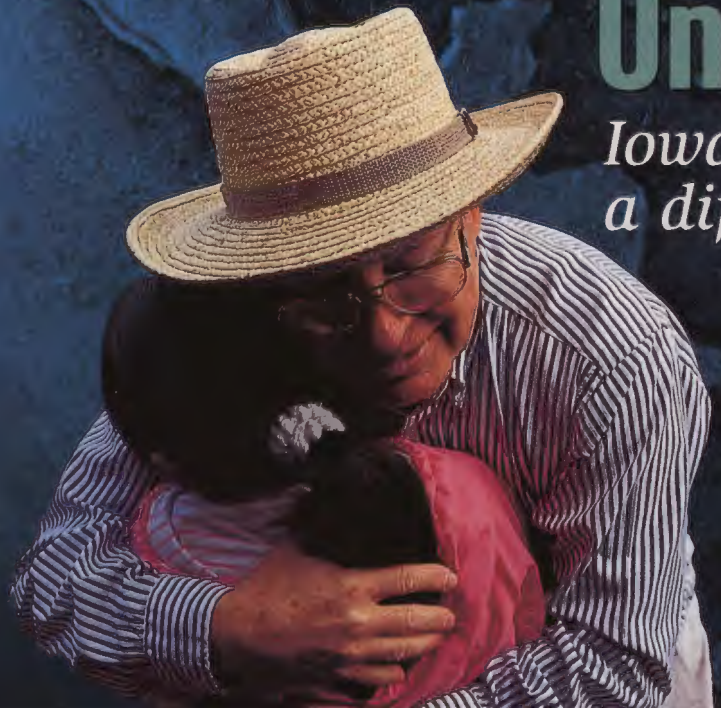
IOWA STATE UNIVERSITY
VISIONS
January/February 2000
A PUBLICATION OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Building Understanding

Iowa Staters making a difference



by Carole Gieseke

A new walk of life

I've become the kind of person I used to hate.

OK, maybe "hate" is too strong of a word. "Dislike intensely" might describe it. A bit of "envy," perhaps.

See, it's like this. I've always been sort of an indoor girl (like Rose on "Titanic," but without the corset). Not a couch potato exactly, but certainly I had sofa-spud potential. I've had chronic asthma since my early 20s, and that was a good excuse for being inactive.

Inactive. There, that's the word. Always take the elevator. Always park as close to the building as possible. Never walk when you can drive. That was my philosophy.

Over the past year and a half, I've had a complete lifestyle change – the kind you might have if you had a heart attack or the doctor told you your cholesterol level was going to kill you. But mine didn't happen overnight, and it wasn't even intentional. It just sort of evolved when my doctor prescribed some new miracle drugs for my asthma. All of a sudden, I started breathing like a regular person. So much for my excuse for being sedentary. The doctor (politely) told me to get off my lazy butt and find something active that I'd enjoy.

That was a tough one. Something *active* that I'd *enjoy*? Hmm. Tennis? Too bouncy. Swimming? I'm afraid of water. Biking? Not interested. Jogging? What, are you kidding me?

But I thought about what he'd said. My mantra had always been, "Just say no to exercise." I had myself convinced that I was just as healthy as the next guy, but the reality was I couldn't do a sit-up or a push-up, and my muscles were like mush. Buns of steel? More like buns of Jell-o.

I finally settled for a stationary bike, even though everyone I knew that had one used theirs to hang clothes on. I set it up in my bedroom and started riding. At first, it was awful. I could barely go a quarter mile. But I stuck with it, and it wasn't long before I could go five miles in 30 minutes – my goal. I was surprised how good I was starting to feel: stronger, firmer, and more energetic.

I rode the bike all winter, and when it started getting warm last spring I started walking. And you know what I discovered? I liked it. I liked being outside. I liked having time to myself to think. I even liked sweating.

I've now gone from not being able to walk up a flight of stairs two years ago to walking whenever and wherever and as far as I can. I did a five-mile hike in Alaska last summer, and believe me, that mountain was nothing like the flatlands of Iowa! It was awesome. I've power walked on the beach and on city streets and in the woods. I'm still not what you would call an athlete, but finding something active that I enjoy has been one of the best things that ever happened to me.

If anyone is thinking about jumping aboard the fitness wagon, here's my advice: I always heard people saying, "If I can do it, anyone can." But my reaction was always, "Yeah, anyone but ME." I never saw myself enjoying exercise or adopting a healthier lifestyle – I just didn't think I had it in me. But I did. And *really*, if I can do it, anyone can!

I should mention that not everyone is thrilled with the new me. My 13-year-old daughter informed me recently that I was no fun anymore now that I exercise every day, but I suspect her displeasure stems more from my not buying so many soft drinks, chips, and cookies than from my early-morning walks. I've started saying no to all things fried, fatted, and sugar-laden, and I've started eating more bottom-of-the-food-pyramid stuff like oatmeal and squash – not exactly kid pleasers. One of my colleagues told me the other day that at first she found my new healthy lifestyle inspiring. Now, she said, she just finds me annoying. I can live with that. ■

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IOWA STATE UNIVERSITY
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January/February 2000
Volume 12 No.4

Features

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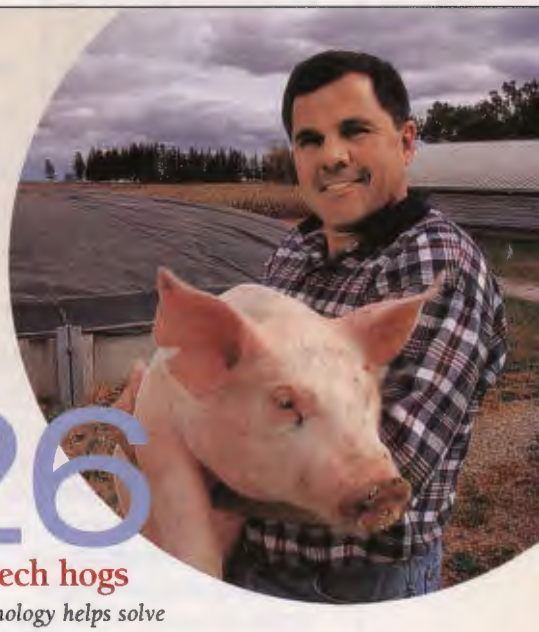
Iowa Staters making a difference *Iowa Staters build bridges between cultures with compassion, creativity, drama, and peer support.*

by Karol Crosbie



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New technology helps solve pollutant problems.

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The hottest game in town *Forget Michael and Tiger and Magic. For ISU fans, the newest sports heroes are Stacy and Megan and Mo.*

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On the cover: *ISU alumni, faculty, and students are building cultural understanding in distinct, personal ways.*

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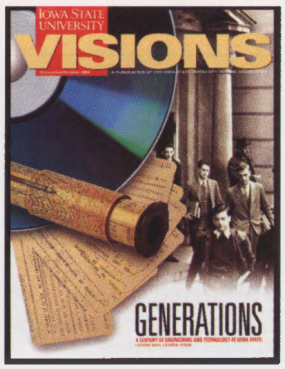
letters



VISIONS magazine encourages you, the readers, to express your opinions by writing letters to the editor. Please include your full name, class year, address, and daytime phone number. Letters chosen for publication may be edited for length and clarity. Send letters to: VISIONS Editor, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164; fax 515-294-9402, e-mail cgieseke@alumni.iastate.edu.

Generations

I was most inspired by your article chronicling the history of engineering at Iowa State through the four generations of the Liggett family who were all mechanical engineering students at ISU ("Generations," *September/October 1999*). What I really identify with is the photo of John M. Liggett holding his HP-45 calculator. As I sit here typing this e-mail letter on my Pentium PC, my very own HP-35 sits on my desk, ready to help me balance my checkbook. My trusty HP-35 was my faithful companion through many EE exams in my years at ISU 23 years ago.

I continue to be very proud of my alma mater and hope to inspire my 10-year-old son to become the second generation of Wickmans to earn an engineering degree from Iowa State.

I continue to be very proud of my alma mater and hope to inspire my 10-year-old son to become the second generation of Wickmans to earn an engineering degree from Iowa State. (Right now he's most upset that I turned off his computer game to write this e-mail!)

— Steve Wickman, '76
Downers Grove, Illinois

I was thrilled to see my father (the late J.S. Dodds, professor of civil engineering) come back to me on the cover of my September/October alumni magazine. He is pictured at the pillared front entrance to Engineering Hall as classes were changing, probably at noon. It was fall, and he appears to be debating an issue with another faculty member. Some point is being made, pointedly.

Thank you for the pleasure of a visit from my father, who died on the job in 1950 at age 65.

— John Parry Dodds, '39
Fresno, California

It was interesting to read your articles about extended family members attending Iowa State, particularly the one about the Liggett family. John R. Liggett is a fraternity brother of mine.

In 1970-1971, my four oldest children were enrolled at Iowa State as freshman, sophomore, junior and senior. This year, I have six grandchildren enrolled there!

— Bob DeGroote
Corwith, Iowa

The "Generations" article on engineers was very interesting. When I took my daughter to Iowa State in 1994 I was wondering how many four-generation families there might be. There would be one in agriculture with our family if you would ever do an article in that area, as it has certainly changed in the past century.

— Fred V. Scott, '70
Muscatine, Iowa

In the article "Ensuring Future Dreams," covering 1938-1942, the very years I was there, there is a statement that conscription was passed and that required all sophomores to take ROTC. I think the fact is that all had to take ROTC long before that, having nothing to do with conscription. It also says that classes were held continuously through weekends and holidays because of the war. I was there, and nothing of the sort happened to me. I was allowed to leave a month before graduation in order to report for a defense job in order to get a deferment. The next item says that a television laboratory was built in 1940. If it was, it was kept a secret from electrical engineering students who took the only course in television offered. It also talks about John Atanasoff's computer and that he built it to solve algebraic equations. It was a numerical computer and I doubt it was used for that purpose.

— Lloyd Mumford, '42
Owensboro, Kentucky

Just a quick note to compliment you and the VISIONS staff on the "Generations" article in the latest issue of VISIONS. You certainly captured a lot of thoughts and feelings of the various eras. We are honored that you chose to use our family to help tell your technology history story. Thank you for using us to help tell your story.

— John M. Liggett, '69
Somerville, New Jersey

WOI is HOW old?

I am somewhat confused by your article, "WOI celebrates 50th birthday, bids farewell to Doug Brown," *(September/October 1999)*. I am a 1948 graduate, and I distinctly recall listening to a university radio station (WOI, I thought) while a student from 1945-1948! If WOI is only 50 years old, what station was I listening to?

— Lee A. Kleeman, '48
Houston, Texas

Editor's Note: You're right. You were listening to WOI Radio. ISU began radio transmissions as early as 1912, and WOI received its official broadcasting license in 1922. WOI broadcast exclusively on the AM band until the late 1940s. On July 1, 1949, WOI-FM became one of the first stations in Iowa to transmit with Frequency Modulation. It was this 50-year anniversary that WOI celebrated on July 1, 1999.

The VISIONS staff regrets the confusion but enjoyed receiving so many readers' reflections on the radio station. Read on!

I enjoy VISIONS magazine but once in a while something jars. This time it is your article about WOI and announcer Doug Brown. It talks about a 50th anniversary but does not clarify that this anniversary relates to the TV side of WOI. My reaction was, "What station was I listening to in the twenties and thirties?" Please clarify for your younger readers that WOI radio was one of the first, if not the first, college radio stations in the United States and has been on the air since at least 1919. And it wouldn't hurt to do a piece on Andy Woolfries, who was the radio sports voice of WOI for many years. I still remember his excitement when the Cyclone football team came from behind in the last two minutes to score two touchdowns and win. He about went ape and still did a good job of describing the action. Guess what? I'm an old-timer!

— Roger W. Haines, '53
Laguna Hills, California

I don't remember when WOI was established, but I do know that I was broadcasting news, interviews, and departmental feature programs between 1940 and '45. I did so first as a grad student working part time for the Information Service and from 1942 to '45 as a full-time member of the staff. The radio building, if it still exists, predates me.

In the 1930s and 1940s, few colleges had facilities that were constructed specifically for broadcasting. The news broadcasts, however, did not originate from the main studios, but were done from a small booth across campus where the journalism department and Information Services were housed.

— Ione C. McNay Masters, '42
Liverpool, New York

I am puzzled. The station that became WOI went on the air in November 1921. By my calculation, although math was not my best subject, that should mean WOI will soon celebrate 78 years of service.

Andy Woolfries, an undergraduate, put the voice of Iowa – then known as 9YI – on the air with 50 watts of power and was heard all the way to Iowa Falls. He was on the air so much he did not graduate until much later. We used to listen to his morning "Music Shop" on our farm south of Ames.

Thanks to W.I. Griffith, Dick Hull, Bob Hulhall, "Cap" Bentley, and Ed Wegener, it was my privilege to work on WOI from February 1946 to May 1948.

I retired from farm broadcasting in 1992 but continue to be active in the National Association of Broadcasters.

You do an excellent job with a very attractive alumni publication. Thank you. I just wanted to set the record straight.

— Dixon L. "Dix" Harper, '48
Germantown, Wisconsin

I well remember my mother listening to Andy Woolfries and "Matins" on WOI around 1930. Could it have been 70 or 75 birthdays the staff was celebrating?

— Tom Rittgers, '56
Ames, Iowa

I do not understand who is having a 50th birthday. WOI is 75+ years of age. If Doug Brown worked at WOI for 35 years, he was a child prodigy if he is only 50 years of age. I worked for WOI as a student in 1947 before leaving for medical school. Dick Hull had been the director for a number of years at that time, and as a boy I knew Andy Woolfries, who was the original voice of Iowa State College. Kudos to WOI for its fine classical music programs, and to Doug Brown for carrying forward the tradition. Let me know who was 50!!!

— Charles Miller, MD, '48
St Louis, Missouri

Congratulations to WOI radio on their recent anniversary. I truly believe, however, that it is well over No. 50. I remember listening to WOI radio – Edith Sutherland, the Storybook Lady, particularly – in the 1942-to-1945 time frame. My family moved in late 1945 from the house in Mason City I specifically recall while I listened regularly to that program. That would make the station 54 to 57 years old at least.

— Bruce Long, '60
Evansville, Indiana

My compliments for the wonderful job you are doing. I enjoy every issue. But ... "WOI celebrates 50th Anniversary"? And with an able history department at your beck and call!

When I was an undergrad, 1927-31, WOI was already a respected "institution" and "Andy's" voice was familiar throughout the state. Seventieth would be more nearly correct. Perhaps you meant, but failed to specify, WOI-TV!

In my undergrad days I remember no radios in our rooms, much less TVs or computers. At FarmHouse, then at 2717 West, we only had a record player in the chapter room. But we could pick up WOI radio just by turning on the power speakers.

— Herbert G. Folken, '31
Winter Park, Florida

VISIONS does a fine job of presenting news and history; but the bit on WOI's 50th anniversary needs clarification.

I'm sure that the information is correct if you refer to WOI-FM, but the station has a far longer history in AM broadcasting. While I don't remember when the call letters WOI first went out over the air, I do remember listening to the station as early as the 1930s. The legendary voice of Iowa State then was Andy Woolfries. The breadth of his talent must compare favorably with that of Doug Brown, who was definitely after my time.

Maybe a future issue of Visions can extend the history of WOI back to the real beginning.

— Gordon E. Walter, '41
Fort Wayne, Indiana

I am a 1948 graduate, and I distinctly recall listening to a university radio station (WOI, I thought) while a student from 1945-1948! If WOI is only 50 years old, what station was I listening to?

letters

Petersen artworks rediscovered

We read with interest the article on the planned Christian Petersen Collection at the Brunnier Art Museum ("Owners of artwork by Petersen contribute to upcoming exhibit," *July/August 1999*). I have a small relief that Petersen did during the summer of 1945 which I would like to donate. Mr. Petersen gave me two of the molds, one of which I used to have a bronze made for our son, who at the time was five months old.

I was in school the summer of 1945 finishing work on my degree while my husband was in the Pacific in the service.

As our son has the bronzed relief, I would love to donate our mold to the collection.

— Alice M. Rector, '45
Cedar Rapids, Iowa

I would like to report on the whereabouts of a bas relief by Christian Petersen which was commissioned in the late thirties.

My father, Prof. Tolbert MacRae, who was head of the Iowa State College Music Department from 1920 until he retired sometime in the sixties, asked Christian Petersen to do a bas relief to be presented to Dimitri Mitropoulus when he left his position as music Director for the Minneapolis Symphony to accept a similar position with the New York Philharmonic. The gift was made in appreciation of the many yearly concerts Mitropoulus and the Minneapolis Symphony had presented at the Iowa State Concert Series. It is 10 3/4 x 12 3/4 inches and depicts a profile of Mitropoulus conducting Brahms' First Symphony.

— John MacRae, '36
Los Gatos, California

Differing viewpoints

Please convey to your VISIONS staff how important this magazine has been in allowing my husband and me to reconnect with Iowa State. We left Ames over 18 years ago and this magazine has helped us to feel so much closer to ISU. The latest issue moved us to make the decision to become life members of the Alumni Association. It is an outstanding publication! Thank you for including us.

— Sue Brandt, '81
Atlanta, Georgia

While I enjoy *The Iowa Stater,* I cannot say the same for VISIONS magazine. Having received and perused two unsolicited issues of VISIONS, I insist you remove my name and address from your VISIONS mailing list. I consider VISIONS to be junk mail.

— Paul Schroeder, '78
Bend, Oregon

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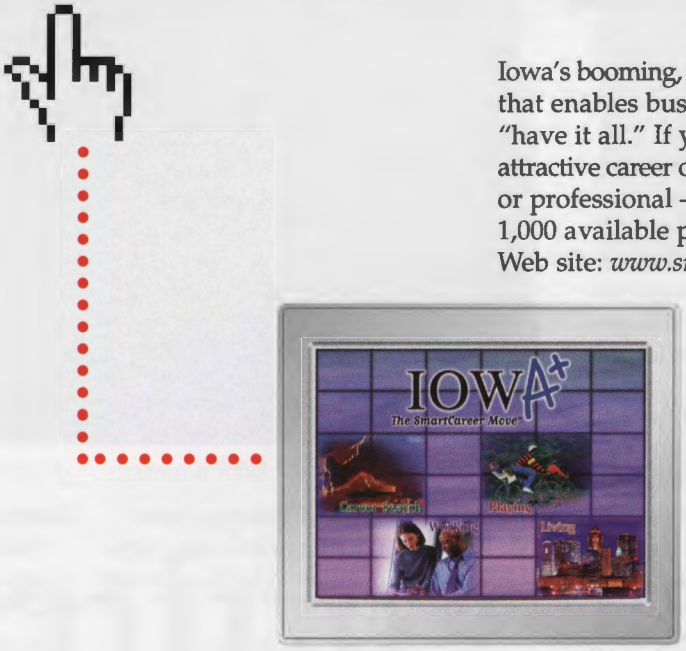

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Influential art

Staff members at University Museums have given up predicting the future for an art exhibit they commissioned in 1991 as a regional display and which has ended up traveling the world.

Skirting the Hills *by Gary Bowling*

The Land of the Fragile Giants: The Loess Hills of Western Iowa, a 150-piece collection of works by 27 Iowa artists, caught the attention of the State Department's Art in Embassies Program. A portion of the collection went to the embassy in Cambodia, and then to Swaziland.

Days before the exhibit was to retire, Iowa Senators Harkin and Grassley arranged to have it visit the Capital. They had an ulterior motive: They wanted to educate their colleagues about the Loess Hills, in preparation for proposed legislation that would fund a study to designate the area as a national park.

"This idea of art inspiring legislation isn't new," says Lynette Pohlman, director of University Museums. "The paintings of Thomas Moran, a 19th-century artist, helped convince Congress in the 1870s that Yellowstone should be the country's first national park."

Approximately 25 pieces from *Fragile Giants*, ranging from sculpture to photography, oils, and water colors, are scheduled to remain on display in the Department of Interior, under the watchful eye of ISU alumna Patty Beneke, '76 political science, assistant secretary for the U.S. Department of Interior, who is in the center of the Loess Hills effort. Federal legislation was recently passed that funds the feasibility of the area becoming a national park.

When the display returns to Iowa State in March, chances are it won't stay at Brunnier Gallery for very long. "It's taken on a life of its own," says Pohlman. ■

Cool clouds

Do you long for summer days from your childhood, when you could lie on your back for hours and watch the clouds? Then check out this Web site: ISU agronomy professor Richard Carlson's "Cool Clouds for Kids of All Ages." http://pals.agron.iastate.edu/carlson/

Who's the artist? Where's the sculpture?

In search of a sculptor

Sometime around 1950, a student artist sculpted a bust of Christian Petersen, Iowa State's beloved sculptor-in-residence, who left a legacy of artwork during his 1934-1955 tenure at Iowa State. As the University Museums staff prepares for its fall 2000 retrospective of Petersen's work, they are sending out an all-points search. Who was the student sculptor? Where is he now? Where is the bust of Petersen? Readers with information may contact University Museums at 515-294-3342 or e-mail sbrother@iastate.edu. ■

U.S. government honors George Washington Carver

PEOPLE OF ALL AGES WHO WERE inspired and touched by the life of George Washington Carver gathered for a memorable event this past fall in Beltsville, Md. The USDA dedicated the George Washington Carver Center, the first federal building to be named for the ISU alumnus. The three schools who influenced Carver and who were in turn shaped by him, participated in the event. Displays and tents were a blaze of cardinal and gold, coincidentally the colors of Carver's three schools: Simpson College, Iowa State, and Tuskegee Institute. "I've never seen such a group of joyous people," said ISU's Sande McNabb, professor of plant pathology, an expert on Carver who spoke at the event.

ISU senior Charles Stewart, the national president of MANRRS (Minorities in Agriculture, Natural Resources and Related Sciences), discusses George Washington Carver's influence on Iowa State. Behind him is an exhibit on Carver's life in higher education.

Leading the dedication was ISU senior Charles Stewart, a biochemistry and biophysics student who is the national president of MANRRS (Minorities in Agriculture, Natural Resources and Related Sciences). Stewart spoke of the ways Carver had personally inspired him. ■

Web link www.lib.iastate.edu/spcl/gwc/home.html

Learning from a master

"Don't tense up," Simon Estes tells Lindsey Newman (right), a freshman music major. "Do you feel relaxed? Don't wrinkle your forehead – don't lift your shoulders!" But if Newman and music major Cindy Boote were a little tense for this particular class, there was a reason why. Their teacher was none other than international opera singer and Iowa native Simon Estes, who was an artist-in-residence this past fall and will return later this semester to the ISU Music Department. In addition to conducting classes and lectures, Estes also performed the works of Aaron Copland and other American composers at a concert that combined the talents of the bass-baritone with those of local ISU student groups. "The students here at Iowa State are so receptive and eager to learn that it's motivational for me," said Estes. "It's an honor to be here."

enrollment

Iowa State's enrollment hit a 16-year high last fall when head count reached 26,110. That's up 525 students from fall 1998.

ISU receives largest gift in history

IT WAS CHRISTMAS IN SEPTEMBER: Central campus was a blaze of music and color, as hundreds gathered to celebrate the largest gift ever made to the university – $80 million, which will be used to support agronomy programs, scholarships and fellowships, and research and education programs. The festive announcement of the gift included balloons, confetti, a brass band, congratulatory and thankful speeches, burgers, brats, and lemonade. What it didn't include was the name of the donor. The family wished to be anonymous, and ISU promised to honor that wish.

"The people who made this gift were long-time friends and supporters of Iowa State," said Iowa State University President Martin C. Jischke. "This gift reflects their long-term faith in this university."

The gift supports the ISU Foundation's Campaign Destiny: To Become the Best, the largest private fund-raising campaign in ISU history. The $425-million initiative is scheduled to conclude in June 2000. ■

Flying Cyclones

It's a sad situation. The ISU Flying Cyclones flying club has lots of pilots but no airplane. Alumni, you're their last hope. If anyone has a spare plane lying around in a hangar somewhere, club member Tony Nurre would love to hear from you. Call him at 515-572-5436 or e-mail nurre@iastate.edu.

Swan sabbatical

AFTER A VALIANT FOUR-YEAR effort to support the Iowa Department of Natural Resources' goal to propagate trumpeter swans, which are native to Iowa, ISU finally gave up and traded in the noisy, feisty birds for what was believed to be a silent and more sedate pair. The trumpeters had marched everywhere – including across Lincoln Way – and had become notorious for their irascible dispositions. They were supposed to settle down after they propagated, but alas, parenthood was not to be. The old Lancelot and Elaine were ushered out, and the new ushered in by alumni Gene Barrick, '73 animal science, who provided a home for the retirees, and donated the new pair.

But no sooner had the newcomers arrived, then they began wandering! They ambled, albeit silently, past Pearson, Curtiss, and Hamilton Halls. They paused to nibble grass in front of the Campanile. A few months after their arrival, the pair were sent back home. Lake LaVerne will remain swan-free until spring, when a new Lancelot and Elaine will again arrive. ■

Blink and you missed them: The new mute swans were quickly sent back home after they began exhibiting some of the habits of their trumpeting predecessors.

Engineering Teaching and Research Center opens its doors

YOU KNOW WHEN STUDENTS SHOW UP in tuxedos that something special is happening. Last fall, when the university threw a "millennium ball" to celebrate the opening of Howe Hall, the first phase of the Engineering Teaching and Research Center, more than 1,000 students, alumni, faculty, and staff danced into the night.

This is no ordinary facility. Howe Hall is the first completed building of a $63.3 million complex that is the largest capital project in ISU history. Howe Hall, named after Stanley and Helen Howe, houses the Departments of Aerospace Engineering and Engineering Mechanics, the Virtual Reality Applications Center, Engineering Distance Education, and the Center for Industrial Research and Science.

This month, construction began on the second building, Hoover Hall, which will be across Bissell Road and joined to Howe Hall by a sky walk. Hoover Hall, named after Gary and Donna Hoover, will house the Department of Materials Science and Engineering and the Office of Engineering Computing Support. Gary Hoover is a member of the ISU Alumni Association Board of Directors. ■

Web link www.eng.iastate.edu/etrc/core.html

ISU campus receives prestigious award

Alumni have known for a long time that Iowa State's central campus is something special, with its 490 acres of trees and plants, and 20-acre central lawn, surrounded by the classical architecture of Beardshear and Curtiss Halls and the Campanile. This past fall, central campus was recognized as one of the most beautiful in the country by the American Society of Landscape Architects, who designated it a "medallion site." ■

Fred Hoiberg

Remember your favorite college gear?

ISU alumnus Todd Snyder remembers his favorite college gear and has recreated it here in his Tailgate® Clothing, Co. line of collegiate apparel. The Old School Sweatshirt features an oversized fit, relaxed bottom and cuffs, and felt embroidery. The deep, weathered red sweatshirt is 13.5 oz. heavy fleece, 90% cotton, 10% polyester, and is pre-shrunk. The exclusive Alumni Association Alumni Letterman's Hat is 100% cotton twill and features a weathered wash and "Alumni" insignia. Adjustable back.

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IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

on campus

BUILDING community

FOR THE THIRD YEAR IN A ROW, HUNDREDS of ISU students spent a good part of Homecoming week helping the Story County Habitat for Humanity with a building project. This year's blitz build resulted in a new four-plex for the local Emergency Residence Shelter, which will provide transitional housing for homeless families. The effort was a result of collaboration between the university and the community, as the College of Engineering and the Student Alumni Association supported the efforts of the Story County Habitat for Humanity and the Emergency Residence Shelter. Approximately $35,000 was donated by ISU faculty, staff, and students, a result of student projects and United Way pledges. ■

ISU students Ryan Nelson and Rosa Bell work a shift on the blitz build carpentry team under the direction of Joshua Engelbrecht.

The Companion Animal Fund

Gifts to the ISU Companion Animal fund provide a special way for you to:

- Memorialize a beloved companion, or express sympathy for a friend or family member's loss of an animal companion
- Honor or recognize someone who loves animals
- Show appreciation for the love and comfort a special animal has given you or given to a friend or loved one
- Help purchase special medical equipment or improve patient facilities at the ISU Veterinary Teaching Hospital

How can I participate?

The contribution amount is at your discretion. A personal letter announcing your thoughtful gift will be sent to the individual you designate.

Mail completed form and check to:

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College of Veterinary Medicine
Iowa State University
Ames, IA 50011-1250

www.vetmed.iastate.edu
Phone: 515-294-2531

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This gift given in memory or honor of _____

Species or breed (Dog, Cat, Horse, etc.) _____

If in honor of a living pet or person, please indicate:
❑ Living Pet ❑ Living Person

Please send notification of this gift to:

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Gift From:

Donor's Name _____

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by Carole Gieseke

The whole enchilada

When Rob Collins enrolled at Iowa State in 1988, he knew he wanted to be an engineer.

Discovering that engineering wasn't the love of his life after all, Collins now says, was the best thing that ever happened to him.

COLLINS HAS BEEN ABLE to parlay an academic about-face into a successful career as a marketing communications specialist for the No. 1 advertising agency in the country.

The journey from Ames, Iowa, to a corporate office on the eleventh floor of Foote, Cone & Belding on 42nd Street in New York City, has been fast-track all the way. Collins graduated with a bachelor's degree in marketing in December 1992 and quickly went to work as a market analyst for Kragie Newell Advertising in Des Moines. There he conducted research and recommended communication strategies to Iowa-based clients before moving to Lewis Advertising, Inc. in Raleigh, N.C. Two years later, Collins switched to another Raleigh firm and then moved to Charlotte, N.C.

In 1998, Collins left the South for a position with Foote, Cone & Belding in Chicago – his home town. At FC&B he managed a $10 million budget to develop a national program for the Taco Bell Corporation.

Then, a year ago, he was transferred to FC&B's New York office to head the East Coast Taco Bell team.

"I think I'm up to seven moves in six years," Collins laughs.

Collins credits Iowa State for giving him a firm foundation for his career and getting him involved in the American Marketing Association, where he made contacts that helped him land his first job with Kragie Newell.

"That was the best foundation I could ever have in advertising," he says. "It really set me up for an accelerated career path coming out of Iowa."

JIM HEEMSTRA

So swift has been his rise that he considers his youth to be his biggest challenge.

"At some point you start getting to a level where your clients are looking at you and saying, 'Geez, the guy's not thirty yet. How can he know anything?'"

But Collins' ability to analyze statistical information and translate it into a business strategy sets him apart from many up-and-coming advertising execs. His understanding of statistics, physics, and calculus – core classes in the College of Engineering – allows him to understand the complex information derived through market research.

Collins clearly enjoys the adventures that working in New York City provides. Maneuvering strategically through a throng of pedestrians, en route to a meeting a few blocks from his office, Collins revels in his surroundings.

"When I graduated from Iowa State, I had no idea that years later I would be walking down 42nd Street in Manhattan with sirens and buses and taxis and all that stuff," he said. As if on cue, a city bus roars past, drowning out Collins' words. He shakes his head, laughing. "I'm determined that New York City should be considered the center for assertiveness training," he shouts. "You can't survive otherwise! You'll never get a cab, you'll never get on the subway, and you certainly aren't going to get any food at a restaurant!"

Rob Collins' talent for market analysis put his advertising career on the fast track.

Adventures in assertiveness notwithstanding, Collins admits that he misses the gentler pace of the Midwest. His career goal is to return to Chicago or Des Moines to head his own small- to mid-size marketing firm.

"I've had a broad base of experience and I've tried not to focus too much on one particular area," Collins says. "You can't be the CEO of a company if you don't have a wide range of knowledge." ■

Editor's note: Collins' fast-track career continues. He just accepted a position with Nike, Inc. as the key account marketing manager for the retail development division in New York City.

Building Understanding

Iowa Staters making a difference

Iowa Staters build bridges between cultures with compassion, creativity, drama, and peer support.

They are both average and special, this group of Iowa Staters. They have skills shared by thousands: teaching, writing, designing, healing. But they have used their skills to enhance understanding, with some pretty special results. A veterinarian learns about poverty and trust; Native Americans and Iowans build a bridge together; a journalist turns to drama to give voice to the oppressed; ISU students support each other and move closer to a new truth – **that global understanding is within our reach.**

By Karol Crosbie Photos by Jim Heemstra and Bill Gillette

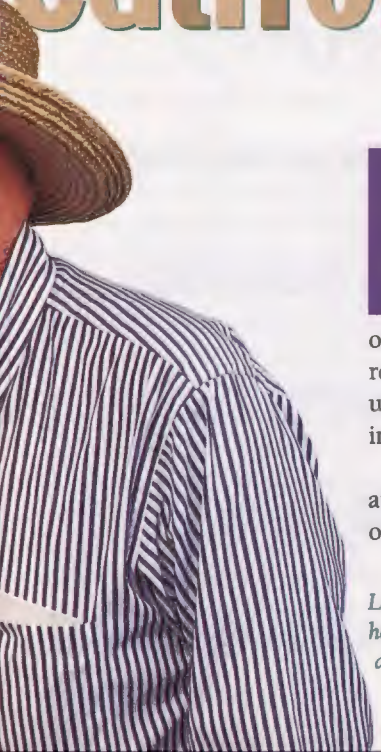
A life-long
to southern

PHOTOS BY JIM HEEMSTRA

commitment

Building Understanding Through Compassion

California's most needy



Nearly 100 mostly Hispanic women and children line up in the alley outside a small house on Avalon Street. It is Saturday morning – one of two days each week that they receive food and clothing from the two unlikely angels who run All Life Charities in Wilmington, Cal.

Seventy-three-year-old Frank Dieter and 70-year-old Lety Dominguez are an odd but dynamic team. On this particular Saturday, Dominguez wears pearl earrings and a lace dress – a statement of style, not of wealth, for she is not a wealthy woman. The diminutive Dieter wears a striped shirt, a straw hat, and a quick smile. "When I first came here, the people thought I was either a narc or an immigration officer," he says.

But after 10 years, the people who Dieter serves know him for who he is: a joyful man who believes his purpose is to minister to the needy.

Dieter, who received his DVM at ISU in 1960, came to his calling after a full life as a successful small animal veterinarian. He

Lety Dominguez and Frank Dieter, '60, DVM, help care for indigent families living in and around Wilmington, Cal.

remembers when he fully became aware of the poverty that darkens the lives of many of his fellow Californians – of 11 people sleeping on the cement floor of a garage, of pregnant women sleeping in parks, and children living in boxes. "The need became visible all at once," he says.

Most people would have found a deserving charity and dispatched their obligation by signing a check. But Dieter wanted more. He wanted the personal involvement and responsibility that comes from putting yourself on the line. He would rent a house in the heart of one of the most disadvantaged areas in southern California. His friend Lety would live there, and together they would distribute food and clothing to the area's poor.

But although Dieter was successful, he was not rich. The rent alone cost $1,300 per month. In order to fund All Life Charities, he created a second veterinary clinic. This one would be nonprofit and would serve low-income clients. All of its proceeds would support people who needed him – some who would walk and thumb rides from as far as 15 miles away to receive the food he distributed. In the mornings, he worked at his well-established for-profit clinic, and in the afternoons at his nonprofit clinic.

The nonprofit clinic never made much money, says Dieter. But for eight years, he pressed on with two practices and a ministry. In 1996, a back injury and resulting surgery forced Dieter to retire from his practice. Now, he has invested his life savings in a new business venture – a paving business – which he hopes will continue to fund All Life Charities when he is gone.

Fishes and loaves

Dieter, who feeds almost 1,000 people every week, refuses to believe that the United States does not have enough resources to feed its needy. "We are throwing away mountains of food. Restaurants, groceries, bakeries – their waste goes to making compost."

Not, however, if Frank Dieter can get to it first. He spends more than 40 hours every week identifying potential providers and picking up food. He makes daily trips to bakeries, coffee shops, and delicatessens. Sam's Club was a big supplier, he said, until a new manager decided to make compost out of the day's leftovers instead of allowing him to pick it up. He also purchases food from local food banks, at ten cents per pound.

Dieter is helped by his wife, Kathy, and daughter, Diane (who remind him that he is *supposed* to have a bad back). "Living with him is so random," says Diane. "It's chaos over at his house. He gets calls all the time: 'Can you come pick up this TV?' 'Can I bring my dog over for you to take a look at?' 'Can you pick up a bag of clothes?' I drive around with him for a half a day and see what he does, and it wears me out."

Kathy, who works with teens at Bishop Montgomery School, encourages youth to sell candy to support the cause and organizes homerooms who "adopt" families.

There are no paid staff at All Life Charities and little overhead, but rent, insurance, and food costs about $60,000 annually. To supplement private donations, Dieter and Dominguez organize fund-raisers, including $50-a-plate Latin American fiestas and "uppity-up" $300-a-plate, black-coat-and-tie dinners.

"We have found heaven in this very poverty-stricken area. And that heaven is finding these people, getting to know them, and receiving the resources to serve them."

If Dieter is questioned about the state's responsibility to the people he serves, he shrugs. "We do what we can in our community and try not to worry about what the government does, because that can be so distracting. You can't rely on the government, so why worry?"

Soft hearts, hard heads

Both he and Dominguez say they believe state-supported welfare agencies are getting "conned" by people who don't really need help. Although both have the reputation for having soft hearts, they also are well known for their hard heads. Users of their services must have incomes at or below poverty level and must register for services. Dieter depends on Dominguez to review applications and even make home visits to determine eligibility.

"These people – they don't lie to me," says Dominguez. Dieter agrees that his partner is tough. "She was a champion fencer in the Mexican army for years. And she's perceptive. If I go in with a headache, she'll say, 'Frank, is something wrong?'"

Dominguez keeps an eye out for immigrants who demonstrate that they may be permanently financially dependent and would be better off in their home country. These clients may receive help in the form of a plane ticket to return home.

The homeless pick up food and clothing on different days from the "regular" poor, who are sometimes frightened by the motley array of street people. And are Dieter and Dominguez ever frightened?

"I know all of their names," says Dominguez. "How can I be frightened?" She tells the story of dropping a wallet in the street and having a homeless friend bring it back to her, money intact.

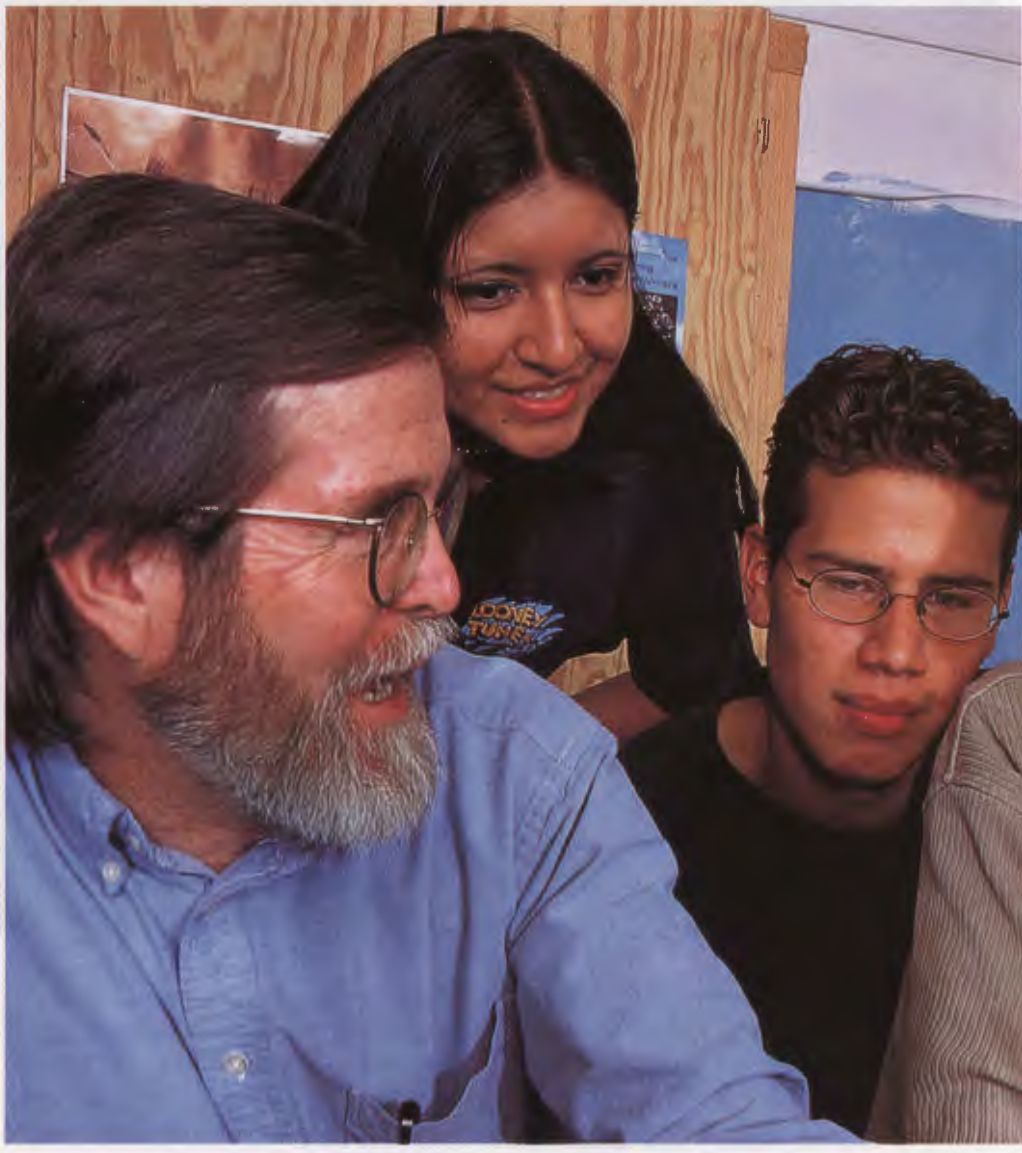
Dieter believes that the presence of All Life Charities has resulted in a safer community for the residents. "When there were riots in Los Angeles a few years ago, Lety protected this area by having the women come in and see the violence on television. And she'd tell the ladies to go home and tell their kids, 'You want these stores to be burned so we don't have any place to buy groceries?' There is very little violence here – because of her."

"This is a gift that I've received, to be less fearful of other people," says Dieter. "I was given the privilege of learning this from Lety."

Dieter is very likely to speak of gifts – not those that he gives, but those he receives. It is a gift, he says, to be able to see injustice and inequity. A gift to know Lety, a gift to be an ordained deacon in the Saint Laurence Martyr Church, a gift to receive the trust of the people he serves.

"We have found heaven in this very poverty-stricken area. And that heaven is finding these people, getting to know them, and receiving the resources to serve them." ■

ISU faculty couple Steve Pett and Claire Cardinal-Pett recently spent two years at the Native American Preparatory School in Rowe, N.M. They taught writing and architecture – but more important, they modeled, learned, and taught mutual respect.



Faculty couple touches lives of Native American students.

Building Understanding Through Compassion

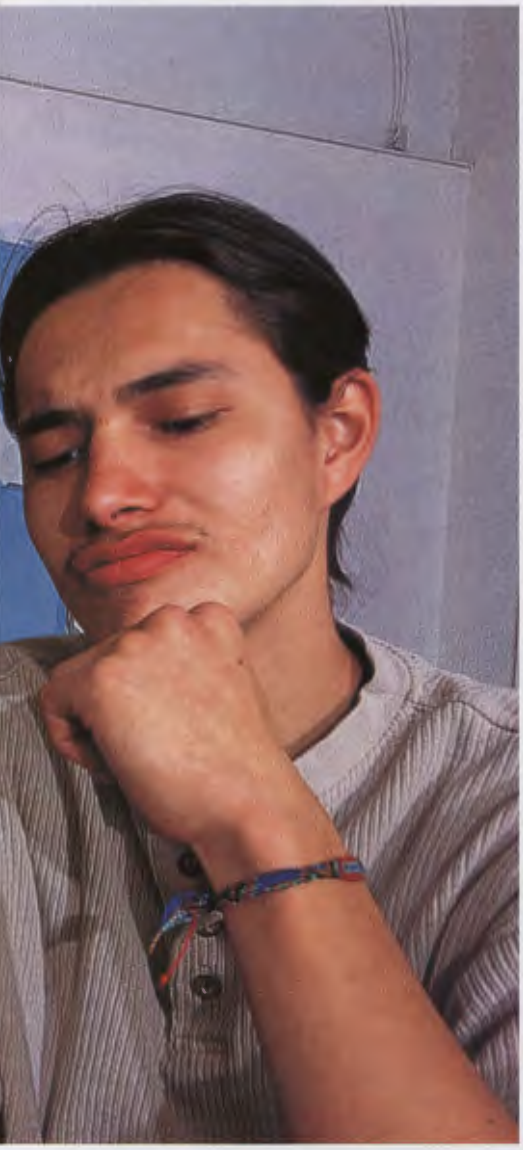
Telling stories Steve Pett understands the importance of trust between teacher and student. So one of the first things he told the 27 juniors in his English class at the Native American Preparatory School (NAPS) in Rowe, N.M., was that he would begin by leveling the playing field. Because he was going to ask them to reveal themselves to him in their writing, it was only fair that he also reveal himself to them. They could, he told them, ask him anything they wanted about himself.

But the most probing question he received was, "Why do you want to teach Native Americans?"

And his answer was, "I don't. I want to teach kids. And NAPS seems like a place where I'll be provoked to think and teach and maybe accomplish things I haven't before."

Indeed, the place ISU associate professor of English Steve Pett became a part of for two years, is also trying to accomplish things that haven't been done before. The

Steve Pett, associate professor of English, took a two-year leave of absence from ISU to teach composition to high school juniors and seniors at the Native American Preparatory School (NAPS).



PHOTOS BY BILL GILLETTE

Claire Cardinal-Pett, ISU associate professor of architecture, taught architecture at NAPS and worked with both ISU and NAPS students to plan a foot bridge for the campus.

first of its kind in the country, the residential school was founded in 1995 by Prentice-Hall philanthropist Richard Ettinger, to prepare Native Americans to succeed in college. The combination of poor primary and secondary schools, poverty, and reservation isolation has resulted in one of the poorest records of post-secondary education of any American ethnic group. Thirty-five percent drop out of high school, and S.A.T. scores of this population are the lowest in the country.

Of the nine percent who go to college, half drop out in their freshmen year, and only a small fraction graduate. Iowa State's retention level for its Native American students is representative – and dismal. Only 0.3 percent of ISU's student population is Native American, and of that number, 62 percent will not graduate.

But Steve Pett was astounded by the insight and power in the writing of the students he grew to know. Although he proclaimed to his students that he "just wanted to teach kids," he came to NAPS with an understanding and admiration of the Native American culture nurtured over many years. At ISU, he has team-taught American Indian studies, American Native literature, co-chaired the symposium on the American Indian, and has written about Native Americans in his own poetry and prose.

Pett's dedication to learning about the culture prompted excitement at the insights that his students at NAPS shared with him. His students wrote poetry, prose, and plays about growing up on the reservation. About the love of family, traditions, and ceremony. Of the anguish of alcohol abuse, racism, and physical and emotional abuse. Of the joy of roots, heritage, and nature.

"These are kids who have been told that their stories really don't count for much. We must show them the worth of their story," Pett says.

Heidi Brandow, who Pett taught during her junior and senior years and who is a member of the NAPS' first graduating class, is a freshman at the University of Denver. "Mr. Pett urged us to take something familiar – like family ties, or the day-to-day-life, or growing up on the reservation – and explore it in depth.

"It's funny how the earth seems to crawl beneath your feet. It moves, curling and winding in and out of circles, creating beautiful images for the eye. Sometimes you can hear, and feel the earth breathing. And at different times of the year you can smell the earth changing. When I am sad, I am comforted by the earth mother whose gifts are endless. When I am over-whelmed with elation, the earth shares my satisfaction."

– From *Walking in Beauty*, a compilation of short essays by NAPS graduate Heidi Brandow

I was accustomed to writing about the unfamiliar, and trying to make it grand, when actually simple and small is what I can make into something awesome."

Brandow, who is the only Native American freshman at her university, is experiencing what Pett calls "a wall of whiteness and privilege." Although she says things are going well and that her minority status is only a little "weird," it is this isolation, combined with a lack of readiness, that contributes to the high college drop-out rate of many Native Americans.

"I'm anxious for some of my students," says Pett. "A lot of them are going from reservations right to a very different kind of experience. What I wanted to teach them was that there is another way of knowing that is just as valid as the ways they will encounter in these universities. It's the way of knowing they were raised with."

Pett, who was twice voted the Teacher of the Year by the NAPS students, is missed. "He loved us and we loved him," says Eric Manolito, a senior who plans to go to Harvard or Washington University next year and major in aeronautical design and writing.

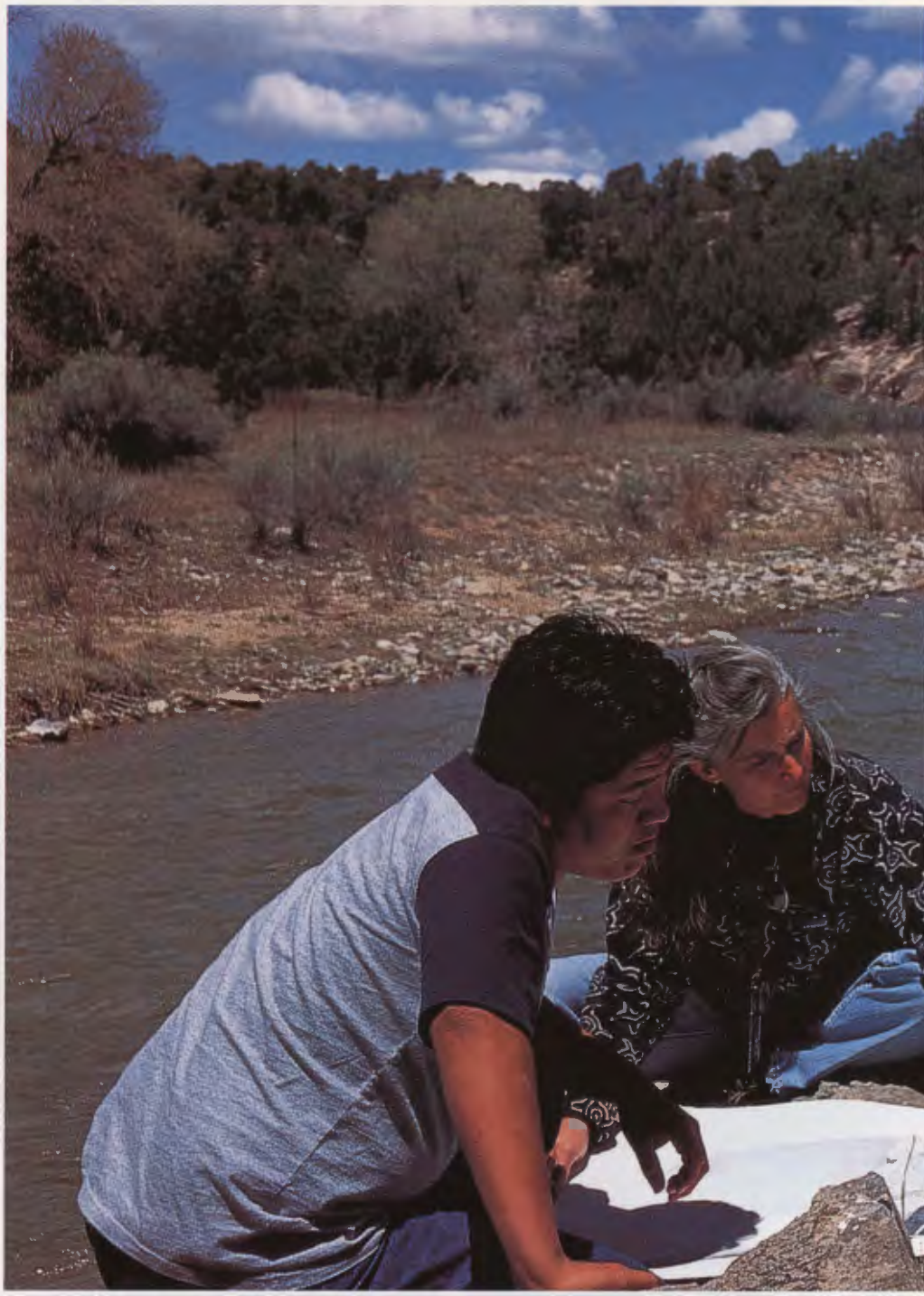
The affection the students had for their teacher was grounded not only in their mutual respect, but in the new experiences he introduced to them. For the first time, the school participated in poetry "slams" – competitive writing and recitation with Olympic-style judging. The new kids on the poetry block took third place in the state during Pett's first year, and second place the next year. "We beat Navaho Prep – that was a big deal," says Pett proudly.

Because the school is so isolated, Pett suggested the students start their own radio station, which they named KPETT in his honor. Radio plays written in his class were performed on-air.

"Pett opened us up to writing – even people who hated writing," says NAPS senior Migizi Penseoneau. And how did he do this? "He opened himself, made himself available to us. And because we trusted him, we didn't hold back in our writing. And when you trust, and you don't hold back, then you have fun."

Pett, now back at Iowa State, says the experience showed him both the vulnerability and power that comes from opening himself to his students. "High school kids are very quick to see through pretense. I learned that without putting on airs, without being a 'professor' – with the kind of insulation that that carries with it – I can be a successful teacher. That's satisfying."

• • •



Building Bridges It didn't take Claire Cardinal-Pett long to have her big idea. The ISU associate professor of architecture had been invited to join husband Steve at NAPS, in Rowe, N.M., to teach architecture. What she found when she arrived was a school that was struggling to bridge cultural landscapes – and also one that was literally physically divided by a river that ran through it.

The Pecos River divides the campus – with the school and student dormitories on one side, and faculty and staff residences on the other. What should be a quarter-mile walk is instead a three-mile drive.

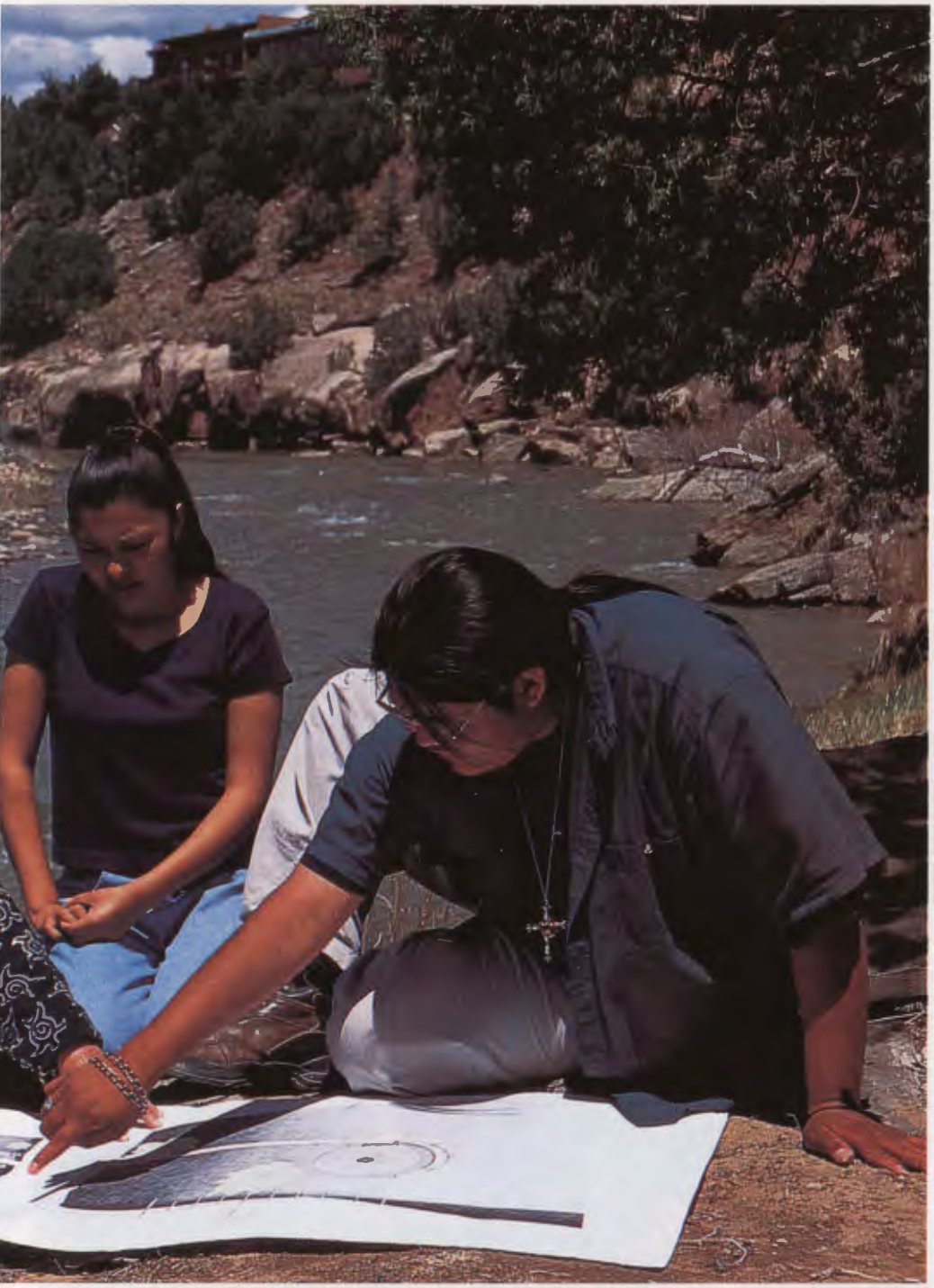
There is something about an architect that imagines what might be. What if Cardinal-Pett were to propose building a foot bridge to span the river? What if the high school students at NAPS and ISU architecture students worked together to design the bridge? The project was soon underway, funded by the ISU College of Design, the Kellogg Foundation, and ISU Admissions.

When eight ISU students arrived at the NAPS campus during spring break, they came armed with plans and ideas. They had been introduced to the complex culture they would visit during the previous semester.

There is something about an architect that asks, "What more can this be?" The ISU students had talked about the bridge honoring the Native American tradition of celebrating nature, and creating a structure that would also serve as a constellation observatory.

Ideas exploded when Cardinal-Pett challenged NAPS high school students to consider, "What more can this be?"

"This was our big architectural lesson," she said. "Architecture is shelter and it is functional, but it is always something else. It is culturally interesting, enriching, significant. It's never just a building. It is never just a bridge."



The Pecos River divides the campus of the Native American Preparatory School (NAPS). The foot bridge that is being planned will not only turn a three-mile drive into a quarter-mile walk, it will serve as an art gallery, a constellation observatory, and a place for students to gather.

Steve Pett was twice voted the Teacher of the Year by NAPS students. "We must show these students the worth of their stories," says Pett.

ISU and NAPS students worked together to brainstorm, plan, build models, and ask, "What if?" Impractical and fantastic ideas were discarded, but the most successful ones stuck. What if the bridge were an art gallery that exhibited NAPS students' works? What if it were a place to hang out? What if there was an amphitheater on one side?

And if a bridge is never just a bridge, so is true understanding that comes from dialog never one-sided. The NAPS students learned what it was like to hang out with college students. They experienced how it feels to see ideas materialize. They learned about bridges, and function, and beauty. The ISU students learned how to simultaneously be role models, teachers, and clients. They learned about the complex diversity of the many tribes within the Native American culture.

"We wanted to be sure the bridge was for them, and that they felt attached to it," said Brendan Sapienza, one of the ISU students, who has now graduated and is an intern with Brooks, Borg, and Skiles architects in Des Moines. "We also knew that we were serving as role models. Whenever you're around kids, they're watching and scrutinizing what you do and how you act."

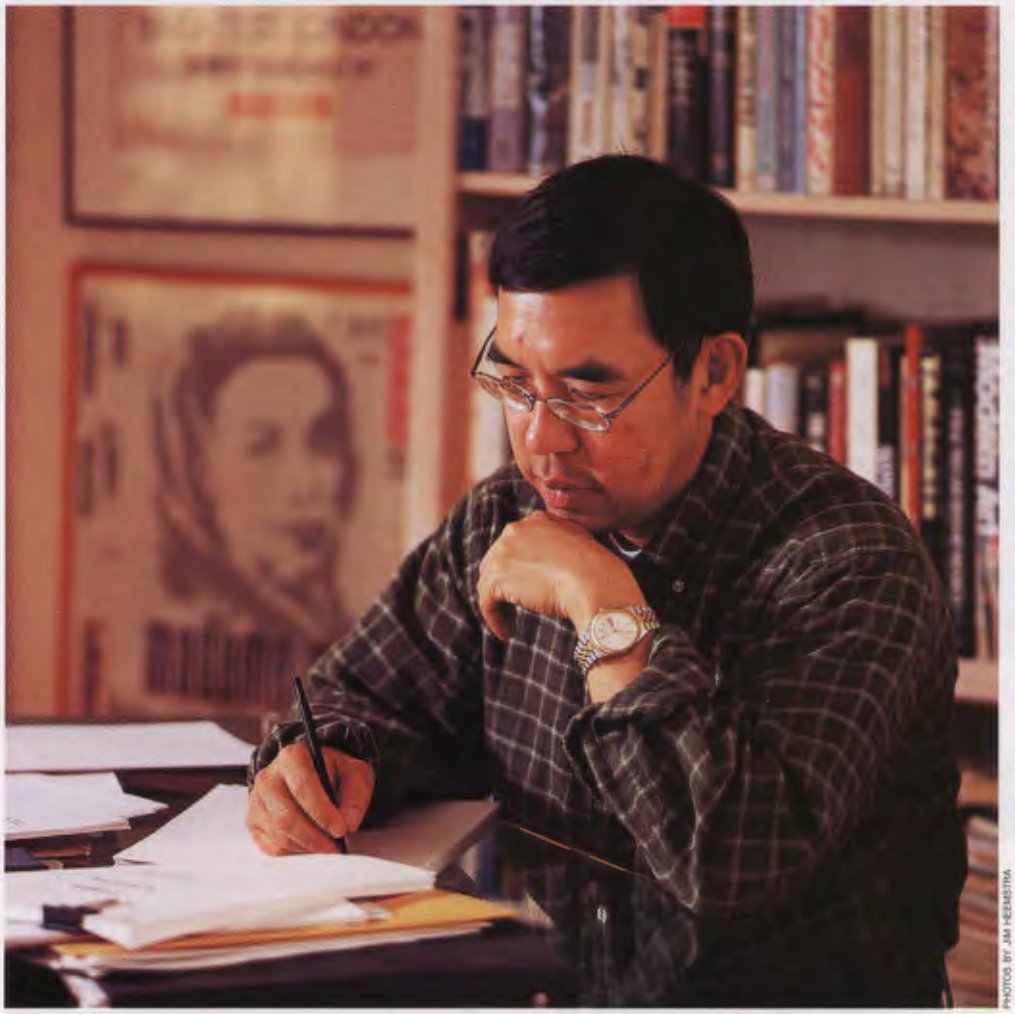
The project grew in complexity when flooding considerations required that the bridge's span be 100 feet, even though the river's span was only 50 feet. But although actual construction stalled, Cardinal-Pett and the NAPS students pushed ahead with artwork that will some day be a part of the bridge. Together they made ceramic tiles with constellations that come from various tribal cultures. They made plaster casts of the forearms of the NAPS seniors, which will some day become aluminum casts, and some later day be part of the bridge's handrail. They planned a series of masks that will face off on the supports and inlays that will enhance the deck boards of the amphitheater.

For now, the bridge exists only on draft paper and in expectant hearts, as it waits for more funding.

But if funding is uncertain, Cardinal-Pett's sense of accomplishment is not. This was not, after all, just about building a structure. Bridges have been built. "When the NAPS students go off to college, we hope they feel proud of who they are. The bridge project gave them a creative outlet and a way to say, 'We have something unique to offer to the larger world.'" ■

Building Understanding Through Compassion

Giving voice to the oppressed



PHOTOS BY JIM HEEMSTRA

Henry Ong is affecting lives. But any suggestion that his actions and his art were purposefully planned will result in a rueful shake of his head and a gentle laugh. If a plan exists, it is that of a mysterious universe that makes liberal use of irony in its grand scheme.

The course of Henry Ong's life began to change when he left his native Singapore to pursue a master's in journalism at Iowa State. The future was cloudy, but some things were certain. He was certain he didn't want to remain in Singapore, a culture he found stifling and repressive. And he was clear he didn't want to pursue a profession in medicine, although he had laid the foundation, with a B.S. in biology.

"I always wanted to be a writer, but I couldn't get myself to say that, somehow. So I thought, well, journalism is a good, respectable alternative. My parents won't hate me too much if I choose journalism."

Ong began applying to various universities throughout the United States. "I really didn't have a game plan. It was daunting to apply to universities when I knew my main goal wasn't really to go to school – it was mainly to go somewhere and find myself."

Iowa State was the first school to answer, and Ong blindly made his choice. "I had no idea where Iowa State was," he remembers. But by the end of his stay in Ames, Ong had come face to face with what he wanted: He wanted to write.

With his new M.S. degree and his new certainty, he went to California. "I said, 'I'll give myself three months. If I can get a job in three months, then I deserve to stay. If not, then I'll just go home to Singapore.'"

He landed a job with a start-up newspaper in Cerritos. One month after he received his green card, the newspaper folded. But he had fallen in love with California and with writing, and for 20 years he has explored both loves.

In 1989, he acted on an impulse that had enticed him for years – to write

a one-person play. "I was in the library one day, and came across a book on Madame Mao, Chairman Mao's widow. And I knew this fascinating person could become a character in a one-person piece."

He sent his completed "Madame Mao's Memories" to nine Los Angeles theaters and then waited. "I was so naive," he remembers. Nine months later he met one of the theater's directors at a party and asked him if he had read his script. The director brightly responded that he would go right home and look for it. A week later, Ong received a phone call. The play had been found; would Ong be interested in doing a reading?

"I was very excited, and I went back and I looked at the play. And I thought, oh my god, this play is horrible. I mean, it's terrible. But because there was a definite date that we were going to do this reading, I think I finally found my character's voice. And so I began to rewrite the play."

The play was produced in Los Angeles and became an instant hit. It would be years later before Ong discovered that when the artistic director had called him, he had neither found the play nor read it. He was merely fulfilling the requirements of a grant that required him to do a certain number of minority readings.

"I think in life you just have to trust that something happens out there in the universe. You can plot and plan, and you know, if it happened the way you want it to happen, it wouldn't be as exciting or surprising."

Stories that change lives

Ong had found his playwriting voice, and in his next play, he would use it to dramatize a shameful episode of modern-day slavery that was occurring in his own state. The country was stunned when it was discovered that 74 illegal Thai immigrants were being kept in slavery in a garment industry sweatshop – some for as long as seven years. Lured to America by recruiters who promised them a better life, the workers blindly walked into a nightmare. They were forced to work up to 20 hours a day, seven days a week, behind barbed wired, for less than $300 a month, after "expenses and rent" had been deducted. Attempts to escape were met with threats of exposing the immigrants' illegal status, and even death threats to their families back in Thailand.

Ong's early attempts to gain access to the workers so that he could tell their story were unsuccessful. The *Los Angeles Times* expose had captured the attention of movie directors such as Oliver Stone, and achieving access to the main players had become competitive.

Ong believes that artists have a responsibility to support their community – and that they, in turn, need support and affirmation for tackling tough topics.

"I think when movie directors discovered that most of the principals were Asians, they lost interest. In the meantime, I had a chance to write a cultural affairs grant. And that's how my play 'Fabric' came about."

"Fabric," produced at a number of theaters in 1998, received critical acclaim. A high point came for Ong when it was produced for an audience of Thai garment workers, whose story had been given a voice. Now freed, the members of the audience openly wept. "It was very touching for me, and one of the highlights of my life," says Ong.

Since then, Ong has written, produced, and directed one-acts, many that were prompted by requests from community members. Would he write a play commemorating Hiroshima day? Would he write a play about the rape of Nanking? The president of China would be visiting the United States. Wouldn't this be a good time to produce a play about Wei Jingsheng, the Chinese dissident?

Ong received a grant to conduct writing workshops for gay and lesbian teens. After every session, Ong took the youth out for pizza. "That was when they would tell me the most amazing things. These are teens who do not have many means of expression." Using the voices and stories of the youth he had befriended, Ong wrote the play, "People Like Me."

Another improvisational workshop with teens gave rise to the play, "Lady White Snake." Based on a Chinese folk tale, the play gave expression to a mix of Hispanic, African American, Latin American, and Asian youth.

Ong believes that artists have a responsibility to support their community – and that they, in turn, need support and affirmation for tackling tough topics. Two years ago, he formed the organization Artists Against Oppression. The artists who make up the organization perform, compose, and create, and the proceeds from their art support the disheartened and disenfranchised members of many communities. One of their most popular events is "Sing for Your Supper," which benefits the homeless.

"You learn so much when you actually go out and do things, rather than just sitting and reading and writing," he says. "That's what I like about living here."

If you ask Ong about future plans, he's liable to smile and shrug. He has more ideas than he can handle, and who knows which ones will work out? His plays deal with the irony of the human condition, the resilience of the human spirit, and with the freedom to be oneself. Things need to be said – and sometimes, mysteriously, it turns out that he is the one to say them.

"I know there's a lot of things that could be improved about American society, but ultimately, I think that the one big thing, the issue of freedom, the issue of being able to say what you want to say, and express yourself, I think is the most important gift that any human can have." ■

International and American students learn from each other

Miranda Mhango arrived at Linden Hall thinking her roommate was from a farm – most Iowa State students are, aren't they? Omaha native Jessi Ranheim arrived at Linden Hall thinking her roommate lived in a hut back home – after all, isn't that the habitat of choice for most Africans?

Their perceptions came from TV, they say. Now, the two roommates watch in disbelief some of the same TV programs that had influenced them in the past, and giggle. "We're like – huh?" says Ranheim.

Mhango, a junior from Malawi, and Ranheim, a freshman from Omaha, live in a cross-cultural learning community – one of the ways ISU is seeking to help American students take advantage of the university's rich variety of cultures, and help international students feel more at home.

On the floor below Ranheim and Mhango lives Ayaz Hasan, a senior in electrical engineering from Pakistan. Hasan represents a key to the success of many international learning initiatives: peer support. When students place themselves in the center of the many cultures that swirl around them and offer leadership and support, that's when true understanding and change occur, say educators.

Hasan is both a residence hall learning community peer assistant and an employee of International Education Services, where he plans events and helps international students overcome the many challenges they face.

He remembers well when he arrived as a freshman at Iowa State. "Most of the folks on my floor were from Iowa – and they weren't used to seeing someone like me. I had to work a bit to gain their respect and be able to communicate with them. It did not come naturally."

But a respectful roommate helped smooth the way. "In the beginning, it was hard for me to explain things to him; for example, my religion – that I am Muslim, and have to pray five times a day," says Hasan. "But he was respectful; he realized that I wasn't an alien – and not too bad of a person. He told the other people on the floor and they were normal toward me. They weren't reluctant to come and talk to me."

Many international students arrive in

Ames anticipating more support from their American classmates than they typically receive, says Jane Edwards, a program coordinator in the International Education Services. Their expectations are often based on cultural backgrounds that emphasize more intimate interaction with friends and family than most Americans experience.

Hasan agrees. "American students have left their parents and they're glad to get out of their homes. They want to enjoy their independence. They want to have a space of their own, and they feel very uneasy if someone intrudes in that space. They are very individualistic. But international students more closely associate with family members – even extended families – than Americans do. We're used to having people around us all the time. When we're alone over here it can be very difficult."

Understanding the differences between the way cultures communicate is one of the goals in workshops and classes provided to students from all disciplines. Luiza Dreasher, a program coordinator for International Education Services, offers courses and workshops that are co-sponsored by the Greenlee School of Journalism, the Office of Minority Student Affairs, and International Education Services.

In the United States, Dreasher tells her students, people are direct and explicit in their communication style. There is much value placed on "saying what you mean, not beating around the bush, asking for exactly what you need." In other cultures – Asia, for example – the main goal is to pursue the harmony of a relationship; the verbal message often camouflages true intentions.

Her classes explain differences in handshakes, eye contact, physical space, perceptions of time, and physical touch. "Building intercultural competence is essential," she says. "By the year 2030, half of our population in this country will be from another ethnic background."

Hasan says the peer support he provides in the dormitory in the evenings is successful because of its informality. "Hanging out" provides opportunities to help students improve their English skills and to offer tutoring and advice for studying and test-taking. Eating meals together or working out at the gym eases loneliness.

His job as peer advisor has helped him overcome his own shyness, says Hasan. When students arrive at the International Education Services office in the basement of Hamilton Hall, they are greeted by Hasan and other peer advisers, who help them with questions that range from visa problems to class conflicts. Employing international students to help other students is a successful alternative to just providing scholarships, says Edwards. Other departments on campus can also hire students through the program.

Jessi Ranheim and the six other Americans living in the cross-cultural learning community began their semester mindful of differences between themselves and their eight peers from Korea, Taiwan, India, Indonesia, Japan, Malawi, and Pakistan. As the semester progresses, they are also mindful of similarities.

"I thought we'd have a lot of differences," says Ranheim. "But really, we're pretty much the same." ■

Web link www.public.iastate.edu/~internat_info/

Ayaz Hasan, an international peer assistant, helps organize Friday Cafe at the Maintenance Shop, a weekly opportunity for students to build new friendships.

Hasan shares experiences with other peer helpers Adriana Santos, from Columbia, and Amanda Lai, from Taiwan. Illinois native Rene Richter, far right, is a resident of a Hispanic learning community.

PHOTOS BY JIM HEEMSTRA

HIGH TECH HOGS

New technology helps solve pollutant problems

by Karol Crosbie

You can drive right past Steve Crawford's farm and never even wrinkle your nose. If you're a Midwesterner, you'll recognize the three low buildings, and you might take note of the little porcine statue in the front yard. But if you're an unobservant out-of-stater, you could drive right past and never know that Steve Crawford was raising hogs.

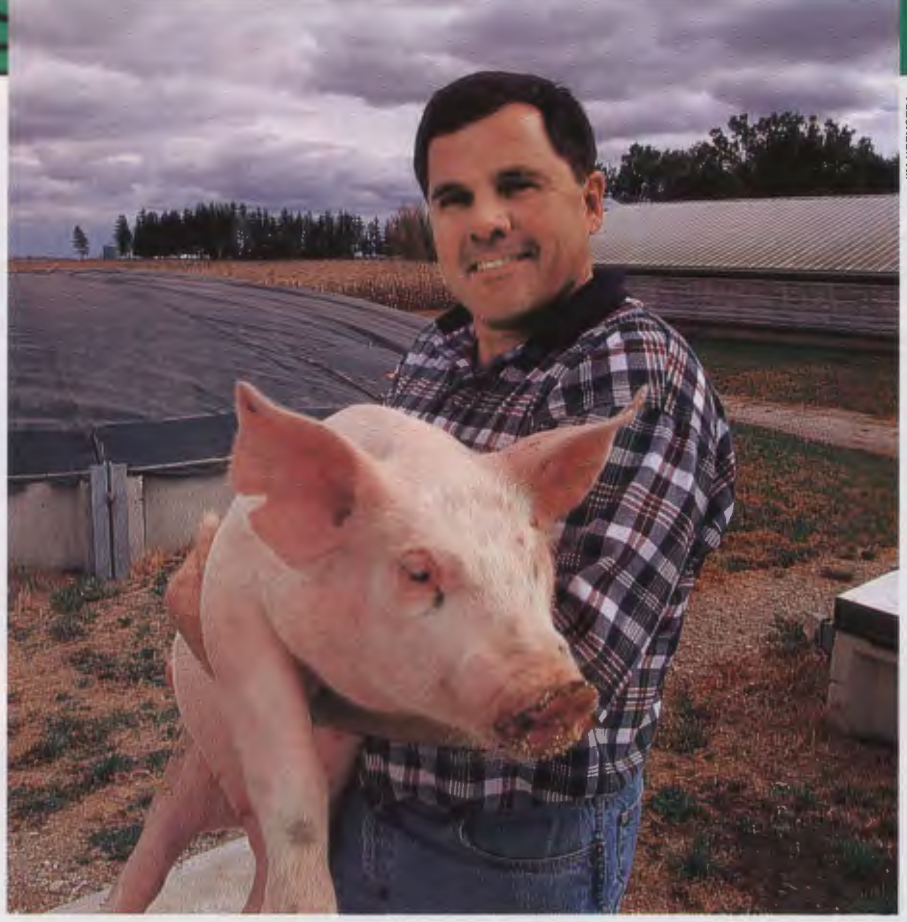
ONLY WHEN YOU'RE STANDING DIRECTLY beside the anaerobic sequencing batch reactor will you get a whiff of the 2,800 plump residents.

Crawford's Nevada, Iowa, hog farm is one of two demonstration projects that is testing a patented process developed by ISU civil and construction engineers. The reactor uses a natural biological process that has been understood for more than 100 years. But the technology that supplements the simple approach has the power to solve the hog manure odor and pollutant problem.

Although a medium-sized, 3,000-head hog lot produces the equivalent waste of a city of 12,000 people, few farmers use the principle that keeps towns from smelling like hog lots: flush the toilet – and allow natural bacterial degradation to work for instead of against you.

In the average hog lot, as soon as manure is expelled from the animal, microscopic bacteria that are naturally present everywhere begin to break down, or degrade, the manure. Two kinds of bacteria are at work – those that use oxygen and those that don't. Using the plentiful oxygen present in farmyard air, the oxygen-using bacteria work quickly and effectively. As these microbes work to break down the complex organic components of the hog manure into simpler, lower-molecular-weight materials, a number of things result. First, an awful smell. These simpler materials have some of the smelliest compounds around.

Second, in order to do their work, these type of bacteria require huge quantities of oxygen. If the manure and its accompanying bacteria end up in a river or stream, which has limited



JIM HEEMSTRA

Steve Crawford manages a demonstration hog waste processing facility for Iowa State that combines low-tech, natural bacterial degradation with high-tech instrumentation.

amounts of oxygen, disaster results. The bacteria depletes the oxygen, and before it can be replaced from the atmosphere above the water, fish and wild life suffocate from lack of oxygen.

Without human intervention, the second type of bacteria – the kind that doesn't use oxygen – would never be able to complete the job of breaking down the manure. If, however, these bacteria are given a favorable environment for growth – one without oxygen, at just the right temperature, in just the right home – they can complete the task of the manure degradation. If this can occur, some really good things happen. At the Crawford farm, they do.

At Steve Crawford's farm, the hog manure is flushed into a tank (or reactor) soon after it is expelled, on an intermittent basis two to three times per day. There, an enormous quantity of bacteria is concentrated into one relatively small area – the reactor – which is completely lined and covered to prevent the release of odors and ground-water contamination.

ISU engineers have designed the reactor to provide the most favorable conditions possible for these non-oxygen-using microbes to degrade the wastes to their fullest extent, beyond the low-molecular-weight manure that is the smelly culprit of open pits and lagoons.

At this point, Crawford receives a dividend that is key to making the treatment operation cost effective. Not only has the odor been reduced by 80 percent, the maximum degradation has resulted in the production of methane gas, which is syphoned away and burned in a small boiler, where it can be used for multiple energy requirements.

"It is truly the cheapest treatment method. It is safe for the environment. It eliminates odor. It generates energy. With this system, we're doing the right thing."

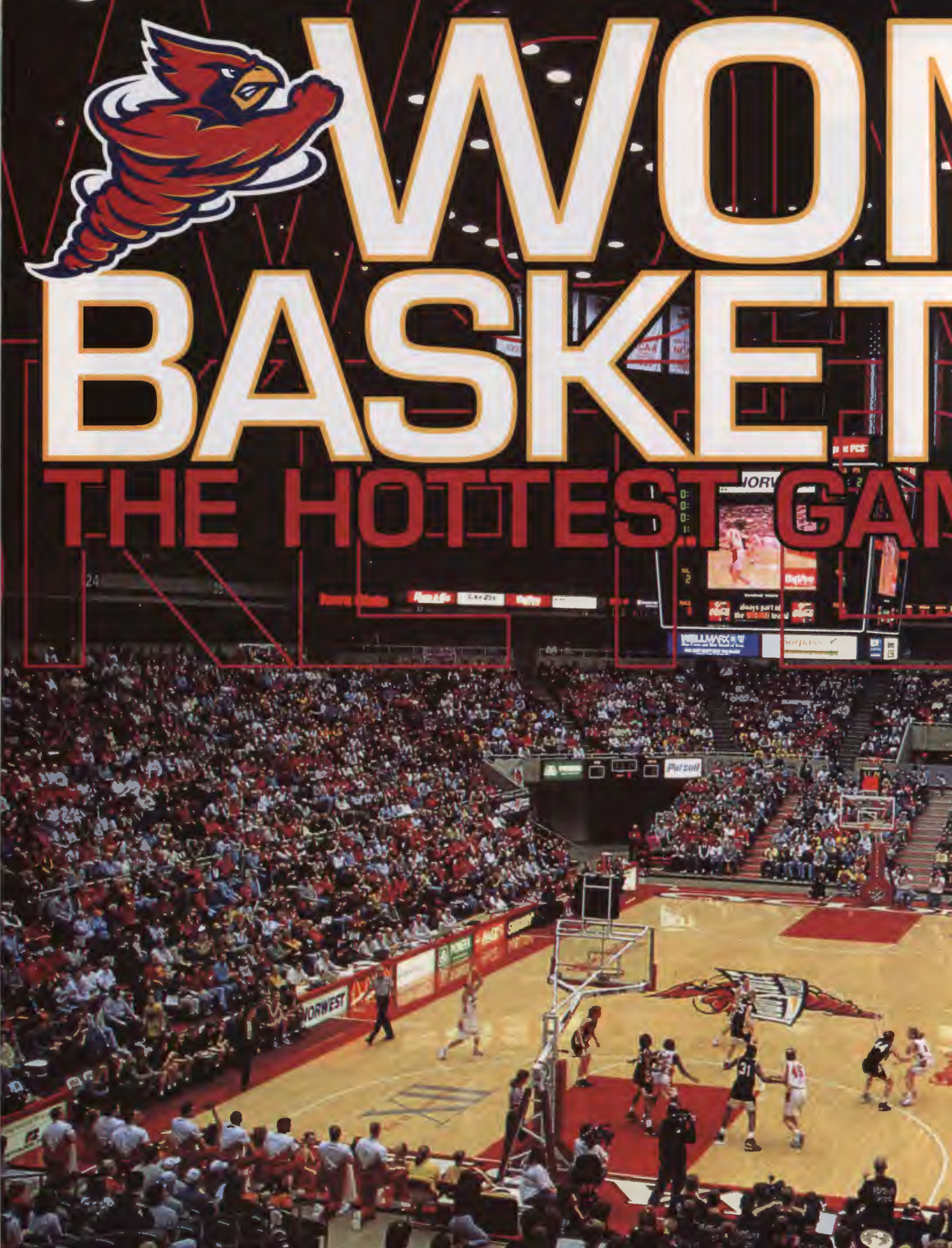
The liquids and solids are separated and the liquid is decanted into a small aeration tank, where smelly sulfur compounds are removed. The resulting "cleaned up" liquid can then be re-used to flush the next cycle of waste from the confinement building to the reactor.

The resulting solids provide Crawford with his second dividend: a safe, nutrient-rich fertilizer. Although the reactor destroys 60 percent of organic components dangerous to the environment, it retains the nutrient values of nitrogen, potassium, and phosphorous.

Next to the reactor is a small building filled with keyboards, screens, and levers – automatic control units that look more as if they belong in an office building than on a hog lot. A microprocessor regulates the reactor's myriad procedures. It ensures that the temperature of the reactor stays at 30-35 degrees C – the optimum temperatures for the bacteria to do their work. It regulates the pumps that intermittently feed waste into the processor at carefully timed rates. When it is time for the waste to settle, it turns the pumps off. It opens the reactor to decant the separated liquids. And when it's time for the whole process to begin again, it turns the pumps back on.

The reactor has been licensed by Entek BioSystems and the Double L Group, which hopes that the system will be tomorrow's answer to animal waste processing. But the cost effectiveness of the system will depend on state-imposed requirements, says Shih-Wu Sung, professor of civil and construction engineering and project director. Although many countries, including Japan, Denmark, Taiwan, and the Netherlands, require the processing of all animal wastes, no U.S. state has such a requirement. It is less expensive to manage manure than to treat it, says Sung, and until regulations require farmers to treat animal waste, most will not.

"I think it is only a matter of time before treatment is required. And when it is, this system will take off," Sung says. "It is truly the cheapest treatment method. It is safe for the environment. It eliminates odor. It generates energy. With this system, we're doing the right thing." ■


WOM
BASKET
THE HOTTEST GAM

MEN'S BALL

ME IN TOWN

By Mike Krapfl Photos by Jim Heemstra

Janel Grimm never liked the yellow tape.

She and her teammates would see it stretched across the basketball baselines of Hilton Coliseum, keeping people from the seats behind the baskets. That tape forced fans to sit courtside. It packed them a little tighter in the big arena. It made for fewer places to clean up popcorn boxes. But mostly it was a sure sign there weren't very many people watching women play basketball for Iowa State. Back in 1991-92, in fact, an average of 423 fans showed up for each of the 11 home games. It was an easy ticket back then. The parking was great, too. Just don't sit behind the baskets–or behind the lone fanatic screaming at courtside.

That bugged Grimm, a forward, a captain and a 1,000-point scorer for the Cyclones. She made it a goal to fill Hilton with enough fans that the tape would have to come down. And when a new coach took over in 1995, she and her teammates went to work. They played tougher defense. They threw better passes. They ran laps on dark, chilly off-season mornings. They listened to Head Coach Bill Fennelly, and good things started to happen.

The team that had been 22-86 between '91 and '95 started to win games and attract top athletes. Stacy Frese transferred to Iowa State after a solid freshman year at Iowa. Megan Taylor arrived in Ames after a stellar prep career in Minnesota. Suddenly the Cyclones were winning more than they lost. A lot more. The team has a record of 84-38 over the past four seasons. It has made it to the NCAA tournament, earned high enough seeds to host tourney games, even advanced to last year's elite eight.

And last March, 12,337 people screamed from Hilton's rafters as the Cyclones beat Santa Clara in a first-round tournament game. It was the largest crowd ever to see a women's basketball game at Iowa State. The university's sports information office says that crowd had more fans than Iowa State attracted during a whole season in any of the nine years prior to Fennelly's arrival.

This year, there's hope for even bigger wins and bigger crowds. Some pre-season magazines picked the Cyclones as high as fifth in the country. The team is expected to make a run for the Big 12 title.

Forget Michael and Tiger and Magic. For members of the "Lil Clone Club," the newest sports heroes are Megan and Stacy and Mo.

There's even talk of making the final four. And why not? The team was one win from last year's final four. They return every player from a 25-8 team. Angie Welle will still be posting up under the basket, Desirée Francis will still be sparking rallies, and Tracy Gahan will still be scoring points. Plus, this year's team takes on four top recruits, including Gintare Cipinyte, who helped Seward County (Kansas) Community College win a national title, and Erica Junod, who helped Ankeny High School win state championships.

"I'm getting goose bumps talking about this," said Grimm, who graduated from Iowa State in 1999 and is now an assistant coach for the women's basketball team at the University of Maine. "Look at how far we've come."

She's right. Nowadays, so many people want to watch the Cyclone women play basketball that some season-ticket buyers are sitting in Hilton's balcony. That's never happened before. David Crum, Iowa State's athletic ticket manager, said he and his staff sold 7,000 season tickets this year. Last year, it was about 1,600. "There's an explosion going on," he said.

Fennelly was at the ticket office when a lot of those fans filed in to place their orders and join the crowd. He even brought the bagels. "I want those people to know we appreciate it," he said of the long lines of fans. The bounce in fan support "is not something we take for granted," he said. "It was important that I went out and thanked all of them. They're paying their money to watch our kids. Fans need to know that's important to us."

All those screaming fans in their cardinal and gold do make a difference to the players on the court, according to the

Cyclones' leader. "It feels so good to know people want to watch us play," said Frese, the Cyclone's record-setting point guard. Three seasons ago, when she transferred to Iowa State and had to sit out a year as required by the NCAA, Frese thought it was almost boring to go to a game. "Somebody hit a big shot and it didn't matter," she said. "Nobody was there." Now the Cyclones are just a few fans from breaking into the top 10 crowd-magnets in women's college basketball. Last year, the team drew an average of 6,115 fans to each home game, good enough to rank 11th in the country.

Many of those fans are children and their parents. There is, in fact, a whole section reserved for the "Lil 'Clone Club." The youngsters get T-shirts and the parents get role models for their kids. And everybody, it seems, has a good time. Ken Kerns, who works for Iowa State's environmental health and safety department and takes his two daughters to games, said he loves how the Cyclones take time to meet their young fans and sign autographs after games. It's nice, he said, to show his daughters "athletes who are women and who are successful." Kerns' seventh-grader, Megan, considers the games a chance to see friends, run after the free three-point T-shirts thrown to the crowd, and watch for some new basketball moves. She plays on the Ames Middle School team and has already copied Frese's crossover dribble. She hasn't quite perfected the behind-the-back bounce that helps Frese beat so many full-court presses. But the 12-year-old knows what that means: "I need to practice."

Bill Yungclas, who's now retired after 30 years in ISU's admissions office, doesn't need much practice anymore. He has some of the most polished moves at Hilton Coliseum. He's always jumping up from his seat opposite the Cyclones' bench to holler an encouraging word and twirl a towel. In the old days, "Wild Bill" was the lone fanatic in the stands, doing all he could to be a one-man home-court advantage. These days his shouts are lost in the big crowds. But that's not going to stop him. "My philosophy," he said, "is that I should work as hard as the players work. My job as a fan is to work if I expect the players to work." But now, with the help of several thousand screamers, "I don't have to take it all on my shoulders."

So when will all this Iowa State excitement—from older fans and younger ones, long-time ones and newcomers—come to an end? "Hopefully, never," Fennelly said. "In addition to the efforts of our players and staff, the support of the fans is probably the single biggest factor in the success of the team." And that yellow tape blocking off sections of seats? Janel Grimm and the other players who made the Cyclones into winners can forget about it. It's never there anymore. And nobody is expecting it back.

— Mike Krapfl is a staff writer for *The Tribune* in Ames

Fennelly's Prophecy

Call it a prediction. Call it a goal. Call it wishful thinking or even dumb luck. Whatever you call it, Bill Fennelly, prior to just his second season as ISU women's basketball head coach, believed that Cyclone spirit would lead his team to the NCAA Tournament (a feat never before accomplished by an Iowa State women's basketball team) and that his players could attract 6,000 fans to Hilton Coliseum, despite the fact that an average crowd was currently a fraction of that number.

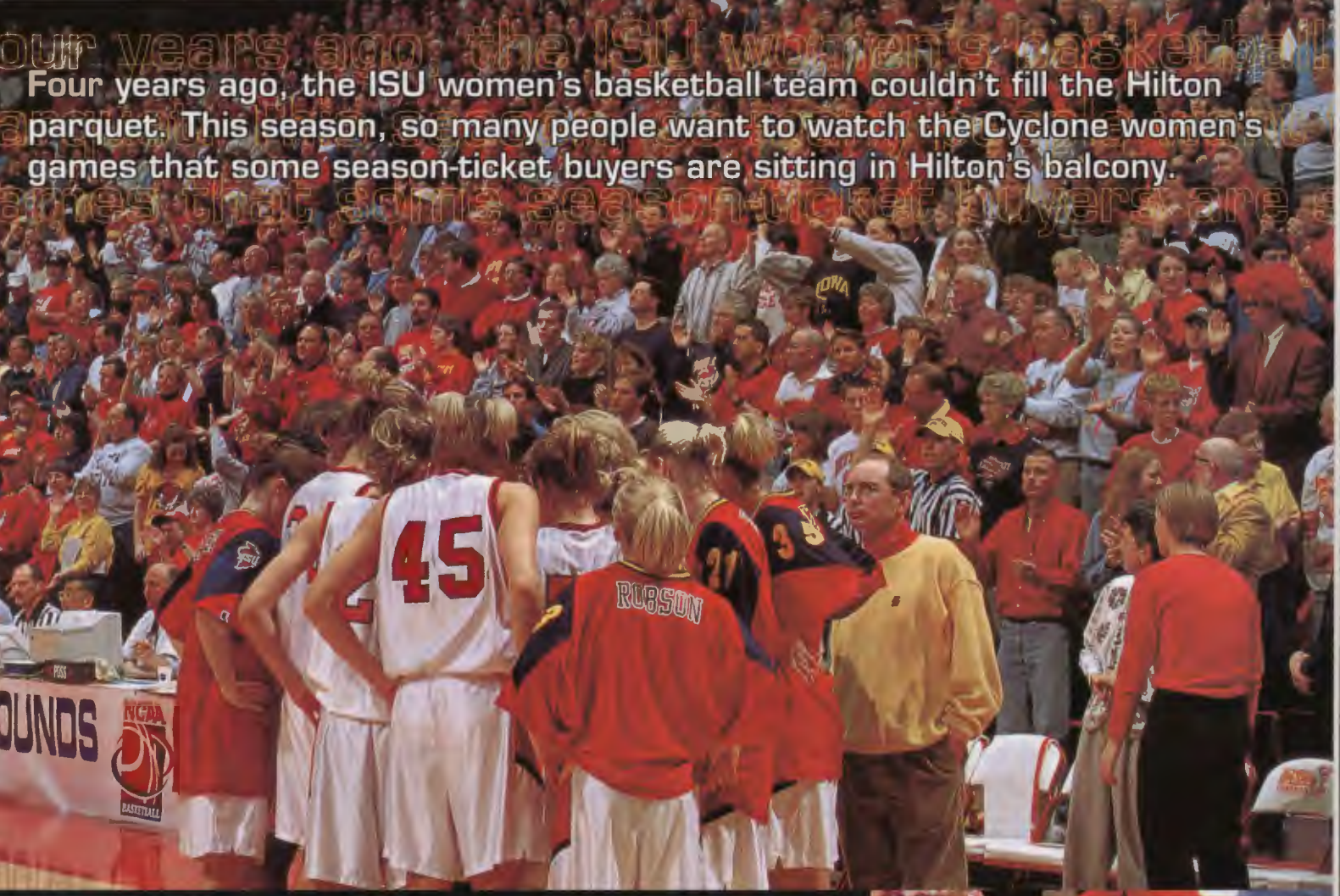
The following is an excerpt of a Winter 1997 VISIONS magazine article written by Dan Davenport:

"Fennelly is confident that this newborn interest [in the women's basketball program] will help his team fill every seat in Hilton's lower reaches this season [1996-97]. So that neither he nor his team forgets that goal, '6,000' is half of the message he scrawls at the bottom of his practice schedule every day. The last half: 'NCAA.'"

During the 1998-99 season, 12,337 screaming fans packed Hilton Coliseum to watch as Fennelly's team defeated Santa Clara and advanced to the NCAA Sweet 16.

About that prediction? We call it a slam dunk.

Four years ago, the ISU women's basketball team couldn't fill the Hilton parquet. This season, so many people want to watch the Cyclone women's games that some season-ticket buyers are sitting in Hilton's balcony.



"[THE FAN SUPPORT] IS NOT SOMETHING WE TAKE FOR GRANTED. THEY'RE PAYING THEIR MONEY TO WATCH OUR KIDS. FANS NEED TO KNOW THAT'S IMPORTANT TO US."

— HEAD COACH BILL FENNELLY

by Karol Crosbie

The Butter Cow Lady

Michelangelo of Caprese, Italy, would have empathized with Duffy Lyon of Toledo, Iowa. If you have to hang upside down on a cathedral ceiling to render your art, you just do it. And if you have to squeeze yourself into a 40-degree refrigerator to shape your masterpiece, you just do it. It goes with the territory.

Norma "Duffy" Lyon has been creating masterpieces out of butter for 40 years.

On this occasion, master sculptor Lyon's masterpiece is *The Last Supper.* Her medium is butter. Her territory is the Iowa State Fair. And people are coming from all over the country to witness 1,800 pounds of butter transformed into Jesus, Judas, Peter, and the guys.

But one fair-goer is not happy. She stands before the glass window, hands on hips, watching Lyon pat a handful of butter onto a flowing Nazarene robe. "Where's the cow?" she demands. "They've changed it. Where's the cow?"

But the requisite cow is not far away. In fact, she serenely peers at the divine tableaux from her buttery state in the next window. As intriguing as the biblical figures are, it is the cow that prompts fair goers to breath a nostalgic sigh.

She has been there for 88 years. You can count on her. Go into the Agriculture Building and there she is, a gentle, bovine tradition. Her creator for the past 40 years, Iowa State graduate Norma "Duffy" Lyon, takes her honored title as Butter Cow Lady seriously.

As a champion of her art, Lyon has gained international recognition on TV talk shows and has displayed throughout the country. But her heart is in Iowa. She came to Iowa State College in 1947, hoping to major in veterinary medicine. But it was rare for the college to accept women, and instead she majored in animal science.

Her sculpting abilities caught the eye of Iowa State's famous sculptor-in-residence, Christian Petersen, when he observed a snow sculpture of a horse pulling a sleigh that Lyon had helped create. Petersen invited her to attend his classes.

In the years that followed, she created a wonderful, buttery cast of characters: Maimie Eisenhower, Hansel and Gretel, Clydesdale and carousel horses, the three little pigs, Smoky the Bear, a 400-pound Garth Brooks, Elvis, and cows of all persuasions.

JIM HEEMSTRA

As the day of the formal opening of the 1999 Iowa State Fair approaches, Lyon and her team of helpers labor 10 hours a day for almost two weeks to finish *The Last Supper,* the largest diorama she has ever created.

She emerges from the refrigerator, hands blue with cold, and greasy from kneading, shaping, and patting. She looks critically at the scene and shakes her head. "From this angle, I see things I have to change in Christ."

Tens of thousands of people will gaze at *The Last Supper,* before Lyon dismantles it and returns the disciples to their original state. Carefully she will use a trowel to scrape away the butter and save it for next year.

But now, as she is creating, she doesn't like to think about deconstructing. She is joined for a lunch break by her crew. A teenage helper gives her a hug. "Warm me up!" he says. He looks critically at their masterpiece. "Hey, it's looking good to me now."

Arm in arm, the 70-year-old teacher and her apprentices go off to lunch. ■

Web link www.thebuttercowlady.com

by Carole Gieseke

An Iowa boy in Times Square

Bickering brothers. Zombie prom queens. A 2000-year-old Greek tragedy. Ask ISU alumnus Randall Wreghitt what makes good theatre and he'll tell you: It's all of the above.

WREGHITT HEADS "Iowa Boy Productions," a New York theatrical production company that has produced 12 shows in the last five years, including four on Broadway. The shows range from philosophical to campy, but Wreghitt says they all made good theatre. What they didn't all make was lots of money.

There is no magic formula for financial success, on or off Broadway. Take two of Wreghitt's most recent plays, "The Beauty Queen of Leenane" and "The Lonesome West." Both were written by Martin McDonagh and directed by Garry Hynes; both received critical acclaim and numerous Tony Award nominations. Yet "Beauty Queen" was a financial success in 1998 and "Lonesome West" closed after 55 performances in 1999.

Wreghitt can't explain it, can't rationalize it, can't understand it. But he accepts it. The veteran producer who got his start in Iowa State's "Stars Over Veishea" and "Varieties" knows it just goes with the territory.

"It happens," he says, sitting in a restaurant in New York City's theatre district. "It's all part of the game. 'Lonesome West' just, for whatever reason, didn't capture the public's fancy as 'Beauty Queen' did last season. So, who knows?"

As a boy growing up in Clear Lake and Mason City, Iowa, Wreghitt's mother took him to musicals like "The Music Man" and "Oklahoma." At Iowa State, he got involved in as many theatre productions as he could. After graduating from ISU in 1978 with a degree in journalism and mass communication and a minor in theatre, he went to work as a marketing and promotions director for theaters in Minneapolis and St. Paul. From there, he went to Walt Disney World, where he worked in the marketing department. He landed in New York as the marketing and promotions director for the Big Apple Circus.

Five years ago, Wreghitt associate-produced Edward Albee's Pulitzer Prize-winning play, "Three Tall Women," which was a huge Off-Broadway hit. He followed that by producing "As Bees in Honey Drown," "The Springhill Singing Disaster," "The Boys in the Band" (in London and New York City), "The Food Chain," "Camping with Henry & Tom," "Band in Berlin," "Zombie Prom," and "Electra" in addition to "The Beauty Queen of Leenane" and "The Lonesome West." Not quite half of his shows have been financially successful. But risk is a part of being a producer, and it's a risk Wreghitt is willing to take.

"I'm having a good time," he says. "They say if you can raise money, you can call yourself a producer – you know, all the respect that money can buy. But I really get in there and get my fingernails dirty."

In addition to Iowa Boy Productions, Wreghitt heads a New York theatrical marketing firm called Pro-Marketing. He has, at any given time, half a dozen or so shows in various stages of production. Two to watch for: musical versions of "Little Women" and "Dangerous Liaisons."

Hits, misses don't faze Broadway producer Randall Wreghitt. It's all part of the fun.

Randall Wreghitt is still an "Iowa boy" at heart (he says his family has stood in the same place to watch the Clear Lake Fourth of July parade for 40 years), but he has learned to love the New York theatre business.

"My mom says I should have sold insurance and made a lot of money and moved into a nice home on a golf course in Des Moines," he laughs. "I probably would have made more money selling insurance. Not that there's anything wrong with that, but it's not what I want to do. I'm here in a very silly business, but I'm having fun." ■

JIM HEEMSTRA

collegefocus:

It doesn't take a rocket scientist to know that quality classroom teaching is at the foundation of every university's mission. But getting students to understand rocket science — or electrical engineering or architecture or veterinary pathology — can be a challenge. In this issue, VISIONS applauds a few of the many ISU professors who are applying innovative teaching strategies and implementing creative class projects to help students learn better.

Business

ISU Board of Trade

If you walk in on a class taught by Gary Koppenhaver, associate professor of finance, you might come across students standing on desks, yelling, and otherwise creating what Koppenhaver calls "chaos." But if you hang around and listen, the sounds and sights may start to make sense. "This is exactly what it sounds like at the Chicago Board of Trade," says Koppenhaver. The students in Financial Futures and Options 454 are required to trade contracts in a simulated environment. "Students are calling out prices, engaging in auctions, shouting, writing down transactions. It gives them an opportunity to see how a trading floor operates. It helps them understand financial instruments. They are really learning by doing," says Koppenhaver.

Family and Consumer Sciences

Breaking bread

When students enter Sue Crull's Human Development and Family Studies (HDFS) 360 course, they've got some pretty clear ideas about what a homeless person sounds and looks like, and are also fairly confident about what a homeless shelter is like. But many of the ideas are wrong, says Crull, HDFS assistant professor. The goal of her class, Housing and Services for Families with Special Needs, is to better understand this population through direct contact.

To this end, a major component of the class is to plan, prepare, and serve an evening meal to a group of homeless people living in the Emergency Residence Shelter in Ames. Crull teaches the course in collaboration with the director of the center, Vic Moss, who describes the class and service opportunity as "eye opening" for ISU students.

Misconceptions such as, "The homeless are lazy" and "They don't want a job," undergo a radical change after the students share a meal and conversation with the shelter residents, says Crull. "The overwhelming reaction becomes, 'My god, these are real people. They're just like everybody else.'"

Engineering

Group dynamics

Call it freshman boot camp. Students enrolled in Introduction to Computer Engineering and Problem Solving 183-184 learn more than C programming and robotics. They learn how to survive.

It's no joke. First-year computer engineering students need survival skills if they want to successfully make it through their degree program. Doug Jacobson, associate professor of electrical and computer engineering, teaches the course to 60 freshman computer engineering majors who live together in an engineering learning community in Friley Hall. The students discuss everything from preparing for their next test to what they did last weekend. In addition to traditional academic skills, students learn how to write a resume, how to deal with their professors' teaching styles, and whether computer engineering is really the major they want to pursue.

"The key component is getting them to form a community," Jacobson says. "Last year's group formed a very strong connection. They're still together this year, taking classes together and functioning as a group."

Education

A test where anything goes

Remember taking midterms? The proctor watched to make sure nobody passed answers, and you could hear a pin drop in the classroom.

Exams have changed. When Fenwick English gives a midterm, e-mail messages are flying, television screens are blaring, phones are ringing, and students are moving from one huddled group to another. "I tell my students it's impossible to cheat," said English. "Anything goes."

English tests his educational administration students with "performance events." In one class, students watched "Stand and Deliver," a film about a teacher who transformed a Hispanic inner-city school by teaching advanced calculus to low-achieving students. After viewing the film, English presented his students with five difficult questions about how the feat was accomplished. The test-takers had to write a paper that answered the questions, but they could use any method they wished to find the answers. In a recent class, students shared notes, quizzed experts, and, ultimately, decided to divide up duties and turn in one group paper. "It was one of the finest papers I've ever read," said English.

"This is what school administrators do," says English. "They take a problem and work through people to solve it."

Creative teaching strategies

Veterinary Medicine

Virtual veterinarians

OK, veterinary students. You're in your clinic and Buster, a very sick little dog, is brought in for treatment. He's exhibiting symptoms that would suggest heart problems. What do you do?

In Wendy Ware's classroom, you KNOW what to do. You evaluate the patient's history by reviewing his previous physical exams and test results. You listen to his heart, and you develop a diagnostic plan based on Buster's symptoms.

Second-year veterinary students in Ware's integrative physiology class aren't working with a real dog, but almost. Ware begins this module on cardiovascular physiology by presenting a case not from the pages of a textbook but that of an actual veterinary patient.

Working in small groups, students explore the physiology behind the clinical abnormalities and examine the results of blood tests, electrocardiograms, radiographs, and other data.

After applying their knowledge to real-life situations, the small groups orally present their findings and conclusions in creative ways that stimulate a larger discussion with classmates.

Liberal Arts and Sciences

Error for G

It's hard to remember what it felt like to be a fifth grader, struggling to keep up with the band, as you honked away on your new trombone. But ISU music education majors not only remember, they relive the experience in the department's laboratory band. Music majors are required to learn to play a secondary instrument in addition to their major one. Cello majors struggle to learn to play the flute, for example, and trombonists valiantly diddle away at Bach's "Air for the G String." Music educators add another layer to the experience by requiring ISU students to play their secondary instrument in a laboratory band. "They sound pathetic," laughs department head Sue Haug, "but the experience motivates."

Selected class members who direct the band at each session remember to teach their peers as if they were fifth graders. "No technical phrases are allowed," says Marty Province, assistant professor of music. "They quickly learn from each other what works and what doesn't."

The experience is a good predictor of which students will succeed as teachers, says Province. "We follow their careers, and those who engaged the most in laboratory band – those are the students who become outstanding teachers."

Agriculture

From the back of the room to the head of the class

When Ricardo Salvador was a student at Iowa State, he sat at the back of the classroom and resisted participating in dialogue and group activity.

"I was extraordinarily rebellious and uncooperative," he says. Now an associate professor of agronomy at ISU, he is known for using a variety of techniques to engage students in the learning process. "As an instructor, I require participation, teamwork and cooperation," he says.

Salvador calls himself a course *constructor*, rather than *instructor*. His classes in crop physiology, world food issues, and sustainable agriculture are built around interaction, including classroom discussions, e-mail discussion groups, and team projects.

"I can't teach anyone anything, but anyone can and will learn what they need to learn," Salvador says. "This creates a role for instructors that is far different from the traditional. We *can* inspire and incite active learners."

Design

Culinary architecture

What does architecture have in common with food? Paulette Singley, assistant professor of architecture, hopes that by drawing parallels between floor plans and foie gras, she can spark her students' creativity. For a class titled Culinary Architecture and Other Gastronomic Fancies, Singley designs her syllabus as a menu, complete with appetizers (selected readings), first and second courses (projects intended to help students develop their drawing and presentation skills), and desserts (movies in which food is an integral part of the story and setting).

"We need to teach students how to design not just buildings, but how to design in general," says Singley. "I want to help them understand that architects, like other professionals, need to be able to communicate their ideas effectively." ■

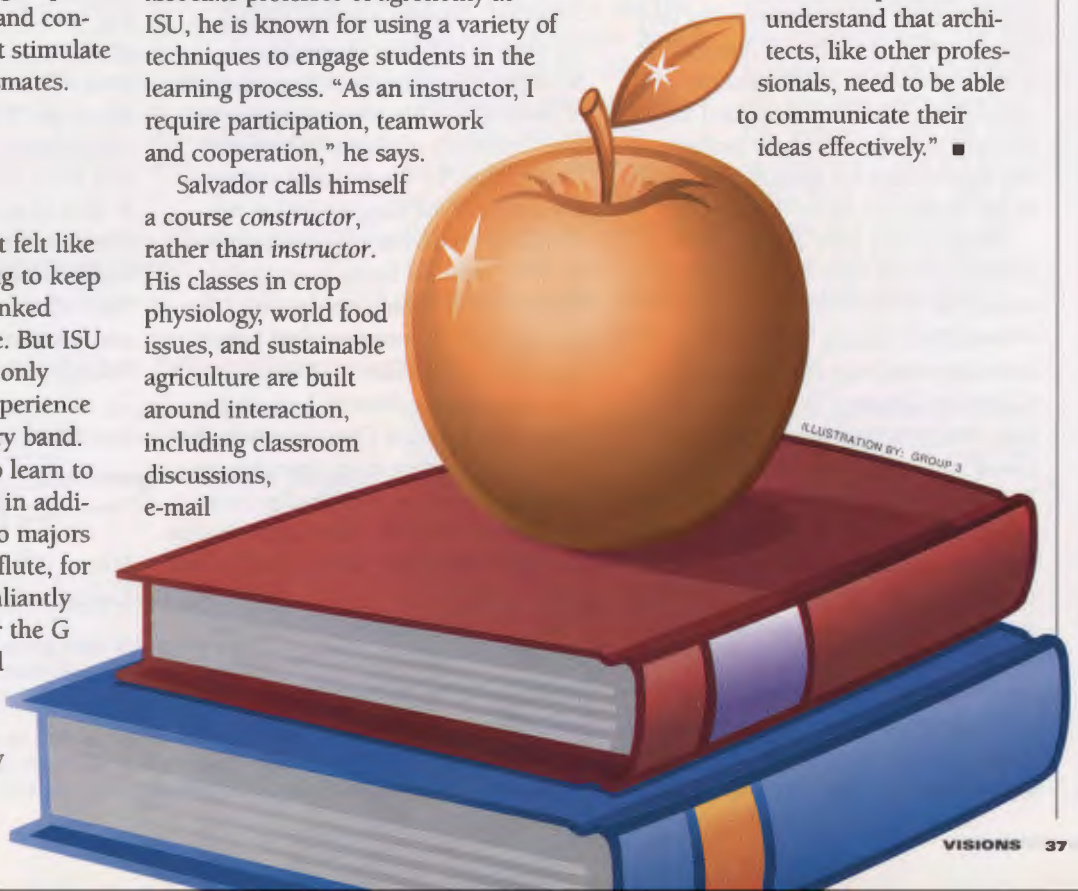


ILLUSTRATION BY: GROUP 3

Your support makes us strong

Greetings Iowa State Alumni and Friends:
This issue of VISIONS is a very special one for me. It marks my first official communication with many of you since I was named executive director of the Iowa State University Alumni Association in August. It's great to be able to share with you a few of my thoughts and experiences since my arrival at Iowa State.

Jeffery W. Johnson

During my interview process, I was asked a question by Ann Jennings, '56 textiles and clothing, a member of the Alumni Association Board of Directors. Her question was, "Besides asking alumni for money, what other role does the Association play in the lives of ISU graduates and friends?" That was a great question, and it gave me a chance to clarify a misconception and articulate my philosophy: In very simple terms, the Alumni Association is an organization funded mainly through membership dues, and its primary purpose is to help facilitate the opportunity for alumni and friends to say thank you to Iowa State.

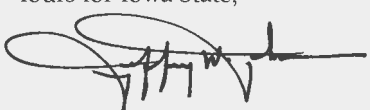
Many of you have already said thanks to Iowa State by becoming annual or life members of the ISU Alumni Association. Others of you have supported the ISU Foundation's Campaign Destiny: To Become the Best. You've served as club leaders, board and committee members, guest lecturers, and mentors. You've created scholarships, supported building projects, and represented Iowa State at events in your region. You've attended sporting, cultural, and alumni events, introduced us to prospective students, nominated other alumni for awards, and supported ISU in many individual ways. In other words, your interest in and loyalty to Iowa State are making a difference in your lives, in the lives of others, and in the university community.

It's appropriate that I take this opportunity to thank some people who have made a difference in my life as well. First, I thank God for giving me the heart, spirit, and opportunity to serve. I thank my family – Peggy, my wife; our children, Krystal and Kristopher; and my parents and in-laws – for their ongoing support. I thank my alma maters (the University of Southern Mississippi and the University of Kansas) and my previous employer (the University of Illinois at Urbana-Champaign) for the personal and professional interest they showed in me. I thank my predecessor Jim Hopson and his wife, Judy, for laying a wonderful foundation on which we can build the future of this Association. And I thank everyone at Iowa State – from the search committee to the Alumni Association staff to the Board of Directors – who has been so supportive in my transition to the Cyclone family. And finally, I want to thank our 40,000 Alumni Association members. Your membership really does make a difference.

Now it's time for me to ask YOU to help US make the ISU Alumni Association the best alumni association in the country. If you are not a member of the ISU Alumni Association, please join. Your membership dollars allow us to provide valuable services to alumni, students, and the university, and your membership provides you with tangible benefits and enhanced connections to Iowa State. To join, call our toll-free line at 1-877-ISU-ALUM (locally, call 294-2648), fill out the application on the next page, or visit our Web site (www.alumni.iastate.edu).

Finally, I would ask you to be a visible ISU supporter where you live. Put your Alumni Association sticker on your vehicle, showcase something from ISU in your place of employment, put VISIONS on your coffee table, display your Iowa State calendar, and wear your cardinal and gold! If each of us does just one of these things, we will have more than 175,000 visible messages of support for Iowa State all over the world. Your loyalty and support is our strongest asset. I thank you for that.

Yours for Iowa State,



Jeffery W. Johnson
Executive Director and Publisher

Get involved in these upcoming Alumni Association events!

Atanasoff-Berry Computer replica receptions
The Atanasoff-Berry Computer (ABC) replica continues its third year touring the nation with a trip "out West." The replica was constructed at Iowa State to commemorate the first electronic digital computer that was invented on the ISU campus. Alumni Association-sponsored receptions are being planned in Boulder, CO (Jan. 8), San Jose, CA (Feb. 3), Los Angeles (Feb. 4), and San Diego (Feb. 6). Specific times and locations of the receptions, as well as more information about the replica and the original ABC, are available on the Alumni Association Web site.

Web link www.alumni.iastate.edu/events/abcreplica.html

Big XII Spirit Rallies
Cyclone fans are invited to attend Iowa State Spirit Rallies at the Big 12 men's and women's basketball tournaments in Kansas City March 7-12. Sponsored by the Alumni Association, the rallies include performances by the pep band and spirit squad, appearances by coaches, and beverages and snacks.

Web link www.alumni.iastate.edu/events/athletics.html

Alumni Days
Members of the golden anniversary class of 1950 will want to mark June 8-10 on their calendars in cardinal and gold! That's when the Alumni Association honors their special milestone during Alumni Days 2000. Alumni who graduated in 1950, 1945, 1940, 1935, 1930, and 1925 are invited to return to campus to celebrate their class reunions during this three-day event. Activities will include musical performances, campus and building tours, and receptions with the university president, deans, faculty, and staff.

Web link www.alumni.iastate.edu/events/alumnidays.html

A celebration of women's athletics
A celebration will take place Feb. 4-5, 2000 to honor female athletes who represented ISU from 1968-78. The Athletics Department, ISU Letterwinners Club, and ISU Alumni Association will recognize the athletes at a reception, luncheon, and half-time presentation at the ISU-Colorado women's basketball game. Athletes who competed from 1968-78 are encouraged to contact the Letterwinners Club at 515-294-3558 or by e-mail (halloffame@iastate.edu).

Web link www.cyclones.com

For more information on these and other Alumni Association events, call toll-free 1-877-ISU-ALUM (locally, call 294-4557).

NEW online benefits

Hundreds of members of the Alumni Association are enjoying their new online benefits: permanent e-mail forwarding addresses with the extension "@isualum.com" and a bi-weekly electronic newsletter, the ISU News Flash. To learn more about these new benefits, point your Web browser to the Web link below and click on "Online Benefits."

Web link www.alumni.iastate.edu/membership/

And speaking of the Internet, the Alumni Association staff has all-new e-mail addresses. For a complete list, visit our Web site.

Web link www.alumni.iastate.edu/about_us/contact.html

Ovrom joins Alumni Association staff

Stephenie Elliott Ovrom is the new director of alumni events for the ISU Alumni Association. She worked the previous nine years in ISU's College of Engineering as the director of alumni relations and special events.

As the team leader for Alumni Association events, Ovrom will oversee reunions and other on-campus events, ISU Clubs, regional events for the Association and the university, Honors & Awards program, and the college constituents program.

Ovrom received her undergraduate degree in language arts education from the University of Northern Iowa and earlier this year completed a master's degree at Iowa State in educational leadership and policy study, with an emphasis on university administration. She lives in Ames with her 16-month-old son Sam (seen sporting ISU overalls in the last issue of VISIONS!) and her husband, Paul Ovrom, who is also an ISU alumnus. The Ovroms are life members of the Alumni Association.

Alumni Association Membership Form

❑ **YES!** I want to help Iowa State University become the best by becoming a member of the ISU Alumni Association!

Type of membership ***(One payment covers individual or couple)***:
❑ $45 Annual Membership
❑ Life Membership:
- ❑ $700 fully paid
- ❑ $750 (5 annual payments of $150 each)
- ❑ $750 (10 semi-annual payments of $75 each)

Please mail your payment, along with this form, to:
ISU Alumni Association, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014-7164

MasterCard or Visa users may call toll-free 1-877-ISU-ALUM (locally 294-2648) or visit our Web site: www.alumni.iastate.edu

Name _____ Grad. year _____
Spouse's name _____ (IF APPLICABLE) Spouse grad. year _____
Home address _____
City _____ State _____ Zip _____
Phone (H) _____ (W) _____ e-mail _____

Type of payment:
❑ Check enclosed, payable to ISU Alumni Association
❑ Charge to ❑ MasterCard or ❑ Visa
No. _____ Exp. date _____
Signature _____
vw

Going Places scholarships awarded

Two students were the first recipients of the ISU Alumni Association's "Going Places" scholarship, which helps ISU students study abroad.

Cata Flores, a senior in chemical engineering, received $700 to attend the University College of London Summer Laboratory program last summer. A member of the University Honors Program, Flores hopes to pursue a graduate program in chemical engineering.

Amy Gomez, a senior in marketing, received $700 to attend a business tour of Europe. "In order to think globally," says Gomez, "we must have an understanding of how other cultures function and practice business."

Cata Flores and friends in front of Tower Bridge, London.

"I found the job of my dreams right at my fingertips!"

"I'm a computer software consultant so, when I decided to move back to Iowa, I surfed the web. That's where I discovered the Corridor Careers web site. And, after that, you know what the hardest part of my job search was? Deciding which job I wanted to take. I never dreamed it would be this easy to come home again."

- Meredith Ebert
MCI *Worldcom*

www.corridorcareers.com

With YOUR help, ISU *students are* GOING PLACES

As a **successful ISU alum,** you know the importance of **GOING PLACES**. As our world grows smaller, international study abroad has become more and more important.

Since 1997, ISU's number of students seeking scholarships to study abroad has more than doubled, but the amount available to award scholarships to study abroad has remained the same.

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

GOING places
ISU Alumni Association

Can you provide support for an ISU student to study abroad? To contribute to the ISU Alumni Association **GOING PLACES** scholarship fund, call 515-294-2797.

Important update: Alumni Directory policy changed

As the Iowa State University Alumni Association nears completion on the new ISU Alumni Directory, a policy change has been implemented that we want you to know about. The old policy stated that alumni who wanted to be included must contact our publisher. Now, we're making it easier for more alumni to be listed in the directory. So here's the new policy: **If you DON'T want to be included in the ISU Alumni Directory, you need to contact our publisher by Feb. 15.** If you have already requested this, there is no need to do so again.

Printed and CD-ROM directories are scheduled to be published in April, so this is your last chance to purchase a copy. The directory will include residential, business/occupation, and class year/degree information for all alumni unless they let us know that they do not wish to be included. The directory will be available online at no cost to members of the Alumni Association; hard and soft-cover printed copies and CD-ROMs are being sold at member and non-member rates.

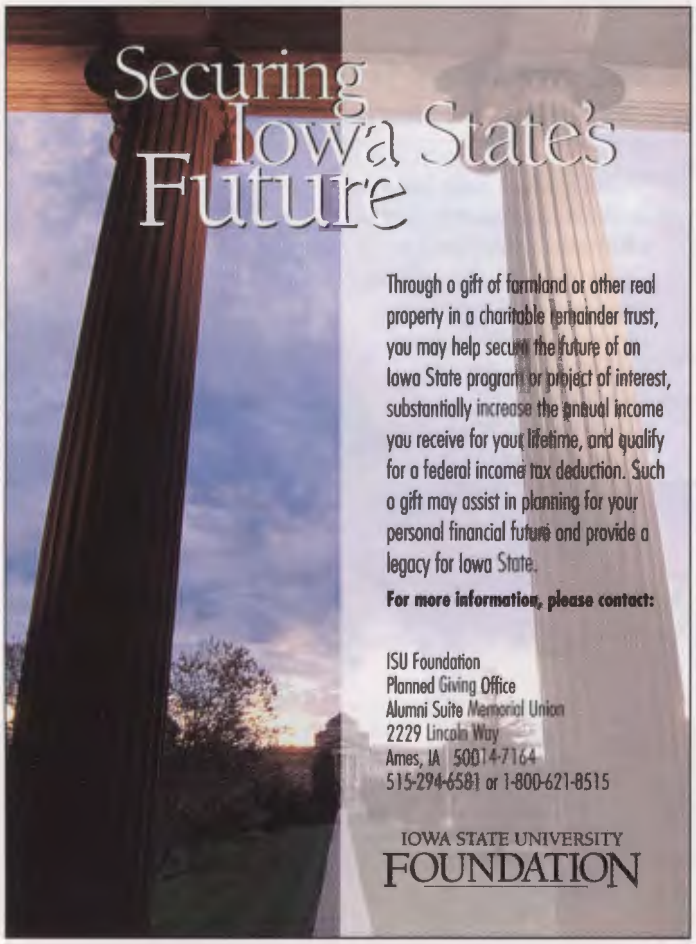
To update your information, order your own copy, or request that your information NOT appear in the Alumni Directory, **call our publisher,** Publishing Concepts, LLC, at **1-800-982-1590** (inside the U.S.) or **1-972-386-0100** (outside the U.S.), 8:00 a.m.-5:30 p.m. Central time.

We have a winner!

Actually, we have more than a dozen winners. The inaugural **Great Alumni Association Giveaway** was a huge success: More than 2,000 Alumni Association members from 47 states were registered for the fall Giveaway on Oct. 11, during which the names of 15 lucky winners were drawn:

- **2 season tickets for ISU women's basketball:** Ruth Boast, Ames; and Kevin Johnson, Winterset
- **2 skybox seats for the Homecoming football game:** Raymond Cerny, Mundelein, IL
- **2 tickets to the ISU vs. Colorado football game:** Jean Carey, Omaha, NE
- **2 tickets to the ISU vs. Oklahoma football game:** Doreen Zumwalt, Marion
- **2 tickets to a selected men's basketball game:** Rhonda Marx, Des Moines; Diana Sosalla, Urbandale; Michael Angelos, Davenport; Michael Couch, West Des Moines; Agnes Gradoville, Cedar Rapids; Dawn Smith, Boone; James Twedt, Urbandale; Leland Anderson, Cleghorn; Sherol Erickson, Osage; and Dr. George Knaphus, Ames.

To enter the winter Giveaway, mail us the entry postcard included in this issue of VISIONS. For more information, see the advertisement on the back cover.



Career Insights

by Sharon Arney

Downsizing. Right-sizing. Reorganization. We have all heard the terms. The result? A displaced employee – someone who will need to seek a new job opportunity immediately. Any employee anywhere may be affected, regardless of tenure, experience, or education. It's an economic decision made by an organization that just happens to leave someone without employment.

While you need to allow yourself to experience the stages of grief at the loss of a job, there's no reason to hide from the reality. It's necessary to move forward, keeping a positive focus, and promising yourself maintenance of self-esteem! You know you were successful finding a job in the past; chances are very good you will succeed in doing it again.

Here are a few hints as you begin:

- Never consider being unemployed an obstacle. Instead, picture it as a challenge to be met. Begin your search by maintaining the same schedule you kept when you were reporting to work every day. Now the destination is your job search instead of the office.
- Develop a list of your skills. Focus thoughts on past successes, and write them down. Recall what you liked about past jobs. Evaluate your strengths. Update your resume using this list, and instead of stating "objectives," list your "areas of expertise." This will allow a future employer to quickly evaluate how you would fit into a new organization.
- Start making contacts. Attend career fairs. Deliver your resume to as many companies as you choose. Utilize your networking resources: friends, relatives, business associates. Take advantage of such resources as the Workforce Development Center, local chambers of commerce, your college referral office, professional publications, and newspaper employment ads. Search online. Consider "temp" agencies as a stepping stone to permanent employment.
- Be your own best friend by marketing yourself in the most positive manner possible. Mental preparation is as important as your physical appearance. You are a professional; don't allow yourself to be viewed as less. Seek assistance from a professional career counselor or placement agent if necessary. Move forward one step at a time to achieve that next great employment opportunity.

Sharon Arney, '92, is a career transition specialist for the Principal Financial Group.

Joel C. Magruder, LUTCF, CLF
Managing Director
ISU grad, '88
Joel.Magruder@Prudential.com

www.prudential.com

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Think Career.
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Angie Handorf, LUTCF
Manager of Financial Services
ISU grad, '93
Angela.Handorf@Prudential.com

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- Gary Moore
Rockwell Collins

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www.corridorcareers.com

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Here's a sampling of upcoming events on the ISU campus and of alumni events across the country and around the world. 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 (locally, call 294-6478).

January

1 New Year's Day

7 **Regents Universities Job Fair (Des Moines)**

8 ABC Replica Tour Alumni Reception (Boulder, CO)

10 Spring semester classes begin

12 ISU Luncheon Club, Des Moines

15-16 Madrigal Dinner

17 Martin Luther King, Jr. Day (University Holiday)

19 Moscow Chamber Orchestra (Stephens)

22-30 Alumni Travel: Amazon Exploration

25-26 STOMP (Stephens)

29 ISU Club of Milwaukee Dinner Theatre

February

1 Great Alumni Association Giveaway deadline for winter drawing

1 The Ballet de l'Opera de Bordeaux presents *Romeo & Juliet* (Stephens)

1-11 Alumni Travel: Panama Canal Cruise

3 ABC Replica Tour Alumni Reception (San Jose, CA)

4 ABC Replica Tour Alumni Reception (Los Angeles, CA)

5 ISU Alumni Association Board of Directors meeting

5 ISU Alumni Association luncheon for women's athletics letterwinners

5-21 Alumni Travel: Australia and New Zealand

6 ABC Replica Tour Alumni Reception (San Diego, CA)

9 The Chieftains (Stephens)

9 ISU Luncheon Club, Des Moines

12 The Flying Karamazovs (Stephens)

16 Business/Liberal Arts & Sciences Spring Career Day

17 ISU Summer Job Fair

29 *Victor/Victoria* (Stephens)

March

2 Carnegie Hall Jazz Band (Stephens)

5-18 Alumni Travel: East Africa

7-11 Women's Big 12 Basketball Tournament (Kansas City)

7-12 **Alumni Association Big 12 Spirit Rallies**

8 New York City Opera National Company/*The Barber of Seville* (Stephens)

8 ISU Luncheon Club, Des Moines

9-12 Men's Big 12 Basketball Tournament (Kansas City)

13-17 Spring Break

16-18 Wrestling NCAA Championships (St. Louis)

18 Women's Gymnastics Big 12 Championships at ISU

21 Campus Aesthetics in Black and White: Louise Haug and George Christensen (Brunnier, through 8/5/00)

28 *Busytown* – School Performance (Stephens)

by Karol Crosbie

Planting new seeds for success

A generous gift helps launch one of ISU's most important initiatives

It was in the early 1950s, and Norma and Laurence Baker had no idea that one day they would help shape plant research at Iowa State University. Laurence was working toward a B.S. in genetics, and Norma was caring for their infant daughter.

The plant genetics landscape was a simpler one back then. DNA would not be understood to be the genetic library of the living cell until 1954. Researchers and students gained an understanding of genetics through observation, inference, mathematics, and statistical probabilities. But using the word "simple" to describe plant genetics and plant breeding when Laurence Baker was a student would have earned you a derisive hoot at best.

"Norma Baker's gift supports one of the most important academic areas of the university."

– ISU President Martin Jischke

Rows of field books marched across desks like so many acres of corn; piles of computer punch cards towered; green computer paper proliferated.

Laurence Baker would go on to receive a Ph.D. in animal science at the University of Minnesota and would achieve success at Pioneer Hi-Bred International and at California's statewide education system, where he would design and implement what was then the largest educational computer system in the world.

"Iowa State University wants to reach out globally. The Plant Sciences Institute allows us to be in partnership with scientists throughout the world."
– Colin Scanes

Laurence died in 1982, but Norma did not forget the impact that his early degree at Iowa State University had on his career. This fall, she gave $10 million to help establish Iowa State's new Center for Bioinformatics and Biological Statistics. Her gift builds upon a five-year $2.4 million National Science Foundation training grant and a $500,000 matching grant from Pioneer Hi-Bred International, Inc. Baker's contribution – made as part of the ISU Foundation's Campaign Destiny: To Become the Best – is the first publicly announced leadership gift toward the Center. It also will create the Laurence Baker Chair in Agricultural Statistics, the first endowed faculty chair in the Department of Statistics.

Making sense of numbers

If geneticists of the '50s believed that the amount of information they had to analyze was too big for their carbon paper and field books, so too are today's plant scientists overwhelmed by the vast amounts of information that is now understood, analyzed, and manipulated. Today, scientists are moving toward understanding the DNA sequence of an organism's entire collection of genes (genome). For the first time in history, ISU students and scientists will be able to understand the location and function of many of the more than 50,000 genes that make up a corn plant.

Computational scientists and engineering scientists at the new Laurence Baker Center for Bioinformatics and Biological Statistics will help scientists make sense of the huge amount of data that is now available. Also, the Center will provide classroom laboratories for students in one of ISU's newest graduate programs – bioinformatics and computational biology.

Iowa: Food capital of the world?

The Center for Bioinformatics and Biological Statistics is one of the new centers planned for ISU's Plant Sciences Institute, an initiative that Iowa's leaders say has the power to transform the state into the world's food capital. The goals of the centers – Plant Genomics, Plant Responses to Environmental Stresses, Bioinformatics and Biological Statistics, Designer Crops, Plant Breeding, Plant Transformation and Gene Expression, Crop Utilization, and Seed Science – include adding value to crops before they leave the state and increasing opportunities for Iowa producers.

Iowa's corn and soybeans of the future will be more resistant to environmental damage, including droughts, severe temperature fluctuations, disease, and pests. And the plants also will be specifically designed and grown for their end use. "We may see corn and soybeans specifically engineered to contain vitamins

Husband and wife team Eve Wurtele, professor of botany, and Basil Nikolau, professor of biochemistry, each hold an Arabidopsis plant. Because many of the genes in a corn or soybean plant are found in the small plant, it is a natural mini laboratory for Iowa's cash crops. The smaller plant has been miniaturized through genetic modification. Nikolau heads the Center for Designer Crops, one of eight centers in the Plant Sciences Institute.

or nutraceuticals for human health – or perhaps vaccines so we don't have to use as many antibiotics," says Colin Scanes, the Institute's interim director. "We might see corn that has starch that is better for conversion to ethanol. Or corn and soybeans that have plastics or adhesives as an end use."

Not only would ISU and the state of Iowa develop seeds with unique characteristics, the new products could also be processed in Iowa. "At the moment, 70 percent of Iowa's corn and soybeans are exported from the state, unprocessed," said Scanes. "Processing these unique commodities in Iowa could have a major effect on small, rural communities."

Proceeding carefully but competitively

To assess ethical and health issues, researchers will work closely with members of ISU's bioethics program and with a team of philosophers, economists, ecologists, and molecular biologists who will make up a task force on genetically modified organisms.

There is little question in ISU researchers' minds that the use of biotechnology to enhance plants is here to stay and will define tomorrow's agriculture. "We envision that the impact of this research may be as dramatic as the invention of agriculture," said Basil Nikolau, who heads the Institute's Center for Designer Crops.

But Iowa State must move quickly to compete with other institutions that have already invested significant resources in the new science. "We've managed to retain faculty on the basis of the promise of the plant science initiative," says Scanes. "If we don't move forward, we'll slip behind. And are we ever moving forward!"

The resources required for the effort will be enormous – approximately $400 million over the next 10 years. The Iowa legislature has pledged $2.2 million to begin the effort, and has asked for an additional $5 million in the coming year. But planners anticipate that a major portion of the support will come from private donors like Norma Baker.

"Norma Baker's gift supports one of the most important academic areas of the university," said ISU President Martin Jischke. "We believe this gift will build on existing excellence, and help make ours the best plant sciences institute in the world." ■

by Joe Hynek

Going places on a shoestring

I'm determined to travel. And to learn while I'm doing it. The summer before I went to the University of Wales in Swansea, United Kingdom to study engineering, I started pinching pennies and getting creative.

Joe Hynek

That summer, my sisters and I entered a competition sponsored by HyVee, and won a $500 gift certificate, singing about "helpful smiles in every aisle" for their jingle. We divided the winnings and I invested in 70 pounds of dehydrated goods and instant anythings. The food would come in handy overseas. I saved from my summer internship earnings with Pioneer Hi-Bred, and watched for cheap flights on the Internet.

Financial support from alumni can help students experience learning that can never come from advice, a book, or a lecture.

I got more than a formal education during winter semester 1999. I really didn't know much about Great Britain before I went. In fact, my British housemates amused themselves by playing stump-the-American with British facts. They soon found out that all I knew about Great Britain were the names of the Spice Girls and that America had won the Revolutionary War.

During the next four months, that all changed. I took a class in British politics, talked to all kinds of people from different countries, and traveled as much as my time and money allowed. Our mutual English language aided me in discovering and appreciating the cultural differences in Wales, England, Scotland, and Ireland.

My real education can be credited to my shoestring budget that left me sleeping on trains, on ferries, and under the stars. I spent one night doing pushups to keep warm in my tent on top of a Welsh hill in the middle of White Castle. Frozen to the bone, I abandoned the castle to walk back to town in the dark, crossing stone fences and followed by bleating sheep. I slept on the floor of the Portsmouth-Cherbourg ferry while crossing the English Channel and awoke to find two little French children using the end of my sleeping bag for a pillow. While traveling from Rome to Florence, I awoke in my train compartment to the loud complaints of two old Italian women, who took issue with my stocking feet and my four-day-old unwashed socks.

In the narrow Venetian alleyways, I discovered quaint courtyards, defining each unique neighborhood. It was in one of those courtyards that I photographed pristine laundry hung across a neatly swept street, like an icon that represented the values of those who lived there. My adventures gave me a new perspective of the world and a deep appreciation for America and my Iowa farm home.

Although budgets on a shoestring enhance learning, there are many students who don't even have the shoestring. Financial support from alumni can help students experience learning that can never come from advice, a book, or a lecture. ■

Joe Hynek is a senior in computer engineering and genetics from Beaconsfield, Iowa.

Joe Hynek's photograph of laundry in a Venetian alley won three first-place awards at the Iowa State Fair.

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Campaign Destiny

The Iowa State University Foundation salutes Lora and Russ Talbot for helping to make Campaign Destiny: To Become the Best the most successful fund-raising effort in ISU history. The Ankeny, Iowa, couple's recent gift has created a new scholarship program for Iowa State veterinary medicine students, eventually to become the largest in that college. Their support and leadership are helping to advance Campaign Destiny toward unprecedented success when it concludes in June 2000.

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

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

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Five lucky Alumni Association members will win tickets to a world-class music, theatre, or opera performance at Stephens Auditorium. Enter the Great Alumni Association Giveaway by February 1 and you could win:

- **Two tickets to The Chieftains, Feb. 9**
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- **Two tickets to "Victor/Victoria," Feb. 29**
- **Two tickets to The Carnegie Hall Jazz Band, March 2**
- **Two tickets to Rossini's "The Barber of Seville," presented by the New York City Opera National Company, March 8**

To enter, complete and return the postcard included in this issue of VISIONS (or send your name, address, daytime phone, and year of graduation to: Great Alumni Association Giveaway / Alumni Suite, Memorial Union / 2229 Lincoln Way / Ames, IA 50014-7164). Or enter online at www.alumni.iastate.edu/giveaway.

If you are not a member, simply check the appropriate box on the postcard, return it along with your $45 annual membership payment, and you'll be entered in the drawing!

Drawing will be held Feb. 2, 2000. Entries must be received by Feb. 1. ISU External Affairs staff and their immediate families and current Alumni Association Board of Directors and their immediate families are not eligible. Winners determined by random drawing. One entry per person per contest. Prizes cannot be redeemed for cash value.

the great Alumni Association giveaway

For a list of fall '99 Giveaway winners, see page 41

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