IOWA STATE UNIVERSITY
VISIONS
March/April 2000
A PUBLICATION OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

CAREERS ON COURSE

Iowa Staters are reaping the benefits of golf mania

by Carole Gieseke

All I really need to know

By the time you read this, I will have been at Iowa State nearly three years. I've learned a lot during that time. Simple stuff like what the letters V-E-I-S-H-E-A stand for and that the school colors are cardinal and gold, NOT red and yellow.

It sort of makes me think of that book by Robert Fulghum: *All I Really Need to Know I Learned in Kindergarten.* Here is my own version of *All I Really Need to Know (About Living in Ames and Working at Iowa State University) I Learned in the Last Three Years:*

1 Everything on campus has an acronym, and you must learn them all.

2 The Campanile is good for kissing under and for listening to and for taking pictures of in every season and at every time of day and at every possible angle.

3 Women's basketball totally rocks.

4 Most Iowans are humble, and the ones who aren't probably aren't native Iowans.

5 Snow fences are stupid.

6 If you come in to work really, really early in the morning and park in the Memorial Union Parking Ramp and move your car before 8 a.m., you don't have to pay.

7 Walking to Campustown for lunch is a good thing.

8 Big flocks of crows can be scary.

9 You should let your co-workers make a big deal out of your birthday because being the center of attention once in awhile can be fun.

10 When you mention to people who grew up on a farm that you're a vegetarian, they look at you like you have two heads.

11 Never drive down Elwood on game day unless you're actually going to the game. And don't drive down East Lincoln Way or South Duff ANYTIME unless you absolutely have to.

12 The Marston water tower is a really big deal to the folks over in engineering.

13 People at Alumni Days show up early for everything.

14 The campus is huge, and when you ask directions to one of the lesser-known buildings people can never help you, but they share your pain.

15 When you're a pedestrian, you should be sure to stop for cars, because they sure as heck aren't going to stop for you.

16 You should eat several cherry pies at Veishea because they are small.

17 When the cat's away, the mice will play...charades. (Don't ask me to explain this or I'll get my co-workers in trouble.)

18 When a meeting is scheduled at 2 p.m. on campus, they really mean 2:10.

19 When you go to the bagel store, you should get which ever flavored bagel is hot, because it will be the best.

20 You can't wear black and gold and get away with it.

21 Dairy Queen closes in the winter, so you have to eat a lot in the summer to make up for it.

22 "Catt Hall" has nothing whatsoever to do with cats, "Alumni Hall" has nothing to do with alumni, and "Office and Lab" is just a really dumb name for a building.

23 You can see everything from the top of the Campanile.

24 If you want to start a storm of protest, just write a letter to the *Daily* about how English majors can't find jobs or how engineering majors aren't creative.

25 If you give the university a lot of money, they'll name a building after you.

26 You should never order spaghetti in a truck stop, and never wear a belt buckle bigger than your head. (Actually, I learned this in Missouri but it bears repeating.)

27 The ISU fight song is about football but they still play it at basketball games.

28 A train goes through Ames approximately once every 3.7 minutes, all day, every day.

29 The video store will only have one copy of the movie you want to rent, and it will be checked out, but there will be 500 copies of G.I. Jane.

30 If you're the university president, you get a good parking spot.

31 When they shoot off fireworks during the Iowa Games, I can see them from my house.

32 Residence hall food is good, but students don't appreciate it.

33 Every time I go into the College of Design building, I feel under-pierced.

34 If you drop a trail of breadcrumbs as you walk through the Memorial Union, it will be easier to find your way back.

35 Lancelot and Elaine are swans, not ducks.

36 If you want to know something – anything – Iowa State has a professor who is an expert on the subject.

37 Every season on campus is special and beautiful in a different way.

38 Old buildings look cooler on the outside, but new buildings are nicer on the inside and have better bathrooms.

39 If your e-mail system is down, you might as well not even come in to work.

40 When you come to a fork in the road, take it.

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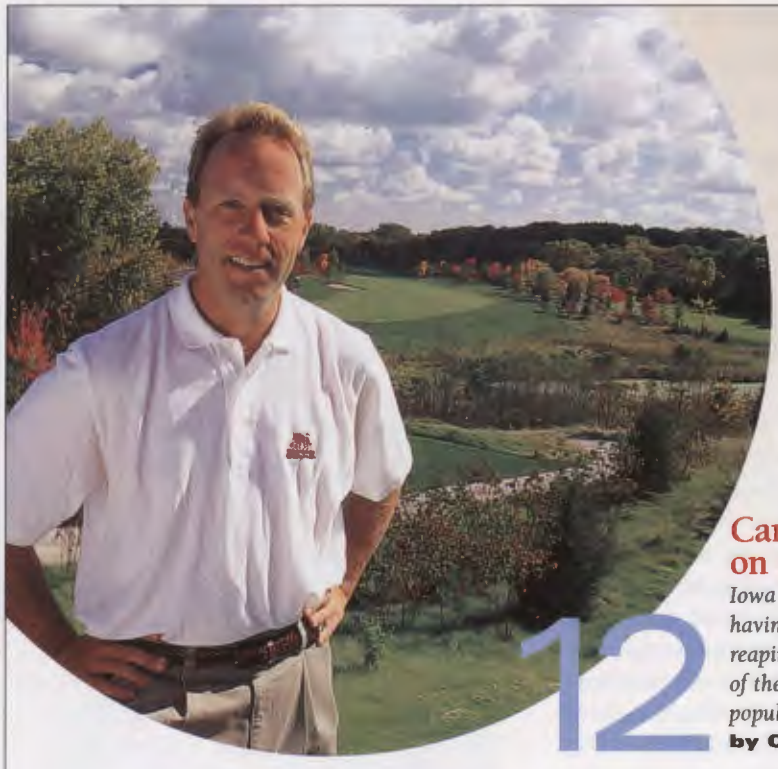
Features



12
Careers on course
Iowa Staters are having a ball and reaping the benefits of the increased popularity of golf.
by Carole Gieseke

21
Alumni Association Annual Report
A look at the highlights of 1998-1999

30
Second Lives
Three Iowa State alumni have forged exciting new career paths late in life.
by Karol Crosbie

36
Advancing technology to become the best
Evolution of an idea
The technology of gene modification is evolving—and ISU faculty are evolving right along with it.
by Karol Crosbie

Departments

2 Getting Started
4 Letters
7 On Campus
20 Alumni Profile
29 Calendar
40 Association News
42 Giving
44 Sports
46 Viewpoint

42

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On the cover:
A global positioning satellite unit, architectural drawings, laptop computer, and the ever-present cell phone are tools of the trade in the growing business of golf. Photo by Jim Heemstra

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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.

Promises Kept

Thank you for "Promises Kept" *(July/August 1999)*. Reference was made to the teacher testing controversy in Massachusetts. Other states are taking different approaches to the preparation and licensing of a quality teaching force.

The Indiana Professional Standards Board (IPSB) is considered a model in the nation in leadership for setting standards – statements of what teachers should know and be able to do so students learn effectively – for performance-based preparation and licensing of teachers. While several states are using performance-based assessments of teachers, Indiana is the only state seeking to both link all decisions about new and renewed licenses to the results of performance assessments, and to use those results to guide steady improvement in the accredited teacher preparation programs.

ISU's education department continues to be recognized as one of the best in the nation by many educators.

Iowa Staters are in significant roles in shaping the future of teacher preparation and licensing in Indiana.

Your article shared some intriguing innovations in the education of teachers at Iowa State. VISIONS readers should know that other Cyclones around the country are hard at work improving the teaching profession for the benefit of our children, and will continue to welcome good ideas from Ames and elsewhere.

— Tom Hansen, '79
Avon, Indiana
Marie Theobald, '77, '82
Indianapolis, Indiana

Concerning your article "Professions at a Crossroads," you state that Lori Diebel "could affect more change by being a principal than by being a teacher."

What you really meant was that Lori wants to *effect* more change by being a principal rather than to *affect* the students negatively by failing to teach them the difference between the verbs "to effect" and "to affect."

Perhaps if [educators] included Latin in the curriculum, instead of Word Perfect Spell Checker, you would be able to tell the difference between *efficere* and *adficere*.

— Frederick W. Martinson, '59 Boulder, Colorado

The recent articles in reference to the ISU College of Education were very nice and much appreciated! ISU's education department continues to be recognized as one of the best in the nation by many educators.

— Dr. Patrick Bird, '88
Richmond, Michigan

"Project Opportunity" was presented as an innovative education program. Maybe. Quotes from both a student teacher and her mentor teacher contained grammatical errors. How can we expect public school students to learn good language skills when their teachers model only marginal English for them?

Many of today's teachers have learned, or been taught, no rules and therefore just say or write whatever "feels all right." It usually isn't. Students in education don't learn much anyway. They spend so much time in education classes there's little time for any substance. But that doesn't seem to matter to "educators."

— Lewis Vavra, '52
Laramie, Wyoming

Fabulous fabric

I am a graduate of the 1939 class in institutional management and your VISIONS magazine came at a most opportune time for me. I am 84 years old and just finished my first quilt and found it so fascinating I want to begin another one and needed a new design. VISIONS provided me with several ("Fabulous Fabric," *July/August 1999*).

I am also interested to know how many graduates in my age group are still working, as I am. I learned to use the computer and work part time part of the month and full time the other part of the month as I thoroughly enjoy keeping my mind active and myself active physically. Enclosed: my quilt and me (below).

— Leone Goodman-DeBridge, '39 Sunnyvale, California

When Dan Viall, MIS '99, was on campus last fall to interview students attending the College of Business career fair, he stopped by the VISIONS office with this quilt made by his mother, Helene Viall, '67/'72. She crafted the quilt for Dan's graduation gift. Each square is made up of a T-shirt, photograph, or news clipping representing an aspect of his experiences at Iowa State. There are references to VEISHEA, Business Week, MIS Club, Marching Band, and spring break trips. The squares are signed by Dan's friends, professors, deans, and even President Jischke. We couldn't resist taking him outside to central campus and snapping a picture of him with it.

Generations

Your recent article about families with traditions of attending Iowa State ("Generations," *September/October 1999*) prompted me to send this photo (below). It was taken at a Reece family reunion in Estes Park, Col., in August 1999. All are graduates of Iowa State University, some while it was still Iowa State College. Three generations are represented in the photo; all are related by blood or marriage. It is an elite group, and I'm proud to be part of it.

— Edwin Pugsley, '49
Bella Vista, Arkansas

Foreground: Adele Bonnicksen Ver Steeg '81, Rachael Larson, current student. Seated: Julie Ver Steeg Larson '73, Dirk Ver Steeg '80, Sarah Reece Denny '82, Jeffrey Larson '73, Shirley Bruckner Reece '54, William Omar Reece '54/'65, Edwin Pugsley '49. Standing: James Denny '84/'91, Steve Truckenmiller '75.

More reader responses

Being an alumni member, I enjoy VISIONS, especially the article on George Washington Carver at ISU *(September/October 1998)*. The article was skillfully written, interesting, and delightful.

I am a member of the Baha'i Faith, which believes in the oneness of God, His Manifestations, and humankind. It makes me proud to be an alumnus of a school which promotes the oneness of humanity, not just by the legacy of Carver, but by hiring a quality black athletic director. I am a Caucasian professor, with an interracial family, teaching at a college in Louisiana. Unfortunately, the school and area still suffers from "Old South" mentality, employing sexism and racism in its hiring practices. My faith tells me there will be day when America will recognize the oneness of humankind. ISU has provided a good example of the glorious future for America!

— Christopher J. Johnson, Ph.D., '81 Monroe, Louisiana

letters

First of all, I want to tell you how impressed my husband and I are with the job you're doing with VISIONS. It's a beautiful publication with well-written and engaging articles and a comfortable style.

We recently moved back to Minnesota from Arizona where I was the publications manager for Arizona State University's College of Education. The experience was wonderful and challenging and gave me a good taste of the additional publication hurdles that are present in a higher education environment. Because of this, I have an even greater appreciation for what you're doing.

If the parents don't vote and don't teach their children the importance of voting, how can we expect the college students or young adults to vote?

I am finishing my master's in higher education through Arizona State University, and one of my final projects is an in-depth historical study. I chose Jack Trice and his ISU legacy as my topic. I was interested in the Jack Trice book that you featured ("Football's Fallen Hero," *September/October 1999*).

Again, thank you for producing a publication that we're proud to leave on our coffee table, and congratulations on the steady stream of outstanding feedback that's been flowing your way.

— Heidi Hagen Pearson, '95
Minneapolis, Minnesota

Perusing a recent volume of VISIONS, I noticed that there is a section on campus authors and the "diverse topics" they write about ("Write on: Campus authors," *September/October 1999*). I hope this is a continuing feature of your publication. I find it quite informative and I'm sure alumni do too. ISU professors do write about a wide variety of very interesting subjects

— Michael Bishop
Chair, Dept. of Philosophy & Religious Studies

I would like to respond to Steffen Schmidt's article ("American democracy's political crisis," *January/February 1999*). The problem is not the students but their parents.

My daughters were passing out political literature at the ages of six and four years old. They also collected money, attended political functions, made signs, and met the candidates for political office. They also went with me when I voted, and I never saw another parent bring a child to watch the voting process.

My daughters have voted in almost every election. They are currently 23 and 25 years old. Parents need to teach their children that the voting process is important. If the parents don't vote and don't teach their children the importance of voting, how can we expect the college students or young adults to vote?

I don't expect parents to be as active as I was in the political process, but the simple acts of voting and letting your children know you vote can be more effective than any of the solutions you suggest.

— Roger W. Heng, '69
Idaho Falls, Idaho

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Morrill dilemma

What's your opinion?

The administration must decide whether to renovate or raze historic Morrill Hall, once the pride of Iowa State.

IT'S BEEN A PART OF IOWA STATE'S CULTURE for 108 years. President Beardshear wrote of it proudly in 1891: "Morrill Hall has enabled us to provide well for the work of zoology, entomology, and geology. We have provided a gem of a chapel.... The crowning service of Morrill is its provision for a most admirable library room. The room is well located, cheerily lighted and tastefully furnished, making it one of the most inviting rooms of the kind in the state."

But alas, what was once a gem has been allowed to deteriorate. The building sits empty, its bricks crumbling, its infrastructure in ruins. And, as is so often the case, the administration is faced with a decision: renovate or raze.

Those in favor of tearing down the building argue that the building is not worth the $8 million needed for restoration. With that price tag, the cost of the building would be more than $300 per square foot, compared to about $200 per square foot for an equivalent new building. The Board of Regents has not earmarked money for this purpose, and private donations have not been forthcoming.

Those in favor of restoring it argue that using the same standards to assess the value of Morrill Hall that are used to build new buildings makes as much sense as evaluating a piece of art by measuring its square footage. Named after the author of the Morrill Land-Grant Act, which led to the founding of Iowa State, the building is a visible reminder of ISU's historic roots as a land-grant college. It is, they say, an architectural legacy. If private donations for renovation haven't been forthcoming, they suggest, perhaps it is because the university hasn't made the request a priority.

What do you think? Send comments to cgieseke@alumni.iastate.edu or write VISIONS, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014. ■

Web link www.lib.iastate.edu/arch/isuhist.html#early

How can I locate a lost Iowa State friend?

The ANSWER is on the back cover!

Sharing Christian Petersen

"4-H Calf," a 1941 work by Christian Petersen, was recently restored by conservator Linda Merk-Gould in time for the opening of the Petersen exhibition September 19, 2000, at the Brunnier Art Museum. Many of the works have been donated and their preservation made possible through gifts from alumni and friends.

THE SEARCH FOR, REPAIR, and display of the artwork of Christian Petersen is reaching a crescendo. For the past three years, Lynette Pohlman and other members of the University Museums team have been preparing for a retrospective exhibition of the works of Iowa State's former sculptor-in-residence, who created such Iowa State icons as the *Fountain of the Four Seasons* and *The Gentle Doctor.* Petersen is considered one of the most important of the regionalist artists of the 1930s.

The goal of the museum staff was to catalog and, when possible, display the hundreds of works Petersen created from 1920 to 1961. But finding them took some detective work. A generous man, Petersen had given many away as gifts. Many more were sold in 1964 at a campus sale by his widow, Charlotte, who needed the money. VISIONS magazine helped with the detective work by putting out an all-points bulletin: "Calling all Petersen art-owners!"

The response has been astounding, say the Petersen detectives. "We expected that maybe there were as many as 700 sketches and sculptures," said Terri Hasselman. "We uncovered 1,200 works!"

And along with the works, the team uncovered stories. Their search led them, for example, to Helen and John Uhrig, in West Lafayette, Ind. As a graduate student in agriculture economics, John had known Christian Petersen and loved his work. But when Petersen's art was sold in 1964, Uhrig was too broke to buy any. So he sold a pint of blood, and for $15 bought a plaster mold of two men. The Uhrigs donated the piece, now worth thousands of dollars, to the ISU Museums.

A sculpture, *Students at the Wall,* which was used as a model for Petersen's *Conversations,* located near Richardson Court Residence Halls, was discovered by Pohlman. She used the bill of sale from the 1964 sale to lead her to Carol Campbell ('54, applied art). There were lots of ISU alumni with the name "Carol Campbell," but Pohlman's first phone call led her to the right Carol Campbell, and this message: "The piece you're looking for is locked in an abandoned farm house in Kossuth County in northwest Iowa. I'll tell the neighbor to let you in." ■

Web link www.lib.iastate.edu/library/art/art_ptsn.html

Web link www.museums.iastate.edu/

"We came for the lifestyle and discovered the culture."

"Katie and I loved going out for Thai food and the symphony when we lived in Chicago. We thought we'd have to give that up when we moved our family back to Cedar Rapids. It turned out the only thing we gave up were the big city hassles. Moving back was the best thing we ever did for our kids and ourselves."

- Tim Hill
Bradley & Riley, PC

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Bugs in the Spotlight

ENTOMOLOGY STUDENTS WERE UNFAZED BY THE INVASION OF "Ripley's Believe it or Not" TV film crew at a MacKay Hall laboratory. The segment, which took hours to film and was broadcast last winter, showed members of the ISU Entomology Club chowing down on chocolate-covered grasshoppers, cricket Jell-O jigglers, and mealworm-covered caramel apples. The students are accustomed to the publicity that surrounds their annual Insect Film Festival, in which they prepare and serve bug goodies to the public.

The club's new, award-winning Web site is one of the first live camera sites for viewing insects. Users can even control the zoom and camera angle. Stop in at *zoocam.ent.iastate.edu* to see, for example, live footage of a giant walking stick from New Guinea or a tarantula receiving its breakfast. ■

Web link www.ent.iastate.edu/misc/insectsasfood.html

BUCK JONES

Hello, spring!

Greet the warm weather with ISU polo shirts in your choice of colors and styles.

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Our standard polo, this shirt is 100% cotton with an embroidered Iowa State Cyclone design. In red, navy, white, as shown below. Available with or without embroidered "Alumni" insignia.

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This heavy-weight, 100% combed Egyptian cotton polo is as soft as it is stylish. In red with navy trim; embroidered with "Iowa State University" in navy. Available with or without embroidered "College of (your college) Alumni" insignia ($5 extra).

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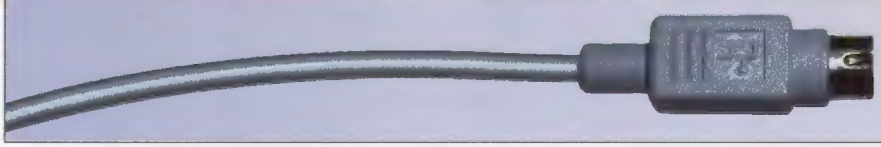


The ANSWER is on the back cover!

Farm House FACES the 21st century

"IT WAS EASY TO TRAVEL PAST AND MISS the Farm House in early 1861. One traveler said that the prairie grasses grew so high that, even on horseback, he had difficulty locating the college farm and Farm House. The small, red brick story-and-a-half kitchen and attached wooden washroom stood alone on the rise of ground near the center of the farm. The only other building was a newly completed stone and wood barn northwest of the house on a sloping hillside. Debris left from work on the kitchen and barn littered the snow-covered ground. Work on the main portion of the house would begin again in the spring after the ground thawed..." *from Farm House – College Farm to University Museum*, by Mary Atherly.

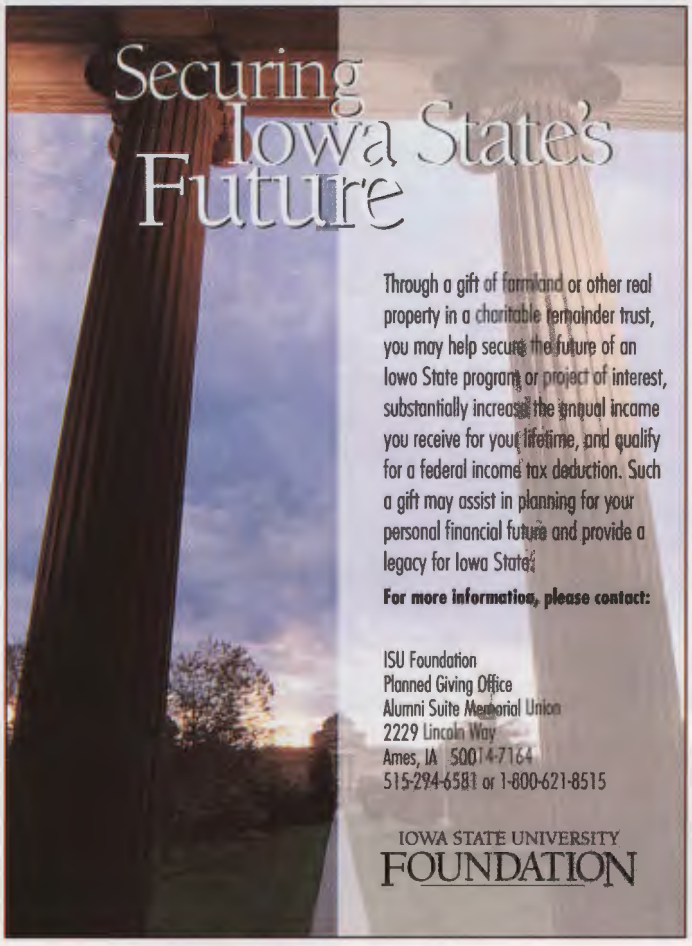
The original builders of the Farm House could not have anticipated that in another 139 years, Farm House builders would again anxiously await permission from the weather to continue their work. The $347,000 project to preserve Iowa State's first building, which began in April 1999, was concluded late in the year, with delays caused by wet weather and unexpected repairs.

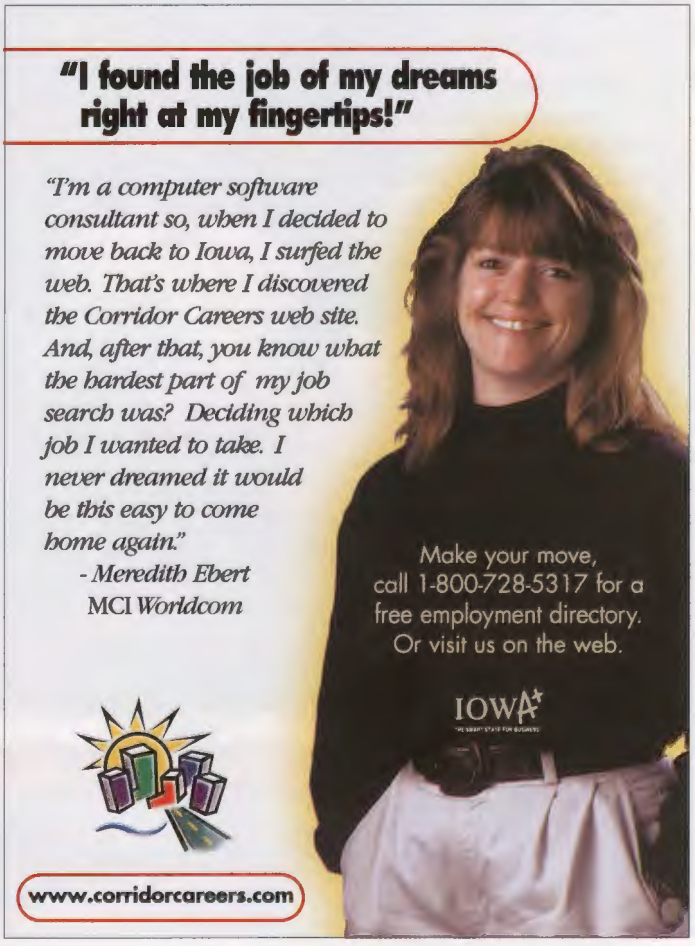
The building now has a new cedar shingle roof, rebuilt west and front porches, an entrance ramp, a rebuilt chimney, and new stucco. The stucco will prevent further deterioration of the building's soft, crumbling Iowa-made bricks.

The preservation was made possible by the State Historical Society of Iowa, Historic Site Preservation Grant Program, and by many private donors. ■

Web link www.museums.iastate.edu/farmhouse/fhm.html

Farm House staff joke that the building's new copper flashings are so bright you can see them from across campus. The copper will soon become patinaed and dull, like a worn penny. Although copper was used frequently in the 1800s, today preservationists must search for a craftsperson who knows how to handle the material.





Police line-up pro

GARY WELLS, ISU DISTINGUISHED PROFESSOR OF PSYCHOLOGY, SPENT MORE than 20 years trying to convince people that police lineups were flawed. Today, law enforcement officials throughout the United States are influenced by his research. As a member of a panel of experts named by Attorney General Janet Reno, Wells was a major source for the first federal manual on witness evidence, released late last year. One of the items in the manual, for example, is an instruction to police to tell witnesses that the suspect might not be in the lineup, thus reducing the chance that a witness will misidentify an innocent person who most resembles the culprit. Although the manual is not federal law, Wells said police will be under pressure to use the practices if they want to strengthen their cases. ■

Tailgate trend

YOU'VE GOT YOUR THERMOS, YOUR blanket, your Cyclone cap; you're ready for the game. But wait, how about your resume? A practice that has been around for awhile is increasing in popularity: companies using tailgates to connect with students and recruit future employees. Up to 20 businesses, including IBM, Pella Corp, and Maytag, pay approximately $600 to rent red and gold tents at ISU games. Bigger games require bigger bucks; at the ISU/University of Iowa game, the cost per tent was a whopping $2,100. ■

BE A WINNER!

Nine Alumni Association members will win tickets to Cyclone football, music, and theatre this spring. Enter the Great Alumni Association Giveaway by April 1 and you could win:

- **Two tickets to the Assad Guitar Duo at Stephens Auditorium, April 6**
- **Two tickets to the Fred Garbo Inflatable Theatre Company at Stephens Auditorium, April 22**
- **Four tickets to "Annie" at Stephens Auditorium, April 27**
- **Club section seats for Cyclone football – one winner for each home game!**

Remember, only members of the ISU Alumni Association are eligible to win!

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 April 3, 2000. Entries must be received by April 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.

For a list of winter 2000 Giveaway winners, visit the Alumni Association Web site: www.alumni.iastate.edu

the great Alumni ASSOCIATION giveaway

Iowa State Center Stephens Auditorium

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

How can I get my own ISU permanent e-mail forwarding address?

The ANSWER is on the back cover!

CAREERS ON COURSE

IOWA STATERS ARE REAPING THE BENEFITS OF GOLF MANIA

BY CAROLE GIESEKE

Americans have had a love affair with golf ever since A.G. Spalding made the first American-made golf clubs in 1894. They watched as Jack Nicklaus, Nancy Lopez, Tom Watson, and Arnold Palmer made the game look easy. But it took a charismatic kid named Tiger Woods to turn the sport into the popular, accessible, affordable, everybody-is-doing-it recreational juggernaut that it has become.

There are 26.4 million golfers in the United States today, up 33 percent since 1986 according to the National Golf Foundation. The rate of new golf course construction has exploded over the past 10 years, from an average of about 150 new courses built each year to more than 400 a year. In 1998, 448 new courses came on line, and at the end of the year, there were 1,069 courses under construction and 708 in the planning stages.

Iowa Staters have not been left out of the boom. Pursuing the business of golf is par for the course for many Iowa Staters, most of whom never even have time to play the game. They're too busy engineering better golf clubs, mapping holes for tournament play, managing grounds, or designing and building new golf courses. Golf's surge in popularity has increased the demand for landscape architects, engineers, and turf managers – and Iowa State alumni and faculty are eager to fill the roles.

CYBER GOLF: A NEW DIMENSION

THEY SAY NECESSITY IS THE MOTHER OF INVENTION. Such is the case for a new high-tech, 3-D golf course animation technology developed by two ISU alumni: It got its start because Devlin Reynolds and Dan Bergeson thought they were being cheated on their paychecks.

Seven years ago, Reynolds, a 1988 ag economics graduate, and Bergeson, '88 agronomy, were working together in the field of pest management and irrigation of golf courses. They found out rather quickly that unlike a farm, a golf course is not square. Bunkers and greens are irregularly shaped, and all the grounds are severely contoured. So when they submitted their bills to golf course superintendents, there was often a discrepancy.

An innovative process for mapping golf holes has blossomed into a new career for Devlin Reynolds and Dan Bergeson.

"We kept losing money because we would say we treated 22 acres and they would say, 'Well, no, you treated 18 acres,'" said Reynolds. "We would have to go out and prove that we actually treated 22 acres."

So, in 1993, Reynolds and Bergeson decided to find a way to create a map to tell the square footage of irregular shapes of golf courses.

The end result is a company called GeoGolf. And what was originally intended to tell the precise area, square footage, and acreage of golf courses for maintenance and planning purposes has now become a highly specialized process that uses global positioning satellite (GPS) mapping and computer animation to create 3-D images of golf courses for use in television, Internet broadcasts, and video games.

Using laptop computers, digital cameras, and a GPS system, the duo creates a 3-D map of a golf hole that is precise to less than a half-inch. Then they texture it and assign colors; individualize its unique fairway cuts, mowing patterns, and grasses; and animate it using Spectra Precision software.

KAREN TAM

Dan Bergeson, left, and Devlin Reynolds turn golf holes into animated entertainment for a mass audience.

The resulting image allows the viewer to experience the golf hole from the same perspective and degree of detail as the golfer.

The technology has made an impressive splash with the golf industry. ESPN cable sports channel featured the animated computer images in its coverage of the U.S. Open, and GeoGolf recently signed a contract with the 2000 PGA and Senior PGA Tours.

Reynolds says the technology has changed viewers' perceptions. "All the greens on television look flat, so when you're sitting at home watching a tournament on TV, you say, 'Geez, why did he miss that putt?' Well, the reason is you didn't see the five percent slope change three different ways from where he hit the ball."

Although Bergeson and Reynolds work together on projects, they don't share office space or even live in the same state; one lives in North Carolina, the other in South Carolina. In a working relationship befitting their high-tech profession, they communicate mainly by e-mail. •

'A SPECTACULAR PLACE'

Tim Johnson brought his knowledge of golf course management to Spring Hill Golf Club, a new private golf course in Minnesota.

JIM HEEMSTRA

ON A SEPTEMBER DAY THAT'S AS CLEAR AND BRIGHT AS YOU'VE EVER SEEN, small groups of golfers make their way down the narrow, winding paths of Spring Hill Golf Club, an exclusive private course near Minneapolis. The players are walking – no carts are allowed at Spring Hill – with professional caddies at their sides.

Tim Johnson takes it all in: the breath-taking view, the crisp fall air, the freshly mown grass. He's proud of the course, and he should be. Johnson has been involved in the project from the beginning. He hired the architect and followed the building project through from ground-breaking to opening day.

Spring Hill has benefitted from Johnson's understanding of what it takes to construct and maintain a world-class golf course. After graduating from Iowa State in 1987 with a bachelor's degree in horticulture, Johnson went to work as an assistant superintendent at two of the best-known golf courses in the country: Pebble Beach and Spy Glass, both near the San Francisco Bay area. After five years in California, where Johnson's work showed up on the PGA tour and the annual AT&T Pebble Beach Classic, he returned to the Midwest as superintendent and construction manager for Glen Oaks in West Des Moines.

In 1997, Johnson became the project manager for Spring Hill. The site that had been chosen for the course contained a convention center, a restaurant, and a parking lot. But Johnson looked beyond that and saw the magnificent landscape, with rolling hills covered with trees, surrounded by farm fields and pastures.

"It was a spectacular place," Johnson remembers. "I didn't want to change it."

So Johnson worked with top golf course designer Tom Fazio to preserve the hills and trees, add split-rail fences, and natural grasses. Two years from digging dirt to opening the doors for play, Spring Hill had taken on the appearance of an old, classic-style course.

"We want the course to look like it's been here forever," Johnson said. "That's what we want the golfers to think."

Johnson says the course is designed for serious golfers who appreciate the natural surroundings. "This course really puts a premium on shot design," he said. "With the corridors we had to work with, we tried to save every tree that we could and every natural feature, like wetlands and groves of trees. We wanted to design a golf course that would be a challenge for every member that walked through the door."

In an era where 70 percent of all golf courses are open to the public, Spring Hill fills a niche at the other end of the spectrum. Its members pay a premium price to join, and for that they have the luxury of playing without a tee time. There is no country club, no swimming pool, no tennis courts. With a maximum of 185 memberships, the course is attractive to a lot of people, Johnson said; in fact, the maximum membership was reached in 1999 during Spring Hill's first season.

"There's kind of a resurgence toward low-membership, high-quality golf courses," said Johnson. "Minneapolis is a place where even if you're a member of a golf club it doesn't always mean you're going to get on the golf course. It's just so crazy up here in the summer time. People love their golf. So that's how this really came about. People wanted a place where they could just show up and play golf."

As Johnson surveys the course from the service roads on this late September day, he is relieved that the first season is nearly over. It's been a long summer of preparing the newly developed course each morning at 5 a.m., repairing the daily damage from golfers, treating the soil, and managing the rate of turf growth. It's a sun-up-to-sun-down job all summer long.

But for Tim Johnson, Spring Hill has been a labor of love.

"I developed a love for the game of golf back in junior high and it just led into my own interests," he said. "I went to Iowa State knowing exactly what I wanted to do. I knew from day one that all I wanted to do was to build and maintain golf courses." •

DESTINED TO DESIGN

BRAD BENZ'S SUCCESSFUL CAREER AS A GOLF COURSE ARCHITECT MIGHT NEVER HAVE HAPPENED if it weren't for a chance encounter before his freshman year at Iowa State

Benz was working a summer job as a professional touring musician when he met a percussionist whose advice changed his life. When Benz told him that he was planning to go to Iowa State and study horticulture because he wanted to become a florist, the percussionist had a better plan.

"He said if I liked nature, liked plants, like the out of doors, then I should go to Iowa State, major in landscape architecture, and become a golf course architect," Benz remembers. "I hadn't even considered that, but I thought, well, that sounds interesting."

And so it was predetermined that Benz would get a BS in 1969 in landscape architecture, followed the next year by a master of landscape architecture.

"The thing that's so absolutely fantastic is it worked out beautifully," Benz said. "I couldn't be happier or more satisfied with what I do."

Benz's career first took him to Colorado, where he worked for an architectural firm before forming a company that specialized exclusively in golf course architecture. Seventeen years ago, he moved to San Jose, Cal., where he now runs his own firm, Bradford Benz/Golf Course Architects, which employs four designers.

Benz is one of a relatively few golf course architects practicing in the United States – only about 112 professionals are listed as members of the American Society of Golf Course Architects. In his 30 years in the business, Benz has designed more than 130 golf courses, nearly half of which are outside the United States, primarily in Europe and the Pacific Rim.

Each new project is approached as a unique challenge. Always, Benz says, the goal is to disrupt the original site as little as possible. He works with cities, federal agencies, and environmental protection groups to design courses that he says often leave the land healthier than it was before it was developed.

In Reno, Nev., Benz spent three years in a review process that included 27 federal agencies to design a golf course on 200 acres of federally protected wetland. The challenge was to preserve and improve the existing wetland. The resulting daily-fee course is monitored regularly for its water quality, and Benz says the outgoing water quality is substantially better than the water that enters the site.

"I can only take part of the credit," Benz explains. "This was a classic example of a team effort where soil scientists, wetland experts, and hydrology people all interfaced with me. Collectively, we made decisions and the project ultimately was one that everybody was extremely proud of."

Benz says the recent design trend toward building flashy golf courses is starting to taper off. For awhile, he says, it seemed "every single golf hole had to be just so visually dynamic. But the problem with that, to my way of thinking, is it really wasn't necessary. It's so very artificial. I want to know what the site is, how it came to be, what it is today, how it functions, and how to be best used as a golf course."

Benz describes himself as a "classicist" who likes the old golf courses, the ones that were built without machines, that were built with men's hands and with horse-drawn equipment that couldn't move massive amounts of earth. "Let's use the land, the features of a particular property, without going in and making massive, expensive, wholesale changes," he said.

A golfer since his teen years (that summer when he was playing as a professional musician at night, he was out on the course during the day), Benz says he designs courses that he would like to play himself. And he says the growing popularity of golf is both good for business and good for the people who play golf.

"We babyboomers who are turning 50 are creating a new demand for golf," he says. "Our children – the next boom – are the new segment of the market that are going to be wanting to play golf. So the sport is going to continue to grow, and we're going to continue to design more golf courses."

And that, Benz says, is exactly what he wants to do. •

JIM HEEMSTRA

Bradford Benz designs golf courses that help bring out the best features of the land.

CHANCE ENCOUNTER WITH GREATNESS

JON LEVY KNOWS WHAT IT'S LIKE TO BE IN THE RIGHT PLACE AT THE RIGHT TIME.

Levy, a December 1998 graduate, was hanging out in Florida, playing on a small professional golf tour and teaching part-time at a golf school, when opportunity knocked. LOUDLY.

It all happened when Levy's boss, a teaching pro at the golf school, received a call from a talent agent who was looking for young male golfers to appear in a Nike television commercial with Tiger Woods. The pro immediately thought of Levy.

Making a television commercial was exciting for 1998 graduate Jon Levy, but swinging a golf club next to Tiger Woods – now ***that*** *was amazing.*

"The audition lasted all of two minutes," Levy remembers. "I went in front of the camera, talked about myself for a couple of minutes, and swung my golf club a few times. That was it."

Levy was not optimistic. Most of the other candidates were handing out 8x10 glossies and impressive resumes. He came empty-handed. But three days later, the phone rang – and guess what? He got the part.

The next day, Levy and about 25 other golfer/actors arrived at the golf course, were fitted with Nike golf apparel and told to warm up. As Levy practiced his swing, he says, "The director came up to me, picked me out of the line, and kind of shimmied me over to the corner and said, 'Hey, we're going to have you hit behind Tiger.'"

For the next 12 hours, Levy swung a golf club, hitting what he estimates to be "thousands of balls." For half that time, Tiger Woods was swinging next to him.

PHOTO COURTESY OF NIKE

Jon Levy reacts to Tiger Woods' perfect drive in the Nike television commercial "Driving Range."

FOCUSED ON THE FUTURE

BRAD JOHNSON IS DRIVEN.

Like an athlete preparing for competition, Johnson rigorously trains toward a singular goal: to design golf courses.

The son of a golf pro, Johnson has always known what he wanted to do. But unlike many students, he tackled the subject with steely intensity. He learned that although golf courses are being opened in the United States at the rate of more than one a day, the number of landscape architects specializing in the design of golf courses remains extremely low. He found no universities offering specialized degrees in golf course architecture. And he discovered that designing golf courses is hard work.

That just made him more determined. In 1996 he enrolled at Iowa State as a landscape architecture major and learned the basics of the profession: construction, irrigation, drainage, laying sod, and moving earth. He gained experience during the summer working for a golf course construction company. By the time he entered his major's professional program component last year, he began to discuss his career goal with his major advisor.

Johnson's announcement was met with enthusiasm. Department of Landscape Architecture chair Tim Keller encouraged Johnson to not only pursue a career in golf course design but to research the educational specialization on a national scale.

"In landscape architecture, we're all feeling that golf course design is a significant sub-area that really hasn't gotten its due," said Keller. "Students have gone on to great careers without really having it be a significant part of their education; in fact, they've done it in spite of their education."

Keller suggested Johnson pursue two areas: Iowa State alumni working as professional golf course designers, and golf course design curriculum at other universities.

Johnson's search for alumni revealed several members of the American Society of Golf Course Architects (including J. Michael Poellot '66, Richard Phelps '61/63, Denis Griffiths '70, William James Spear '50/53, and Bradford Benz '69/70) as well as other alumni working in golf course design.

He found only a handful of schools

"It was amazing to watch," Levy said. "I've never seen anything like that in my life."

The finished commercial shows a line of average golfers hitting on a driving range when Tiger Woods walks up. Woods hits a perfect 300-yard drive, and the camera shows a close-up of Levy's amazed reaction. Then Levy, swinging in unison with Woods, also hits a perfect drive. The next golfer in line does the same, and so on until all 25 golfers are swinging together, each drive perfect. Then Woods picks up his bucket of balls and leaves, and the golfers go back to hitting lousy shots.

The TV spot has brought Levy an "amazing" level of recognition. "I was working at Ames Country Club this summer and everyone there knew about it," he said.

Levy's acting career may not be taking off because of the Tiger connection, but a little fame as a professional golfer would be all right with him.

"I've wanted to be a professional golfer since I was a little kid," Levy says. "I'm going to give it my best try for the next two or three years or so. If I'm successful, I'll do it for the rest of my life. If not, I'll find something else to do." •

BUILDING A BETTER GOLF CLUB

GOLFERS KNOW A GOOD CLUB WHEN THEY USE ONE. But they probably don't know what causes one driver to feel great and another club to feel so-so.

Ken McConnell understands the science behind the swing.

An ISU professor of aerospace engineering and engineering mechanics, McConnell holds a patent on a device that measures the vibration in golf clubs. The goal of good golf club design, he says, is for the club head and shaft to be in perfect harmony.

It's called modality synchronization, and it's a process that has been used in the aerospace and automotive industries for years. McConnell transferred the technique to golf clubs when he was contacted by Fenwick Golf to learn why some seemingly identical clubs performed so differently. So McConnell went off to the laboratory and ran vibration tests on the clubs. He said it was immediately obvious when a club was a "bow-wow," because of its high level of vibration.

Vibration is NOT what you want your club to have when it comes into contact with the ball. When the club head and the shaft are in synch, energy is transferred to the ball, McConnell explains, which leads to greater ball velocity and more distance.

McConnell developed a testing device for Fenwick Golf to ensure that the clubs are synchronized as they are manufactured.

The device, which McConnell calls "Oscar," has been widely hailed by critics. Tom Dellner of *Golfing* magazine called one of the Oscarized Fenwick clubs "the best-feeling driver I've ever swung." •

JIM HEEMSTRA

Ken McConnell transferred his knowledge of aerospace engineering to improving the tools of golf.

JIM HEEMSTRA

Brian Johnson knows where he wants to be, and he's determined to get there.

with any level of golf course specialization in their landscape architecture curriculum. He learned that most successful professionals follow a similar process: get a basic education in landscape architecture, do hands-on golf course construction, become an apprentice in an architectural design office, and then go out on their own.

The professionals and the universities agreed that there is a place for university research in design and construction in the golf course community and that there is a lack of sharing and networking.

That gave Johnson an idea. He began to explore the possibility of establishing a series of guest speakers to come to campus and meet with landscape design students.

The idea has now expanded into an organized national conference on golf course architecture, scheduled to be held at Iowa State in March 2001. This semester, Johnson is lining up speakers, establishing contacts, and promoting the conference to other schools. The process is beneficial both in terms of expanding the golf course design curriculum at Iowa State and furthering his own career.

"The alumni I've talked to have been a really good resource," he said. "I know the hard thing about golf course architecture is finding a job. It's real difficult to get your foot in the door. That's why I started early in the process." •

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

alumni profile

by Diane Heldt

Berg's talent is in the cards

Bryan Berg has been building card towers and structures long enough to know that it almost never goes off without a hitch.

There was that time he was in Tokyo to build a card replica of a Japanese shrine. The structure survived being moved four times during its construction and withstood a mild earthquake.

Or the time he was building a card tower at the Boston World Trade Center, which is out on a pier. Every time a truck would drive by, it would shake the building, causing the tower to shake ever so slightly.

"People always ask, 'What if I sneeze on it?' They don't realize how strong it is."

So it came as no surprise to the 1997 architecture graduate when the project he was trying to complete in the ISU College of Design building last May hit a snag. But running out of cards when you're trying for your 11th Guinness World Record card tower is quite a snag.

Berg has been building card towers and structures for years – his first Guinness Record was set in 1992 with a nearly 15-foot-tall tower while he was a high school senior in Spirit Lake, Iowa.

He set another record in June of 1998 with a 111-story, 21.6-foot tower at the MGM Grand in Las Vegas that took eight days to build and used 900 decks of cards. That feat was broadcast nationally on Fox television.

That record was broken – by two stories – so Berg decided to make an attempt at his 11th record in the College of Design atrium where he eventually worked for more than a week. The finished tower weighed 167 pounds, consisted of more than 1,200 decks of cards, and was 127 stories high – nearly 24 feet tall. (Berg has since built a 132-story tower in Berlin, Germany.)

Though the Guinness towers get Berg a lot of attention, the more complex architectural structures he builds are his favorites. He has done cityscapes, the Liberty Bell, replicas of sports arenas, and will build a replica of the State Capitol this summer in Iowa.

Almost everything Berg constructs has the same basic honeycombed structure of cards on the inside.

JIM HEEMSTRA

Berg uses a guidewire down the center of his towers to be mindful of where the structure's exact center is.

"People always ask, 'What if I sneeze on it?'" he said. "They don't realize how strong it is and how much weight is pushing down on it."

Berg knocks the tower down on the same day he finishes it.

"Sometimes I kick out the corner and watch it fall like a tree," he said.

"Sometimes I'll take a leaf blower to it – people get a big kick out of that."

Berg, who builds card structures 30 to 40 days a year and works with his father's construction company the rest of the time, said he may be looking for a creative architecture position someday soon, so he can work toward becoming a licensed architect.

But he doesn't expect to give up building his card towers.

"It was this hobby that kind of got out of control and turned into a profession for me," he said. "But sometimes when I'm doing it, I get into this zone, and you can barely tear me away. I won't eat or drink or anything else, I'm so into it."

Diane Heldt is a staff writer for the Ames Tribune

Reprinted from the Ames *Tribune*.

IOWA STATE UNIVERSITY
ALUMNI ASSOCIATION

1998-1999

Annual Report

Helping Iowa State University become the best through service to alumni and friends, Association members, students, and the university.

www.alumni.iastate.edu

Message from the executive director and president

The Iowa State University Alumni Association staff and volunteers salute Jim Hopson for his 30 years of service to Iowa State and the Association. Jim retired as executive director of the ISU Alumni Association in June 1999. He and his wife, Judy, are shown here at his farewell "spirit rally." The Hopsons are now enjoying their retirement by spending more time traveling, with family, and in Arizona. The staff and Board of Directors thank them and wish them all the best.

Dear Alumni and Friends:

The Iowa State University Alumni Association experienced one of its best years in 1998-1999. It is my hope that the following pages will bring back some of those memories and showcase other aspects of the Association that you might not be aware of. I also hope that you will view these past successes as an opportunity to assist us in our efforts to achieve even greater heights for the future of Iowa State, its alumni, faculty, staff, students, and friends.

As the new executive director of the ISU Alumni Association, I want to personally salute my predecessor, Jim Hopson. Jim served this Association with pride and dignity for many years. He, along with 1998-99 Board of Directors President Glen Mente and countless others, has positioned this organization with the proper footing to make the next steps.

Many of you will be called upon to assist us in charting the future organizational structure, volunteer needs, space and budget plans, and the types of programs we must have in place if we are to be able to best serve you and Iowa State. Therefore, if you are not a member of the Alumni Association, please don't wait to be asked ... join today! If you already are a member, thank you. Remember, this is your university, your Alumni Association, and – together – OUR opportunity.

I hope 2000 has gotten off to great start for you, and I, along with the Association's Board of Directors and staff, am delighted to be sharing this exciting journey with you.

Jeffery W. Johnson
Executive Director

Dear Fellow Alumni and ISU Friends:

I consider myself a fortunate person. You have asked me to do a job I've always wanted to do: be in a position that will enhance and improve the connections between the university and its alumni and friends. It is an honor and privilege to serve as president of the Alumni Association Board of Directors.

Your Alumni Association has experienced great change in the past few months, beginning with the retirement of executive director Jim Hopson in June. Jim directed an organization that is modeled and admired by the top universities in the nation. In September, Jeff Johnson became the new executive director. He brings a wealth of knowledge, expertise, creativity, and enthusiasm to this position.

Throughout the transition, the Association staff has worked diligently to assure that alumni programs and services were delivered without interruption and at the high standards you have come to expect.

I want to thank the individual board members for their work and commitment to making your Alumni Association the best. As we strive to align our mission and values with those of the university, you can be assured that you are represented by a fine group of individuals dedicated to facilitating your lifetime link with Iowa State University. Please feel free to contact any of us with your comments and suggestions.

I am extremely pleased with the progress we are making. And while we have a lot of work ahead of us, there is much to celebrate about your organization. Thank you for your membership in the Iowa State University Alumni Association.

Jamie Stensland
President, Board of Directors

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

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

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

ISU Alumni Association Board of Directors

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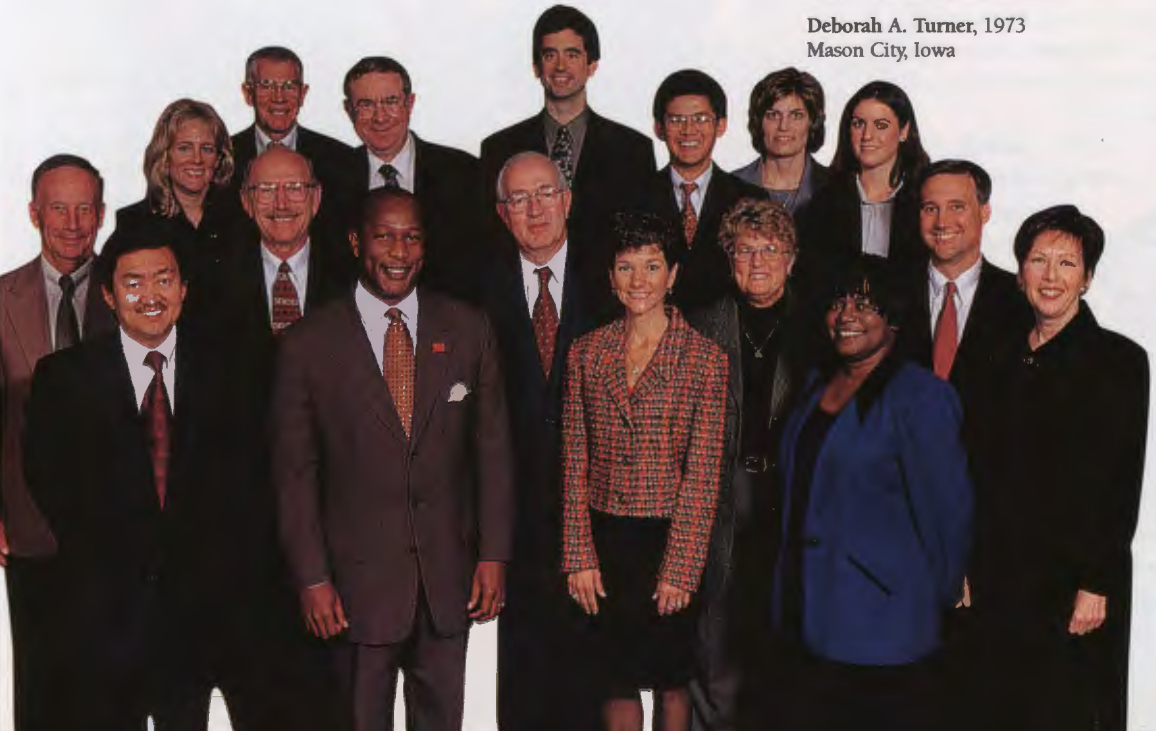
Professional staff leaving ISU in 1998-99

James A. Hopson, 1969
Karen Tow, 1967
Martha Van Der Kamp, 1984



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

The ISU Alumni Association supports

The university

Alumni Association staff, Board of Directors, and dues-paying members help Iowa State University become the best.

What would any great university be without its alumni? The Iowa State University Alumni Association contributes to the strength of the university through volunteer services, the Honors and Awards program, student recruitment, and class gifts. Events that bring together the entire university family – events such as Homecoming and Family Weekend – are sponsored by the Alumni Association. And the Association enhances the university's outreach through its presidential receptions, Road Scholars tours, athletics events, college activities, and university-wide themed events.

A Message from ISU President Martin C. Jischke

"The ISU Alumni Association provides many wonderful opportunities for alumni to interact with the university. There is a strong and continuing bond between this institution and you, and it is one of the real strengths of the university. The Alumni Association provides a vehicle for us to hear from you. You are our collective memory and help us recall those images, events, and movements of previous years. Thank you for your loyalty and pride in Iowa State University."

Iowa State was ranked sixth nationally in 1998-99 for the number of freshman National Merit Scholars at a public university. The Alumni Association coordinates a successful **mentoring program** for Merit Scholars as well as for National Achievement and Hispanic Scholars, pairing alumni and students with similar career interests. Approximately 120 scholars and mentors are involved in the program. Alumni mentor Carole Kazmierski, a counseling psychologist from Ames, has been a mentor since 1998 for Jessie Everts, a junior National Merit Scholar majoring in psychology and English.

"We're a good match because we have common interests. We have dinner together often. We talk about psychology, we talk about political things, we talk about our trips to Europe, and movies we've seen. We've also talked about how to get into graduate school.

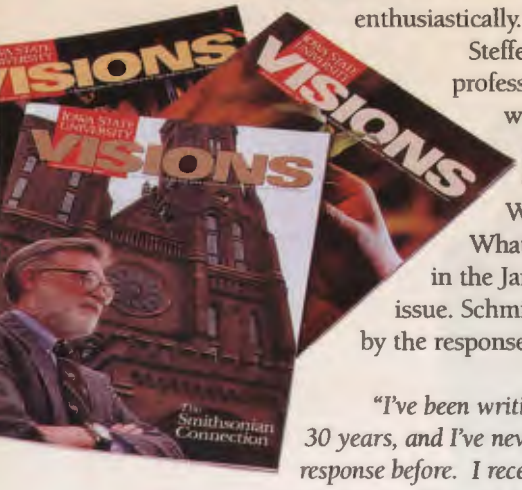
"I think Jessie can do anything she wants to do. She's bright enough, and I think it's neat that she's thinking about being a psychologist."

– Carole Kazmierski, Ph.D. 1977, psychology

More than 1,500 students and members of the Ames community worked together to build a home during the 1998 Homecoming Habitat for Humanity Blitz Build. The Student Alumni Association helped coordinate the project.

ISU Photo Services

During the 1998-99 academic year, the circulation of **VISIONS magazine** was expanded from 32,000 member households to more than 160,000 alumni, parents, donors, and friends. The expansion has had measurable impact on the scope and quality of information provided to alumni – and readers have responded enthusiastically.



Steffen Schmidt, ISU professor of political science, wrote an opinion piece, "American democracy's political crisis: Why is it happening? What can we do about it?" in the January/February '99 issue. Schmidt was overwhelmed by the response:

"I've been writing opinion pieces for 30 years, and I've never had this kind of response before. I received 40-50 calls, comments, and letters from alumni and their children. The calls kept coming months after VISIONS went out – it seems to have quite a shelf life. I am impressed."

– Steffen Schmidt, professor of political science

"The Alumni Association is very much a part of an engaged institution. Alumni are a key constituency. It's not what we do for them, it's what we can do together and how we can partner in this endeavor to make Iowa State the best land-grant university in the nation. Through networking, I see a growing partnership and an increasingly cooperative relationship between the alumni and the university."

– Board of Directors member Beverlyn Allen, Ph.D. '95 Sociology

The ISU Alumni Association supports

Association members

Alumni Association members receive tangible benefits of membership, plus the knowledge that their dues are supporting important Association programs.

Annual and life members of the ISU Alumni Association serve as club leaders, board and committee members, guest lecturers, and student mentors. They establish scholarships, support building projects, and represent Iowa State with distinction. They attend sporting, cultural, and alumni events, introduce the university to prospective students, nominate alumni for awards, and support ISU in many individual ways. Their dollars support nearly every aspect of the ISU Alumni Association. Without their membership dues, the Association would cease to exist.

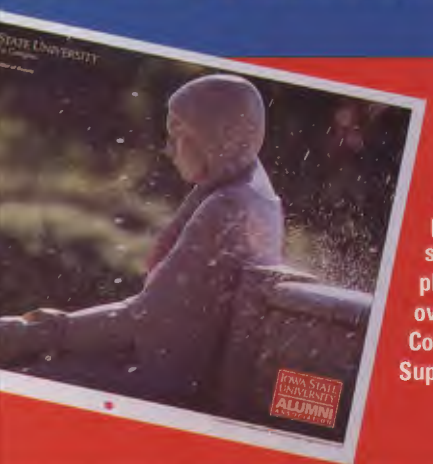
Members are rewarded for their involvement and support in many tangible ways: Benefits include the award-winning University Calendar of Events; substantial discounts on merchandise, events, car rental, and hotels; inclusion in the Class Notes section of *The Iowa Stater*; and use of the online Career Networking File. Members-only benefits are expanding during the 1999-2000 year to include the ISU News Flash e-mail newsletter, an online alumni directory, permanent e-mail forwarding, and eligibility to enter the Great Alumni Association Giveaway.

▼ Member Appreciation Day was started during Homecoming 1998. The Alumni Association served a free pre-game meal to 522 members and guests during the all-alumni tailgate. In 1999, more than 1,200 meals were served.

"The **Internet** *is a great way to keep in touch with people. I use the Alumni Association's Web site to check on alumni events, to see what alumni trips are being planned, and to find out what's happening with the Student Alumni Association. And I'm really looking forward to the online Alumni Directory that's coming out next year."*

– Tina Derby, '98 finance, computer programmer for EMC Insurance in Des Moines

▶ During 1998-99, the Alumni Association merchandise collection expanded to include more clothing, office and home decor, jewelry, and giftware – and the merchandise is now available through online shopping. Association members get a discount each time they purchase merchandise from the Alumni Association or in the University Book Store.



◀ The 1998-99 ISU Events Calendar, produced by the Alumni Association as the premier benefit of membership, received awards for its photography, design, and overall presentation from the Council for Advancement and Support of Education (District VI).

The ISU Alumni Association supports

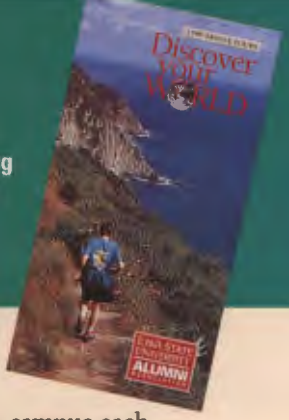
Alumni and friends

The Alumni Association provides a lifetime link between the university and its alumni and friends.

The commitment of alumni and friends will ensure that Iowa State University is a leader in higher education for generations to come. The ISU Alumni Association aspires, along with the university, to become the very best alumni association in the nation. This will be achieved through record-breaking membership numbers; alumni involvement; and programs that support the personal, professional, educational, and social growth of alumni and friends.

Here are just a few examples of opportunities for all alumni supported by the ISU Alumni Association:

- In 1998, the circulation of VISIONS magazine was expanded to serve all alumni and parents of undergraduate students.
- The Association honored 65 outstanding alumni, faculty, and staff at its annual Honors and Awards program.
- The Legacy Program served 5,000 children of alumni.
- More than 40 ISU Clubs were active throughout the United States and the world.
- Career networking activities gave alumni an opportunity to network with other alumni in their fields.



The Alumni Association offered 16 travel tours during 1999 to alumni and their traveling companions. Tours included Alumni College programs in Europe, cruises, Alaskan adventures, and more.

Alumni Days brings the 50-year Golden Anniversary class back to campus each summer, along with an invitation to previous classes to gather and renew old friendships. Alumni Days activities include campus tours, college and educational programs, meals and social time, performance events, the Gold Medal Dinner/Dance, and a garden breakfast at the Knoll.

"Alumni Days is a happy occasion, and as committee members we've had the opportunity to meet new people and experience a sort of homecoming with friends we remember from our college days. Everyone who comes back for Alumni Days really seems to enjoy it. Some of them are seeing the campus for the first time in many years, and they're amazed how it's grown. It's really an eye-opening experience."

– Alumni Days Committee Members Gordon ('50) and Muriel ('49) Bivens

A toll-free telephone number was implemented by the Alumni Association in 1998. The number of alumni who took advantage of the toll-free line (1-877-ISU-ALUM) grew from 181 during the summer of 1998 to 1,287 during the summer of 1999. In addi-tion, the Association Web site (www.alumni.iastate.edu) provides alumni and friends instant access to Alumni Association information 24 hours a day.

In 1998-99, the ISU Alumni Association sponsored:

- Nearly 100 basketball and football gamewatch parties across the country
- Five spirit rallies for more than 2,500 fans at the Big XII Basketball Tournament in Kansas City
- Two NCAA women's basketball tournament spirit rallies for 650 fans in Cincinnati
- And pre-game events at selected football and basketball games for hundreds of Cyclone fans

These events were open to all alumni and friends.

The ISU Alumni Association supports

ISU students

Current students are vital to Association programming; they embody the future of the Alumni Association.

Students play a key role in the strength of the ISU Alumni Association, and they, in turn, reap the benefits of Association programming. The Alumni Association provides a "Going Places" scholarship for students to study abroad, alumni mentors, international student receptions, career networking, and special send-offs for graduating seniors. But perhaps the two most visible programs for students are the Association-sponsored Student Alumni Association, a select group of student leaders who sponsor and coordinate dozens of campus-wide activities each year, and membership in the Collegiate Alumni Association, which provides nearly 3,000 students a discounted membership rate and locally-offered programs, services, and merchandise.

▶ **Each year, the Student Alumni Association and ISU Parents Association honor an Iowa State family. The 1998 Family of the Year was the Grant family: Megan Grant, along with her brother J.R., grandfather Richard, and father Stuart, all ISU alumni.**

Amy Gomez was one of the first students to receive the Alumni Association's new "Going Places" **scholarship,** which provides financial support for students to study abroad. Gomez studied marketing in Europe during the summer of 1999.

"It really opened my eyes. We always think we're better in America than anyone else, but now I see that a lot of us don't know much about the rest of the world."

– Amy Gomez, senior marketing major

Nearly 3,000 students choose to become annual members of the **Collegiate Alumni Association,** a dues-based organization that makes students aware of the Alumni Association and gives them many of the same benefits they'll receive as alumni.

"Being a member of the Collegiate Alumni Association is a great opportunity to meet other Iowa State students. The best event I went to last year was the campus barbecue held the week before finals. It was a sunny day and there were about 500 people there.... I like the Collegiate Alumni Association T-shirt – you see people wearing them everywhere! I also use my membership card to get discounts at restaurants and shops."

– Collegiate Association member James Abbey, junior economics major

▼ **The Student Alumni Association provides students with leader-ship opportunities that enhance school spirit and promote ISU pride and loyalty through involvement in campus, community, and alumni activities. SAA's 110 members sponsor, plan, and coordinate activities including Homecoming, Family Weekend, Senior Week, Career Preview Days, and Lil Sibs Weekend.**

The 1999 SAA Executive Council

Front: SAA President J.R. Flynn. Second row: Julie Myers, Tanya Ryan, Brooke Douglas. Third row: Ryan Christenson, Chad Harris, Stephanie Connors, Ben Malin. Back: Katie Bock. (Not pictured: Aaron Peterson, Angie Genkinger, Jennifer Smith, Garrett Toay.)

Statements of Activities and Changes in Unrestricted Net Assets

Years ended June 30, 1999 and 1998

Revenues	**1999**	**1998**
Contributions:		
Annual dues	$ 610,860	$ 537,657
Life memberships	349,983	346,122
University support	174,609	180,505
Foundation support	133,356	125,349
Gift support	169,852	61,562
Total contributions	1,438,660	1,251,195
Earnings:		
Interest and dividend income	114,939	105,623
Net unrealized gains on investments	41,437	239,341
Equity in (loss) earnings of University Systems Technology	(92,502)	23,956
Sales and royalties	558,404	501,915
Activity and event fees	109,251	79,696
Miscellaneous income	7,150	38,914
Total earnings	738,679	989,445
Total revenues	$ 2,177,339	$ 2,240,640
Expenses		
Membership and income development	$ 323,571	$ 312,095
Alumni events	169,160	148,352
Alumni services	97,722	73,504
Constituent relations	222,374	178,867
Publications	600,923	418,426
Student programs	149,870	129,980
Career programs	56,656	44,247
Administration	527,725	458,079
Fundraising	22,648	33,212
Total expenses	$ 2,170,649	$ 1,796,762
Increase in unrestricted net assets	6,690	443,878
Unrestricted net assets at beginning of year	2,488,848	2,044,970
Unrestricted net assets at end of year	$ 2,495,538	$ 2,488,848

Statements of Financial Position

June 30, 1999 and 1998

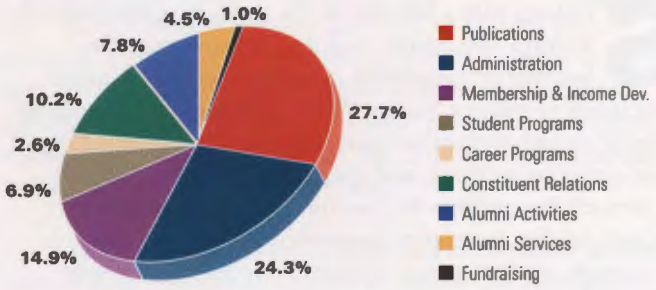
Assets	**1999**	**1998**
Cash and cash equivalents	$ 193,007	$ 253,796
Receivables:		
Accrued investment earnings	26,846	23,826
Royalty	103,469	84,052
Athletic department	200,000	-
Other	14,725	-
Prepaid expenses	26,410	35,216
Investments managed by Iowa State University Foundation	2,226,454	2,315,792
Office furniture and equipment	179,312	164,535
Less accumulated depreciation	100,180	71,488
Net office furniture and equipment	79,132	93,047
Investment in University Systems Technology	7,578	100,080
Cash value of life insurance	4,287	4,035
Deferred endowment campaign costs	36,368	54,551
Total assets	$ 2,918,276	$ 2,964,395
Liabilities and Net Assets		
Accounts payable and accrued liabilities	$ 170,511	$ 185,509
Deferred revenue	6,000	12,000
Unearned dues	246,227	278,038
Total liabilities	422,738	475,547
Unrestricted net assets	2,495,538	2,488,848
Commitments		
Total liabilities and net assets	$ 2,918,276	$ 2,964,395

**See notes to financial statements*

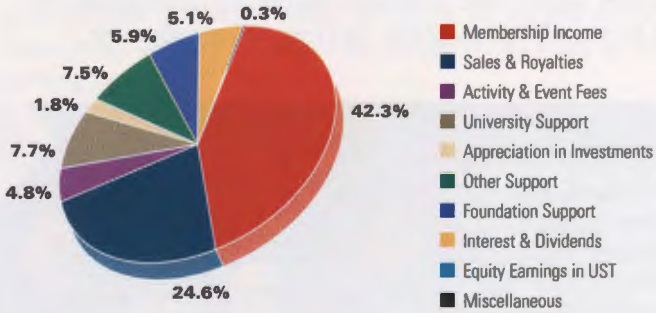
Notes to financial statements:

Investments managed by the Iowa State University Foundation are held in the Life Membership Investment Fund. This fund was established in accordance with the Articles of Incorporation. The Investment Fund is not donor restricted and the Board of Directors may authorize expenditures from the Investment Fund in payment of current expenses of the Corporation or in the furtherance of its objectives and purposes. The current minimum Fund balance, in accordance with Article III of the Bylaws, is $1,312,290 and is included in unrestricted net assets.

Cost Centers



Revenue Streams



1998-99 CASE District VI Awards

Gold

- Collegiate Membership brochure
- Series of photos, 1998-99 Calendar
- Series of photos, Reiman Gardens, VISIONS
- Feature writing, Christian Petersen: The Gentle Sculptor, VISIONS

Silver

- ABC Replica Receptions
- Overall periodical, VISIONS magazine
- Feature writing, women in veterinary medicine, VISIONS
- Cover design, dog cover, VISIONS
- Cover design, Christian Petersen cover, VISIONS
- Editorial design, Reiman Gardens, VISIONS
- Overall publication, 1998-99 Calendar
- Publication design, 1998-99 Calendar

Bronze

- Editorial design, Costa Rica, VISIONS
- Series of photos, Costa Rica, VISIONS

Other awards

- Student Alumni Association, CASE District VI Outstanding Organization Award and Outstanding Program Award (Homecoming Community Service: Habitat for Humanity)
- Most Inspirational Award for Cy's Big Top Display, Veishea 1999
- Jim Hopson, executive director, ISU Staff Excellence Award

The Iowa State University Alumni Association 1998-1999 Annual Report was prepared by the Alumni Association Publications Office.

Editor/writer: Carole Gieseke
Photography: Jim Heemstra
Design: Mauck+Associates

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.

March

1 ISU Club of Dallas, men's and women's basketball gamewatches

2 Carnegie Hall Jazz Band (Stephens)

4 ISU Club of Dallas, men's basketball gamewatch

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 Alumni Lunch Club, featuring Dr. Thomas Hill, Des Moines

10 Alumni Breakfast Club, featuring Dr. Martin Jischke, Kansas City

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

9 ISU Club of Dallas, men's basketball gamewatch

13-17 Spring Break

16-18 NCAA Wrestling Championships (St. Louis)

18 Women's Gymnastics Big 12 Championships at ISU

19-22 College of Education Department of Educational Leadership and Policy Studies alumni reception, Indianapolis

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

23-26 ISU Theatre presents *Love's Fire*

26 Scholars and Leaders Award Ceremony

28 *Busytown* – School Performance (Stephens)

29 College of Engineering alumni reception, Minneapolis

April

1 Brahms' *A German Requiem*, featuring Simon Estes, Iowa State Singers, Oratorio Choir, ISU Chamber Singers, and ISU Symphony Orchestra

1-5 College of Education Department of Educational Leadership and Policy Studies alumni reception, Washington, D.C.

6-7 Road Scholars tour and alumni reception, northwest Iowa

12 Alumni Breakfast Club, Des Moines

14 Alumni Breakfast Club, featuring Tim Jury, Kansas City

13-24 Alumni Travel: Waterways of Belgium and Holland

14 College of Veterinary Medicine, sustaining members recognition dinner

14-16 Veishea
"Today's Dreams, Tomorrow's Reality"
Web link http://www.veishea.org

14-16 SOV: *Into the Woods*

24-28 College of Education alumni reception, New Orleans

29 Spring pops concert featuring Iowa State Singers and Off the Record

30 ISU Symphonic Band and University Band in concert

May

5 Graduate commencement

6 Undergraduate commencement

6 Commencement luncheon

7-15 Alumni Travel: Alumni College in Ireland

7-19 Alumni Travel: Majestic Passage cruise on Rhine and Moselle Rivers

10 Alumni Breakfast Club, Des Moines

10-16 Alumni Travel: Washington & Oregon

15 Summer Session I classes begin

19 Alumni Breakfast Club, featuring Len Rodman, Kansas City

19 Alumni Association Board of Directors meeting

19 Alumni Association annual meeting

June

8-10 Alumni Days
(Class reunions for classes of 1950, '45, '40, '35, '30, '25)

12 Summer Session II classes begin

14 Alumni Breakfast Club, Des Moines

18 College of Engineering alumni reception, St. Louis

July

11-22 Alumni Travel: Treasures of the Seine

19-August 1 Alumni Travel: Danube Cruise

23 College of Veterinary Medicine alumni reception, Salt Lake City, Utah

24-August 5 Alumni Travel: Alaskan Wilderness and Cruise

SECOND LIVES

New paths can be forged at any time, but those who take them late in life inspire our admiration and respect. Here are the stories of three Iowa Staters who lived a first life fully and well. And then started in on a second one.

By Karol Crosbie

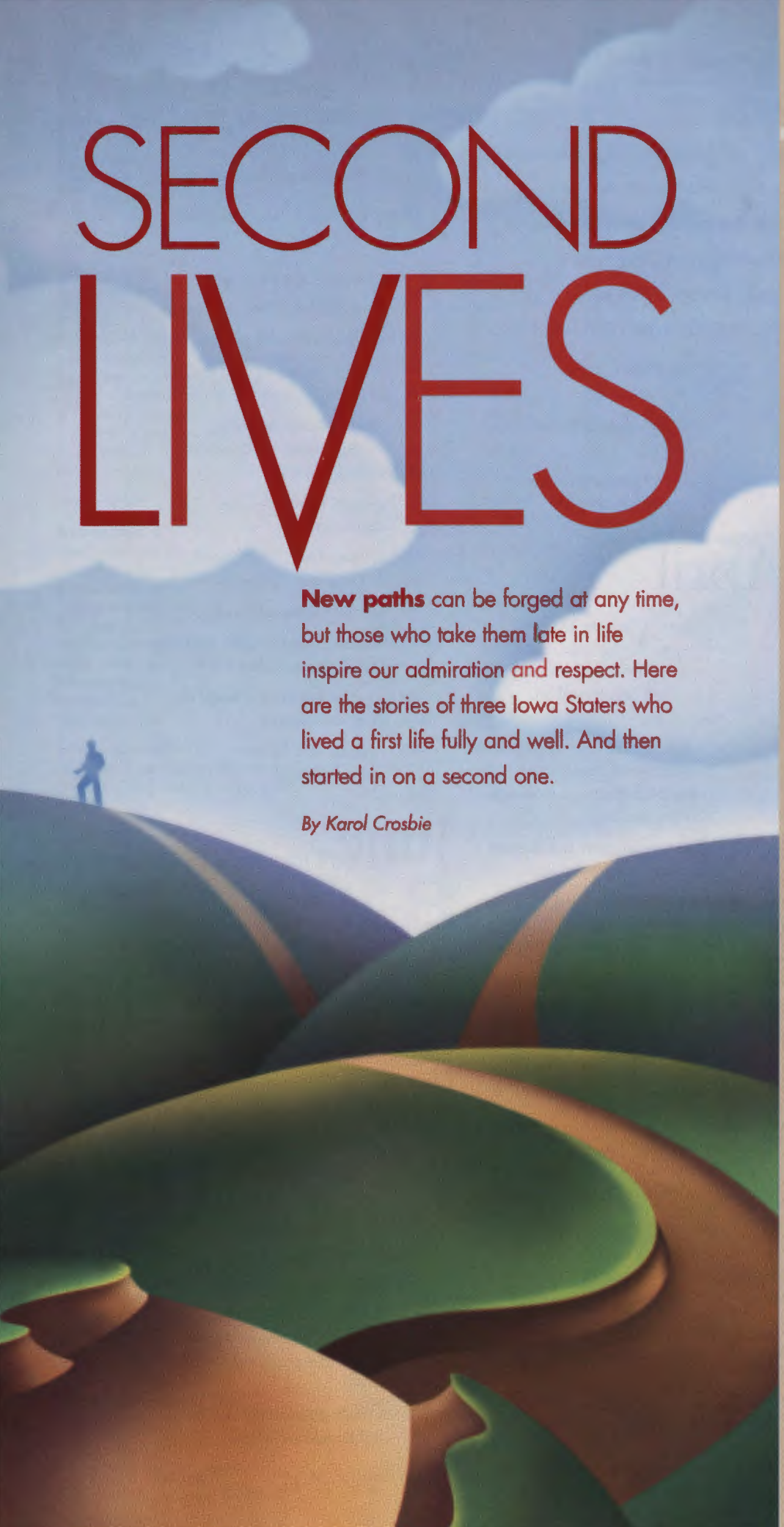


ILLUSTRATION BY GROUP 3

PEOPLE WHO KNOW MARY RICHARDS WELL ARE NOT SURPRISED AT THE CHANGES SHE IS MAKING IN HER LIFE. AFTER LIVING IN CENTRAL IOWA FOR 30 YEARS, AT AGE 63 SHE IS HEADED TO WASHINGTON, D.C., TO WORK IN A FIELD THAT HAS BEEN CLOSE TO HER HEART FOR MOST OF HER ADULT LIFE: CRIME PREVENTION.

A prosecuting attorney for Story County for 20 years, Richards is an expert at using evidence to persuade. When she successfully prosecuted three violent murder cases that rocked Story County, she demonstrated that she could put away violent criminals with the best of them.

Her new job with the organization Fight Crime: Invest in Kids will connect her with other prosecutors, police, and crime survivors who, like Richards, understand that law enforcement means more than just putting away the bad guys.

As a county attorney, Richards saw cycles of despair and dysfunction plunge families into predictable patterns. She remembers seeing a little girl in her courtroom who, at age six, had been neglected by her parents. Twelve years later, the little girl was back in her courtroom, this time not as victim, but as perpetrator.

"We have to break the cycle somewhere. And breaking the cycle when you're ready to put people in prison is not breaking it at all. As a prosecutor, you are constantly looking at the elements

BODY OF EVIDENCE

of people's lives that affect the way that they behave, and seeing what you can do about it. If you're a proactive prosecutor, you don't just look at the offense, try the case, and suggest the punishment. You really look at what can be done to prevent the crime from happening again."

Doug Marek, deputy attorney general for the State of Iowa, who worked as Richards' assistant county attorney for 19 years, says Richards was effective at doing just that.

"The buzz words in criminal justice – 'restorative justice' – really do have meaning when you think of Mary's role. Restorative justice is not simply dealing with the victim or offender, but restoring the whole community," said Marek.

Her new role with Fight Crime seems a perfect one for Richards, for its premise that crime prevention works is supported by hard evidence. She will be asking legislators and other policy makers to consider the evidence: that early childhood investments in basic human services can cut delinquency by as much as 91percent. These services include parent-training home visits, early childhood education, nutrition, health, and safety that begin prenatally and continue until children reach elementary school. Parental abuse and neglect of children – one of the main predictors of later delinquency – can be cut by as much as 80 percent by intensive home visits. Quality mentoring can cut teen drug use in half. After-school programs in high-crime areas can cut by as much as 75 percent a student's risk of becoming involved in violent juvenile crime in peak hours – the unsupervised hours between 3 p.m. and 6 p.m.

As a transition from county attorney to prevention advocate, Richards spent 10 months with Youth and Shelter Services, a local prevention and treatment agency, where she worked with at-risk female teens in an after-school program. Also, she worked as a volunteer mentor to a young single mother who was struggling to become self sufficient. In her new job, Richards will be convincing other prosecutors, police officers, and crime supervisors to add their voices to an organization that is non-partisan and which supports concepts rather than specific programs. Founded in 1996, Fight Crime has grown from a handful of professionals to a staff of 15. Its bottom-line message is not only that prevention works, but that it saves communities money.

> "...IF YOU'RE A PROACTIVE PROSECUTOR, YOU DON'T JUST LOOK AT THE OFFENSE, TRY THE CASE, AND SUGGEST THE PUNISHMENT. YOU REALLY LOOK AT WHAT CAN BE DONE TO PREVENT THE CRIME FROM HAPPENING AGAIN."

Resistance to the message and an insistence on only reacting to crime rather than preventing it, comes from an age-old, emotional need to punish, says Richards. "It comes from an 'us against them,' mind set. 'Us' are the people who have property and are law abiding, and 'them' is this vague group who disobey the law, who violate our property rights, and our personal rights.

"Our immediate, visceral reaction is to strike out – to want revenge. But these kinds of emotions do not arise out of logical thinking."

Richards and the many like-minded prosecutors and police officers she will recruit, will use logical thinking, past experience, and a body of evidence to convince communities of an immutable fact: that inadequate funding of prevention programs is like fighting crime with one hand tied behind their collective backs. ■

JIM HEEMSTRA

After 20 years as a prosecuting attorney, Mary Richards is using her powers of persuasion to convince communities that crime prevention programs for youth are effective.

VINTAGE SPIRITS

AT AGE 77, RAY ANDERSON IS WORKING ON HIS THIRD PROFESSIONAL REINCARNATION. FIRST CAME AEROSPACE ENGINEER. AND THEN KIWI GROWER. AND FINALLY, VINEYARD OWNER. AND GRAPES, KIWIS, AND AEROSPACE REALLY ARE CONNECTED.

Anderson grew up on a farm in Gilbert, near Iowa State. He remembers selling dairy cream to Iowa State College, and being visited by veterinary students, who doctored ailing cows and horses. "It was always a dream to attend ISC, but being farmer-poor in the '30s, it was only a scholarship from Sears and Roebuck that made it possible," he remembers.

After two years at Iowa State, Anderson's education was interrupted by World War II, when he was accepted into the Navy Aviation V-5 program, where he served for the next three years. He returned to Iowa State, married Nadine Youngkin on the national "Bride and Groom" radio program, and graduated with a degree in aerospace engineering in 1948.

His career as an aerospace engineer blossomed at Douglas Aircraft, Co. in California, where he would work for the next 29 years.

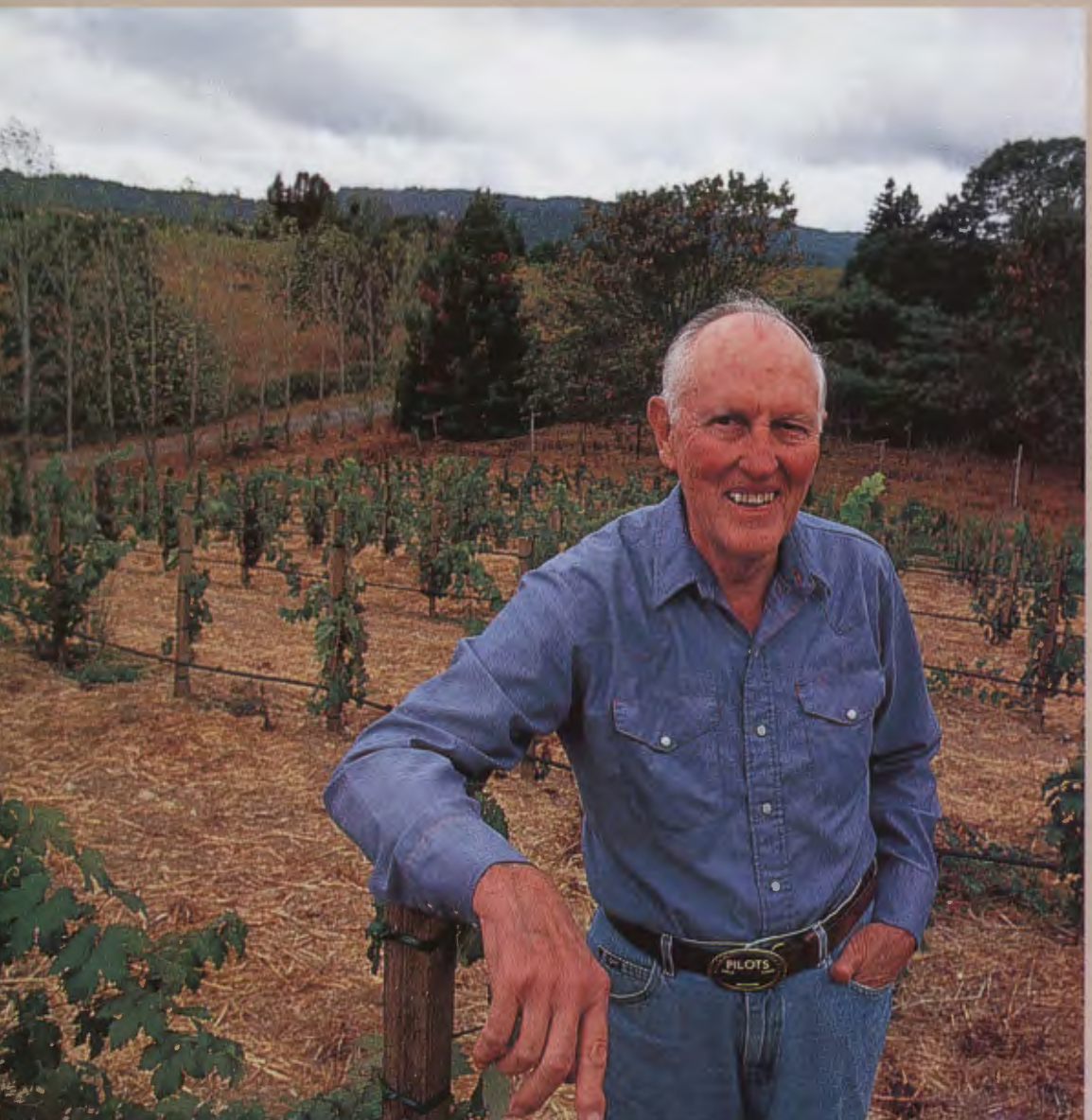
> THERE IS SOMETHING ABOUT IOWANS WHO GREW UP ON A FARM THAT CAN'T LEAVE WELL ENOUGH ALONE.

When retirement beckoned in 1982, he hunted for land in northern California that would accommodate his consuming passion – flying airplanes. His reason for buying 35 acres of land in Sonoma County was because the acreage came with a municipal airport that had fallen on hard times and needed a buyer.

He and Nadine had purchased 35 acres of undeveloped, overgrown land full of poison oaks, and should have been happy to just fly their airplane. But there is something about Iowans who grew up on a farm that can't leave well enough alone. "We had this land, and we knew the land could do better."

So when local extension agents gave a meeting about growing kiwis, the hot crop of the '80s, Ray and Nadine Anderson took notes, read books, and before they knew it, found themselves with 500 kiwi trees.

But growing kiwis was far different than the corn, oats, and alfalfa they had grown up with. Daily, the Andersons irrigated each tree with as much as 30 gallons of water, for a growing season of about six months. Kiwis are harvested when the sugar level is perfect – all 500,000 kiwis in one day. The couple discovered that the longer they could keep the fruits on the tree, the better. To keep the fruits from freezing, they created overhead water sprays, whose icicle canopies kept the temperatures at 32 degrees.



JIM HEEMSTRA

Ray and Nadine Anderson are starting in on their third career: Growing zinfandel grapes on the unique soil of Dry Creek Valley, Ca.

After harvest, the kiwi juices began to flow and the pair soon gained a reputation for being experts in kiwi cuisine. Gallons of kiwi barbecue sauce, chutney, and kiwi-apple juice began pouring from the Anderson orchard. They sold at farmers' markets and grocery stores, and with typical Midwestern good will, put an unmanned kiwi stand by the road, with a box for payment.

Fifteen years and about 750 tons of kiwis later, the Andersons had had enough. Not only was the work never ending, the market had dropped out of kiwis, due primarily to international competition and processing costs. "People who were in the kiwi market in the beginning got a dollar a pound net; by the time we quit, they sold for pennies a pound," says Anderson.

"Kiwis are gone from this area now; we were the last ones in the county to have any measurable kiwis. Everybody was smart enough to quit before us."

And so, for the second time, the Andersons cleared their land. But there is something about the land of Dry Creek Valley that produces a unique zinfandel grape that some claim is better than any in the world, so when Quivera Vineyards approached them about contracting their land to grow grapes, the Andersons enthusiastically plunged into still another phase of their lives.

This time around, the couple is happy to oversee the process. They can buy the fruits of their land – a bottle of zinfandel that has been described as "rich... with lots of jammy ripe fruit" – at a Quivera winery that is just minutes from their home.

If kiwi prices plummeted, land prices did not. The country's thirst for California wine remains strong, and the Anderson's vineyard is now worth about $50,000 an acre.

Ray Anderson's new venture allows him time for his consuming hobby – airplanes, especially his 1950 classic Cessna. He is an airplane history buff, and active in the nearby Pacific Coast Air Museum. After a full career of designing, testing, and building military airplanes, he can now devote his energy to private planes.

Anderson wears a belt buckle that proclaims that "pilots never die, they just become tail draggers." But no tail dragging is evident at the Anderson estate.

"I never find time to catch up with myself. But I keep trying." ■

DEVELOPING DIRECTION

IF SOMEONE WERE TO TAKE A PHOTOGRAPH OF CHUCK HENNINGSEN'S LIFE, IT WOULD HAVE MULTIPLE EXPOSURES – IMAGES LAYERED ONE UPON THE OTHER. THE STORY WOULD BE TOLD WITH COLOR AND IN BLACK AND WHITE. THERE WOULD BE PERIODS OF CHAOS AND PERIODS OF SERENITY, AND A FEELING OF UNPREDICTABILITY. AND THE PHOTOGRAPH OF CHUCK HENNINGSEN'S LIFE WOULD BE HUGE.

One of the most successful avant garde photographers in the business, Henningsen began his professional life with a 1957 degree in industrial engineering from Iowa State. But engineering in the '50s, says Henningsen, was like Marine boot camp. "It was rote slide rule work. There was just no room in the engineering curricula for creativity back then. About as creative as you could get was freshman English and a course in speech."

Henningsen quickly left his first job with Hewlett Packard in Silicon Valley and discovered that he could, after all, tap into creative skills learned at Iowa State – not from his engineering classes, but from his student leadership activities. When he co-founded a company that distributed raw materials to the electronics industry and that relied more on sales savvy than slide rule sense, he found his student leadership exposure invaluable.

"Iowa State really had, and I think still does have, one of the finest student activities programs in the country. It gave me a chance to essentially operate my own business. I was chairman of Homecoming when I was a sophomore and then president of the student body when I was a senior. And both of those were big-budget kinds of things – they were like running a small business."

Henningsen's company, based in northern California, grew from small to huge very quickly – eventually into a $100 million dollar business, with a customer base of about 7,000, including large aerospace and military companies. But if you were to take a photograph of Henningsen's life at that time, you would have seen a black hole where his center should have been. "It was a hard-charging, pressure-packed, hectic business," he says.

One day, to escape the pressures of capitalism, Henningsen took off to Yosemite National Park for a weekend by himself. His life would never be the same. A chance meeting and dinner with photographer Ansel Adams began a love for photography that would give him a new focus. Henningsen signed up for Adams' 10-day workshop. But first he would have to buy a camera. "I went back to the Bay area and bought myself a new Hasselblad; I was the only one of 100 students who didn't have a single fine art photograph to show."

"I just loved it," he remembers. "What I loved as much as the art form were the people. They had such a different viewpoint from capitalists. They were softer and quieter and more introspective and more loving and virtually noncompetitive."

BILL GILLETTE

CHUCK HENNINGSEN

Two photographs by Chuck Henningsen show contrasting styles: *Graffiti II*, a cibachrome, was taken in San Francisco in 1993. *An Iowa Memory*, using a gum/platinum technique, was taken in Zearing, Iowa, in 1999.

What began quietly soon gathered momentum. The first roll of film Henningsen developed included a photograph of Ansel Adams looking out over Yosemite Valley. Henningsen's photograph was later widely published and was made into a poster that Adams signed.

Henningsen explored (and continues to explore) many means of photographic expression, but his favorite became a unique style that used an old material and a new method. He used paper that had been coated in platinum, a method that was used in the early '20s and '30s but had been discontinued because it couldn't easily be enlarged. The platinum coating gives a photograph a richer look, with more subtle gradation.

On this old material, Henningsen used a new technique called solarization, in which negatives are pulled out midway through their development, flashed with light, and then submerged in developing solution. Darks go light and lights go dark. The photographer doesn't know what the negative will do until the process is all over.

A CHANCE MEETING WITH ANSEL ADAMS INSPIRED HENNINGSEN TO CHANGE HIS LIFE'S FOCUS.

But if photographers of yesteryear were limited by enlargement technology, this would not be the case with Henningsen. He developed a process for printing the largest platinum prints produced in the country, using knowledge he had gained from the electronics industry. In 1989, he sold his electronics company to the employees, moved to Taos, N.M., and submerged himself in his photography full-time.

Designing his 3,000 foot, million-dollar studio finally allowed Henningsen to use his engineering skills. "When I built this, I ended up using my engineering more than I had ever used it before. Things come full circle. Whereas early on I was sort of bored with the lack of creativity in engineering, today I've combined a lot of technology with creativity. I'm grateful for that."

Today, Henningsen has sold more than 10,000 copies of his prints, which start at $1,500 each, in galleries throughout the country. Although he likes working with multiple exposure images, traditional images still intrigue him. One of his newest photographs is of a barn near Zearing, called *An Iowa Memory*. "I found this corn crib out in a newly plowed field, and it was just sitting out there all by itself with a couple of bare trees around it."

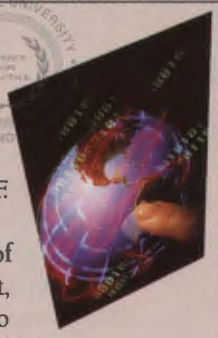
The photograph that is Henningsen's life continues to develop. ■

Evolution of an Idea

ISU EXPERTS IN MANY FIELDS SEEK TO UNDERSTAND AND COMMUNICATE THE RISKS AND BENEFITS OF GENETICALLY MODIFIED CROPS

By Karol Crosbie

GENETICALLY MODIFIED ORGANISMS – GMOS. THE MEDIA IS FULL OF THEM THESE DAYS – AND THE MORE STORIES THERE ARE, THE MORE QUESTIONS ARISE. WHY DO WE NEED GMOS? WHY HAS EUROPE REJECTED THEM? AT IOWA STATE, THERE IS GROWING RECOGNITION AMONG SCIENTISTS AND RESEARCHERS THAT CLEAR COMMUNICATION WITH THE PUBLIC ABOUT RISKS AND BENEFITS IS A VERY REAL RESPONSIBILITY OF THE UNIVERSITY.



EVOLUTION, NOT REVOLUTION

Although the university's new Plant Sciences Institute will make use of and contribute to the newest technology of genetic modification, Iowa State scientists have been modifying crops for years. In fact, consumers have eaten food and otherwise benefited from crops that have been genetically modified for 500 years. Many foods have been modified by traditional methods of breeding, which bring two plants together by transferring pollen from one variety to another and selecting for desirable traits. Newer methods include biotechnology in which scientists isolate and transfer specific stretches of DNA using specialized enzymes. An evolving technology now allows scientists to splice genes and, with great precision, move genes between unrelated species.

In the past, consumers have not demanded that the hundreds of genetically modified foods that they eat be labeled "GMOs." Such foods include seedless grapes, miniature carrots, double sweet corn, nectarines (genetically altered peaches), and tangelos (a cross between tangerines and grapefruits.) The January 2000 issue of the widely circulated University of California *Wellness Letter* includes advice to readers to eat brocallini, a cross between broccoli and Chinese kale, and broccoflower, a cross between broccoli and cauliflower.

But explanations to most European consumers that most genetic modification is nothing new is falling on panic-stricken ears. Japan and many European countries have refused to buy genetically modified corn, soybeans, and potatoes, reflecting a belief that eating genetically modified food can make you sick. Although there is currently no evidence to support the fear, the consequences of the alarm are very real. Fifty-five percent of soybeans and 35 percent of corn grown in Iowa has been genetically modified, and farmers are bearing the brunt of the GMO fear abroad. The State Department estimates that Europe's refusal to permit the import of some corn varieties has cost American farmers approximately $200 million.

Many believe that fears in Europe have grown from diminished trust in government and industry to protect and inform the public, particularly following the mad cow disease disaster. The public's distrust has been exploited by special interest groups which, say scientists, launched a campaign of misinformation that has been alarmingly successful. Both research and history indicates that when average consumers are faced with controversies they don't understand, they will avoid the controversial product.

"Today, as we discover solutions to problems, we must address whether the consumer will accept them," says Walter Fehr, C.F. Curtis distinguished professor of agriculture and director of biotechnology. "It's just a part of the evolution of science that we have to accept, and that's difficult to do as Americans. We're so geared to speed and change. But change is hard to accept, and some cultures simply don't want to change this fast."

WEIGHING BENEFITS AND RISKS

Although there is no evidence that genetic modification techniques are inherently harmful, scientists are becoming better tuned to anticipating, managing, and communicating possible risks that may result from the new technology. They are committed to communicating the science of GMOs, both risks and benefits.

POTENTIAL BENEFITS

There is little wonder that ISU President Martin C. Jischke describes ISU's Plant Science Institute as using "extraordinarily exciting science." The Plant Science Institute's eight centers, which will focus on crop utilization research, seed science, plant genomics, bioinformatics and biological statistics, plant transformation and gene expression, plant responses to stress, designer crops, and plant breeding, will use and develop both new and traditional methods of modifying plants. "The Institute's research will be independent and unbiased," says Colin Scanes, interim director of the Institute.

Modified crops feed the world

The United Nations estimates that 800 million people in poor nations are chronically undernourished. The situation is expected to get worse. Just changing the way food is distributed will probably not solve the need for more food. But using biotechnology to grow better food – and grow food better – might. For a very small price, for example, biotechnology eliminated a generations-old virus from oca, a root crop that is a staple in Peru, resulting in a 200 percent increase in productivity. Research is currently being conducted on "golden rice," in which vitamin A and iron have been introduced. The resulting product may significantly improve nutrition in developing countries. ISU scientists are engineering healthier oil products with a lower saturated fat content and developing corn with improved protein content. Using both traditional and newer technologies, they are also creating crops with a greater tolerance for fluctuations in rainfall and temperatures, which can dramatically reduce yields.

Modified crops can benefit the environment

It's difficult to find anything that has been as damaging to the environment as indiscriminate use of dangerous herbicides. The development of Roundup was a significant step forward, because the chemical is quickly degraded in soil, has low toxicity to humans and animals, and is effective in killing weeds. Unfortunately, it also killed crops. With the use of genetic engineering, crop species have been created to resist the herbicide. The result has been reduced applications of other herbicides, which were potentially damaging to the environment.

One of the most controversial modified crops currently on the market is Bt corn, which ISU researchers say has significant benefits to the environment. Bt corn contains genes from a bacterium that occurs naturally in the soil, Bacillus thuringiensis (Bt). The bacterium naturally kills some pests, particularly European corn borers. When bred into plants, it allows them to withstand the pests; growing Bt crops can dramatically reduce the use of environmentally damaging insecticides. An estimated 20-25 percent of U.S. corn acreage is now planted with Bt varieties. A recent study by ISU researchers found that about half of Midwest farmers who use Bt corn don't use insecticides. "The amount of insecticide used by Iowa farmers continues to go down every year," says Marlin Rice, ISU entomology professor.

Modified crops can improve health

An additional attribute of Bt corn is the animal and human health benefit that can result when corn borers are prevented from damaging the crop. Not only do borers reduce crop quality and yield, their damage to plants also results in a fungus that releases chemicals that are toxic to humans and animals. One toxin, fumonisin, is associated with esophageal cancer in humans and can also lead to fatal diseases in horses and swine that eat infected corn. "Our results indicate that under some conditions, genetic engineering of maize for insect resistance may enhance its safety for animal and human consumption," said Gary Munkvold, ISU plant pathology professor and researcher on the project.

Scientists can now modify plants to deliver medicine. Researchers at Cornell University, for example, are working to transfer the genetic code for the hepatitis B vaccine into bananas. Although most Americans can afford standard hepatitis B inoculations, which cost about $200, the disease takes its toll on thousands of children and adults in developing nations because they can't afford the medicine. If the researchers' work is successful, the inoculations soon could cost as little as 10 cents per dose and require no medical personnel to administer them. Research is also underway to use potatoes to deliver a vaccination against cholera and diarrhea, the leading causes of infant deaths in the developing world.

STUDYING POTENTIAL RISKS

ISU researchers are committed to looking at all aspects of genetically modified crops, including potential risks. "I have faith in the university research system," says Gary Comstock, associate professor of philosophy and religious studies and coordinator of ISU's Bioethics Program. "We will develop rigorous testing procedures for unseen environmental effects."

Can modified plants endanger the environment?

Two separate studies, one conducted at Cornell University and one at Iowa State, found that under lab conditions monarch butterflies died after ingesting the pollen of some varieties of corn that had been genetically modified to resist corn borers (Bt corn). Iowa State is conducting ongoing research to monitor real (non-laboratory) effects of Bt corn and to monitor monarch butterfly populations.

In addition to the risk to non-target organisms like monarch butterflies, researchers at New York University and Venezuelan Institute of Scientific Investigations have recently discovered that the toxins produced by Bt corn remain in the soil much longer than had previously been thought. Soil bacteria destroy the toxin if they can get to it, but if the poison binds to clay particles and humid acids, it can remain active for at least seven months. Pollen falling on the ground and corn stocks plowed back into the soil add to the toxin that the roots secrete. Researchers don't know if build-up would continue or level off. "This potential risk deserves ongoing research," says Lisa Lorenzen Dahl, industrial liaison, ISU biotechnology. "I'm confident that we can create safe, effective, beneficial products through modern biotechnology techniques."

Can genetic modification result in "super pests" and "super weeds?"

Critics of biotechnology worry that natural selection may result in "super pests" (insects that evolve to withstand genetic modification). Might we, for example, someday have a bigger, fiercer Bt-resistant corn borer to battle? Perhaps. But the risk is no greater with plants than have been genetically modified with new techniques than it has historically been with traditional plant breeding, says Alan Miller, professor of plant pathology. "In nature, pests are ever-evolving. Hopefully we can stay ahead of the game."

Might the same genes that help resist herbicides migrate to nearby weeds, making them immune to herbicides and necessitating greater use of herbicides? This is a real concern in areas where canola is grown near weedy mustard, because the plants are similar and grow in the same environment. But it is of minor concern with soybeans and corn because there are no weedy relatives growing nearby which could receive the resistance genes, says Charlotte Bronson, professor of plant pathology and director of the Plant Science Institute's Center for Plant Responses to Environmental Stresses.

Could combinations of genes result in new or hidden allergens?

Researchers are vigilant about this concern. In 1993, Pioneer Hi-Bred International, Inc. relied on data from the University of Nebraska that revealed that a soybean that had been modified from a gene from a brazil nut might cause allergic reactions. Pioneer discontinued research on the variety. Ironically, an attribute some perceive as a risk is also considered a benefit by scientists, as they use genetic modification to reduce allergens. Identifying the genes that cause allergic reactions and removing them from foods could change the lives of thousands of children and adults. "New technology is going to require careful science at every step," says Diane Birt, chair of ISU's Department of Food Science and Human Nutrition. "Analyzing crops for allergens is something we are doing."

Can antibiotic-resistance genes used in GMO research contribute to humans' evolving resistance to antibiotics?

Researchers attach antibiotic-resistance genes to other genes they want to introduce into plants. These antibiotic-resistance markers allow researchers to distinguish between plant cells that have successfully assimilated new genetic material and those that have not. Might these genes transfer from genetically engineered food to bacteria that live in the gastro-intestinal tract, and contribute to the growing crisis about humans' evolving resistance to antibiotics? The verdict in the scientific community is that the chance of antibiotic-resistance genes getting in intestinal bacteria is minuscule. "All that I have read indicates that microbiologists and public health specialists do not believe that there is significant risk with current GMO technologies that resistance genes for antibiotics used clinically today would be transferred into human or animal intestinal or pathogenic bacteria," says Richard F. Ross, dean of the ISU College of Veterinary Medicine.

OPEN DOORS

As ISU scientists continue to weigh the risks and benefits of genetically modified crops, they understand that science alone may not convince a troubled public.

There are historic examples of the public fearing new technologies declared safe according to scientific standards, including pasteurization and fluoridation. And although the European community has accepted irradiation of meat, U.S. consumers have not. "About 3,000 people die every year because of food poisoning which could be prevented through irradiation," says Dermot Hayes, ISU professor of economics. Hayes advocates labeling foods that have been modified. "If that's what the public needs to feel safer, then let's give it to them," he says. "They have a right to know."

Universities are excellent forums for research and communication about GMOs, say ISU administrators. "Our research is not happening behind closed doors," says Bronson. "What better place than the university to study genetic modification? It is our obligation."

Web link www.plantsciences.iastate.edu

Web link www.biotech.iastate.edu

Tow named chief operating officer for University of Illinois Alumni Association

After 20 years with the Iowa State University Alumni Association, Karen Tow, associate executive director, has been named the chief operating officer for the University of Illinois Alumni Association, which has offices in Chicago, Springfield, and Urbana/Champaign.

"Karen's professionalism and attention to detail were hallmarks of her 20-year career with the Alumni Association," said Jeff Johnson, executive director of the ISU Alumni Association. "We wish her much success at Illinois."

Web link www.uiaa.org

Jim Hopson honored

Jim Hopson, former executive director of the ISU Alumni Association, has been honored by the Council for Advancement and Support of Education (CASE) for his service to the organization. Hopson was presented with the Virginia Carter Smith Recognition Award at the CASE District VI annual conference in St. Louis in January. The award is for senior advancement professionals with exceptional service to CASE who are ending or will end their careers.

Hopson, who was executive director of the ISU Alumni Association from 1979 until he retired in June 1999, served CASE in many ways. He chaired conferences, commissions and committees, moderated assemblies, and taught workshops. In 1988, he received the CASE District VI Distinguished Service Award.

Web link www.case.org/

Alumni Days set for June 8-10

The ISU Alumni Association will honor members of the golden anniversary class of 1950 during Alumni Days 2000, June 8-10. Alumni who graduated in 1945, 1940, 1935, 1930, and 1925 are also 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. The Alumni Association Web site has information about Alumni Days 2000, as well as a look back at past reunions, or alumni may call toll-free 1-877-ISU-ALUM (locally, call 294-4557).

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

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:

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

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

Companion Animal Fund Gift Form

Amount Enclosed $ _____
(Make check payable to ISU Companion Animal Fund)

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:

Name _____

Address _____

_____
CITY STATE ZIP

Gift From:

Donor's Name _____

Address _____

_____
CITY STATE ZIP

Telephone (_____) _____

The Entrepreneurial Spirit – by Mark Thomson

Career Insights

One of the most remarkable aspects of a career in business is that it can lead to something completely unexpected. The unprecedented changes in business today are leading to the greatest opportunities ever in self-employment and entrepreneurship. If you keep an open mind, you can find work in an area you never even knew existed.

Iowa State University is a wonderful place to get ready. When I was a freshman at ISU, I did not know exactly what I wanted to do, so I selected a general business curriculum that paved the way for a career as an entrepreneur. My business classes, plus involvement in the Advertising Club, selling ads for the *ISU Daily*, and other activities unlocked an interest in advertising. I was lucky to find a professor/mentor who encouraged me to pursue an independent study project that interested me. My project was a multi-image sales presentation for a corporate exhibit at a trade show in Chicago.

That project opened the door to an account executive position at a New York advertising agency. After gaining experience there, I started my own production company

My advice to anyone interested in self-employment is: find a mentor for ideas, advice, and inspiration. And use the Internet as a resource for small business start-up questions and to keep current in your field of interest.

Finally, follow your dream. Find out what you really love and start doing it. Everything else will fall into place.

Mark Thomson '83 is president of Thomson Productions, Inc.

Web link thomsonproductions.com

Web link www.alumni.iastate.edu

The ISU Alumni Association – it works for a lifetime

The ISU Alumni Association welcomes these 245 new lifetime members who joined July through December 1999. If you would like to upgrade your membership from annual to lifetime, call toll-free 1-877-ISU-ALUM (294-2648 locally).

Brian R. Abram
Douglas G. Adolphson
James M. Ampe
Ober J. Anderson
Katie and Brad Battani
Sally and Kim Beisser
Heather L. Berg
Jack S. Berka
James W. Beyer
Viola J. Blankers
Kevin E. Bogue
Timothy J. Bomgaars
Susan and Michael Brandt
Ann Brinkman
Elizabeth L. Brinn
Cherie and Curtis Brown
Richard A. Brownlee
Lawrence A. Buck
Sol Bucksbaum
Julie and Jeffrey Bundy
Janet and Steve Campbell
Richard A. Carmichael
David T. Case
Steven G. Chapman
Connie Cher
Michael Christman
Dale W. Clausen
Carol and Eli Cohen
Luann and Raymond Conant
Renee A. Cork
Ruth and Kenneth Cozart
Elizabeth and Dennis Cronin
Stacey and Daniel Culhane
Sharon and Sterling Dahl
Sarah and Jerry Davis
Craig DeRuiter
David R. Dougherty
Ray D. Drefke
Linda H. Dunblazier
Barbara and Stanley Elwell
Holly and Eric Erickson
Jenny Erps
Lynne and Mark Faullin
Thomas G. Fierke
Ellis G. Fleenor
Mary L. Freelund
Elizabeth and Robert Freese
Ann and James Frein
Nicole and John Gade
Donata and Joseph Garvey
Mary Gillette
Laura and Michael D. Gilman
Deborah and Steven Gladson
Kelly L. Gomez
Jackie and David Green
Diane and Glenn Griger
Cheri C. Gustafson
Robin L. Haddock
Clinton Halley
Debra and Mark Hanson
Mark H. Hanson
Rowena and Loren Hardinger
Daniel W. Harms
Simon L. Haxton
Thamon E. Hazen
Corinne R. Heetland
Tanya J. Herman
Alexia and David Hibbs
Randall W. Hicks
Bonnie B. Hoerner
David R. Hoffman
John A. Holmes
Gene D. Huelman
Stacey J. Hultine
Susan L. Hurtt
Theresa M. Jacobs
Nicole and Corey Jansen
Kristin A. and Chad A. Jaycox
Walter A. Jessup
Eleanor M. Johns
Allen H. Johnson
Merri and Keith Johnson
Carrie Jorgensen
Carol and Mark Kemper
James M. Keys
Johna and Ryan Klaahsen
Roger C. Klouda
Tiffany and Kevin J. Knox
Janice Kolberg
Martha and Phil Krone
Rachele and Michael Kugel
Ian C. Lamp
Julie and Gary Larsen
Kevin Lee
Debra and Tracy Lemar
Choy Leow
Mark Leuthold
Chad T. Lingenfelter
Jeffrey M. Lockwood
Thomas G. Macfie
Wineva and Stephen Mahr
Adam Mangold
Matthew W. Markland
John G. Martens
Sally J. Matheson
Dave J. Maupin
Timothy M. McGinnity
Sara McKenzie
Renee J. McPhee
Lori Norton-Meier and David Meier
Kendall R. Meyeraan
Shirley and Jerry Mills
Lynne and Gary Moeller
Thelma and Loran Mohr
Louise F. Morgan
Daniel J. Murray
Paul M. Negley
Kelly S. Nelson
William J. Neuliep
Amy M. Nixt
Debra K. Norem
Adam B. Obrecht
Jennifer and Kim Ogle
Norman Olson
Alan L. O'Neal
Stephenie Elliott Ovrom and Paul A. Ovrom
Cheyenne L. Palmer
Richard A. Pape
Jarrod R. Pauling
Lynn R. Pendry
Molly C. and Robert C. Petersen
Jesse B. Peterson
Duane Petty
Frank Pinero
Theresa A. and James W. Pohorsky
Robert L. Porter
Julia and Kevin Prohaska
Diana and Dustin Putnam
Kevin M. Radke
Douglas L. Rasmussen
H. Duane Ratliff
Gary A. Rogeness
Judy and Quentin Ruchte
Lisa Sapolis
Richard H. Sass
Charles J. Schleusner
Jennifer Schmidt
Andrew P. Schmitz
Daniel L. Shanda
Joy D. Shutters
Robert F. Sieck
Joel Sieren
John B. Simpson
Clara M. Smith
Jennifer and Luke Snyder
Edward J. Stanek
Wendy and Mark Stavish
Michael Stemper
Marilyn and H. G. Stevenson
Jay E. Stewart
Erik Swanson
Jeanette M. and Jayson E. Swope
Ele Nore Tallman
Margaret and Scott Taylor
Robert J. Taylor
Rory D. Taylor
John T. Teduits
Gilbert L. Thomas
George W. Thompson
Nancy H. and Stan J. Thompson
Tracy A. Thomsen
Hugh E. Thomson
Evelyn and Robert Tiemeyer
Janice and Charles Twinam
Laurence VanHouten-Wright
Kristin Van Winkle-Vinson and Michael Vinson
Randall J. Welp
Terence Welsh
Jeremy C. Williams
Clifford E. Wilson
Walter D. Worth
Duane Wright
Hui-Jane and Tai-Hung Yang
Molly and Jon W. Zeitler
Karen and Gerald Zimmerman

by Karol Crosbie

Investing in students

A special scholarship helps students build new lives

Roy J. Carver, who died in 1981, was a Muscatine industrialist with the drive and soul of a classic business entrepreneur and a reputation for both brilliance and compassion. He left a legacy of generosity that today is helping students throughout Iowa obtain their lifelong desire for a college degree.

"Providing the opportunity for students to pursue a university education is one of the most basic and fundamental ideas of the land-grant movement."

– ISU President Martin Jischke

The Roy J. Carver Charitable Trust was established under the laws of the state of Iowa in 1982. The largest private foundation in Iowa, the Carver Trust is also one of the largest donors in Iowa State history. Its $11 million in gifts have funded many of ISU's highest priorities, from facilities and start-up research projects to a scholarship program which is one of the largest administered by ISU's Office of Financial Aid.

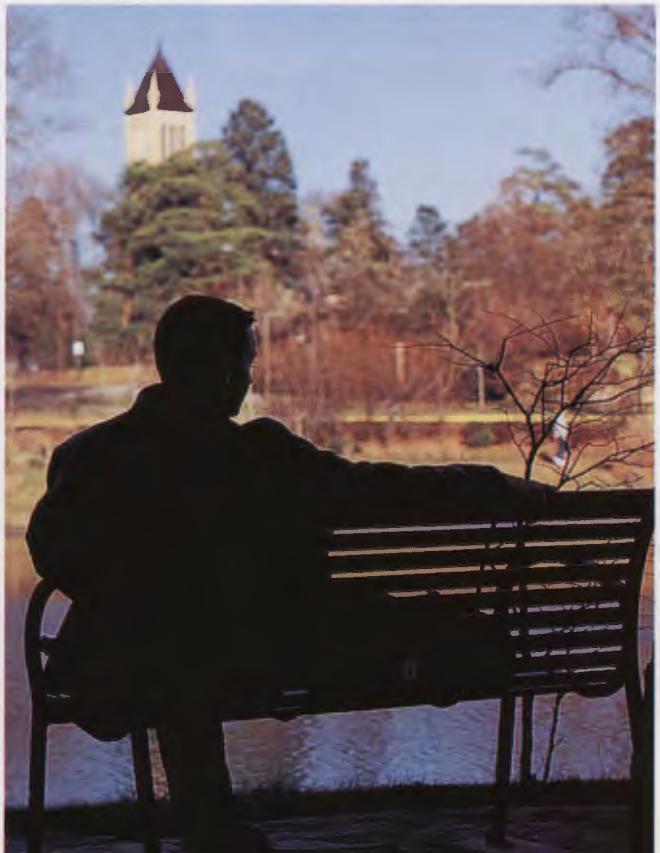
The statewide Carver Scholar Program distributes more than $800,000 annually to students who struggle to overcome personal setbacks and who may fall between the cracks of other financial aid programs. Scholarships for $3,800 (one of the largest amounts awarded) are available to sophomore students for use in their junior and senior years.

"We are very proud of Iowa State's Carver Scholars," said Troy Ross, Ph.D., executive administrator of the Carver Trust. "These students have demonstrated the desire to succeed by overcoming significant social, economic, and psychological barriers in getting a baccalaureate degree. Their success reflects the spirit the program was designed to recognize and promote."

Two current recipients are Jill Hackman and Andrew A.

Andrew A.

Andrew does not hesitate to say that he is an alcoholic. But he hesitates to tell his full name to the world (which is full of potential employers). A junior majoring in management information systems, Andrew is poised to enter a lifetime of self reliance and success.



Andrew A., who turned his life around with the help of local human services, is a recipient of a Carver Scholarship.

It hasn't always been that way. By the time he was 10, Andrew had been arrested for stealing and vandalism. By the time he was in high school, he was drinking steadily and getting high on marijuana at least five or six times a day. "I blacked out, passed out, got into trouble, and thought I was having fun," he remembers.

By the time he had accrued 86 discipline referrals in high school, he was expelled. But living at home and working as a laborer in a machine shop gave him more money to spend on alcohol, and even less responsibility than in high school. In 1994 he was arrested for driving while he was drunk, tried as an adult, and court-ordered to receive treatment at Youth and Shelter Services (YSS) in Ames.

There, he was introduced to a new reality. "My reality was twisted; I thought that there was no other way to live my life. But at YSS, I got sober, and learned how to live a different life."

He has been sober ever since, and is committed to going to Alcoholics Anonymous at least four or five times every week. He finished high school at the Des Moines Area Community College, and started his program in management

Jill Hackman, who has dreamed of becoming a teacher since she was small, shares a smile with kindergartner Sylvia Jang at ISU's laboratory school.

information systems before being offered the Roy J. Carver Scholarship to attend Iowa State. He is a student member of the YSS Board of Directors, where executive director George Belitsos says he inspires other board members to get involved. "He is one of the most outstanding people I know," says Belitsos.

Andrew mentors a 16-year-old who has been court-ordered into a mentoring program. "It's kind of an arranged friendship," Andrew says of the mentoring experience. "We started at ground zero. He's a tough kid – who thought I was hired to spy on him." But the day that the "tough kid" gave him a hug, Andrew knew he was making a difference.

Andrew completed an internship in Chicago last summer and hopes to do another before he graduates. "Today, I have a plan and I'm pretty focused," he says. "Today, things are good."

Jill Hackman

Jill Hackman has loved little kids for a long time, but it has only been recently that she knew she had what it takes to be a kindergarten teacher. She and her two sisters grew up missing the daily words of encouragement that most kids take for granted from their parents. Jill's mother died when she was five years old, and her father's job as a truck driver took him out of state. The girls were raised by a nanny and saw their father about once a month. Jill routinely received Cs in school.

When Jill enrolled in a small college in Dubuque and began to receive scores that put her at the top of her class, something clicked. "I said to myself, 'Maybe I can be smart – maybe I'm not so stupid!'"

She had been saving for college since she was 15 years old, saving Social Security checks and money from part-time jobs. But one semester's tuition exhausted all of her savings. Jill was ecstatic when she was offered a Roy J. Carver scholarship to attend Iowa State.

A junior in elementary education, Jill is an undergraduate research assistant in the Human Development and Family Study Early Headstart Project and also works at the department's laboratory school.

She hopes to continue her education for a specialization in counseling. "When mom died, I had no counseling. No one told us how we should be feeling. I want to let children know that when things happen, there is someone to trust and talk to. I want them to know it's all right." ■

Providing opportunity

The Roy J. Carver Scholarship Program is one of many successful financial aid programs established by Iowa State alumni and friends to provide access to a college education to more students throughout Iowa and the United States. Since 1995, donors have contributed almost $92 million in scholarship support. The more than 500 new scholarships they have created through the ISU Foundation's Campaign Destiny are helping to ensure that Iowa State remains true to its legacy as a land-grant school.

"Providing the opportunity for students to pursue a university education is one of the most basic and fundamental ideas of the land-grant movement," said ISU President Martin Jischke. "In order to achieve our aspiration of becoming the nation's best land-grant university, we must also lead the nation in providing new opportunities for deserving students to pursue an education at Iowa State."

The scholarships vary in terms of amounts they award and individual students they assist. *To make gifts in any of these areas, call 515-294-4607.*

National Merit Scholarships - Awarded to National Merit and National Achievement finalists

Christina Hixson Opportunity Awards - Available to first-year students from Iowa, based on need and accomplishment

Minority Scholarships - Available to high-performing minority students

Student Athlete Scholarships - Available to NCAA Division I student athletes

President's Leadership Initiative - Extends opportunities for students with leadership potential

General Scholarships - Established within any university academic area

by Mike Krapfl

High school powerhouses are newest Cyclone softball recruits

Their spring season was months away.

But there they were, on a December Thursday, running through their pre-season drills at the east end of the Lied Recreation Athletic Center. There were no gloves, no bats, not even a softball in sight. Just sweat and quick feet as the Cyclone softball team tried to work into playing shape.

Pat, pat, pat, pat, pat, pat...

Their feet made like pistons, working up and down, racing through the rungs of a rope ladder stretched on the center's infield turf. Over and over, the players ran through the ladder. Sometimes it was one foot to a rung, sometimes two, only rarely a misstep and a stumble. The players sprinted after each repetition. Ponytails waved behind them. They cheered each other with high fives. The Cyclones, even with their coaches away at a national meeting, didn't seem to mind sweating over footwork. This, after all, is a team that seems to be hitting its stride.

"There are a lot of really good things happening."

The last time the Cyclone softball team finished above .500 was 1995, when it finished 22-21-1. But now, as Head Coach Ruth Crowe sees it, "There are a lot of really good things happening."

Jessica Polo, a senior shortstop from California, was drafted by the Ohio Pride of the Women's Pro Softball League. Kristin Ferguson, a math major with great grades, was named a GTE Academic All-American. Erin Woods, a fifth-year student and potential member of Canada's Olympic softball team, was sticking around Ames to help her old team. And there were two record-breaking recruits joining the roster.

Jen Bice, from Woodward (about 25 minutes from campus), struck out 2,175 batters for the Woodward-Granger Hawks. That's a national record. Bice was also the first high school softball player in the country to strike out 2,000 batters.

Erica Martinez, from Fort Madison (in southeast Iowa), hit 24 home runs during her senior season for the Fort Madison Bloodhounds. That's the national single-season record. She also set the Iowa high school career record by hitting 47 softballs out of the park.

The two faced each other in two prep games. The first time – a tournament in Cedar Rapids – Martinez singled, homered, and walked. But Bice's team won, 2-1. The second time was an all-star game at the end of the season. Martinez accepted another walk.

Now they're teammates, wearing matching gray T-shirts and blue shorts to a winter practice. And how was Iowa State able to lure such potential from the country's softball powers?

"I think one of the biggest things we have to sell is that we're a program on the move," Crowe said.

So Bice and Martinez signed on, got to know each other, and before long had a lot more in common than big-time high school records.

They are, for example, both confident about the Cyclones' chances this season. "We should at least be .500," Martinez said. Bice agreed, "This year should be a breakthrough year if we play up to our potential."

There's more than optimism that ties these two: They're taking just about every class together this spring, including economics, history, sociology, and English. They both live in Larch Hall, where they like to get together for a pepperoni pizza. The two even have tattoos on their shoulder blades. Bice's shows a yellow rose. The rose, she said, is in honor of her mother, Lori Harney-Bice, who died in an auto accident when Bice was a sophomore in high school. And Martinez has one with a cross and a softball. Why a tattoo? "I just wanted to be like Jen Bice," Martinez said with a giggle.

Their coach is expecting more than fun and friendship from the two.

"Bice," Crowe said, "is a big, strong kid who throws extremely hard and is extremely competitive. I think she'll be very successful early in her career with just those elements."

There has, however, been an early setback. Bice had toe surgery last fall. She drags her right foot when she pitches and that foot was starting to hurt. The surgery cleaned up some calcium deposits, Bice said. She thinks she'll be ready for the spring season.

And then there's Martinez, who you'd never guess is a home-run hitter. She's 5 feet 3 and about 135 pounds. "But I tell you what," Crowe said, "she's committed herself to being

Freshmen pitcher Jen Bice and hitter Erica Martinez have turned high school rivalry into teamwork.

a great hitter. She's hitting and practicing all the time. She even hits a punching bag with a bat. She just has what you need to be a great hitter."

Both players have some adjusting to do, though. Iowa State's mini-season last fall taught them they're not in high school anymore.

"It's different," Martinez said. "The hitters are better. They all can hit."

Bice, from her spot in the middle of the infield, noticed that, too.

"The big difference for me was the mental game," she said. "You had to take your time. You don't want to rush your pitches. They can hit a lot better."

Their new teammates are expecting the young players to learn their lessons and help the team improve on last year's 23-30 record.

Polo, the Cyclone's professional draftee and one of the team's captains, said the two freshmen "are definitely good for the team. They'll add depth." And yes, she noted, they even listen to the seniors.

Michelle Junod, a senior utility player and a team captain from Ankeny, said she likes what she's seen of the two. "They both have a good work ethic and a team mentality," she said. "Any time you have that, it's obviously a good addition to the team."

Another thing the two freshmen add is some rah-rah for ISU. "I like everything about this," Martinez said. "I like the school, the campus, the team and the coaches." Bice agreed, "I'm glad I came here. I feel like I'm living the dream I had as a little kid. I always wanted to play at Iowa State."

Then, just as sincerely, Bice admitted she's glad she no longer has to play against Martinez. ■

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

Web link www.fansonly.com/schools/iast/sports/w-softbl/iast-w-softbl-body.html

viewpoint

by Martin Jischke

A new century; a new strategic plan

Martin Jischke

I'm excited. I'm excited about the beginning of a new year, new century, and new millennium; and I'm even more excited about what I see Iowa State University accomplishing in this new era.

The new strategic plan will become our road map to becoming the nation's best land-grant university.

And while it's tempting to look far into the future to imagine the possibilities, let's do something first that land-grant universities are supposed to do, and that's be practical. Let's concentrate first on the immediate future – the next five years, July 1, 2000, to June 30, 2005, to be specific. These are the years that will be guided by Iowa State University's next strategic plan.

For the past year, a dedicated group of administrators, faculty, staff, and students, headed by Rab Mukerjea of my office and Faculty Senate President Dean Ulrichson, has been hard at work creating a draft of our new strategic plan. And one of the reasons I'm so excited about the future, and in particular the next five years, is because of what they have crafted.

This committee has done just what I had hoped it would do in drafting our new plan, and that's to think broadly, creatively, and futuristically. In some ways, it is similar to our previous two plans, and in others, it is very different.

What's the same? Most importantly, the new draft continues our aspiration to become the nation's best land-grant university, which I believe remains a most critical part of what we're doing. And while we are making excellent progress in many areas, we still have a ways to go before we can begin to think of ourselves as being the best, both in terms of fulfilling our land-grant mission to the people of Iowa, and in terms of key national measures with our peer institutions.

What's different? The new draft includes many changes and innovations, but I'd like to focus on three.

First, the six goals of the current plan have been consolidated into three goals that reflect the three-part land-grant mission. However, you won't find the words "teaching, research, and outreach" in the goals. In place of "teaching" is ***learning*** – student learning. In place of "research" is ***discovery***. And in place of "outreach and extension" is ***engagement***. More than new words, they represent new ways of embracing fundamental concepts that are as important today as they were 135 years ago.

The second major change is how these goals are portrayed visually in the draft of the new plan. Instead of listing these three goals separately, they are represented by circles – overlapping one another where each of these missions should intersect and interact with the others. This represents both a conceptual change in how we view our university, and a fundamental change in how we carry out our mission.

Finally, I am especially excited about how the draft of the new plan embraces the concept of "engagement" as defined by the Kellogg Commission on the Future of State and Land-Grant Universities, on which I have the privilege of serving.

The Kellogg Commission's definition of engagement represents an evolution of outreach, which is largely one way (institutions reaching out to provide programs and services to constituents), to a fully two-way connectedness between public universities and the larger society they serve.

The draft of the plan was distributed widely to faculty, staff, and constituents; and open forums were held fall semester. Comments have been received, and the final version of the plan is being prepared for Board of Regents' approval in March.

This is a very important process, because our strategic plan is an important document.

It does not sit on the shelf.

We use it to guide our budget and program decisions.

The Regents use it to guide their decisions involving Iowa State as well.

And it has proven to be an effective tool in our efforts with Iowa State's many different constituents – from alumni and friends to the people of Iowa, and in particular, with their elected leaders – in supporting our efforts to become the nation's best land-grant university.

Iowa State University's new strategic plan will become our road map to achieving this aspiration. I believe it's very well done, and one worth following. ■

Martin Jischke is president of Iowa State University.

Web link www.iastate.edu/~president/2005/draft/cover.html

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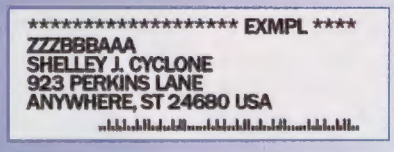

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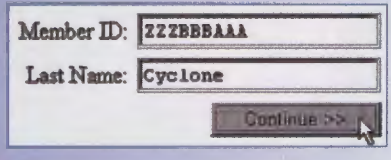

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