAM** for high school students and undergraduates. The program was initiated in 1993 to prompt more interest in agricultural careers.

Cyclone Stadium was renamed **JACK TRICE STADIUM** in 1997 to honor ISU's first black student-athlete. In a new outreach program, athletes take diversity education to the public schools and serve as role models for youth.

BEARDSHEAR HALL

One year after Old Main burned in 1902, it was replaced by Beardshear Hall. Here, the administration works closely with faculty, staff, students, and the community to bring broader understanding and respect for today's cultures.

SNAPSHOT 1998: 104 YEARS AFTER CARVER'S SENIOR YEAR

Students: 25,384
U.S. ethnic minority students: 1,678
International students: 2,564
Faculty: 1,749
Staff: 4,309
Minority faculty and staff: 455
Number of campus buildings: 242
Student organizations and clubs: 562
In-state tuition, two semesters: $2,666
Academic departments: 71
Number of colleges: 8

Michael Martin and the Gene Revolution

In the summer of 1970, a new strain of southern leaf blight devastated the country's seed corn crop. On a farm in Orrville, Ala., 16-year-old Michael Martin watched the yellow spots appear. Soon the toxin the blight produces had attacked the whole plant – leaf sheaths, husks, shanks, ears and stalks. The new hybrid he had planted for an FFA project, which up until now had far surpassed his father's open pollinated crop, withered and died. His father's crop, on the other hand, flourished.

That was my first inkling about what corn breeding actually meant," says Michael Martin, world-wide manager for dent and tropical corn for Garst Seed Company, a subsidiary of Advanta Seeds. "What had happened to my beautiful corn crop? It all boiled down to the genetics of the hybrids that were being grown at that time. They carried a specific gene that was actually bred into the hybrids that made them susceptible to the southern corn leaf blight." That summer, the blight wiped out approximately 80 percent of the country's seed corn crop.

The 28 years that followed that eventful year have seen an explosion in plant biotechnology – for the world and for Michael Martin. He has seen the promise, the excitement, the occasional failures, and the tradeoffs of manipulating plant genetics.

His senior year in high school was the last time Martin would farm with his father and grandfather. In 1973, his family sold the farm, unwilling to go into the long-term debt necessary to keep a small operation afloat. Martin enrolled in Alabama A&M, majoring in agronomy. There he worked on developing a new plant, which he says may have been the first truly man-made crop – a cross between wheat and rye called triticale. "We did a lot of cell biology, and quite frankly we did a lot of stuff at that time that people later called biotechnology," he remembers.

During the late '60s and early '70s triticale was touted as a wonder crop because of its exceptionally high protein. But researchers soon discovered that the reason for the high protein was a shriveled kernel, which in turn limited yield. "One of the objectives of breeding was to get rid of this shriveled kernel so that you could get yield up. But once you got the yield up and got rid of the shriveled kernels, the protein went away," says Martin. "So once again I experienced the challenges that plant breeders have been fighting for decades. There are always tradeoffs."

Triticale was not, after all, the wonder crop. But the techniques that were used to create it were beginning to flourish. As Martin neared graduation, he received an invitation to visit Iowa State University, part of an initiative to attract more minorities to the Agronomy Department's graduate program. He went to a football game, "froze his butt," and vowed never to return. But the offers he received from two other universities boasted winters equally as cold. The personal attention he received from John Pesek, the department head at the time, convinced him to select ISU to pursue both his M.S. and Ph.D. in corn breeding.

PERFECTING THE WONDER CROP

Although few midwesterners would label the common and familiar corn plant a "wonder crop," in many ways it is. With 3,500 uses, corn is the most diversely used crop in the world and is the No. 1 commercial seed industry in the world.

In spite of its superior resistance to the southern leaf blight, the open pollinated corn grown by Michael Martin's father in the '60s was behind the times. By then, most farmers were growing hybrids. Hybrids are created by first developing inbred lines, possessing desired traits created through at least six generations of inbreeding. The inbred lines are then crossed to produce tens of thousands of different hybrids, which are tested on tens of thousands of experimental plots. It takes from seven to 10 years to develop and bring a new hybrid to market, using these methods of selfing, selecting, crossing, and testing.

Despite the time it takes to create a new, improved hybrid, hybridization has been largely responsible for a huge increase in corn yields and hundreds of "designer" varieties, especially bred for different environments. Research like Martin conducted for his graduate study at ISU, in which he worked to develop a corn variety that was resis-

Michael Martin, *who received his M.S. and Ph.D. in plant breeding from ISU in 1981 and 1983, works from a breeding nursery at his research home base with Garst Seed in Slater, Iowa.*

ant to fungal stalk rot disease, has reduced the crop's vulnerability to many insects and diseases.

Martin's stalk rot research of the '70s was conducted in the field. He infected corn plants with the fungal disease and then selected plants that were most resistant. These plants he crossed with each other, generating offspring which he again infected. Infection. Selection. Cross breeding. Again and again, Martin repeated these steps to develop a corn inbred that was resistant to stalk rot.

The gene revolution

Today, this same research may be performed in the laboratory. With the use of enzymes that cut plant chromosomes into fragments, researchers can identify areas of the plant chromosomes that are important in determining agronomic traits, such as resistance to disease.

Genetic engineering has added a new dimension to the intricate art of corn breeding. Rather than just manipulating the corn's DNA, genetic engineering allows breeders to insert brand-new DNA from another species. For example, DNA from Bacillus thuringiensis, an organism that occurs naturally in soils and which kills the European corn borer, is now routinely inserted into the corn plant. The resulting varieties are resistant to European corn borers. Martin estimates that approximately 40 percent of corn hybrids which will be grown in 1999 will be genetically engineered to resist the pesky worm.

Martin's work with Garst Seed Company, headquartered in Slater, Iowa, is complex, varied, and international. He directs corn research in Argentina, Brazil, Southern Europe, Thailand, India, Australia, and South Africa. He also coordinates the production of seed for sale in 20 different countries. Each environment demands different traits.

Feeding the world

Martin has no doubt that the plant he has seen evolve since the '70s will have a major impact on the world's ability to feed itself. When one considers that 92 percent of the human diet is derived from plants, with no more than 30 plant species accounting for most of the calories and protein intake, there seems plenty of evidence that Martin and his profession will be major players. And the fact that cereal grains like wheat, rice, and corn provide more than 53 percent of the world food supplies, seems to indicate that corn will be king for some time.

Fifty-five years ago, corn yield was about 30-50 bushels an acre; today, it is over 130 bushels an acre nationwide. "I think genetic improvement is doing a fantastic job of feeding the world," says Martin.

Much of Martin's time is spent behind the computer and on the phone. But it is when he is in the fields with farmers – from a small farmer in India to a large plantation owner in Argentina – that he is the most optimistic. The gene revolution has arrived; the world is joining forces. ■

Mixed Marriages

Surviving Cyclone-Hawkeye Unions

Married to the enemy. **For Julie and Tom Venner of Urbandale, it can be downright icky.**

By
Carole Gieseke

Photos By
Jim Heemstra

These are the people your mother warned you about.

Oh, sure, they seem like nice, normal folks at *first*. Then one day you notice they are wearing black and gold socks. And they seem to cheer with false enthusiasm at your favorite sports bar. Then, one day, they fess up. They graduated from — huge gasp — *the University of Iowa!!!!!!!!!*

It's inevitable. Try as you might, you *will* run into Iowa graduates, especially if you live in Iowa. And sometimes, though your mother warned you, you might *even fall in love* with one. Aaargh!!! The shame!!

It's a humbling experience for a Cyclone, to be sure. Marriage to a Hawkeye can mean *Des Moines Register* clippings extolling the University of Iowa at the breakfast table. And seeing that superior smirk all through football season. And suffering through those ridiculous "Moo-U" cracks. And worse,

realizing that this is, after all, the Hawkeye State.

Not unlike interfaith marriages, these couples are somehow able to work through their differences (you say tomato, I say go-Cyclones; you say potato, I say don't-the-swans-look-particularly-lovely-at-this-time-of-year). There ought to be a handbook for this type of thing: "The Interconference Marriage Guide for Iowans" or "Happily Intermarried: Advice for a Joyous Cyclone/Hawkeye Union" or perhaps "Raising InterIowa Children: Cy and Herkie Tell You How."

Falling in love with and marrying a Hawkeye is frighteningly common. Kristine Heller ('94 acct.) should have known better. She grew up, she says, "in a house full of Hawkeyes." And yet, one look at University of Iowa graduate Joel Pitz, a fellow accountant at Principal Financial Group in Des Moines, and she choked. The couple was married May 23. Another one bites the dust.

Athletic competition can be especially grueling for these wayward couples. Tom and Julie Venner of Urbandale attend games, but they don't sit together. Tom ('80 ag business) says that's the safest way.

Julie, a 1980 Iowa grad, sadly concedes that their two boys – John, 9, and Jacob, 7 – are Iowa State fans. Tom admits, "The proximity helps, and they've gotten more Iowa State paraphernalia from my family than they have from 'the other side.'"

Tom's family, by the way, consists of seven siblings who have graduated from Iowa State. Not that this would sway a young boy's perspective.

"Hey, Jacob," Tom coaxes. "Who do you like better, Iowa or Iowa State? You're on record, so give the right answer."

Jacob thinks a moment. "Ummmm, Iowa State."

So, young Jacob, who usually wins when the Cyclones play the Hawkeyes in football?

"Ummmm, I forget."

"I forget, too, Jacob," Tom says dejectedly.

Some couples take the interstate rivalry up a notch, debating the virtues of each school's academic programs.

Suzanne Sullivan Greer ('48 sociology) admits that when she was a student, "The University of Iowa had better teams than we did. I was always defensive I guess because I felt that we were more concentrated on the academic and intellectual."

Surprisingly, her Hawkeye of a husband Jim agrees – without Sue so much as applying a half-Nelson. "In those days, the University of Iowa was more of a fun school, a party school, and Iowa State was more serious. It's true."

So there. ■

college focus: *Research*

When it comes to pure research, applied research, and the transfer of research results into practice, Iowa State University is a national leader. ISU has received 18 R&D 100 Awards in the 34-year history of the award program, presented annually by *R&D Magazine* to recognize the 100 most significant new technological developments of the year. That puts us second only to MIT among universities.

From DNA sequencers to environmentally-friendly lawn herbicides, from a swine vaccine that prevents salmonella to LoSatSoy, the first low-saturated-fat cooking oil from soybeans, researchers at Iowa State are making a difference in our everyday lives. In this new department called "College Focus," we highlight for you just a handful of the many hundreds of research projects being conducted by ISU researchers.

Education

Manly men, womanly women

Why has the number of women school superintendents decreased from 10 percent in 1950 to only five percent today? What were the ramifications of the early 1900s requirement that women administrators and teachers be single – and conversely, that their male counterparts be married? What message is today's largely sex-segregated, hierarchical system of school administration sending to students?

Jackie Blount, associate professor of education, has tackled these questions in research titled "Manly Men and Womanly Women: Deviance Gender Role Polarization and the Shift in Women's School Employment, 1900-1976." Her study reviews national education administration registries and tracks trends from the early 1900s through the '90s, as they are affected by social changes such as women's suffrage, rising divorce rates, and fear of homosexuality.

Blount's work is documented in a new book, *Destined to Rule the Schools: Women and the Superintendency, 1973-1995*, published by SUNY Press. Her groundbreaking work earned her the first annual Thomas N. Urban Research Award from the First in the Nation in Education (FINE) Foundation.

Agriculture

Purple flower eaters

Its flowers are pretty, but purple loosestrife is an aggressive weed that can crowd out native vegetation near Iowa waters. And the plant does not have many characteristics desirable in wildlife habitat. But attacking purple loosestrife with herbicides also wipes out other plants, and natural controls are preferred in wildlife areas.

So the Iowa Department of Natural Resources purchased beetles that eat the plant's leaves and an ISU undergrad, Anthony Cortilet, took on loosestrife control as an independent study project. His system of breeding, rearing, storing, and releasing the beetles has eliminated the need to buy them. The beetles have caused significant damage to loosestrife at several northwest Iowa sites, and beetle populations are building.

Business

Kids as consumers

Look at any kid's "gotta have it" toy list, and you'll undoubtedly see movie and TV tie-ins. That worries most parents, according to research conducted by Russell Laczniak, associate professor of marketing. He says parents are concerned that when their kids play with the toys, they just reenact what they saw on the show instead of playing creatively. Parents also worry that many of the toy-based shows are violent, and that their children are being exploited as pint-sized consumers. "Children look at these things and say, 'I want that,' just because they see it on TV," Laczniak says. "Their defenses are lower."

Toys tied in to movies or TV – known in the trade as "licensed prod-

ucts" – account for about half of the $19 billion toy market, up from about 10 percent just a decade ago. "Movies have become huge. They're spawning huge amounts of toys," says Laczniak, whose own sons have gone through Teenage Mutant Ninja Turtles, Power Rangers, and Toy Story crazes. Laczniak's advice to parents? Watch what the kids watch, and talk to them about it.

Engineering

Walking through history

Thanks to a research project funded by a Miller Faculty Fellowship Grant, people can walk through the Parthenon, a temple built in Greece more than 2000 years ago which now lies in ruins.

Litton Assistant Professor Carolina Cruz-Neira used C2, Iowa State's Synthetic Environments Lab, to create a virtual library for teaching architectural history. "We also developed models of the Queen Hatshepstat mortuary temple, Speyer Cathedral, Pantheon, Tempeitto, and Notre Dame Cathedral," she said. "We reconstructed the interiors and exteriors with as many features as we could document, based on existing literature."

Cruz-Neira, who is working with ISU architecture professors Chiu-Shui Chan and John Maves, said students around the world will be able to access a permanent web page and conduct interactive explorations. Virtual reality devices, such as the C2 and head-mounted display, will enable students to do interactive walk-throughs inside full-scale models of buildings as they were originally built.

Design

A place to call home

The College of Design has lent a hand to streamline the complex, often confusing process of securing affordable housing in Iowa. Last year, the IOWAccess Project 6 Team, of which the college is a member, was charged with creating a website to provide an easy-to-use, concise electronic gateway to housing and financial services available to Iowans.

Over the past year, the college and its partners have worked to create a searchable database of housing resources. The site provides information on housing for the elderly, low-cost housing, homeless shelters and services, and counseling services available to all Iowans. The user-friendly site (www.iowaccess.design.iastate.edu) asks for a few pieces of information – location, family income, family size – and instantly provides a list of the programs and resources available in the area. ISU's Mike Miller designed the database and its interface.

Liberal Arts and Sciences

Eyewitness confidence on trial

Witnesses to crimes are more confident in their identification of suspects if they are given positive feedback by law enforcement personnel. That's the finding of a study ISU psychology professor Gary Wells recently published in the American Psychological Association's *Journal of Applied Psychology*. Wells' research shows that eyewitnesses who were told they were right were much more confident in their testimony than witnesses who were given negative feedback or no feedback at all.

Wells cited research published in 1989 that reported that more than 75,000 people every year become criminal suspects because they had been picked out by eyewitnesses from lineups or photo spreads. "The identification of innocent persons... is the primary cause of wrongful conviction, accounting for more convictions of innocent persons than all other causes combined," said Wells.

Veterinary Medicine

A new elbow for Bowser

If Bowser's retrieval of that tossed bone is accompanied by a severe limp, chances are he is suffering from arthritis. And if the limp occurs in his front legs, he's in good company. Arthritis is the most common cause of front lameness in dogs – and the culprit is the elbow.

After four years of work, Dr. Michael Conzemius, assistant professor of veterinary surgery in the College of Veterinary Medicine, has created the first-ever elbow replacement implant. Conzemius' challenges were great. Because dogs walk on their front legs, an elbow replacement for them is much more difficult to create than one for humans. The elbow joint uses three bones, all which must move and work together.

Conzemius has received a provisional patent for his two-piece metal implant and the cutting guide that allows veterinary surgeons to cut away arthritic bone to make way for the replacement. Conzemius has performed the procedure successfully on 12 dogs – from a 50-pound mixed breed, to a 90-pound rotweiller.

Family and Consumer Sciences

Exotic corn

Nearly every processed or packaged food you eat contains added starch. And the major source of starch in this country is corn.

Now, researchers in the Department of Food Science and Human Nutrition and Department of Agronomy are developing exotic corn lines with value-added starch and oil properties. Led by professor Pamela White and USDA-ARS collaborator Linda Pollak, the researchers will attempt to develop corn with two characteristics – native starches with special properties, and oils that are healthful and more stable in food use – both from the same ear of corn.

Corn inbred lines with value-added starch and oil will enhance the product's competitive value and contribute to crop diversification. The end result will also provide the consumer with a product that has no harmful chemicals and contains a healthier balance of fatty acids. ■

by Karol Crosbie

Listening to cues

A new infant cries and his mother soothes him. A three-month-old laughs and her father laughs back. A six-month-old babbles and his mother mimics his new sounds. A nine-month-old shakes his crib to let his dad know he's awake, and dad magically appears.

These are common, everyday parenting occurrences, but they form the basis of a "core of resiliency" that provides humans with a firm foundation for positive relationships and with a protective shield against life's hard knocks and high risks. It also forms the core of Martha (Marti) Farrell Erickson's message to parents, employers, and policy makers.

Marti Erickson, '67 Child Development and Elementary Education, is an internationally acclaimed expert on ways communities, policy makers, and parents can help children thrive.

Erickson, '67 child development and elementary education, has become such an expert on the needs of high risk children, that when Vice President and Tipper Gore wanted to learn more about how kids build resiliency, they asked her to give them a crash course. She talked, they listened, and within six weeks the Gores had asked Erickson to co-direct their annual conference on children and families.

Erickson, who is director of the Children, Youth and Family Consortium at the University of Minnesota, told the Gores what she is telling the whole country – that the best way for parents and policy makers to learn what is needed is to listen to the cues that children send, not only at birth, but throughout life. "Policy must be turned upside down," she says. "We need to begin policy formation conversations, particularly those regarding welfare reform and child support, with a basic question: What will help kids to thrive?"

For example, although it is well documented that a father's presence enriches a child's life, welfare rules have historically undermined father involvement. Erickson has created a Father-to-Father initiative which helps fathers engage with their children, and then helps them reach out and teach other fathers to do the same. Her work recently resulted in a presidential memorandum that charged federal departments to stop excluding fathers in their programs.

This spring, Erickson was a representative at the U.N. Convention on the Rights of the Child in Copenhagen. Erickson's goal is for the United States to join the rest of the world in ratifying the convention. Erickson says the administration's refusal to ratify the convention is due in part to pressure from conservative groups which fear that the government is taking parenting control from families. "We need to formally recognize the human rights of children," she says.

If she thought singing the message would help persuade U.S. officials, she probably would. One of the unique ways Erickson takes her work directly to her audience is through music. She is lead vocalist and songwriter for a group named *Free Spirit*. Their CD, titled "Start Acting Your Age: Songs for Kids and Those Who Love Them," is a jazzy collection of songs with messages, which the group performs at conferences across the country.

If she were to use the power of music to persuade officials that children have rights that are independent from those of their parents, she might use the words of a song she wrote when her last child left home for college. "My child, you're not mine to keep, but only to hold/ I know that all I say and do is showing you the way/ So I pray for strength and wisdom every day/ Oh what a holy thing to call you my child." ■

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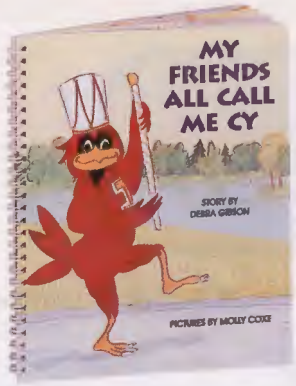

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September

10 Photographs of P.H. Polk (through 1/3/99) (Brunnier)

16 Alumni Association Breakfast Club, Minneapolis

18 Order of the Knoll Fall Gala

18 ISU Foundation Board of Governors & Board of Directors Meetings

19 Football vs. Ball State

22 Engineering Career Fair

22 *West Side Story* (Stephens)

23 Business/Liberal Arts & Sciences Career Fair

25-27 Family Weekend

26 Football vs. Texas Tech (Educators' Day)

27 Celebrating America: Celebrating Gershwin and Ellington (Stephens)

29 Canada & New England Alumni Trip (through 10/9)

30 Family & Consumer Sciences Career Fair

October

3 Football at Texas (Alumni Association Pre-Game in Austin)

8 Alumni Association Breakfast Club, Des Moines

9-10 Homecoming

9 Alumni Honors and Awards Ceremony

9 Alumni Association Board of Directors Meeting

10 Football vs. Missouri

10 All-Alumni Homecoming Tailgate

10 Member Appreciation Day

14 Alumni Association Breakfast Club, Minneapolis

15 St. Petersburg Philharmonic Orchestra, Jonathan Gilad, piano (Stephens)

16-17 Road Scholars new faculty tour of Iowa

20 South Africa Alumni Trip (through 29th)

21 Graduate & Professional School Fair

25 NBA Exhibition Game (Hilton)

28 Presidential Visit and Alumni Reception with ABC Replica, Durham Western Heritage Museum (Omaha)

28-31 Alumni Association City Blitz: Omaha

November

1 *Tales of a Fourth Grade Nothing* (Stephens)

3 Robert Hillestad: Threads of Celebration (through 2/15/99) (Brunnier)

6-15 *A Little Night Music,* ISU Theatre/Symphony (Fisher)

7 Football vs. Nebraska

9 ABC Reception (Fort Dodge)

10 Agriculture Career Fair

10-17 Rome Escapade Alumni Trip

12 Alumni Association Breakfast Club, Des Moines

14 Football at Colorado

14 Cyclone Band Extravaganza (Stephens)

15 Ondekoza-Demon Drummers of Japan (Stephens)

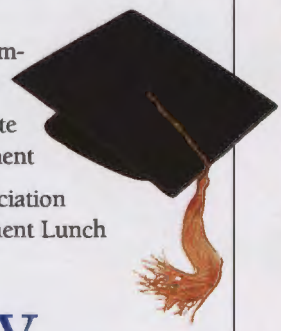
18 Alumni Association Breakfast Club, Minneapolis

29 Victorian Holidays Exhibit (through 12/20) (Farm House)

December

5 *Fiddler on the Roof* (Stephens)

11-13 *Nutcracker Ballet* (Stephens)



18 Graduate Commencement

19 Undergraduate Commencement

19 Alumni Association Commencement Lunch

January

3-10 Copper Canyon & Sea of Cortez Alumni Trip

9 Regents Universities Career Fair

11 ABC Replica Exhibit & Alumni Reception (Carroll)

11 Spring Semester Classes Begin

12 Iowa College Salon XXI Exhibit (through 3/14) (Brunnier)

14 ABC Replica Exhibit & Alumni Reception (Burlington)

14 Alumni Association Breakfast Club, Des Moines

15-16 Madrigal Dinner (Great Hall)

25 Carver Celebration Presidential Visit and Alumni Reception (Sioux City)

31 Russian National Ballet presents *Sleeping Beauty* (Stephens)

Events are subject to change. For more information, visit the Alumni Association web site: www.alumni.iastate.edu or call toll-free 1-877-ISU-ALUM.

Gene Stoermer holds a class outside of one of Lakeside's original fieldstone buildings.

Iowa Lakeside Laboratory: Saving all the pieces

By Karol Crosbie
Photos by Jim Heemstra

Yesterday and today: Researchers of the early 1900s at Lakeside Laboratory would be amazed at the campus' newest building, a state-of-the-art water quality laboratory.

The campus at Iowa Lakeside Laboratory on the west shore of Lake Okoboji is about as different from the landscaped grounds of its parent institutions as a black salamander is from a white laboratory mouse. Mark Wehrspann, manager, proudly points out the field station's buildings: "Here's the mess hall – used to be a horse barn . . . Over here's an old motel we moved on campus as a dormitory for students and faculty. . . Here's the library – used to be an old one-room school house we bought for a dollar."

He stops his tour to admire a pink-flowered milkweed growing in a thatch outside one of the research buildings. "Now if you were a farmer, this would be a weed. But here . . ." His sentence hangs in the air. No need to say more.

He moves on to the newly completed water quality laboratory. The building is state of the art, a cathedral of cedar and glass that overlooks Lake Okoboji's Miller's Bay. It is a testimony to the love community members hold for an 89-year-old institution that has at times seemed as endangered as the wetland critters it studies.

The building is a gift from local Lakeside supporters, who donated $872,000 for its construction. Their gift was a result of a challenge that came in 1992 from the Board of Regents, which governs Lakeside. It was a year of hard times and hard questions. Should the state continue to fund Lakeside Laboratory, which had been jointly run by the three Regents universities since 1936? Did the value outweigh the costs? Did it constitute duplication of service? Could the land be sold for development?

But if the Regents questioned the Laboratory's value, it is difficult to find a past or present student,

Dennis Anderson conducts a plant taxonomy class.

"The deep woods along the lake, the prairies stretching off beyond, and the wealth of aquatic plant life . . . gave promise of a richness of material enough to quicken the pulse of any student of nature. . ."

– Maude Brown, Lakeside Laboratory student, 1910

instructor, or community member who shared the state's ambivalence. "Our community members view this place with reverence," says Bill Eich, a local building contractor. "It provides important research in understanding and preserving water quality in our area. We understand that. It indirectly improves our quality of life overall. You don't have to be a rocket scientist to know that – and to understand."

Lakeside Laboratory is the result of one man's vision that began in the early 1900s. Thomas H. Macbride, a University of Iowa professor of botany who eventually became president of the university, dreamed of a summer station where faculty and students could study the geology, flora, and fauna of northwestern Iowa, an area he described as "the finest bit of morainic topography to be found on our eastern prairie." He convinced a handful of University of Iowa alumni to buy a five-acre tract of land, and in the beginning, Lakeside consisted of little more than a few tents, a few dozen inquisitive minds, and a few thousand species of wild things.

The five acres grew to 100 acres in 1930, purchased in large part by Macbride's personal funds. In 1936, the title was transferred to the State of Iowa and governance fell to the Board of Regents. Iowa State University, the University of Northern Iowa, and the University of Iowa collaborated on Lakeside research and instruction. The University of Iowa coordinated efforts until 1994, at which time ISU took over the administrative reins with the appointment of current director, Arnold van der Valk. Today, the state owns the entire shoreline of Little Miller's Bay, about 140 acres.

On an early summer morning, one can wander at will through the old fieldstone buildings, built by Civilian Conservation Corps in the 1930s. One might find a few students, bent over microscope or computer, but chances are the buildings are almost deserted. At this time of day, students and professors are out where the action is. The ultimate owners of Lakeside chirp, bellow, hop, crawl, swim, and fly. They sprout, bud, and bloom. Their homes are classrooms. The students are their guests.

"Water permits life."
– Michael Lannoo, Lakeside Laboratory professor

Discovering Fairy Shrimp Pond

The seven students in Ken Lang's aquatic biology class don chest-high rubber waders, and sink to their waists into sludgy Fairy Shrimp Pond. There is a quiet camaraderie; the students join in the natural chorus around them with one of their own:

Ken Lang and his aquatic biology students Ryan Smith, Kiki Iverson, and Melissa Martin discover Fairy Shrimp Pond.

"All I ever get is crayfish."

"Yikes! Look at this spider ! It's hideous! It's huge!"

"Look at this frog – it's missing one leg. Should we bring him back with us?"

"Will this spider bite me?"

Lakeside professors call their students "the cream of the crop." Choosing class over summer jobs, they immerse themselves in one subject for at least eight hours a day for four weeks. A total of 15 classes are offered over the course of the summer in three separate terms, with each term accommodating approximately 45 students. Courses range from basic evolution, taxonomy and ecology courses for beginning students, to more specialized classes in diatoms and fungi. Lang's aquatic biology students are all undergraduates; five are from the University of Iowa, two are from ISU.

"I tell them that this is the kind of education they're never going to get again in their life," says Lang. "The opportunity to do nothing but one thing, to push everything else in your world away and concentrate on just one subject."

Lang, professor of zoology at Humboldt State University in California, participates in his students' learning in a way that has become rare in most traditional undergraduate classrooms. He is in tune with his students as whole organisms, in much the way he is teaching them to be in tune with the creatures of the pond. How do they interact with each other? Who are the questioners; who are the reflectors? Does their body language indicate understanding or confusion?

Instruction is simultaneously intense and relaxed. "This morning we started talking about how the mouth parts of a dragonfly worked," Lang smiles, remembering. "We can sit outside and look at an animal and get out some of the great books; we can drink coffee and sit there all afternoon."

But although the students come with curiosity and a commitment to learn, they come with far less basic information about biological structures as whole organisms than students of past generations, says Lang. The students reflect a growing trend to concentrate on molecular biology, which Lakeside profs curtly label "gene smashing." Or, to paraphrase an old adage, there is increasing concern by field biologists that the new breed of scientist "can't see the animal for the genes."

Guided by funding sources that have as their ultimate goal the understanding and manipulation of the human genome, universities have "almost abandoned their

organism approach to biology," says Lang. Field stations across the nation are feeling the effect of the molecular revolution. Attendance is down; funding has dwindled; qualified professors are retiring and are not being replaced.

"When departments get so lopsided that they don't teach courses where a student looks at an organism . . . I think they lose sight of the world and what the world really is. The world is not a few genetic systems from a few easy organisms. Students begin to get an unbalanced view of the world. There are certain types of problems in our world that can't be approached in any other way than having to confront real living organisms that are out there," says Lang.

"We're being very short-sighted when we think that we are now so in control of the world that we don't even figure out who's here anymore."

Of men and mosquitoes

Or, more precisely who's not here. By classifying the plants and animals of Okoboji, scientists can understand who and what has disappeared and what effect changes in balance have for the whole ecosystem. At the forefront of amphibian research is Lakeside Laboratory professor Michael Lannoo. Associate professor at the Muncie Center for Medical Education at Indiana University School of Medicine and the director of the U.S. Division of the Declining Amphibian Populations Task Force, Lannoo is alarmed by what he sees.

In a state that has drained more than 90 percent of its wetlands, Okoboji is one of Iowa's soggiest and oldest wetland areas. For more than 11,000 years, the lakes, creeks, and marshes have been home to a diverse population of plants and animals. But since 1900, more than half of Okoboji's wetlands has been developed or converted to agricultural use. There has been a huge decline in wildlife – a result of the disappearance of their wetland home – and a combination of factors, including the introduction of new predator game fish, acid rain from sulfur dioxide emissions, higher rates of ultraviolet exposure, and agricultural and lawn care chemicals.

"Imagine Jack Trice Stadium with 50,000 people in it," says Lannoo. "Now imagine it with 50 people. That's how much amphibian populations have declined in the Okoboji region since the early 1900s." Some species, such as the mudpuppy and the cricket frog, haven't been seen for more than 30 years.

Daryl Smith guides his prairie ecology students through Anderson Prairie. The students' goal is to classify 70 species of flowering plants. Below: Student Jen Peyser stops to admire a prairie larkspur.

"My professor last semester was always there. He had an open door. If we had a question late at night, we could knock on his door. He ate dinner with us, joked around. Lakeside is really a good place to get away from the typical school."

– Jeff Schulte, Lakeside Laboratory student, 1998

And why should we care? Although Okoboji resident Bill Eich staunchly maintains that "you don't have to be a rocket scientist to understand," even rocket-scientist-caliber folks are missing the point. Lannoo explains it by comparing ecosystems to cars. "Imagine your car's engine as a biological community. As it is – in its native, factory-installed state – it runs well. Now, replace one species – say, the distributor cap – with another species – a different type of distributor cap. Does the distributor work as well? Probably not. And notice that not only is the distributor function affected but also spark plug wire function, and through it, piston function, and through it, drive shaft function, and through it, engine function. Not only have we lost the original distributor cap species, we have lost the engine community. The car is broken."

Without wetlands, the human population – if not completely broken – would run badly. Lannoo lists wetland benefits: They filter contaminants and settle suspended material from rainwater runoff. They drain fields, collect rainwater, and reduce downstream floods. They harbor ducks, muskrats, mink, and song birds. They are home to bats and amphibians, which dramatically reduce mosquito populations. A single tiger salamander larva, for example, will eat about 300 mosquito larvae per hour. The decline of mosquito predators has prompted humans to use more pesticides, which in turn kill more mosquito predators. Mistakes breed mistakes.

Glass walls

Alongside the mosquitoes and the tiger salamanders is a tiny organism that has made Lakeside Laboratory world-famous. Called diatoms, the single-celled, highly evolved microscopic algae make their walls out of glass and are preserved on the bottoms of lakes and oceans. Highly sensitive to changes in climate, the organisms give scientists a tiny window into past conditions and a tool to predict future ones. Lake Okoboji is one of the best sites in North America for diatom collections because the lake, on the edge of the tall grass prairie, is highly sensitive to rainfall. When water evaporates, diatoms become more concentrated and tell many stories, says Eugene Stoermer, a Lakeside professor and research algologist from the University of Michigan Center for Great Lakes and Aquatic Sciences. One species of diatom has been found at Lake Okoboji and no other place in the world.

If some of his colleagues at Lakeside must struggle to find funding for their research, Stoermer, one of the leading algae specialists in the world, is tapping worldwide interest that is well funded and on the rise. "There is a changing paradigm right

Far left: Students Kiki Iverson and Jeff Schulte take a breather from the day's instruction. Center: Melissa Martin takes a closer look at one of the inhabitants of Fairy Shrimp Pond. Right: Michael Getting and Ann Pogge collect samples with a seine net.

now," he explains. "For a long time, we sort of dreamed that if we could go out and do a bunch of chemical measurements and put it into computer models, we could forecast a lot of things. But now we know that's foolish. Our most sophisticated technology can't forecast weather much more than 10 days in advance. We now understand that we have to rely on more complex measurements, like biology." But the switch in paradigms is happening at the federal level (his biggest funder is NSF) and is leaving most universities in the dust, Stoermer charges.

"It's hard for universities to change. Iowa State and the University of Iowa and UNI don't pay much attention to research on organismal biology," he says. "Tenured faculty are chained to the other paradigm."

Saving all the pieces

In many ways, Lakeside Laboratory is an odd, unique little educational ecosystem. World-class scientists teach fundamentals of biology to undergraduates. A transplanted green motel shares space with graceful, historically significant stone buildings. Cutting-edge research rubs against techniques that are rooted in tradition. The community puts its financial resources into its beloved institution, while the state hesitates.

"What the people of Okoboji have recognized is that nature includes the things that you find in your backyard," says Lannoo. "The support that Americans give to international conservation efforts is the same kind of feeling that the people of Okoboji have for their local conservation. They want a clean lake. They want a lake with lots of fish. They want a lake that's enjoyable to be around. They want a lot of birds, animals, and plants – and they are willing to work to make that happen."

Lakeside Laboratory advocates are optimistic about its future. The new water quality laboratory and improvements in the other buildings will open the facility to community use throughout the year. The Regents' probing resulted in a rejuvenated curriculum, spruced-up public relations, and increased student enrollment. In spite of the molecular revolution, professors are optimistic that future trends will include traditional methods of study.

Their philosophy is colorfully proclaimed on the back of Daryl Smith, professor of prairie ecology at the University of Northern Iowa. As his students follow him through the flowering prairie, they read on his T-shirt the words of Aldo Leopold: "The 1st rule of intelligent tinkering is to save all the pieces."

The small classes of students and professors that slowly thread their way through the prairies and ponds of Lake Okoboji send out ripples of influence that touch many lives. Ken Lang explains why he and his colleagues, many of them former Lakeside students, return to Lakeside every summer.

"It's like trying to go back to some of the greatest days you ever had in your life. In a sense we're doing it. It's why we keep coming back." ■

Our vision for you

Are you reading VISIONS magazine for the first time? Welcome aboard!

We hope you're as excited about being a new reader as we are about connecting with you.

Now, I'm going to be very straightforward about why we chose to send you the magazine, and what we want from you. We're sending you VISIONS because we think it's a great way to tell you what's going on at ISU and at the Alumni Association. We're also sending you VISIONS because we want you to become a member of the Alumni Association.

A forward-thinking board, a willing staff, and private financial contributions have made it possible to send the magazine to all 175,000 alumni, instead of only to our 40,000 Association members. Quite frankly, as we debated the prospect of a broadened circulation, we worried a little about our members. In the past, receipt of VISIONS has been one of the biggest benefits of belonging to the Alumni Association. If members received VISIONS free, would they still choose to be members?

So we asked. We posed the question to a statistically significant sample of 300 members. Their response was a resounding "yes!" Ninety-five percent said they would continue to support the Alumni Association through their membership, even though in the future they would get their main benefit – VISIONS magazine – at no cost.

Jim Hopson

They also told us the two main reasons they were members of the Alumni Association. "*To stay connected to ISU*," said 95 percent of our respondents; "*To support ISU*," said 91 percent of our respondents.

We hope that you, like our current members, will join because you want to give back to Iowa State University. Your membership will entitle you to discounts, reunions, eligibility to travel abroad with other alumni, plus you will receive our popular ISU calendar. It will give you an opportunity to say: "Thanks, ISU! Thanks for the memories, the education, the experiences. And thanks for VISIONS!"

Our vision for alumni is that you will stay connected to Iowa State University for the rest of your lives. In keeping with the land-grant philosophy of extending information not to an exclusive group of people – but to an inclusive group – we begin a life-long connection with this issue of VISIONS. Welcome.

Jim Hopson
Executive Director

The ISU Alumni Association – it works for a lifetime

The ISU Alumni Association welcomes the following new lifetime members who joined during the months of May and June 1998. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call 1-877-ISU-ALUM.

Jerry R. and Barbara A. Adams
Jodi M. Baldner
Kimberly S. Baldwin
Rachel K. Bandy
Damian D. Baumhover
James D. and Jacalyn Bell
Marie M. Beauchamp
Leonard W. Biggerstaff
Stuart D. and Leslie J. Christenson
Warren S. Clark, Jr.
Andrew M. Clausen
Nathan E. Clayberg
James B. and Ann H. Dodd
Thomas A. and E. Kay Donner
Kraig A. and Joni L. Downs
Robson M. Ehioba
Douglas J. Ernst
Ramona L. Esbeck
Hector L. and Lissette R. Esteban
William and Deb L. Fennelly
Clifford A. and Joan Foster
Kenneth D. Frank and Mary M. Uehling-Frank
Arnold P. and Bonnie L. Gaarde
Everett L. Gilman
James M. and Mary M. Gran
Jeffrey A. Greene
Christopher C. Greiner
Jeffrey M. Greteman
William A. and Shannon M. Haas
Kenneth C. and Elizabeth H. Hinkley
Marijke J. Hodgson
Thomas L. Houvenagle
Randall W. Hoyle
Scott C. Humanski
Elizabeth A. Hunter
Jonathon J. James
Diane E. Jeffries
Andrew G. Jenkins
Seth A. Johnsen
Ryan C. Jones
Bradley J. and Julie Kaufman
Linda I. Kutten
Dennis C. and Diane Liljedahl
David G. and Maizie J. Lord
Mac Rae Park Animal Hospital
Eugene W. and Joyce Mathern
Howard A. and Dorothy J. McLean
Barbara A. Meister
Polly M. Miller
George W. Milligan
Patrick J. Mixdorf
Dan A. and Sharon J. Neumeister
Jason A. Nielsen
Philip and Michaele Oberbroekling
Jil S. OßBrien
Travis E. and Angela B. Olson
David T. Peterson
Kimberly Portwine
Weston R. and Karen L. Ritchie
James A. Roberts
Paul A. and Elizabeth H. Rush
Corinne E. Scott
Travis D. Segebart
Nancy R. Simon
Jeff Stapleton
Kathleen M. Strum
Timothy J. Sylvester
Peter and Judy Taylor
Michael L. and Sherry A. Telford
Michelle J. Thornton
Stephen D. and Suzanne D. Timmons
Andrew P. and Marilyn A. Varley
Cesar A. Vega
Patrick H. Vest
Juliana R. Wernimont
Alison C. West
John L. White
Gabriele E. Wohlauer
John C. and Thirza Youker
Linda P. Young
Jeremy R. Zinn

Alumni Association and colleges honor ISU alumni

Every year, the Alumni Association sponsors an all-university event that allows each college to recognize alumni who have distinguished themselves through service and professional achievement. In addition, the Association honors 30 alumni, faculty, and staff members. The highest honor we confer is the Distinguished Achievement Citation.

Distinguished Achievement Citation

For extraordinary achievements and preeminent contributions to agriculture, arts, business, education, industry, professions, public service, social welfare, science or other endeavors.

***Wayne A. Fuller**
B.S. 1955, M.S. 1957, PH.D. 1959,
AGRICULTURAL ECONOMICS
AMES, IOWA

Wayne Fuller, Distinguished Professor in Liberal Arts and Sciences and professor of statistics and economics, is one of the most highly sought statistical experts in America. As a leading consultant for the federal government, he has been instrumental in the design of statistical procedures used by the USDA's National Resources Conservation Service and National Agricultural Statistics Service and has helped to improve the statistical practices of the Census Bureau.

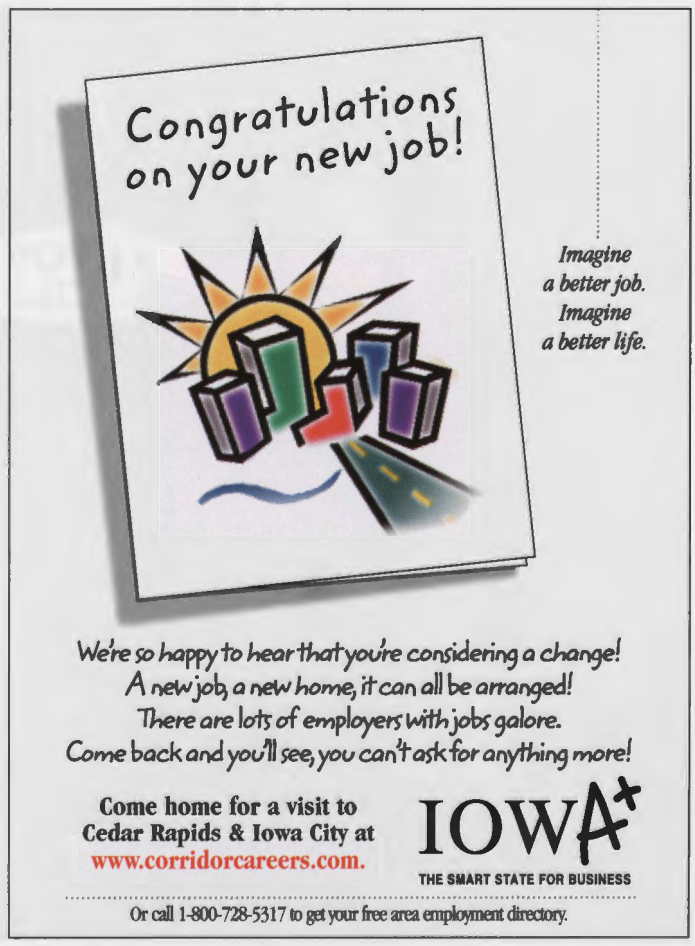
"Wayne Fuller has done important work on the analysis of data with errors of measurement, and on a very wide variety of real-world problems," says Peter Schmidt, professor of economics at Michigan State University. "There is no Nobel Prize in statistics; if there were, he would be a strong candidate."

***Samuel C. Hamilton**
B.S. 1929, CIVIL ENGINEERING
AUSTIN, TEXAS

Sam Hamilton's extraordinary career at the Chicago Bridge and Iron Company, from 1928 to 1971, spans three significant periods in U.S. history. Hamilton rose quickly in the ranks at CB&I, from a walk-on draftsman to a member of the board of directors to senior vice president. During those years, he directed the sales to a broader effort in oil refinery contracts and the use of liquid natural gas, wind tunnels, and environmental space systems. "Sam Hamilton," says Carl Ekberg, ISU professor emeritus, "helped to provide the wherewithal to defend our country in time of war, and to build the facilities for a higher standard of living in a peaceful world."

Hamilton left his mark on skylines across the world and also helped ISU create its own skyline. As president of the Board of Governors for the ISU Foundation, he was responsible for much of the planning and contracting for the Iowa State Center and the football stadium. He spearheaded the restoration of the Marston Water Tower and its placement on the National Historic Register.

*** Alumni Association Member**



Alumni Association and colleges honor ISU alumni

continued

***Janet C. King**
B.S. 1963, Dietetics
Berkeley, California

The research of Janet King, director of the USDA Western Human Nutrition Research Center and professor of nutrition at the University of California, Berkeley and Davis, has affected dietary practices throughout the world. She developed a way to measure the presence of zinc in humans. This benefited the world's most vulnerable populations – children on cereal diets, pregnant women, and the elderly. She also demonstrated that calcium and zinc metabolism adapt during pregnancy and lactation to meet increased needs and discovered that a woman's weight and nutritional status at conception influence later maternal dietary requirements. This discovery led to a change in nationally accepted weight gain standards for pregnant women.

***Ralph G. Yount**
Ph.D. 1958, Chemistry
Pullman, Washington

Ralph Yount, professor of biochemistry and chemistry and chair of the Department of Chemistry, Washington State University, has received world-wide recognition in two important areas. First, he has helped the scientific and medical community understand the molecular basis of muscular contractions. He designed, synthesized, and used a series of chemical compounds that allowed him to map the protein that powers muscle contractions.

Second, he is the president of the Federation of American Societies of Experimental Biology, the largest organization of biologists in the world. Under Yount's leadership, the 52,000-member federation has worked effectively for significant increases in federal funding of biomedical research.

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John H. Weaver
PH.D. 1972, PHYSICS
MINNETONKA, MINNESOTA

When the scientific community discovered the large, soccer-ball-shaped carbon molecules called *fullerenes,* John Weaver quickly moved to the forefront to become a world expert on these new materials. His use of photoelectron spectroscopy to understand the properties of fullerenes was one of the reasons that *R&D Magazine* named him 1997 Scientist of the Year.

As professor of chemical engineering and materials science and director of graduate studies for materials science at the University of Minnesota, Weaver is currently using scanning tunneling microscopy to study how metals bond to silicon.

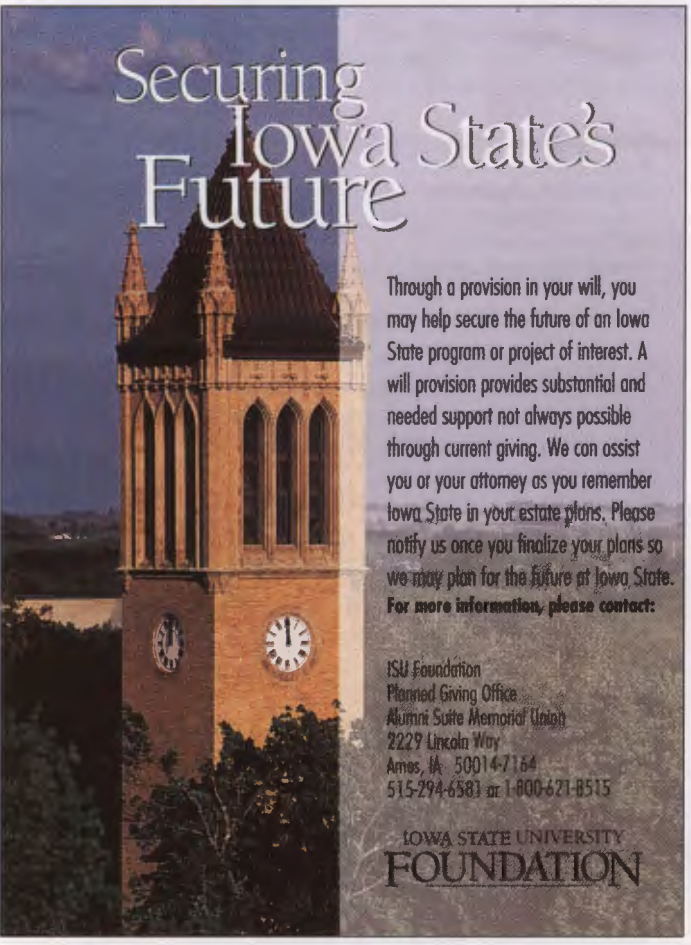
All alumni and friends of ISU are invited to the Alumni Honors and Awards Ceremony, 7:30 p.m. October 9, Benton Auditorium, Scheman Building, ISU Center. People wishing to submit nominations for 1999 awards may do so by calling 1-877-ISU-ALUM. A nomination form may be accessed on our web page at **www.alumni.iastate.edu.** Nominations should be submitted by December 1, 1998.

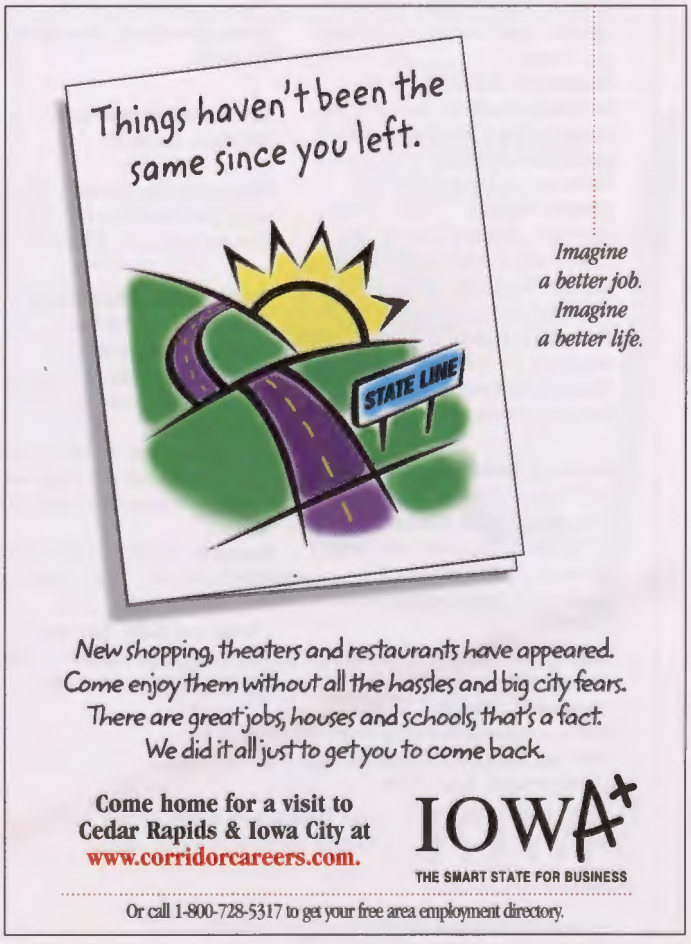
Alumni Medal
ISU Alumni Association
***Jim Christy,** '51 BS, '66 MS, former mayor of Nevada, Iowa; retired from Iowa State University Extension, Nevada.
***Barbara Johnson,** '49 BS, financial counselor and registered investment advisor, Ohio National Company, Cedar Falls.

Outstanding Young Alumnus/Alumna
ISU Alumni Association
***Ann Wright Au,** '81 BA, jewelry designer and owner, 2AU Limited, Des Moines.
William E. Coppel, '81 BS, research and development manager, RF and Microwave Sources, Microwave Instruments Division, Hewlett-Packard, Santa Rosa, Calif.
***Roberta M. Dwyer,** '85 DVM, associate professor of veterinary science, University of Kentucky, Lexington, Ky.
***W. Samuel Easterling,** '87 PhD, associate professor and assistant head of civil and environmental engineering, Virginia Polytechnic Institute and State University, Blacksburg, Va.
***Barbara A. Lemmer,** '82 BS, agriculture education instructor and FFA advisor, Anamosa Community Schools, Anamosa.
***Daniel J. Phelan,** '90 PhD, president and CEO, Southeastern Community College, Burlington.

Faculty Citation
ISU Alumni Association
William W. Bathie, '57 BS, '67 ME, emeritus professor of mechanical engineering, Ames.
David L. Carlson, '61 MS, '64 PhD, associate professor of electrical engineering, Ames.
Richard B. Carter, '87 PhD, University of Utah, associate professor of finance, Ames.
Donna Friedman Curry, '73 MFA, University of Iowa, associate professor of art and design, Ames.
***Nolan R. Hartwig,** '64 DVM, professor and chair of veterinary diagnostic and production animal medicine, Ames.

* **Alumni Association Member**





Alumni Association and colleges honor ISU alumni

continued

***James Huss,** '64 BS, '80 MS, '90 PhD, extension specialist and associate professor of hotel, restaurant and institution management, Ames.
***Richard Price Manatt,** '53 BS, '56 MS, '64 PhD, University Professor and professor of education, Ames.
Martha E. Russell, '54 PhD, Purdue University, adjunct associate professor of chemistry, Ames.
***Jerry W. Young,** '63 PhD, North Carolina State University, professor of animal science, Ames.

Superior Service Award
ISU Alumni Association
***Barbara Z. Erickson,** '71 BS, '75 MS, research technician, veterinary medical research institute, Ames.
Jeanne Grace Gehm, secretary, electrical and computer engineering, Ames.
Desiree B. Gunning, '77 BS, teaching laboratory associate, biochemistry and biophysics, Ames.
Jean Holt, secretary, architecture, Ellsworth.
Charles Morris, '74 BS, '75 MS, '96 PhD, associate director for 4-H youth development, Ames.
Joanne Nystrom, administrative specialist, botany, Boone.
Rosalie A. Ocker-Turner, secretary, art and design, Gilbert.
Gary G. Schwartz, associate director, residence, Ames.

Alumni Merit Award
ISU Club of Chicago
***Martha Farrell Erickson,** '67 BS, director, youth and family consortium, University of Minnesota, Minneapolis, Minn.

Henry A. Wallace Award
College of Agriculture
***Francis C. Byrnes,** '38 BS, senior associate, Winrock International Institute for Agriculture Development, Reston, Va.

Floyd Andre Award
College of Agriculture
James M. Bradford, '56 BS, cattlebreeder and producer, Brad Z Ranch, Guthrie Center.

John D. DeVries Service Award
College of Business
***Cheryl Gruetzmacher Gordon,** '77 BS, senior managing director, Rothschild North America, New York, N.Y.

Citation of Achievement
College of Business
***Christopher H. Paskach,** '75 BS, partner in charge, Arthur Andersen Co., Manhattan Beach, Calif.
***David W. Raisbeck,** '71 BS, president of trading and executive vice president, Cargill, Inc., Shorewood, Minn.
***Ned L. Skinner,** '74 BS, former president, Tone Brothers, Johnston.

Christian Petersen Design Award
College of Design
Wilbert R. Hasbrouck, '54 BS, principal, Hasbrouck Peterson Enterprises, Ltd., Chicago, Ill.

Design Achievement Award
College of Design
Paul D. Mankins, '85 BA, architect, Herbert Lewis Kruse Blunck, Des Moines.
Jeanne Massey, '89 MCP, director, South Hennepin Regional Planning Agency, Minneapolis, Minn.
David B. Meyer, '75 BS, landscape architect, Peter Walker and Partners, Berkeley, Calif.
Chittamai Kobe Suvongse, '85 MA, senior designer, Duffy Design, Minneapolis, Minn.

Outstanding Young Professional Award
College of Education
Jill Sandy Anderson, '83 BS, teacher/counselor, Norwalk Middle School, Norwalk.

Virgil S. Lagomarcino Laureate Award
College of Education
***Robert D. Tschirki,** '72 PhD, superintendent, Cherry Creek School District, Denver, Colo.
Joan Karen Smith, '70 MS, '76 PhD, dean, College of Education, University of Oklahoma, Norman, Okla.

Alumni Achievement Award
College of Education
Ellen E. Look, '80 MS, '83 PhD, director, corporate staff, Pioneer Hi-Bred International, Inc., Des Moines.
Gaylord Tryon, '78 PhD, executive director, School Administrators of Iowa, Des Moines.

Professional Achievement Award in Family and Consumer Sciences
College of Family and Consumer Sciences
***Margaret Arcus,** '68 PhD, professor of family science, University of British Columbia, Vancouver, B.C., Canada.
***Linda Gene Nixon Foster,** '72 BS, principal, Alamo Heights High School, San Antonio, Tex.

Helen LeBaron Hilton Recognition
College of Family and Consumer Sciences
Debra Emery, '83 BS, housing assistant, Department of Planning and Housing, City of Ames, Ames.
Carol Van Waardhuizen, '79 BS, '89 ME, administrative assistant, Northwest Iowa Transportation, Inc., Waterloo.

Citation of Merit
College of Liberal Arts and Sciences
***Richard H. Forsythe,** '43 BS, '49 PhD, retired vice president for research, Campbell Soup; president, Arkansas Research Management; distinguished professor, poultry science, University of Arkansas, Fayetteville, Ark.
***James A. Socknat,** '61 BS, education sector leader, ECA Region, World Bank, McLean, Va.

Distinguished Service Award
College of Liberal Arts and Sciences
***H.A. David,** '53 PhD London, Distinguished Professor in Liberal Arts and Sciences; professor of statistics, Iowa State University, Ames.
Kathryn Hach-Darrow, '44, chairman of the board and CEO, Hach Company, Mukilteo, Wash.

Stange Award
College of Veterinary Medicine
***Dale G. Martin,** '77 DVM, director, division of veterinary medicine, Walter Reed Army Institute of Research; Colonel, U.S. Army, Silver Spring, Md.
***William J. McEniry,** '60 DVM, practitioner, Ashton Veterinary Clinic, P.C., Ashton, Ill.
***Keith W. Prasse,** '63 BS, '65 DVM, '68 MS, '71 PhD, dean, College of Veterinary Medicine, University of Georgia, Bethlehem, Ga.

Memorial Union Service Medallion
Iowa State University Memorial Union
***Beverly J. Crabtree,** '65 PhD, dean emerita, College of Family and Consumer Sciences, Iowa State University, Ames.

Marston Medal
College of Engineering
***James Palmer,** '44 BS, retired president, C-Cor Electronics, Inc. State College, Pa.

*** Alumni Association Member**

Homecoming 1998 features member appreciation event

Professional Achievement Citation in Engineering
College of Engineering
***Rudolf J. Herrmann,** '73 BS, president/CEO, Dover Resources, Inc., Tulsa, Okla.
***Harold M. Hoover,** '65 BS, '67 MS, '72 PhD, president/owner, Multi-Option Systems, Inc., Omaha, Neb.
David R. Love, '71 BS, executive director, network operations, Telenet, Schilde, Belgium.
Kenneth M. Peterson, '61 BS, member of the technical staff, Motorola, Inc., Phoenix, Ariz.
Edward Walsh, '63 MS, '64 PhD, president, University of Limerick, Limerick, Ireland.

The Alumni Association wants to say THANK YOU to all our members with a complimentary tailgate lunch scheduled to begin two hours before kickoff at ISU's Homecoming game against Missouri, on October 10. To take advantage of the free lunch, members must order tickets in advance (limit of two free per member household). The tailgate will be located in the southwest corner of the Iowa State Center parking lot. For more information or to order tickets, please call 1-877-ISU-ALUM, or e-mail blott@foun.adp.iastate.edu. Non-members and family members are also welcome to attend. The price of the meal is $8 per person.

The Student Alumni Association (SAA) has pulled out all the stops again this year to make Homecoming '98 a memorable experience for students, parents, and alumni. This year's theme is "Tradition With a Vision," and the weekend includes a pep rally, lawn displays, football game, golf tournament, and SAA 25-year reunion.

Homecoming 1998

Friday, Oct. 9
- Alumni Honors and Awards Ceremony
- Pep Rally
- SAA 25-year reunion (Call toll-free 1-877-ISU-ALUM and ask for the SAA office for more info.)
- Lawn display tours

Saturday, Oct. 10
- All-Alumni Tailgate and Member Appreciation Lunch
- Cyclones vs. University of Missouri
- SAA Reunion Banquet

Sunday, Oct. 11
- Omelet breakfast and golf tournament

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by Dalene Abner

Astounding repeat

More donors than ever — including the greatest number of individuals whose giving each exceeded $1 million during the year — have generated another fund-raising record at Iowa State. For the second year in a row, private giving to the ISU Foundation has surpassed $100 million.

"A second $100 million year in a row speaks to the commitment our alumni, friends, faculty, and staff have to Iowa State University. This extraordinary support has played a role in every major achievement of this university." — ISU President Martin Jischke

In the 12-month period ending June 30, 1998, private support reached $103,533,618. The figure includes all gifts received, new pledges, and deferred commitments. The previous record was $100,083,453 reached last year.

Two other fund-raising records fell during the year. Total receipts – the funds available for immediate use or investment – grew from $35.7 million last year to $59 million. Total donors reached 49,918, up from the 48,599 contributors the previous year.

A key factor was the number of individuals, corporations, and foundations providing support that totaled $1 million or more during the year. Twenty-one donors made one or more gifts that put their individual total giving over $1 million, including:

- Diane '66 and Bob Greenlee '63/'68 of Boulder, Colo., whose gift established Iowa State's first named school, the Greenlee School of Journalism and Communication.
- Lied Foundation Trust and its trustee, Christina Hixson, to fully fund four-year awards for all current students in the Christina Hixson Opportunity Awards Program.
- Bobbi and Roy Reiman '57, whose gifts established lectureships and scholarships in entrepreneurship and a children's garden and endowment for Reiman Gardens.
- Pioneer Hi-Bred International, Inc., to fund projects such as a chair of science and technology policy for the Global Center for Agricultural and Rural Development.
- Kellogg Foundation, whose gift combined with $500,000 from the Wallace Genetic Foundation, established the Henry A. Wallace Chair in Sustainable Agriculture.
- Keck Foundation, whose first-time gift to Iowa State is funding the Laboratory for the Fabrication of Microminiaturized Analytical Instrumentation.
- Roy J. Carver Trust, whose giving helped to launch construction of Stanley and Helen Howe Hall, phase one of the Engineering Teaching and Research Complex, and will initiate the High-Speed Communications Circuit Laboratory as well as the Roy J. Carver Center for Biological Scanning Probe and Laser-Based Microscopy.

In addition to leadership and major gifts, another significant component was an annual giving program that continues to set new records, said ISU Foundation President Tom Mitchell.

"Through our telemarketing, we reached 86,787 donors whose average gift increased to $150," he said. "Unrestricted giving or support for the Greater University Fund for Excellence also reached a new high, increasing to more than $1.1 million."

Extraordinary support

Private gift support is impacting every major achievement at Iowa State, says President Martin Jischke. The stories of individual donors vary, yet show the common bond that each feels for Iowa's land-grant university.

Design ambitions

A $250,000 grant from the Gardner and Florence Call Cowles Foundation – their first gift ever to Iowa State – will create an electronic conference center and distance learning facility, part of a $3-million capital project for the College of Design.

Features of the capital project include a 250-seat auditorium, development of an exterior plaza and improvements to the college's atrium, creation of in-studio computing areas, and construction of additional studio and shop space.

To date, the project has received approximately $1 million in institutional funding, while another $1.75 million, including the Cowles' gift, has been provided through gifts to the ISU Foundation. A groundbreaking is scheduled September 19.

Preserving history

A $100,000 gift through the estate of Elvira Manna, Bronx, N.Y., will help Parks Library preserve and provide access to the American Archives of the Factual Film, its collection of 16mm business-sponsored, industrial, government, and educational films.

Manna was the sister of animation innovator and industrial/educational film producer Albert Paganelli. Paganelli was a pioneer in the field of replacement art animation as well as a long-time producer of educational and industrial film and television animation, printed and hand-lettered titles, and film photography.

Parks Library holds the Albert Paganelli Papers and Films. The collection consists of his papers, original artwork, films, and photographs.

Close affiliations

Iowa State programs that are near to their hearts motivated deferred gifts from ISU alumni Alva and Carol Remus Hayes of Des Moines. They designated their gifts for journalism and mass communication, human development and family studies, and men's and women's golf programs.

"We've kept in close contact with our departments through the years and are aware of their needs," explained Carol, a 1948 child development graduate. Al holds degrees in 1943 in agricultural journalism and 1948 in technical journalism. Their gift for golf is for a sport they both love and for ISU teams they want to encourage.

Call Iowa State and the Hayes long-time family members. Carol arrived at ISU from Evanston, Ill., and Al came from Coon Rapids. They met by chance as students and married in Ames in 1949. Their oldest daughter, Susan, also is a graduate.

Surprising connections

When Fouad Alghanim sat down for a business luncheon in his native country of Kuwait, he expected to visit with colleagues from Rockwell International.

Instead, he found a fellow Cyclone – Jack Cosgrove, a 1956 electrical engineering graduate and president of Collins Avionics and Communication, a division of Rockwell International.

That visit between Cosgrove, a member of Campaign Destiny's national committee, and Alghanim led to a new scholarship for ISU students. Alghanim, a 1966 ISU zoology graduate and a well-known businessman in Kuwait, made a $200,000 gift to establish the new scholarship.

"This gift really reflects that alumni throughout the world are interested in Iowa State students and their future," said Cosgrove. "The most important thing to remember is always to ask where they went to college because you just never know!" ■

Unprecedented success

Iowa State is built around people who constantly strive to reach greater levels. They establish goals, exceed expectations, then set new challenges.

This attitude characterizes Campaign Destiny: To Become the Best, the largest private fund-raising initiative in ISU history. Launched publicly during the 1996 Order of the Knoll Fall Gala, it was only fitting that during this year's event, officials announced the goal's extension to $425 million by June 30, 2000.

"Overwhelming support from alumni and friends enabled us to close in on the original $300 million goal within an extraordinary amount of time," said national chair Chuck Johnson. "That kind of commitment enthuses this campaign for its remaining two years to reach an even higher level."

by Tom Kroeschell

Riding the Tim Floyd rumor roller coaster

A month after the 1995-1996 season, I listened over the phone as my parents in Chicago let me hear the opening of a Windy City television station's report that ISU head men's basketball coach Tim Floyd would be joining the Bulls for the 1996-97 season as an assistant coach. Wanting him to be aware of this, I went straight to Coach Floyd's office. We immediately put out a statement to refute the story. It was the first big Bulls rumor in an endless parade of predictions, opinion, and analysis.

Anyone can go on a talk radio program and rattle off a dozen rumors. Media feels compelled to follow up on any rumor, no matter how ridiculous.

The first time I remember hearing talk about Tim Floyd and the Chicago Bulls was after Iowa State's win over California in the first round of the 1996 NCAA Men's Basketball Tournament in Dallas. Bulls general manager Jerry Krause had attended a few ISU games during Coach Floyd's initial two seasons in Ames. At the time, the talk along press row centered more upon the fact that the two were friends. Besides, other more seemingly plausible rumors were swirling. Iowa State's unexpected charge to second place in the Big Eight Conference with a team that was nearly a universal preseason pick for last place had made Floyd a celebrity among the national basketball media. It was apparent that Floyd was now on the national media "A" list for any big-time collegiate head coaching vacancy. Soon Coach Floyd's status rocketed from being a well-respected leader within the coaching fraternity to a projected coaching heir of the world's greatest basketball team.

To say that our office was at the center of the storm would be disingenuous. Throughout the entire Floyd-Bulls ordeal, the ball was in the court of Krause and Bulls owner Jerry Reinsdorf. They held all the cards, making it difficult for our office to make any statements that could truly be considered news.

The resulting vacuum caused almost any story, attributed to unnamed sources by some media outlet, to be reported by many other outlets without independent confirmation of that source's credibility. Several local stations seemed to operate under the motto, "We're not sure that this is true, but we're going to tell it to you now, so if it does turn out to be true, we can say we brought it to you before the rest of the competition." The emphasis is getting it FIRST.

The catalyst for this strategy is increasingly cut-throat competition. Cable television, the proliferation of talk radio programs and the internet have changed the face of even local sports coverage. It used to be that newspapers had relatively steady deadlines. Reporters would have a full day to work through their story for the next day's morning paper. Now, with the internet, the newspaper deadline is "as fast as you can get it to me."

With the constant media talk about Coach Floyd's possible candidacy for a particular job over his four-year stay in Ames, a common question was, "Why doesn't Coach Floyd just make a statement one way or the other and get this over with?" But even a statement that he would NEVER consider ANY offer from ANYWHERE at ANYTIME would not stop the rumor mill.

In the late spring of 1996, a Raleigh, N.C. television station called its Des Moines affiliate claiming that "a source" in North Carolina said that Tim Floyd had been at Chicago's O'Hare Airport that day, interviewing with the athletic director at North Carolina State about a head coaching vacancy. This was news to me since I had seen Coach Floyd several times that day. Relaying that fact to those reporters was not enough. "Look," they told me, "we may still have to go with this, because if we don't, someone else will."

The media hype took on a life of its own during the 1998 NBA playoffs. The Chicago Bulls' success had reached a point where playoff wins and even World Championships were old hat. The more intense focus was on the future of the team, even before the defending champions had won a sixth NBA title in eight seasons.

The problem was that in the two weeks before Tim Floyd joined the Chicago Bulls staff, some media outlets felt compelled to report any rumor or story reported by another media outlet's

JIM HEEMSTRA

The ISU athletics media relations office took on a circus-like atmosphere this summer as Tom Kroeschell, Beth Haag, and the rest of the staff responded to rumors of Cyclone Basketball Coach Tim Floyd's departure for the Chicago Bulls.

"unnamed sources" without being able to independently verify the credibility of that source. What journalism school taught this news judgment process?

Talk radio fed the fire. The only sports talk radio station in Central Iowa stated with confidence that if Tim Floyd left for the Bulls, ISU's Big 12 Freshman of the Year Marcus Fizer would transfer from Ames. These and other dire predictions about the future of the basketball program were answered quickly by the commitment of Fizer and his teammates to new Iowa State coach Larry Eustachy just seven days after Floyd announced that Chicago would be his new home.

After Floyd arrived in Chicago, the frenzy continued with helicopters following his limousine down the Kennedy Expressway to the United Center. The storm has since passed, but the episode underscores how a super-charged info/entertainment news environment has left media outlets extremely vulnerable to manipulation in exchange for a "better story" and higher ratings. ■

– Tom Kroeschell is the assistant athletic director for media relations at Iowa State

Sports Shorts

Larry Eustachy named to succeed Tim Floyd

One week after the announcement that Cyclones head men's basketball coach Tim Floyd would accept a position with the Chicago Bulls, ISU athletic director Gene Smith announced Larry Eustachy of Utah State as Floyd's replacement. Eustachy, the 1998 Big West Conference Coach of the Year, comes to Ames with a 159-86 Division I coaching record after successful stints at Idaho and Utah State. The 42-year-old has never posted a losing season in eight years as head coach.

Miller to lead Iowa State volleyball

Kerry Miller, who guided Duquesne University to a 47-46 record the past three seasons, has been named Iowa State University's eighth volleyball coach. Miller succeeds Jackie Nunez, who tallied a 72-90 record in her five seasons as Cyclone volleyball coach. "I am thrilled to come to Iowa State," Miller said. "I truly believe ISU volleyball has all the tools in place to be a top-notch program."

Funding nearly in place for ice arena

A new ice arena will soon be built to replace the aging facility used by the ISU Department of Health and Human Performance and Ames Parks and Recreation for ice hockey and figure skating. Funding for the new arena comes from a $1.7 million city bond issue, $1.7 million in student fees, and $300,000 in private support. The ISU Foundation is managing the private gift campaign.

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The Iowa State University Foundation salutes those individuals such as John and Ruth DeVries, West Des Moines, for helping to make Campaign Destiny: To Become the Best the most successful fund-raising effort in ISU history. John, a 1959 ISU industrial administration graduate, and Ruth have contributed their financial support as well as their time as members of the campaign's national committee.

To find out how you can become involved with Campaign Destiny, call 515-294-4607.

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