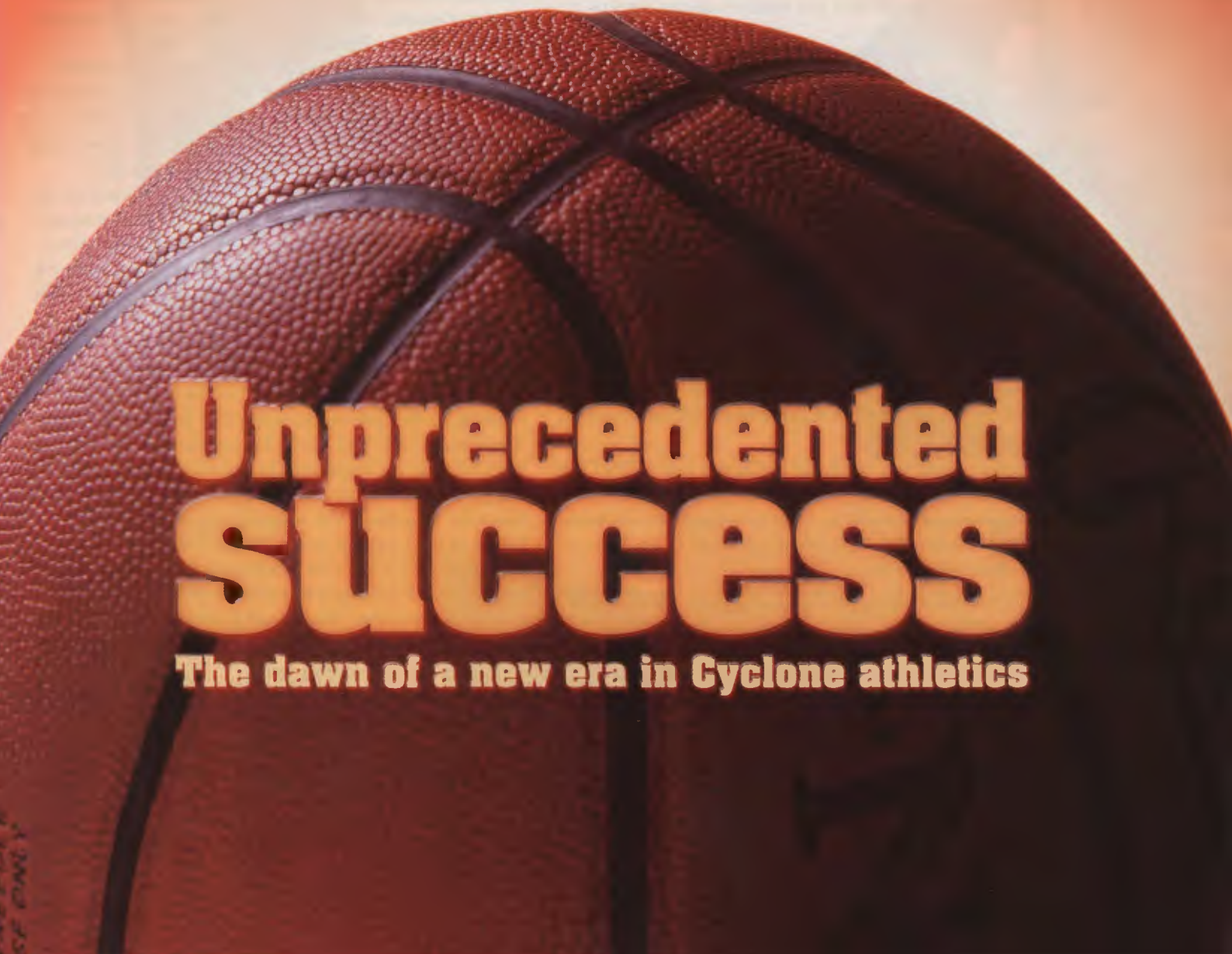
IOWA STATE UNIVERSITY

VISIONS

July/August 2000

A PUBLICATION OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION



Unprecedented success

The dawn of a new era in Cyclone athletics

by Carole Gieseke

Morrill values

Each time we send another issue of VISIONS off to the printer, we assess the potential response from readers. What will they like? What mistakes will they find? What will be controversial?

Fact is, we never know what articles will prompt readers to respond. In the March/April issue, we ran a story on Morrill Hall and asked readers to send us their comments.

We were blown away by the response. I mean, really blown away. At last count, we've received 207 Morrill Hall letters from alumni and friends representing seven decades of graduation from Iowa State.

Unfortunately, the original article contained both a factual error and some incomplete information. There's no way to know how much this affected the content or number of letters we received. But the first order of business is to set the record straight.

The article stated, "The Board of Regents has not earmarked money" for the purpose of restoring Morrill Hall.

Not true. Here are some key facts on the issue:

- Morrill Hall IS on the Regents' five-year plan for deferred maintenance and renovation for $8 million beginning in FY 2002. (The $8 million figure was a 1997 estimate to restore the building.)
- Some members of the Board of Regents said in 1997 that they would prefer to construct a new building rather than to repair Morrill, but that it would be the decision of the university administration whether or not to restore the building.
- In December 1999, ISU President Martin Jischke said on WOI's "Talk of Iowa" that "absent state funding, there is no plan for the repair and reuse of Morrill Hall."
- The university administration's top priority this year was Gilman Hall, and this project did receive state funding for next fiscal year.
- ISU's other priorities include LeBaron Hall, residence halls, and Coover Hall, all of which involve safety issues and are visited by hundreds of students each day.
- The State Board of Regents receives a list of priority projects from each of the three Regents universities before establishing state-wide priorities for capital improvements. The request is then forwarded to the legislature, which grants the final allocation.

Our VISIONS article also stated that "private donations have not been forthcoming." This may have sounded as if there was never any attempt to raise money to renovate Morrill Hall. On the contrary; the ISU Foundation has conducted two feasibility studies and attempted to identify a lead gift to fund the Morrill Hall renovation project in the last two capital campaigns, but both were unsuccessful.

Without a lead gift and other very sizeable gifts, a project like this will not succeed. There has been interest in the project, I'm told, but no one has stepped up to provide the necessary financial leadership.

The perception of many alumni is that the university can use its own discretion on how to spend the millions of dollars raised during a capital campaign. But in reality, more than 95 percent of all gifts are restricted, so the money can only be used for the purpose for which it is given.

Nevertheless, of the 207 letters we received, only seven readers advocated demolishing the 110-year-old building. The other 200 readers were in favor of restoration. We've included a small sample of the letters beginning on page 4. If you want to read all the letters, unedited, go to our Web page (www.isualum.org/news_views/VISIONS).

In an attempt to understand what motivated this kind of response, I talked to Mark Stankard, an adjunct assistant professor in the Department of Architecture. Mark worked on the restoration of the Ellis Island Immigration Museum in New York, so he knows about historical preservation. He explained that, to many alumni, Morrill Hall is more than just a building. It's an icon that represents the university. It is named for U.S. Sen. Justin Smith Morrill (author of the Morrill Land Grant Act), and its architectural style is significant. Iowa State's other major buildings are constructed of white limestone and look very stoic, proper, and governmental. Morrill's Richardsonian Romanesque style is less formal, and more collegiate, like a big brick house.

"It's really unique," Mark told me. "It's pretty evident that people love this building."

So, where do we stand on this issue? The university is waiting for the state to fund the $8 million project – or for a major donor to step forward – and if that happens, the building will be renovated.

Meanwhile, the grand old building sits patiently, awaiting its fate.

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Volume 13 No.2

Features

Out of the spotlight Desirée Francis, Megan Taylor, and Angie Welle share a laugh during their photo session.

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Unprecedented Success
Never before have so many Cyclone athletic teams ranked so high or made such an impact on the national sports scene. Photographer Jim Heemstra, former VISIONS writer Dan Davenport, and a host of other sportswriters and photographers chronicle a season which was, for Iowa State, truly an amazing journey.

20th Century Milestones
A review of the significant events that transformed a college into a university.

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Advancing technology to become the best
Disappearing Boundaries
Today's technologies are allowing educators to practice their profession in a whole new way.
by Karol Crosbie

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Editor: Carole Gieseke
Associate Editor: Karol Crosbie
Photography: Jim Heemstra
Design: Mauck+Associates
Editorial Assistant: Karen Knight

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On the cover:
Unprecedented athletic success signals the dawn of a new era in Cyclone athletics. Photo illustration by Jim Heemstra

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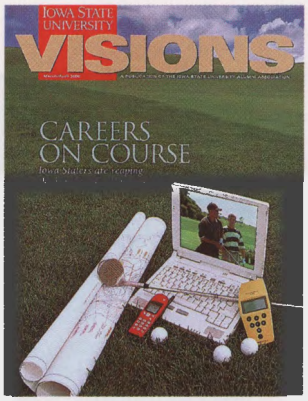
letters



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.

A new century and a new strategic plan should include a revitalized and futuristic Morrill Hall.

VISIONS received an overwhelming volume of letters following the March/April issue. Due to space limitations, we have selected a representative sample of responses. This is only a fraction of the letters, and nearly all are edited for length. To read all the letters, unedited, visit the VISIONS Web page at www.isualum.org/news_views/VISIONS.

Morrill dilemma

I can't tell you how depressing it is to read about the possibility of razing Morrill Hall (*"Morrill dilemma," March/April 2000*).

Unfortunately, I believe that it is symptomatic of the mentality that seems to pervade much of the United States that history – especially architectural history – has no intrinsic value.

That a building of such historic and architectural significance was allowed to deteriorate to this condition in the first place is obscene. It doesn't happen by accident. It is obsolescence by plan...the architectural equivalent of letting your grandmother die by failing to feed her.

I know the arguments for razing Morrill Hall. I'm an architect myself. The line goes like this, "This building is not energy efficient, it is not handicapped accessible, it is a fire trap, it is structurally unsound, etc., etc."

And it is true that not every building deserves to be renovated. But the test for renovation has less to do with dollars than it does with sense. The question we should ask ourselves is, "Does this building contribute more to this campus and the quality of this university than the structure which will replace it?"

I believe it does.

Let me know where to send the check for my contribution.

— Randy L. Guy, '75
El Puerto de Santa Maria, Spain

Morrill Hall is a lovely part of the Iowa State University campus. Its distinctive turreted design and bold brick color make it a marked contrast to many of the other, more contemporary buildings found near it on central campus. Though a new building could be erected at a savings of $100 per square foot, I believe the value of Morrill Hall should be evaluated in ways other than purely monetarily. This hall adds a piece of history to our university, as it is one of the last buildings erected in the 1800s still standing on the Iowa State campus. A new building will never age as well, nor be looked upon as fondly, as Morrill Hall is today. Any structure put in its place could never be a replacement, only a poor substitute.

— Holly J. Schmidt, '98
Lincoln, Nebraska

My heart bleeds when I think that old Morrill Hall has outlived its usefulness and is now in front of the wrecking ball. However, practicality must dictate the course of reason, and if new space is needed, then my vote is to replace this wonderful old building with a new, exciting piece of architecture to celebrate the new millennium.

— Wayne G. Carson, '54
San Diego, California

I can remember being awed by [Morrill Hall] when I was a student climbing the stairs to the choir room and thinking of the thousands of students who had preceded me on those well-worn stairs. It truly saddens me to hear that it has been allowed to fall into decay, although I am well aware of the continuing problems Regents institutions face in having the legislature appropriate sufficient funding for building maintenance projects. It seems that it is always easier to get funding for new construction as opposed to maintaining existing facilities properly. It also seems that big donors would rather see their names associated with new buildings rather than a plaque or something on an old one. However, I feel that if marketed properly, private funds would pour in to renovate Morrill Hall. I know that I would gladly send in the meager contribution that I could afford.

I strongly encourage the university to exhaust all options allowing for the renovation of Morrill Hall before even thinking about making plans for its replacement.

— Blane H. Nansel, RPA, '73, Iowa City, Iowa

I know that there are lots of things that don't make economic sense – and that any place must grow and change and watch its finances carefully to survive in this fast-moving and constantly evolving world.

And I also know that to tear down Morrill Hall is to remove part of the heart of the university. There is no other building like it, and no other building that means as much to all of us.

Worth cannot always

be measured by dollars. Sometimes it is in our faith and vision that we find value. Spend a few dollars more on a priceless treasure? Keep those stories and dreams of our past – not only for us, but for our future? You have my vote.

— Mark Luensmann, '79
Burke, Virginia

How sad it is that every decision nowadays has to be based on dollar signs. Of course, Morrill Hall needs to be renovated – because it is Iowa State's legacy. I not only vote to restore Morrill, I will donate money toward that project when they make a commitment to it.

— Kathy Siperly, '73
Rock Falls, Illinois

In all the mailings I get about Iowa State and how voraciously the powers-that-be cling to our history as a land-grant agricultural college, it seems downright idiotic to tear down the building bearing the name of the man responsible for it.

— Jami Simon, '81
New York, New York

In any other location, a building 108 years old with as much historical significance as Morrill Hall, there would be no question about spending whatever it costs to restore it. I don't understand why there is any dilemma.

— Pat Kosters, '68
Rock Valley, Iowa

The physical appearance of the campus may seem superficial, but I think that adds much to the college experience. The campus is more than just beautiful. It's inspiring.

The price tag of $300 per square foot is only 33% more than new construction. That is not unreasonable to preserve a grand old lady.

— Richard Closter, '75
LeMars, Iowa

Sometimes you just have to buck up, lean forward, and do the right thing – and the right thing is saving Morrill Hall.

— Rob Hubert, '75
Somerset, New Jersey

Morrill Hall is a gem of Victorian architecture. It exhibits a wealth of building characteristics popular at the close of the 1800s. Its high-pitched roofline, towering turret, promenading windows, and Romanesque arches give us a deeper understanding of the people who saw the wonders of mechanization, flight, and communication begin. Scores of ISU students have depicted this grand jewel in works of art and photography. Let's preserve this part of ISU's past for as long as we can.

— Carol M. Ouverson, '92
ISU Communication
Specialist

If this building was once the pride of Iowa State, what pride do we show by tearing it down? I think we all need to search our hearts and realize that we need to save this beautiful old building.

— David Copenhaver
AIA, '86, '87
Perry, Iowa

Morrill Hall simply has too much history and architectural significance to be demolished. Recognizing the increased cost in renovation versus building new, we would be wise to invest in a building of character that has stood for years as a historic landmark.

— Sharon Juon, '69
Waterloo, Iowa

In the decades ahead, what will become of Beardshear, of Curtiss, of the Campanile? Will these familiar places be razed someday because they were too expensive to maintain? If I return to campus for a visit in 30 years, will I still recognize it?

— Janelle K. Rohrbaugh, '81
Fort Collins, Colorado

Those who favor razing an architectural landmark may never understand the value of history and legacy sustained in a modern world.

Morrill Hall can be easily erased but never replaced. Please know the value it has to its visitors, students, and alumni. It sets ISU apart from the rest.

— Paul Nelson, AIA, '94
Omaha, Nebraska

The article mentioned that restoration would be $300/sq.ft, as opposed to $200 for new construction. That's like comparing old growth forest with newly planted pine trees.

Please let us know how we can help save this important landmark on the Iowa State campus.

— Greg Michel, '63
Des Moines, Iowa

The $300/$200 per-square-foot analysis should be thrown out and morality and heritage should be factored in.

— Liz Gilman, '87
Clive, Iowa

It has been brought to my attention that Morrill Hall is in danger of being torn down. PLEASE DON'T!!!

— John Bistolfo, '92
Glen Ellyn, Illinois

This is the first news report I have seen that tearing down Morrill was being considered. I would vote for restoring it!! If this predicament was more widely publicized, I believe ISU alumni would donate funds to save the building.

— Andre Nauta, '84, '91
South Holland, Illinois

One cannot replace this type of architecture with modern steel reinforced concrete and feel good about it.

— Bob Ladd, '72, '79
Rock Rapids, Iowa

Please not destroy a beautiful piece of architecture. The lovely campus was one of the things I liked most about ISU – I'd hate to see this benefit diminished by the demolition of Morrill Hall. Of course it's more cost-effective to build something new – but cost-effective at the cost of aesthetics. Anyone who's ever been to Europe can appreciate the great charm of gorgeous architecture. Don't detract from ISU's charm by leveling a piece of history.

— Barbara Klink, '82
Ridgewood, New Jersey

letters

I would be the first to help if there was anything I could possibly do, and even though I am a "poor" college student I would consider giving what little I could to this project. Morrill Hall is not only a symbol of Iowa State's history, its rare design and beauty are representative of why I chose ISU over Iowa.

When I walk past the hall (which I do almost every day) I can't help but think of how beautiful it must have been at one time, and it saddens me greatly that the university has let it fall into such disrepair.

Demolishing Morrill Hall would leave a hole in the heart of the campus.

— Christy J. Steffen
ISU sophomore
Ruthven, Iowa

Demolishing Morrill Hall would leave a hole in the heart of the campus. There is just too much history contained within those walls to give up on it.

— Julie Kulak, '95
Maperville, Illinois

I want to reply both as someone who works here and passes the structure regularly and as an architectural historian.

Foremost, I think we should think of what Morrill Hall means to the campus aesthetically. I don't think there is another structure on the campus from which any of us take as much visual or intellectual pleasure.

I teach art and design history. I enjoy modern architecture as much as older or even ancient, and there isn't a period or style of building on campus I don't have some interest in. But I can't think of a single design on the campus – big or small, print, painting, sculpture or architecture – that has as finely proportioned or resonant a sculptural form.

Morrill Hall is an ISU campus treasure. To imagine replacing it with anything like the other structures built here over the past decade is to realize both how much money can be saved and how much culture can be lost.

It is my hope that an outpouring of interest will inform our administration, that has been able to raise hundreds of millions of dollars when it has had a useful project in mind, that this is a rare opportunity to preserve one of ISU's few genuine visual treasures. It is one we can't replace at any cost.

— Gary Michael Tartakov, '63, '66, '69, Associate Professor, Department of Art & Design

Can you imagine if the Statue of Liberty in New York Harbor was torn down and not restored a few years ago? The same goes for MORRILL HALL!

— Scott Krambeck, '82
Huntington, Maryland

I can't imagine the campus without this history.

— Randy Patton, '80
Palm Desert, California

Morrill Hall should be saved. Since when has an $8 million price tag been a road block for Iowa State? As a recent grad, $8 million strikes me as chump-change. If ISU simply advertised the need for restoration funds, I'm sure they would get the pledges.

When alumni come back at Veishea some year and find Morrill Hall gone, I think the entire community would be saddened. But if the alumni come back and find it totally restored, I think the entire community would rejoice!

It would make you proud to be an Iowa Stater!

— Neil Baumhover, '97
Ames, Iowa

By all means, Morrill Hall should be kept and renovated. One cannot put a dollar value on the historical value of a building such as this one. Of course, I may be biased.

— Jim Morrill, '63
Manhattan, Kansas

I can only imagine what the school would replace Morrill Hall with, and it's not good.

— Jason Mahoney, '95
Chicago, Illinois

Morrill Hall was once the pride of Iowa State and SHOULD BE AGAIN! Good heavens! For once, quit crying "poverty."

— Larry Kramer, '63
Cortland, New York

I suggest retaining the round tower and the first east facing gable and integrating these historic elements into a new building. This would honor Morrill, the history of Iowa State and yet move into the future with a modern building.

— Chuck Safris, '63
Des Moines, Iowa

What do I think? I think it is disgusting to think anyone at Iowa State would even think of tearing down Morrill Hall. It is a landmark for anyone who attended Iowa State and a landmark for the state of Iowa. Such a beautiful building could never be replaced.

— Ranae Ahrens, '89
New York, New York

New buildings are great to look at for about 20 years, but after that they start to look like a bad idea. The older buildings are charming and timeless.

— Yvette Lane-Walcott, '94, Athens, Georgia

A new century and a new strategic plan should include a revitalized and futuristic Morrill Hall. What better way to move into the next century than with the building that was there at the beginning.

— Joel W Gabrielson, '75
Belmond, Iowa

I wanted to throw in my two cents regarding Morrill Hall. There has got to be a way to save a piece of history – it is impossible to put a price tag on it. Once it is gone, we can't get it back. And that would be a shame.

— Laura J. Murphy, '92
Minneapolis, Minnesota

Lives are not enriched by doing the practical. Neither are universities.

Renovate, and we will be glad we did. Raze, and we will regret.

— Ron Struss, '75
St. Paul, Minnesota

Morrill dilemma? Renovate it for history's sake! Only barbarians raze buildings.

— Frederick K. Martinson, '59
Boulder, Colorado

Some claim it would be better to demolish than polish. But I don't think even the best Iowa State engineers and architects can rebuild the feeling I got when I first stepped into that building.

— Troy Carmann, '97
Littleton, Colorado

In a society where building for the long term seems like a lost art and payback on investments is calculated in hours and days, not years, we have a responsibility to step back a pace and look again at what we first propose to destroy.

— Scott Lind, '89
Hollandale, Wisconsin

I live in Justin Smith Morrill's hometown of Strafford, Vermont. I am the gardener at his former country home, a Vermont Historic Site and a beautiful example of a pre-Civil War, A.J. Downing-inspired landscape and architecture.

Your question, restore or raze Morrill Hall, is a no-brainer for me. A building dedicated to Sen. Morrill is not just a useful space; it is a piece of history.

— Lorenz Rutz, '82
Stafford, Vermont

Just because the administration at ISU didn't decide to act on the deterioration of Morrill Hall before now does not give them the right to tear it down. The ones who are responsible for letting it deteriorate without proper repairs should be in charge of raising the funds to restore it.

— Tanya Janes, '93, '99
Ames, Iowa

Saving old buildings is NOT a nostalgic approach. It is a FORWARD approach. By saving historic structures we are not only salvaging our history, but providing for a future of diversity and contrast, which is only possible with foresight. Consider the renovation/preservation of Morrill Hall an investment in the future!

— Bryan Berg, '97
Spirit Lake, Iowa

My dad (Paul C. Taff) had his office in this building since before I was born. All five of us graduated from ISU. We remember the polished walnut bannister, grooved steps, the "klickity klack" of the printing presses downstairs. One of our favorite memories was feeling very superior being allowed to watch the Veishea parade from the front window!

A fourth generation of Taffs will enter ISU next fall. Let's save this beautiful building for Aaron and all the students yet to come.

— Marjory Taff Myers, '44
Freeport, Illinois

I have fond memories of Morrill Hall. However, I have always found the architectural design to be awkward and strange. The building is also located too close to the street. I have often thought that this space would add greatly to the openness of central campus. I suggest that it be razed and be replaced with simple open space.

— Scott Rohlf, '77
Orlando, Florida

Evolution of an idea

I am pleased to see the proactive efforts by Iowa State and your article in educating the average layperson about biotechnology advances in agriculture (*"Evolution of an Idea," March/April 2000*).

Thanks for addressing this important issue.

Bill Schuermann, '71
Chesterfield, Missouri

For many years I have worked in crop production in the context of rural development in many countries of the world and I feel obliged to bring a perspective of genetically modified organisms (GMOs) that is not highlighted in your article.

The risk of producing "super-pests" (insects, weeds, or others) is far greater with the Genetically Modified Crops (GMCs) now being released than with traditional crop varieties.

The potential socio-economic impacts of GMCs on resource-poor farming systems of the developing world have not yet been properly studied. Issues of technological and economic dependence of small farmers, as well as the ecological and environmental risks of the technology in tropical and subtropical small farming systems, are not yet fully understood.

— Mario R. Pareja, '76, '84
Divonne-les-Bains, France

It is strange that the article would use fluoridation as an example of a "safe" technology when a lot of new research raises serious questions about the efficacy and side effects of fluoridation.

I do appreciate the perspectives on GMOs in the article. That is another area where I have seen lots of emotion but not much information.

— Roger L. Weiss, '68
Lynden, Washington

Careers on course

I was excited to see the cover of the recent issue of VISIONS (*"Careers on course," March/April 2000*).

A little more research on the United States Golf Association (USGA) would have uncovered two more ISU alums directly involved in the success of golf and would have allowed you to spotlight the success of a woman in a male-dominated sport.

Kimberly Erusha, '82, is the director of education for the USGA's Green Section in Basking Ridge, N.J., and Brian Maloy, '81, is an agronomist in the Mid-Continent region for the USGA's Green Section.

— Stephen H. Cox, '86
Doylestown, Pennsylvania

Eric T. Larsen who graduated in landscape architecture, is now the senior vice president for Arnold Palmer golf courses. Surprising that you missed that.

— Susan Blumenschein Marsh, '71
Omaha, Nebraska

Kickin' it for the Kids

The ISU Dance Marathon raises money for critically ill children.

Tom Scanlan, 21, and Ashley Duit, 12, are survivors. They met last winter to party – to celebrate life and at the same time help other young people who are battling cancer. The ISU computer engineering junior and the Nevada sixth grader were among 500 people who participated in ISU's Dance Marathon, "Kickin' It for the Kids." Sponsored by Children's Miracle Network, the event raised money for critically ill children who are patients at the University of Iowa hospitals and clinics.

For 12 hours, the Memorial Union's Great Hall rocked with music, games, and laughter. The "big kids" – ISU student volunteers – played and danced hard with the "little kids" – children who are battling cancer. Ashley's parents couldn't stop smiling as they watched her bunny hop and play foosball with her older pals. "For the first time in her life, she is healthy and normal," said Ashley's mother, Cindy Duit, who donated her own kidney to her daughter. The transplant – the second one Ashley has received – was successful, and Ashley's future looks bright.

Tom Scanlan remembers a time when his family wondered if he would make it through grade school. But he never doubted that his battle would be successful. Today, his cancer in remission, he is devoted to the success of the Dance Marathon.

Tom Scanlan, right, and Ashley Duit, second from right, team up for foosball competition at the ISU Dance Marathon in December.

The $100,000 raised at the 1999 spring and winter marathons is being used to provide comfort kits to families when they check into the hospital – many times in such a state of emergency that they haven't had a chance to pack essentials. Pagers, phone cards, and computers to send e-mails are also on hand – all compliments of the ISU dance marathons. In addition, Drake, University of Iowa, and ISU marathons joined forces to purchase a breakfast cart for families with children in the hospital. In the past, no breakfast service had been available for families at the University of Iowa hospital.

Plans for the November 2000 Marathon are already well underway. Future dancers are enticed by a Web page entreaty: "Top Ten Reasons to Dance." Highly persuasive is reason #7: "Girls like kids. Girls like guys who like kids." But most compelling is #10: "Bringing smiles to kids' faces." ■

Web link www.dm.stuorg.iastate.edu/

Jischke to become new Purdue president

IN A SURPRISE announcement in late May, ISU President Martin Jischke said he had accepted an offer from Purdue University at West Lafayette, Indiana to become its next president. He replaces President Steven Beering, who is retiring June 30 after 17 years at Purdue. Jischke will take the helm Aug. 14.

Jischke, who was in his ninth year at ISU, has been called the "David Copperfield of university fund-raising." Annual giving soared under his leadership from $45 million in fiscal 1991 to $186 million in fiscal 2000. If asked, almost any Iowa Stater could repeat Jischke's oft-stated goal: "To become the best land-grant university in the nation."

He may be able to take his goal with him. Purdue is a land-grant university, which, like ISU, is known for its agriculture and engineering programs.

ISU has embarked on a search for its 14th president, a process that some Board of Regents members say may be concluded by the end of the year. Richard Seagrave, Anson Marston Distinguished Professor of Chemical Engineering, has been named interim president.

Watch for a summary of Jischke's impact on Iowa State in the September/October VISIONS. ■

Web link www.iastate.edu/~president/bio.html

Web link www.purdue.edu/oop/president/

Focus on families.
"Strengthening Families To Become the Best" is the theme for the 2000-2001 year at Iowa State University.

Windows to the past: The Marston Water Tower can be seen through the gleaming new windows of Howe Hall, the first phase of the Engineering Teaching and Research Complex, (ETRC) which was completed last fall.

Marston Water Tower remains constant beacon

THE MARSTON WATER TOWER HAS SEEN MANY changes since it first surveyed the campus in 1897. But none is more significant than those that occurred this past year. A gleaming Howe Hall arose – the first phase of the two-building Engineering Teaching and Research Complex. Howe Hall, which houses the Virtual Reality Applications Center, Aerospace Engineering and Engineering Mechanics, Engineering Distance Education, the Iowa Space Grant Consortium, and the Center for Industrial Research and Service (CIRAS), will be connected to a second building, Hoover Hall, by a skywalk that will cross Bissell Road. Hoover Hall will house the Materials Science Engineering Department and the Engineering College's computing support office. The skywalk will also connect the existing Black Engineering Building. ■

Goodbye Exhibit Hall: To make way for the second phase of ETRC, Exhibit Hall was torn down this spring. The old brick building was constructed in 1918 to house trucks used for war training work. Since then, it was used as a metal-working shop, an aeronautics laboratory, and as a home for WOI-TV, the Iowa State bands, telecommunicative arts, and design services.

Washington Week at ISU

PRESIDENTIAL-ELECTION-YEAR CAUCUSES ALWAYS GARNER PLENTY of media attention for Iowa, and ISU frequently shares the limelight. This past year, a high point was an on-campus filming of *Washington Week in Review.* The segment was taped at Stephens Auditorium, where students, faculty, and townspeople flocked to watch journalists discuss the Iowa caucuses and other major news events.

Included in the roundtable discussion were panelists David Broder, national political reporter for *The Washington Post* and syndicated columnist; Gloria Borger, contributing editor and political columnist for *U.S. News and World Report* and CBS news analyst; and Elizabeth Arnold, correspondent for National Public Radio's Washington Bureau. The event was moderated by Gwen Ifill, senior correspondent for *The News Hour with Jim Lehrer.*

Following the traditional 30-minute program, an additional 30 minutes of audience interaction was live-streamed over the program's Web site. The event marked the first time in the program's 32-year history that panelists took questions from the audience. More than 100 students were involved as questioners, technical crew, production assistants, and as escorts for the panel members. The event was sponsored by the ISU Greenlee School of Journalism and Communication. ■

BON APPÉTIT!

Nine lucky ISU Alumni Association members will have an opportunity to dine with a dean or a coach! Enter the Great Alumni Association Giveaway by Aug. 6 and you could win:

- **Dinner with your college dean (8 winners!)**
- **Dinner for four with the coach of your choice**

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

To enter the final Giveaway, 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.isualum.org/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!

the great Alumni ASSOCIATION giveaway

Drawing will be held August 7, 2000. Entries must be received by August 6. 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.

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

For a list of spring 2000 Giveaway winners, visit Alumni Association Web site: www.isualum.org

Music, theatre, dance highlight 2000-2001 Season at Stephens

TWENTY SHOWS WILL BE PRESENTED IN STEPHENS AUDITORIUM during 2000-2001 as part of Iowa State Center's Season at Stephens. They are:

- Luma Theatre of Light (Sept. 17)
- Veriovka Ukranian National Dance Co. (Oct. 2)
- Capitol Steps (Oct. 13)
- *The Hungry Caterpillar* (Oct. 22)
- *Footloose* (Oct. 24)
- Royal Winnipeg Ballet: *Dracula* (Oct. 31)
- Vienna Symphony Orchestra (Nov. 2)
- Shakespeare: *Much Ado About Nothing* (Nov. 14)
- Canadian Brass (Dec. 2)
- *O Holy Night*: A Gospel Christmas (Dec. 12)
- Moscow Festival Ballet: *Don Quixote* (Jan. 18)
- *The Diary of Anne Frank* (Feb. 7)
- Russian National Orchestra (Feb. 11)
- *Show Boat* (Feb. 23)
- *Peter Pan* (March 2)
- August Rising: Chinese Dance (March 8)
- *Chicago* (March 23)
- BeauSoleil (March 30)
- Girls Choir of Harlem (April 24)
- Afro-Cuban All Stars (April 28)

For ticket information, call the Stephens box office at 515-294-3347 or toll-free at 1-877-THE-CENTER. Remember, Alumni Association members are eligible to receive discounted tickets. ■

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

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

www.corridorcareers.com

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 (_____) _____

Unprecedented Succe

Never before have so many Cyclone athletic teams ranked so high or made such an impact on the national sports scene. In this special report, VISIONS chronicles a season which was, for Iowa State, truly an amazing journey.

This is a winter's tale.

Like no winter before, Iowans hated to see this winter end.

Admit it: Bundling up, shoveling snow, scraping the permafrost off the windshield – you would've gone right on enduring it for months if it had meant you could keep following the most dramatic stories in Iowa State University sports history.

Never has being a Cyclone meant so much to so many. Never have so many teams – men's and women's basketball, wrestling, women's gymnastics – won so many contests.

But make no mistake: It's not the wins or the titles or the awards we hated to see end with the first flash of the daffodil. Cyclone fans will most miss their heroes – the men and women who injected a never-before-seen spirit into the first winter of a new millennium.

How could we forget:

• The barn-shouldered **Marcus Fizer.** When we look back on the other-worldly season the All-American forward put together, it's not the points or the rebounds that dominate the memory. It's the awesome power with which he did, well, everything. Marcus is gone to the National Basketball Association, where he'll earn millions of dollars and, likely, score thousands of points. The apple-red lanes of Hilton Coliseum will never be the same.

• The irrepressible **Stacy Frese.** Did anyone with a perma-bounce ponytail ever display so much sheer strength? Others can shoot the three, others are ice-cube cool in the blistering heat of a two-point game in Lawrence. But very few in this millennium will bring more zest, more utter joy to the game. To see her punch the air and cut loose a wolf's howl after looping in another 22-footer is to witness the very essence of athletic endeavor. Like Fizer, Stacy is gone. But she has left a legacy against which little girls and not-so-little girls will be measured for decades.

• The masterful **Larry Eustachy** and **Bill Fennelly.** They say players win games. And maybe they're right – you don't want the ball in either of these guys' hands late in a close game. But without a coaching Mozart, no team has gone from being picked dead last in the preseason to 32 victories, a Big 12 title and the Elite Eight,

like Eustachy's men did. And no team has gone from no-excitement, no-fan, no-success status to flat-out national prominence in five years, like Fennelly's women have done. Like their respective teams, they are the best men's-women's duo in America. End of discussion.

And there are so many others:

• Point guard **Jamaal Tinsley,** who could run fast in wet concrete, and probably dribble behind his back while doing so.

• And **Megan Taylor,** who flings her body around the court like a roller derby queen. She was never without her bruises, it seemed. But you always knew the opposing players left with bigger lumps.

• And **Cael Sanderson,** who can say something maybe a dozen athletes anywhere – any sport, any level – can say: I've never lost. At last count, the 184-pound sophomore had two NCAA wrestling titles, 79 match victories, and nothing on his mind but winning again in March 2001. He is Michael Jordan in a singlet and headgear, alone in his sport.

• And **Betsy Hamm,** most likely the best gymnast ever to compete at ISU. She didn't win another national title, but she did nothing less than plop the Cyclone gymnastics team on her slight shoulders and schlep them to their first-ever NCAA team appearance. She fell at NCAAs, but it was anything but a fall from grace. She teetered off the balance beam while trying the toughest routine of her life. It was for the national championship, and this winter warrior saw no reason to sell herself – or her mates – short.

Most years, by the time the trees have donned their summer wardrobe, even great seasons from the past winter gain the gauzy haze of distance and the thoughts turn to almighty football. Not the first year of this millennium. Not in Ames. There will be no forgetting this winter's tale, this breathtaking cast that ignited spirits and swelled hearts.

For Marcus and Stacy, their victories served as their valedictories. They are gone, and we bid them thanks and farewell.

But so many of the others – Fennelly, Eustachy, Sanderson, Taylor, et al – will be back. And in that, as ever in sport, we find hope.

So worry not: Summer can't go on forever. The snow flies in five months.

— Dan Davenport

'A fairy tale season'

— Scott Johnson, *Cardinal and Gold* sportswriter

"Week by week, and win by win, the nation took notice.

Iowa State left it no choice.

The Cyclones climbed into the rankings by the end of January, and then into the Top 10 in early March. They claimed their first regular-season conference championship in 55 years, followed with a Big 12 tournament title and enter the NCAA tournament as a No. 2 seed, the highest in their 93-year basketball-playing history."

— from "Iowa State storms into spotlight" by Steve Wieberg, March 16, *USA Today*

'THE BEST TIME TO BE AN IOWA STATE BASKETBALL FAN MIGHT BE NOW.'

— Rick Freeman, special to the *Washington Post*

JUNIOR POWER FORWARD MARCUS FIZER

"Marcus Fizer [is] perhaps the best player on any college court."

— *USA Today* sportswriter Steve Wieberg

"Fizer is as dominant as probably any player in the country."

— UCLA Head Coach Steve Lavin

"Iowa State's driving force"

— Front page of the sports section of the March 15 *USA Today*

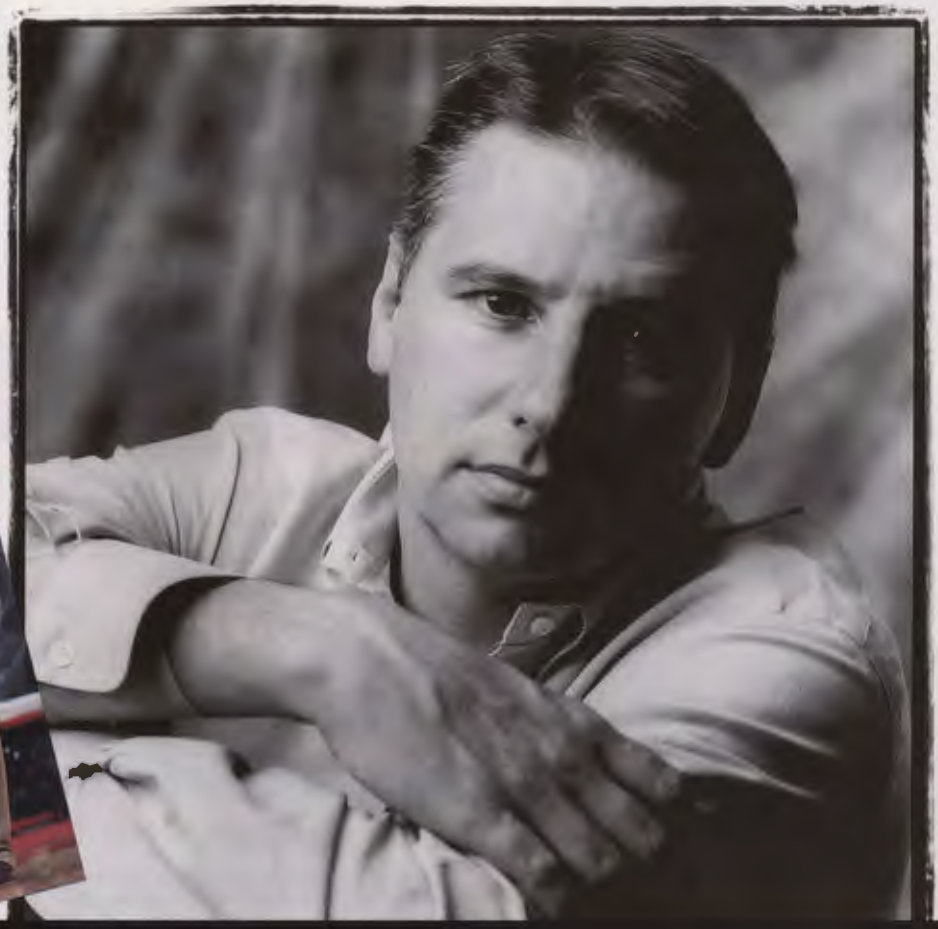
From the cover of *Sports Illustrated* to the front page of *USA Today*, the nation's eyes were on Marcus Fizer.

"Fizer, Fizer, Fizer. The great thing about it is he's [the team's] biggest fan. This team is tough; they get along. They understand their roles, and they understand that Marcus is going to be on the cover of *Sports Illustrated* and they're not."

— ISU Head Coach Larry Eustachy

"We watched him on tape for hours. I mean, he goes outside, inside. I can talk and talk and talk about him. He's just a complete player.... How are we going to defend him? I don't know."

— Central Connecticut Head Coach Howie Dickenman



MEN'S HEAD BASKETBALL COACH LARRY EUSTACHY

In just his second year as the Cyclones' head coach, Larry Eustachy created a sensation the likes of which Iowa State fans have not experienced in more than 50 years.

"There's no way I'll be able to stop him. How can I be expected to stop him when no one else has?"

— Corsley Edwards, Central Connecticut State center

"On a night when the Cyclones moved closer to their first championship since 1945, Fizer was the sun. Everyone else on the floor was Neptune.... Fizer was everything...."

— *Des Moines Register* sports columnist Marc Hansen, following the Feb. 23 game against Texas

"He'll go down as one of the all-time greats to play here."

— ISU Head Coach Larry Eustachy

"The Cyclones might have been [former ISU head coach] Tim Floyd's team, for the most part, but [Larry] Eustachy shaped them into a team good enough to win a national championship.

What he inherited was a lump of clay. What he brought into the 2000 NCAA Tournament was a finished work."

— *Des Moines Register* sports columnist Marc Hansen, March 31

$9 million man. "I just signed a lifetime contract at a place I love, a place with tremendous potential. That's reassuring. Very reassuring."

— Coach Larry Eustachy, on the 10-year, $900,000-a-year contract he signed with Iowa State in March

CYCLONE FANS

"There's just something so joyful, so loyal about Iowa State fans.... There's just a special love [they] have for their Cyclones, an unmatched love."

— from "Cyclones fans are the best" by *Kansas City Star* columnist Joe Posnanski

'What a difference a year makes'

— ISU Head Coach Larry Eustachy, after winning the Big 12 Tournament championship

'IS THIS AN EXCITING TIME TO BE A CYCLONE OR WHAT?'

— ISU President Martin C. Jischke, at a Big 12 Spirit Rally

Last Season, ISU finished 9th in the Big 12. Prior to the 1999-2000 season, one magazine predicted ISU would finish last in the conference.

"It's quite a feat. It's really quite a story. I think it's one of the stories of the decade, of the start of the millennium. I am not sure if people understand just what this group has done."

— Head Coach Larry Eustachy, following the men's victory over Texas Tech, which earned the Cyclones a share of the Big 12 title

"This team should go down in history."

— Head Coach Larry Eustachy

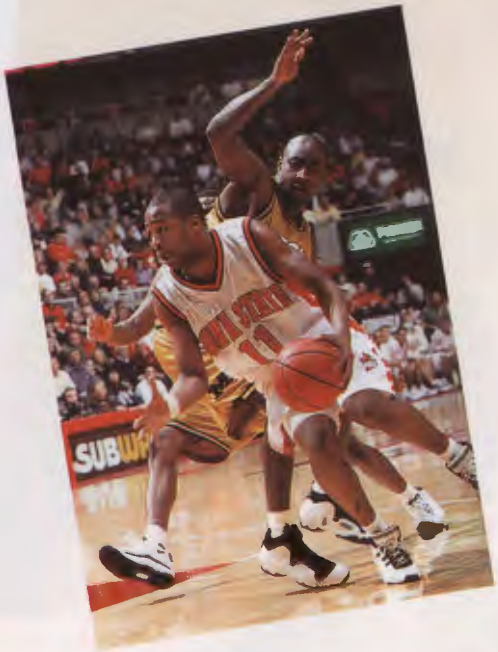
"Think about a year ago. I looked like I had been through a blender. And now look what we're doing. What a difference a year makes."

— Head Coach Larry Eustachy

JUNIOR POINT GUARD JAMAAL TINSLEY

From the playgrounds of New York City to the hardwood of Hilton Coliseum, Jamaal Tinsley's Globetrotter-like moves made him the most watchable player on the court.

"Larry Eustachy found [6'3" junior point guard Jamaal Tinsley] dribbling through opponents' legs and making behind-the-back passes ... at Mount San Jacinto (Calif.) Community College.



Tinsley was a Brooklyn playground star at age 14, and he spent more time on the asphalt courts ... than he did in the classroom.

Actually, Tinsley spent no time in the classroom. He skipped high school altogether so he could play basketball.

But as the years began to tick away, Tinsley saw the error of his ways [and enrolled in Mount San Jacinto] where he spent as much time hitting the books as he did his jump shot.

... 'He adjusted quicker than most,' Eustachy said.... 'He's a wound-up player, and I'd rather have to wind a guy down than wind a guy up. He's a great story.'"

— from Associated Press feature, *"Tinsley: From Playground Legend to NCAA Star"* by Arnie Stapleton

"You really haven't seen nothing from me yet."

— Jamaal Tinsley

Nurse (l), Johnson (r)

SENIOR GUARD MICHAEL NURSE

"Michael Nurse finally has reached the Big Time. Not long ago, he was playing basketball in a dimly lit gymnasium under some train tracks in Bronx, N.Y. Now Nurse has become one of the most significant elements in Iowa State's entry into the Sweet 16 of the NCAA men's basketball tournament."

— from March 20 *Des Moines Register* article by Randy Peterson

SENIOR FORWARD STEVIE JOHNSON

"He's the heart of our team. There is no question he's the most improved player in the league."

— Head Coach Larry Eustachy

Horton (l), Shirley (r)

JUNIOR GUARD KANTRAIL HORTON

A solid starter for the 1999-2000 Cyclones, Kantrail Horton made 53 3-point shots during the season.

JUNIOR FORWARD PAUL SHIRLEY

Paul Shirley broke his foot Feb. 22 in the Cyclones' game against Texas. He returned to play in the last two games of the NCAA tournament.

FAN-ATICS

"We're glad the men are playing [in Minneapolis]. They're probably going to have to resurface I-35 by the end of the weekend."

— Women's Head Coach Bill Fennelly, reacting to the announcement of the first round of the NCAA tournament's Midwest Region game being held in Minneapolis

"Hilton North, 150 miles."

Sign off of I-35 in a farmer's field south of Mason City

"Cyclone fans have made basketball so darn much fun here..."

— *Kansas City Star* columnist Mechelle Voepel

1999-2000 ISU MEN'S BASKETBALL HIGHLIGHTS

- Single largest year-to-year turnaround in school history: 17 more wins this year than last.
- Most total victories (32) and conference wins (14) in school history
- No. 2 seed in Midwest Region. Advanced to Elite 8 for first time since 1944 when field was expanded from 8 teams.
- First regular-season conference title since 1945
- First-ever Big 12 tournament title
- Named "Surprise Team of the Year" by ESPN.com
- Highest NCAA seed in school history, No. 2 seed in Midwest Region
- Finished the year nationally at No. 3 on *USA Today*/ESPN coaches' polls, No. 6 on AP poll (first time in the AP Top 10 in school history)

Head Coach Larry Eustachy

- National Coach of the Year
- District 12 Coach of the Year
- All-Midwest Region Coach of the Year
- Big 12 Coach of the Year

Marcus Fizer

- First-team All-America
- All-America Team (John R. Wooden Award)
- National Player of the Year runner-up
- Big 12 Player of the Year and first-team all-conference
- Single-season scoring record, 844 points

Jamaal Tinsley

- National Newcomer of the Year
- Big 12 Newcomer of the Year
- All-Big 12 Conference first team

ELITE FEAT

Cyclone gymnasts capture Big 12 conference title

Cyclone basketball grabbed most of the headlines, but they weren't the only Big 12 Conference champs.

The Cyclone women's gymnastics team proved to itself and to the nation this year that Iowa State belonged in the competitive elite. The squad tied the Big 12 Conference championship scoring record, claimed its first conference championship in 23 years, and went to the NCAA National Championships for the first time in Iowa State history.

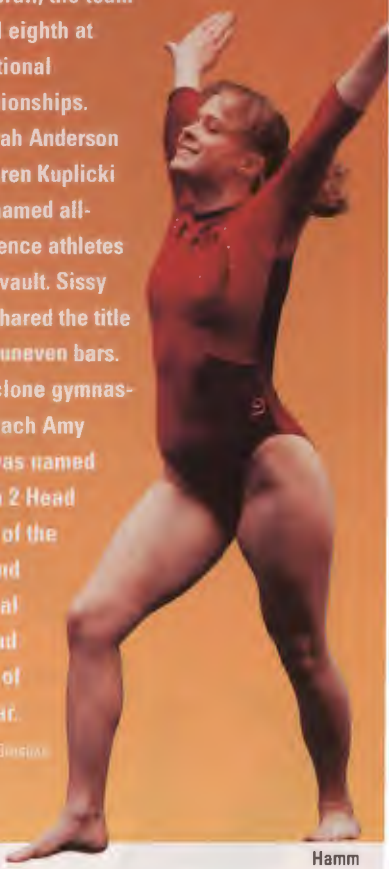
Junior Betsy Hamm led the charge, earning first-team All-America honors on the balance beam and second-team honors on the uneven bars and in the all-around competition. Hamm was an all-conference performer in every event and earned eighth place at the NCAA individual competition on the balance beam. Hamm was also named co-Big 12 Conference Newcomer of the Year. She now holds 18 school records.

Senior Kelli More was named first-team All-America on the balance beam and placed 10th in the event at the NCAA national competition. She earned all-conference honors on the balance beam.

Overall, the team placed eighth at the national championships.

Sarah Anderson and Karen Kuplicki were named all-conference athletes on the vault. Sissy Huey shared the title on the uneven bars.

Cyclone gymnastics coach Amy Pyle was named Region 2 Head Coach of the Year and National co-Head Coach of the Year.



Hamm

'It's just indescribable'

— Senior forward Monica Huelman

'WHAT A PAIR OF TEAMS. WHAT A PAIR OF SEASONS.'

— Todd Stevens, *Ames Tribune* sportswriter

"It's just indescribable to have that big of a crowd follow us down here. They said it was 9,130, and I think 9,100 were ours and 30 were theirs."

— Senior Monica Huelman, following the Big 12 Championship game against Texas at Kansas City's Municipal Auditorium

SENIOR POINT GUARD STACY FRESE

She's been the Cyclones' undisputed queen of the court for the past three seasons. Stacy Frese's leadership style, work ethic, ballhandling prowess, and spectacular 3-point shooting are what legends are made of.

"When Frese is in the game, she just controls things so much."

— Nebraska Head Coach Paul Sandeford

"She's a very tough kid. People look at her and wonder how she can handle it, but she's as mentally tough as they come. One thing you don't see is the size of her heart."

— Head Coach Bill Fennelly, in a *USA Today* feature article by Willie T. Smith III

"A hoop and a basketball are all it takes to make Stacy Frese happy.

When Hilton Coliseum is dark, the Iowa State senior point guard is more heard than seen. With one small light providing limited sight, she shoots time after time to perfect an already deadly jump shot.

'A lot of times I come into the gym and I can hear the ball bouncing,' Iowa State coach Bill Fennelly says. 'The only light is the one on our video board. You can barely see, but I know it's her.'"

— from *USA Today* feature article by Willie T. Smith III

"If someone needs a shooter, I think I could fit in pretty well. I think I'm pretty coachable."

— Stacy Frese, on playing for the WNBA. Frese was drafted by the Utah Starzz on April 25.

FRESHMAN POINT GUARD LINDSEY WILSON

Confidence, energy, and an in-your-face attitude characterizes Lindsey Wilson, young heir apparent to Stacy Frese, the Cyclones' analytical, businesslike point guard.

"[She's] got a little bit of a chip on her shoulder."

— Head Coach Bill Fennelly

"She's fearless. She doesn't play like a freshman. She's been doing this her whole life.... She loves being in the game. Someone in Kansas City described our team as mean, and I about fell out of my chair, but I think that was a reference to Lindsey. She's made us a little meaner than we used to be. In a good way."

— Head Coach Bill Fennelly, in a *Cardinal and Gold* feature article by Scott Johnson

3-POINT LAND

"It must be the water in Ames or something. When they get there they can all start knocking down the threes."

— Texas Head Coach Jody Conradt

"I could swear they had more than 15; it felt like 30."

— St. Francis Head Coach Myndi Hill after the NCAA first-round game at Hilton. The Cyclones finished with 15 3-pointers and defeated St. Francis 92-63.

- The Cyclone women set an NCAA Midwest Region record with 15 3-pointers in first-round tournament game against St. Francis
- Broke Big 12 Tournament record for 3-pointers (14)
- Made 10 or more 3-pointers in 16 games this season
- Averaged more than nine 3-point goals a game
- Have had at least one 3-pointer in 156 consecutive games, a streak that dates back to Feb. 15, 1995
- ISU point guard Stacy Frese ranked first in the league and is in the top 20 nationally in both 3-point field goals per game (2.7) and 3-point percentage (44.6 percent). Frese's 10 3-pointers against Drake rank as the nation's best single-game performance in 1999-2000.
- Sank 18 3-pointers in a 101-66 victory over Missouri, a Big 12 Conference record

COMPILED BY CAROLE GIESEKE. PORTRAITS BY JIM HEEMSTRA. SPORTS PHOTOS BY GARY CLARK, JIM HEEMSTRA, AND CHRIS DONAHUE.

'The greatest conference season in ISU history'

— Susan Harmon, *Ames Tribune* sportswriter

'MAN, OH MAN, DO I LOVE IOWA STATE FANS.'

— Joe Posnanski, *Kansas City Star* columnist

FAN POWER

- ISU drew 13,617 fans for the first-round game against St. Francis and 13,478 for the second-round game against Illinois. Both turnouts are the largest to see a women's NCAA Tournament first- or second-round game.
- 9,130 fans filled Municipal Auditorium (dubbed "Hilton South") during the Big 12 Conference Tournament, a tournament attendance record for the women's championship game.

"Man, oh man, do I love Iowa State fans. They are the best fans in the Big 12. They are the best fans on earth. Saturday, they just poured into town, thousands of them, all draped in red, all driving recklessly around the streets of Kansas City, all wearing that fantastic 'Yay!' look on their faces as if today is just the best day ever, and tomorrow, well, shucks, tomorrow is going to be even better."

— from "Cyclones fans are the best" by *Kansas City Star* columnist Joe Posnanski, during the Big 12 Tournament

BEST WRESTLER IN THE COUNTRY

Sophomore Cael Sanderson remains undefeated

Finishing second in the national championships should be a cause for celebration. Unless, of course, you were expecting to finish first.

Iowa State finished behind the University of Iowa, which won its sixth straight NCAA wrestling championship. Iowa trailed ISU going into the final rounds, and it looked like the Cyclones would win their first national title since 1987.

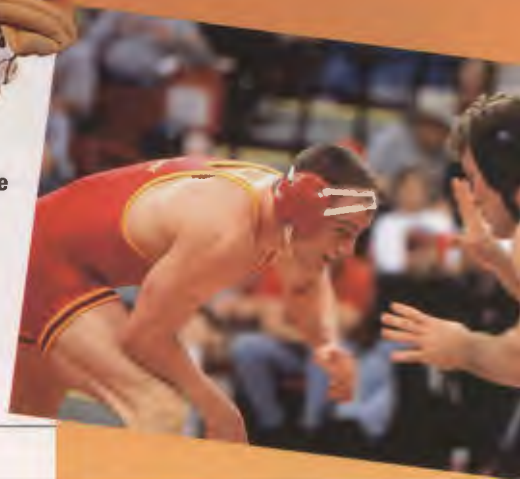
But it was not to be. Of four Iowa State wrestlers in title matches, only Cael Sanderson came away victorious. Cody Sanderson, Joe Heskett, and Zach Thompson each lost his championship bid.

Cael Sanderson, who ended the season 79-0, was named most outstanding wrestler at the NCAA Wrestling Championships for the second consecutive year. The 184-pound sophomore has been called the "best wrestler in the country" and has been featured in *USA Today* and other national publications.

In all, five wrestlers earned All-America honors at the NCAA Championships: Cael Sanderson, Heskett, Thompson, Trent Hynek, and Cody Sanderson.

Iowa State wrestling coach Bobby Douglas was named the Big 12 Conference wrestling coach of the year for the second straight year. Douglas credits his success as a coach to the hard work of his student athletes, both on and off the mat. Six of this year's wrestlers were named to the Academic All-Big 12 Team.

Carole Gieseke



JUNIOR GUARD MEGAN TAYLOR

The solid performance of Megan Taylor guided the Cyclones for the third straight year. Taylor started in every game this season; she was second on the team in 3-point shots made (73), second in rebounds with 84, and scored an average of 13 points per game.

SOPHOMORE CENTER ANGIE WELLE

Angie Welle was the 1999-2000 Cyclones' leading scorer at 15.4 points per game, and she led the team in rebounds with 283 (8.6 per game average). She ranks second nationally in field goal percentage (64-1).

SENIOR FORWARD DESIRÉE FRANCIS

"We had her scouted and we knew she shot the three, but we didn't think she was going to make four or however many she made."

— Illinois guard Allison Curtain. Francis' four 3-pointers in the second half helped Iowa State rally from an 11-point deficit and pull out a 79-68 victory against Illinois in the second round of the NCAA women's basketball tournament.

Taylor (l), Welle (m), Francis (r)

HEAD WOMEN'S BASKETBALL COACH BILL FENNELLY

Bill Fennelly took a perennial cellar-dweller into the national spotlight in what could be considered one of the biggest turn-arounds in basketball history.

THE BILL FENNELLY YEARS

- During the 1991-1995 seasons, the average home attendance for a women's basketball game was 644; in 1999-2000, it was 11,184
- The Cyclone women's basketball team has had four NCAA tournament appearances since Fennelly arrived. They had none previously.
- The overall record since Fennelly has been coach: 111-44; previous four years: 22-86

1999-2000 ISU WOMEN'S BASKETBALL HIGHLIGHTS

- First-ever Big 12 Conference Tournament championship
- First-ever Big 12 Conference regular-season championship, shared with Texas Tech and Oklahoma
- Fourth straight NCAA tournament appearance
- Won a school record 27 games and finished the season with the fewest losses in program history (6)
- Highest ever NCAA tournament seed (No. 3), playing host to first- and second-round games for the third consecutive season
- Scored 100+ points in two games, breaking the century mark for the first time in 23 years
- Advanced to the Sweet 16 for the second straight year
- Placed an unprecedented four Cyclones among the top 15 players on the Big 12's All-Conference team, the first time four players from one team were placed on the top three teams
- Placed four Cyclones on the academic all-conference squad
- Matched the NCAA record and set school and Big 12 Conference records by scoring 18 3-pointers in a 101-66 victory over Missouri
- Broke NCAA tournament record for margin of victory (35)
- Finished the year nationally at No. 10 on the USA Today/ESPN coaches' poll; No. 7 on AP poll

Stacy Frese

- All-America second team (ISU's first AP All-American in women's basketball history)
- GTE CoSida Academic All-America District VII, first team
- Big 12 All-Conference, first team (third straight season)
- Big 12 Academic All-Conference, first team
- 3rd round WNBA draft pick, Utah Starzz

Desirée Francis

- 2nd round WNBA draft pick, New York Liberty

by Carole Gieseke

Romancing the bean

Danny O'Neill is passionate about good coffee. He talks about coffee like some people talk about fine wine. Or chocolate. Or their first true love. O'Neill dreams about coffee, obsesses over coffee, treats coffee like a work of art.

So it comes as no surprise that O'Neill, a 1983 political science/international studies graduate from Denison, Iowa, has managed to make coffee his life's work. After 10 frustrating years as a sales executive in corporate America, O'Neill started his own coffee company, The Roasterie.

"Life's too short to drink nasty coffee."

At first, he worked in the basement of his home in Kansas City, Mo., as a one-person, 20-hour-a-day operation, roasting coffee beans all night and selling them all day. The business quickly expanded, requiring both more staff and more space. The Roasterie is now in its third location, an old brick warehouse near Boulevard Brewing Co., Kansas City's other "hometown brew."

Business is good. Very good. The Roasterie has positioned itself as THE specialty coffee company, providing custom blends to three out of four of Kansas City's finest restaurants and to all of the upscale grocers in the city. The company has received small business awards, and O'Neill has been honored as both an entrepreneur and for his involvement in hundreds of local charities and community services. Sales figures are described in the millions.

But that's not the point, O'Neill says. It's not about selling, and it's not about awards. It's about romance. And it's about producing a cup of coffee that he describes as "astounding," "voluptuous," and "the best coffee on earth."

"We didn't do it for a business, and it's not just coffee," he says. "It's an organized passion."

That passion takes him to Colombia, Ethiopia, Kenya, Sumatra, Brazil, Costa Rica, and wherever else he needs to go to find the best beans on the planet. It's that passion that drives him to personally meet with the farmers and growers and to pay them top dollar for their crop. And it's that passion that motivates him to gently air roast the beans and to measure in hours – not days or weeks – the time it takes to ship the roasted coffee beans to his customers.

"We didn't set out to be the biggest," O'Neill says. "We didn't set out to be the most profitable. We're this little tiny company, but world-wide we have a really great reputation in coffee."

With 22 employees, an established local clientele, and a growing Internet market, O'Neill's passion no longer requires him to work 20 hours a day. The 40-year-old "bean baron" daydreams about joining the Peace Corp. Or perhaps taking a month off to build a treehouse. But, mostly, he still dreams about coffee.

"When I lay in bed, I can't wait to get up and drink coffee," he says. "I love it more every day." ■

JIM HEEMSTRA

Danny O'Neill rests his 6'8" frame on a pile of 70-kilo burlap bags filled with "green beans" ready for roasting. "I'll just sit here and drink coffee, okay?" he says. "I'll be happy."

Web link www.theroasterie.com

THE ALUMNI COLLECTION

SUMMER / FALL 2000

Featuring the new
Corporate Collection

IOWA STATE UNIVERSITY
ALUMNI ASSOCIATION

From the cover

The Corporate Collection

Classy and comfortable... what a great combination! The new "business-casual" Corporate Collection by GEAR for Sports® features a subtle palette of colors and an exclusive Iowa State University Campanile design.

1. Polynostic Dress Shirt
Incredibly soft, relaxed-collar shirt you can wear with a tie...or not! 65% polyester blend fabric with a subtle herringbone texture. Light khaki.
#AP060 S-XL $82 (2X $85) **Member price $72 (2X $75)**

2. Tencel Denim Shirt
Tencel is a new, natural fiber that is as durable as it is soft. This denim shirt has a rich, deep color that will not fade when machine washed.
#AP004 S-XL $66 (2X $69) **Member price $59 (2X $62)**

3. Donigal Bavarian Fleece
Zip front, side pockets, adjustable waist. 100% polyester. Wood sage.
#AP053 S-XL $79 (2X $82) **Member price $72 (2X $75)**

4. Birdseye Polo
100% combed cotton. Contrast tipping on collar and cuffs. Navy/white weave.
#AP014 S-XL $59 (2X $62) **Member price $55 (2X $58)**

5. Women's Weekender Polo
At last...a polo styled to fit women! Soft, 100% combed cotton single piqué. Stone.
#AP015 S-XL $59 **Member price $55**

6. Women's Tencel Denim Shirt
Our best Tencel denim, styled just for women. Tencel is a new, natural fiber that is as durable as it is soft. Rich, deep color that will not fade when machine washed.
#AP005 S-XL $66 **Member price $59**

7. Polynostic Polo
This fabric has an unbelievably soft touch and beautiful drape. 60% rayon/40% polyester. Navy.
#AP012 S-XL $79 (2X $82) **Member price $69 (2X $72)**

8. Clipper Jacket
65% polyester/35% cotton shell. Fully lined, vented back, double entry front pockets and adjustable cuffs. Khaki with navy trim.
#AP052 S-XL $90 (2X-3X $93)
Member price $80 (2X-3X $83)

The Varsity Collection

Show your Cyclone spirit with clothing from the Varsity Collection!

9. Squall Jacket
Nylon. Windproof, water-resistant, and fleece-lined. Red or yellow.
#AP050 S-XL $79 (2X $82) **Member price $69 (2X $72)**

10. Egyptian Cotton Polo
100% combed Egyptian cotton polo. Red with navy trim.
#AP011 S-XL $44 (2X $47) **Member price $39 (2X $42)**

11. Heavy Denim Shirt
100% heavy cotton denim with a rich, deep dye.
#AP006 XS-XL $44 (2X-4X $47)
Member price $39 (2X-4X $42)

12. Fleece Vest
Zip-front vest in soft anti-pill fleece. In red, yellow, or navy.
#AP054 S-XL $55 (2X-3X $58)
Member price $47 (2X-3X $50)

13. Cyclone Youth T-Shirt
Kid-friendly, white 100% cotton tee with large screen-printed Cyclone design.
#AP072 Youth Size S-M-L $15 **Member price $13**

14. Piqué Polo
100% cotton. In red, navy, or white.
#AP010 S-XL $40 (2X-3X $43)
Member price $36 (2X-3X $39)

15. Cyclone Youth Sweatshirt
Gray 50/50 sweatshirt with screen-printed Cyclone design.
#AP023 Youth Size S-M-L $25 **Member price $23**

16. Cross Grain Sweatshirt
Soft, 95% cotton Lee® Cross Grain sweatshirt. Red, navy, or gray heather.
#AP022 M-XXL $35 **Member price $30**

17. Crew Neck Sweater
100% cotton, featuring a shadow box pattern. Red, natural, or navy.
#AP040 S-XL $54 (2X-3X $57)
Member price $49 (2X-3X $52)

18. Old School Sweatshirt
Designed by Tailgate® Clothing, Co. Oversized fit, relaxed bottom and cuffs, and felt embroidery. 13.5 oz. heavy fleece, 90% cotton, 10% polyester, pre-shrunk. Cardinal.
#AP020 S-3X $70 **Member price $60**

19. Letterman's Hat
Designed by Tailgate® Clothing, Co. 100% cotton twill. Weathered wash. Exclusive "Alumni" insignia. Adjustable back. Cardinal.
#AP030 $22 **Member price $18**

COLLECTION

20. Hand-Designed Long-Sleeve T-Shirt
Unique, hand-designed applique by Sue Larson. Khaki.
#AP073 S-XL $37 **Member price $32**

21. Fleece Jacket
Soft, anti-pill fleece half-zip pullover. In red, yellow, or navy with accent colors as shown.
#AP051 S-XL $69 (2X-3X $72)
Member price $63 (2X-3X $66)

22. Old School T-Shirt
100% heavy-weight cotton jersey. Embroidered felt applique. Gray.
#AP070 S-3X $27 **Member price $23**

23. Coach's Hat
Designed by Tailgate® Clothing, Co. 100% cotton twill. Weathered wash. Adjustable back. Khaki.
#AP031 $22 **Member price $18**

24. Denim Shirt
100% medium-weight cotton denim.
#AP001 Adult XS-XL $44 (2X-4X $47) Member price $39 (2X-4X $42)
#AP002 Youth S (6-8), M (10-12), L (14-16) $33
Member price $29

25. Women's Varsity T-Shirt
Designed by Tailgate® Clothing, Co. 100% cotton, cap sleeves, slightly cropped to fall just above the hips. Weathered graphic. Fall gold.
#AP071 S-XL $22 **Member price $18**

26. Denim Overalls
100% cotton denim. Infant sizes feature inseam snaps.
#AP003 Toddler 2, 4, 5-6; Infant 6 mo., 12 mo. 18 mo. $34
Member price $29

All logo-embroidered items in the Varsity Collection feature this Cyclone design. Adult sizes may be ordered with or without "Alumni" embroidery. Please note preference on order form.

Color choices for the Varsity Collection

Squall Jacket

Fleece Vest and Jacket

Piqué polo

Cross Grain Sweatshirt

Crew Neck Sweater

ISU Events Calendar
The 2000-2001 calendar (August-August) features full-color photographs highlighting the architecture of the Iowa State campus. 12 3/4" x 9 3/4".
#AC060 $10
Member price $8

Sale!
Campanile Poster
24" x 36" poster of Iowa State's most beloved landmark by award-winning photographer Jim Heemstra.
#AC016 $18 **Member price $14**

New!
Cat's Meow Collectibles
Three additions to our line of authentic handcrafted wooden miniatures of ISU landmarks.
#AC109 The Knoll
#AC110 Marston Water Tower
#AC111 Parks Library
$15.90 **Member price $13.90**

Also available (call for ordering information):
Farm House Museum, Campanile, Memorial Union, Beardshear Hall, Catt Hall, Fountain of the Four Seasons, and Morrill Hall.

Travel Mugs
Double-wall insulation steel mugs.
#AC050 Mug with handle
$20 **Member price $18**
#AC051 Tumbler
$20 **Member price $18**

Campus Prints
Art-quality lithograph prints of watercolor paintings by ISU alumnus Bradd Brown. (Frames, matting not included.)

Campanile
Trim size 18" x 24"
Image size 8" x 21"
#AC010 $40
Member price $35

Marston Hall
Trim size 24" x 18"
Image size 20" x 9 1/2"
#AC012 $40
Member price $35

Carrie Chapman Catt Hall ("Old Botany")
Limited edition. Signed, numbered. Trim size 24" x 18"
Image size 18" x 15"
#AC011 $75 **Member price $65**

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Member price $69.95
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Please allow 4-6 weeks for delivery. Items ordered together may arrive in separate shipments.

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Alumni Suite, Memorial Union
2229 Lincoln Way
Ames, IA 50014-7164

Thank you!

by Carole Gieseke

Iowa hospitality

It's dawn, and Susan Lassila is alone in the dining room, setting out the pot of coffee she has just made for her breakfast guests. She quickly surveys the table: glasses of juice, homemade breads, strawberry jam, granola, a pitcher of milk, crisp linens, fresh flowers, and simple place settings.

Susan Lassila knows this routine. As the owner of Iowa House, a guest house near the Iowa State campus, Lassila has served this simple breakfast every morning for more than five years. Oh, the selection may have changed with the seasons, and the faces around the table were different from day to day, but the breakfast ritual has comforted her guests and kept them coming back.

Soft-spoken and refined, Lassila has been at ease in her role as innkeeper, interpreter, and Ames community tour guide for the nearly 80 percent of Iowa House guests who are international visitors – primarily visiting professors and researchers at Iowa State. Lassila was inspired to open Iowa House in 1994 when she was employed by ISU to work on a project that involved the exchange of faculty, farmers, and agribusiness professionals with their counterparts in the Czech Republic and Slovakia.

"I had lived for extended periods in several other countries, so I know how exhausting it is to work and function when you don't speak the language," said Lassila, MS '89. "That's very challenging. So I wanted to meet those needs for our international visitors here. That's what inspired Iowa House."

So, Lassila found the perfect house: a big, stately home built in 1928. The house, located on Gray Avenue just a block from ISU's Memorial Union, was home to Acacia Fraternity, but the chapter was dissolving and the house was about to go on the market. Lassila took possession in June and by October opened to a full house.

It was no easy task. All of the wood – the original hardwood floors, trim, and doors – had to be refinished. Lassila furnished and decorated the house in the Arts and Crafts style of the period in which it was built, using heritage colors and furnishings to preserve the integrity of the architectural style.

Lassila traveled throughout Iowa, bringing back furnishings from estate auctions and farm sales. She decorated the second-floor bedrooms in the heritage styles associated with Iowans who immigrated from Germany, Czechoslovakia, Norway, Sweden, Denmark, and the Netherlands. She also showcased Iowa craftsmanship with hand-made quilts on each bed.

The result was an atmosphere of simple grace and hospitality.

In May, Lassila was visited by representatives of Acacia Fraternity, the original owners of Iowa House, who plan to recolonize at Iowa State this fall. They were so impressed with what she'd done with the place that they made her an offer to buy back the house – an offer she couldn't refuse.

At Iowa House, Susan Lassila has welcomed guests from around the world.

Thus begins a new chapter in Lassila's career. "My only regret about Iowa House is that I have not kept a daily journal," Lassila said. "There have been wonderful experiences in this house." She hopes to write a book about those experiences, to travel to the countries of some of her guests, and to pursue another guest house in Ames.

"I don't know where I leave off and Iowa House begins," Lassila says. "This was an unexpected detour for me. But I think it has a happy ending." ■

Web link www.iowahouse.com

Susan Lassila has served breakfast with freshly baked bread each morning for five years to her guests at Iowa House.

JIM HEEMSTRA

IOWA STATE'S 20th CENTURY MILESTONES

Iowa State College plunged into the 1900s with energy and vision. With the turn of the new century, we thought you'd like a review of some of the significant events that transformed a college into a university, and brought us to the year 2000. We can almost hear you now, saying "I wouldn't have chosen that event. What about....?"

Let us know! Send us your votes for 20th century milestones.

E-mail us at milestonesresponse@ alumni.iastate.edu, or send a letter to VISIONS, Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014.

1900 The Legislature granted the first definite educational support to the college in the sum of $25,000 annually. Previous appropriations had been for buildings only.

1901 The *Iowa Engineer* began publication.

1902 Iowa State President William M. Beardshear died at his home on campus on Aug. 5. Edgar Stanton served as acting president.

1903 Albert Boynton Storms, a Methodist minister from Des Moines, was appointed president.

1904 President Storms removed the ban on fraternity and sorority initiations.

1905 The Alumni Association began publishing the *Alumnus*.

1906 The Iowa Legislature passed an act establishing the Extension Service, the first state to do so.

1907 The Dinkey steam motor line was replaced by an electric trolley and the Dinkey Station (now known as the Hub) was moved a short distance north, remodeled, and used as a book store and post office.

1908 Iowa State played its first intercollegiate basketball game with the University of Kansas. Kansas won, 53-35.

1909 Agricultural Hall, later renamed Curtiss Hall, was completed.

1910 President Storms resigned and Edgar W. Stanton was appointed acting president.

1911 The first summer session – a two-week short course in agricultural education – was held.

1912 Raymond Pearson, former commissioner of agriculture of New York, was appointed president.

1913 The college's roads were paved.

1914 The Iowa State Players, the student theatrical group, was organized.

1915 The newspaper *Green Gander,* written by members of two fraternities, began publication.

1916 1872 graduate LaVerne W. Noyes contributed money for the development of Lake LaVerne.

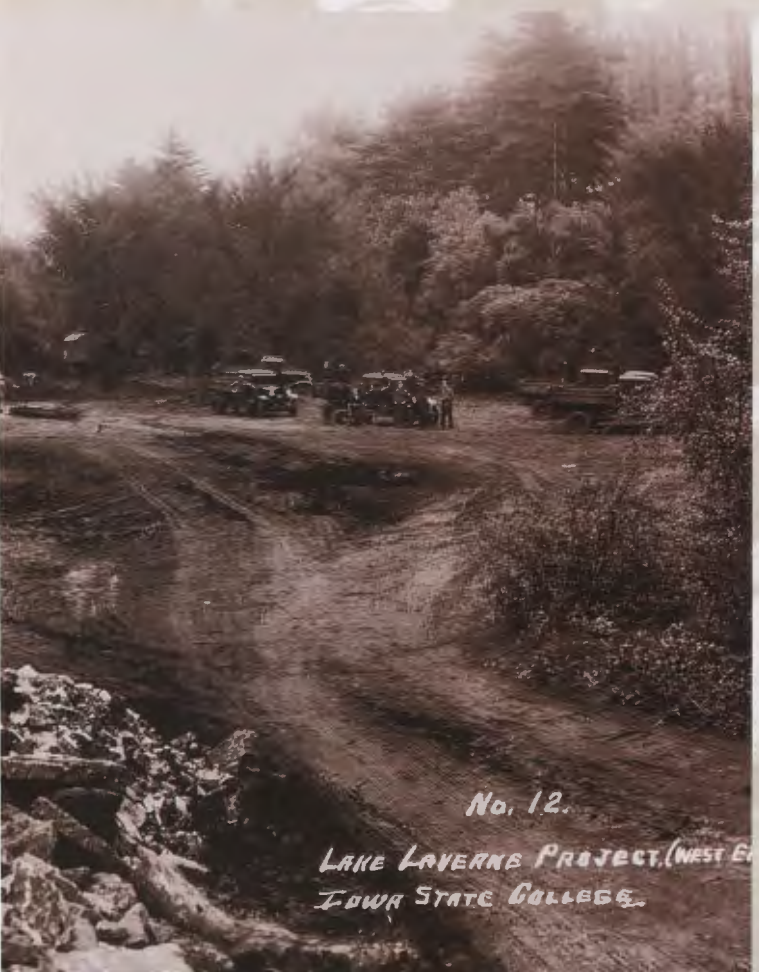
1917 President Pearson was called away on war service, and Edgar W. Stanton again served as acting president.

1918 The campus was quarantined for almost three months during the Spanish influenza epidemic.

1919 The first unit of the College Hospital was completed.

1920 The Armory was built.

1921 A radio transmitting station was built by the Electrical Engineering Department. A year later, the station was licensed to operate under the call letters WOI.



1922 The first Veishea was held.

1923 Jack Trice, Iowa State's first African American athlete, died from an injury received in the first football game he played at Iowa State.

1924 Collegiate Press (later named Iowa State College Press) was incorporated, and a student publication printing plant was set up in Curtiss Hall.

1925 The Music Shop, WOI's still-popular program of fine music, came on the air.

1926 Cardinal Key, the men's honorary society, was installed.

1927 Raymond Hughes, president of Miami University at Oxford, Ohio, was appointed president.

1928 The first unit of the Memorial Union was completed.

1929 Twenty-six bells were added to the 10 bells of the Stanton Memorial Carillon in the Campanile, which had been constructed just prior to the turn of the century.

1930 Locally owned, college-operated, outlying farms, representing various soil and climatic regions in the state were set up. They were the first of their kind in the nation.

1931 The Lynn Fuhrer Lodge was dedicated to the YMCA as a memorial to a student killed in a car accident. The lodge, located in the woods on the Squaw Creek northwest of the Veenker golf course, is still used for retreats and special events.

1932 The Iowa State College Alumni Achievement Fund was organized.

1933 The Statistical Laboratory began.

1934 *Sketch,* the student magazine of creative writing, began publication.

1935 Two swans, Sir Lancelot and Elaine, were presented to the college by the Veishea Central Committee.

1936 Charles Edwin Friley, formerly Iowa State's dean of Industrial Sciences and vice president, was appointed president.

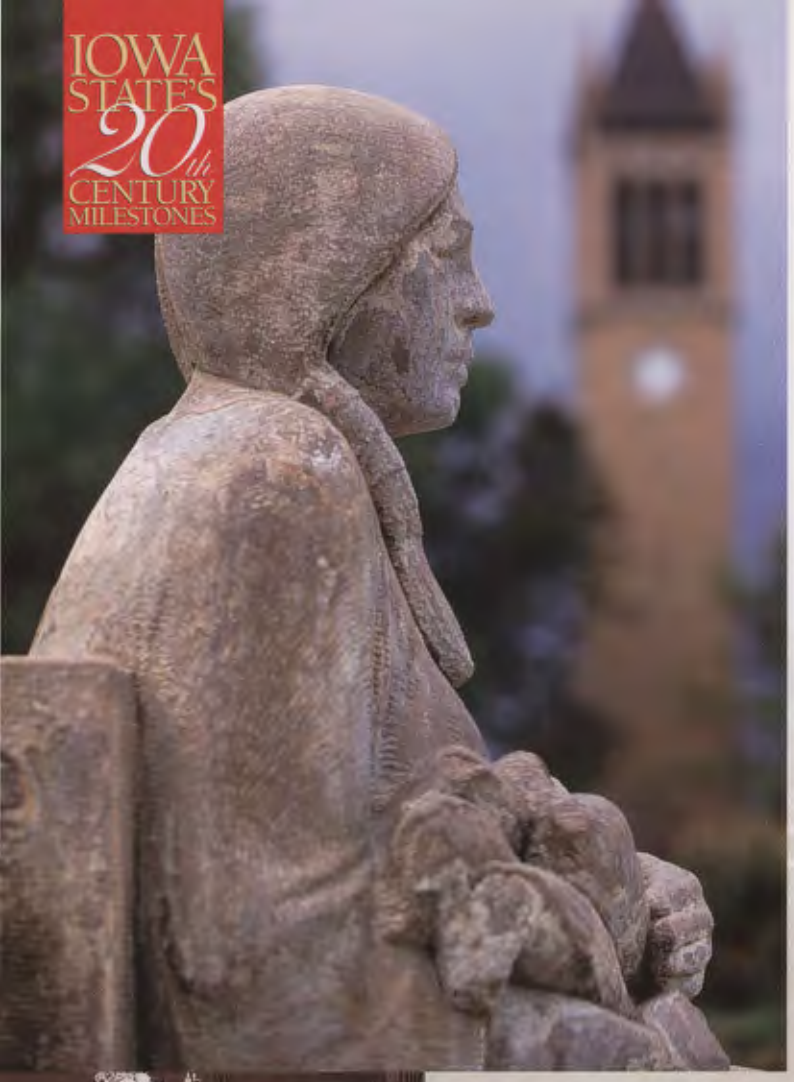
1937 The oval-shaped basin and fountain in front of the Memorial Union was presented to the college by the Veishea Central Committee.

1938 The Iowa State College Research Foundation was created, for the purpose of paying costs of financing patents from inventions by faculty members.

1939 Iowa State faculty member John V. Atanasoff and graduate student Clifford Berry built the first electronic digital computer.

1940 The Women's Gymnasium was built.

IOWA STATE'S 20th CENTURY MILESTONES



1941 Christian Petersen's "Fountain of the Four Season" was presented by the Veishea Central Committee during Veishea, replacing an older fountain installed in 1937.

1942 Iowa State made significant contributions to the World War II Manhattan Project, including the discovery of new methods for melting and casting uranium and making new uranium compounds.

1943 The V-12 Naval Training Program and Curtiss-Wright Cadettes Program began.

1944 The Naval Training School (Amphibious Fireman's School) began.

1945 The Institute for Atomic Research was established by the State Board of Education.

1946 The first Christmas tree lighting ceremony was held.

1947 The United States Atomic Energy Commission formally announced the location of one of its major research facilities, to be known as the Ames Laboratory.

1948 Enrollment hit an all-time high of 9,878.

1949 The Sixth Street extension, linking downtown Ames and the campus, was completed.

1950 WOI-TV, the first educationally owned and operated TV station in the nation, went on the air.

1951 WOI-TV transmitted its first live agricultural program.

1952 The Agronomy Building was completed.

1953 Formerly dean of the School of Agriculture, James Harold Hilton, was appointed president. He is, to date, the only alumnus to serve as president.

1954 Cy, the cardinal, became the institution's first mascot.

1955 The State Board of Education became the State Board of Regents.

1956 The first Christmas Festival of Music was held.

1957 An IBM 650 high-speed computer was installed in the Statistical Laboratory.

1958 Iowa State celebrated its 100th birthday.

1959 ISC became ISU: Iowa State College of Agriculture and Mechanic Arts became Iowa State University of Science and Technology.

1960 Sir Lancelot and Elaine, the two white swans on Lake LaVerne, died of an unidentified illness.

1961 Improvements to the Clyde Williams Field resulted in a record seating capacity of 25,000.

1962 The first phase of a comprehensive plan for protecting Iowa State students in event of a nuclear attack was established.

1963 The laying of the cornerstone of the $4.6 million Ames Laboratory Research Reactor facility was celebrated during Veishea.

1964 The State Board of Regents issued a policy statement prohibiting discrimination in its institutions "on the basis of race, color, religion, national origin, or ancestry..."

1965 W. Robert Parks, formerly vice-president for academic affairs, became the 11th president of Iowa State University.

1966 The University Extension system – including the Cooperative Extension Service, the Engineering Extension Service, and the Center for Industrial Rearch and Service – was formally established.

1967 Left-wing Don Smith, who vowed to "drag Iowa State kicking and screaming into the 20th century," was elected president of the student body. Smith soon resigned amid charges of marijuana use.

1968 The College of Education was established.

1969 For the first time, Iowa State adopted a theme for the year: "Commitment for the '70s: Man, Machines, and Morality."

1970 Students protested the Vietnam War in a sit-in on Lincoln Way.

1971 The new Hilton Coliseum was the site of graduation ceremonies for the first time.

1972 Cars, trucks, and motorcycles were banned from most of the campus, clearing the way for a pedestrian campus.

1973 To save energy, Christmas lights were prohibited, and drivers of university vehicles were instructed not to exceed travel rates of 50 miles per hour.

1974 Fisher Theater, the third unit in the Iowa State Center, was dedicated.

1975 The first football game was played in the new stadium, which was still nameless. Controversy raged over its naming, with students favoring "Jack Trice Stadium" and the administration favoring "Cyclone Stadium."

1976 Farm House Museum opened.

1977 Football rivalry between ISU and the University of Iowa was renewed after a hiatus of 42 years. The Hawkeyes won, 12-10.

1978 The new College of Design Building opened its doors.

1979 The ISU Achievement Fund coffers increased by almost $1 million over the previous year and reached $2.6 million.

1980 Changing class schedules was expedited by the use of computers installed in the Memorial Union. The newer system replaced the older one of checking card files to see if a class was open.

1981 The university switched from the quarter to the semester system.

1982 ISU scientists received half of the awards presented by the Iowa Academy of Sciences.

1983 The last of 15 "temporary" wooden structures left over from World War II were torn down. The old buildings, which dotted the campus, were named Temporary Buildings C through S and were used for classrooms, research, and student activities. One was even attached to Beardshear.

1984 The School of Business Administration became ISU's ninth college.

1985 Three ISU women cross country champion runners, their coaches, a student trainer, and an ISU pilot were killed when their university airplane crashed.

1986 Gordon Pryor Eaton, provost at Texas A&M, became president.

1987 The ISU Research Park was incorporated.

1988 Veishea made national news when three days of riotous behavior by students and others resulted in injuries to 50 law officers.

1989 Iowa State unveiled the Iowa State Telecommunications Network, the nation's most comprehensive statewide satellite communications network.

1990 The Student Recreation Center opened its doors.

1991 Martin Jischke, former chancellor at the University of Missouri-Rolla, became president.

1992 The State Board of Regents approved the sale of WOI-TV to Citadel, a New York communications firm.

1993 During the summer, the Iowa State Center and the Rec Center sustained serious flooding damage.

1994 *The Bomb,* the student yearbook which began in 1893, ceased publication because of lack of funding.

1995 President Clinton keynoted the U.S. Department of Agriculture National Rural Conference at the Memorial Union.

1996 Cyclone Stadium was renamed Jack Trice Stadium.

1997 The ISU Foundation raised $100 million for Campaign Destiny: To Become the Best.

1998 ISU students agreed to the administration's request to hold an alcohol-free Veishea.

1999 The campus celebrated the 100th birthday of the Campanile.

– Compiled by Karol Crosbie

Web link www.lib.iastate.edu/spcl/arch/history.html

Today's technologies are allowing educators to practice profession in a whole new way. Yesterday's boundaries

Disappearing Boundaries

by Karol Crosbie

Dear 21st Century Reader:

I'm in control here. I'm controlling the sources you will read in this article. I'm controlling the order in which you read the information. If you have a question or response along the way – too bad. At this moment in time, this is one-way communication. My way.

And I'm sorry. But I'm limited by this 500-year-old paper-and-ink technology. It dictates that I am the sender and you are the receiver. Are you still with me?

CHANCES ARE PRETTY good, say educators at ISU's College of Education, that at this point you are *not* with me. You're getting accustomed to something better. New technology has turned teaching and communication on its head. The controlled becomes the controller. The student becomes the teacher. Yesterday's boundaries disappear.

No university has been more involved and committed to using technology to bring about these changes in education than Iowa State University. The College of Education was recently recognized by the nation's largest college education association, the American Association of Colleges for Teacher Education, as the most exemplary college in the nation in the innovative use of technology. Also cited was ISU's Center for Technology in Learning and Teaching.

It wasn't that long ago that technology for teachers was of a very different

kind. "You've got to understand what 'technology' was when I started at Iowa State in 1967," says Roger Volker, retired director of the Instructional Resources Center, which has become today's Center for Technology in Learning and Teaching. "Technology was slide projectors, video tape recorders (portable ones were just on the horizon), cassette tapes, and overhead projectors.

"Prior to that, about all you could do to amplify or extend people's senses was show 16mm movies and write on the blackboard."

The bucket becomes a reservoir

Today, the personal computer and the Internet has extended senses to such a degree that we speak of creating new realities. Instant access to an almost unlimited reservoir of knowledge on the Web has not only changed how teachers teach, it has changed their understanding of how students learn. "We can no longer think of education as being the bucket theory, where you pour facts into students' minds over 12 years of public school, and then four or six years of college, and send them out," says Jerry Willis, director of ISU's Center for Technology in Learning and Teaching.

"Facts change. Many things we thought were true 10 years ago aren't true anymore. We must simply keep learning across our whole lives. As we need knowledge, we have to learn how to get it; technology has changed us from being banks of knowledge to being acquirers of knowledge as we need it."

And if today's learner is not a "bank of knowledge," neither is the teacher. Ms. Jones can't possibly impart even a fraction of the facts that her students can find for themselves online. But if Ms. Jones is not an imparter of facts, what is she? As the nation's Mr. and Ms. Jones seek to redefine their roles as teachers, they are discovering a whole new landscape.

Breaking down DISTANCE

Today, technology allows such a degree of cooperation between institutions that distances between states – and even continents – have virtually disappeared. Niki Davis, ISU professor of information technology in education, is team teaching a course in research trends and technology in education with a professor at Trinity College in Dublin, Ireland. Jerry Willis is team teaching a graduate course with other professors of education at the Universities of Florida and Virginia. Professors at the diverse institutions

Yesterday's Technologies

Top to bottom:

- **A record player and reel-to-reel recorder were standard equipment in many schools' media resource centers.**
- **Before the video recorder was the movie projector...**
- **and before the laminator was the dry mount press.**
- **An ISU student using this veritype letter machine in the early 1980s had 24 headline styles from which to choose.**

Photos by Roger Volker

each offer an area of expertise not shared by the others.

"We've decided that we want to be the best in the world, but the best in the world isn't the best by being isolated," says Willis. "By developing this course together, it's a better course than it would be if any one of us had developed it independently."

"We've decided that we want to be the best in the world, but the best in the world isn't the best by being isolated."

In Willis' classes, cameras in the classrooms at the collaborating universities receive student and professor action and dialogue, and Internet II (a speedier version of the "ordinary" Internet) transmits sight and sound in real time. An electronic whiteboard allows a student in Ames to instantly see what a student in Gainesville has written. Students separated by thousands of miles share experiences, areas of expertise, and even edit each other's work.

Breaking SOCIAL DIVIDES

As distance boundaries are broken and education becomes less dependent on *where* it is delivered, a new type of college student is emerging. Ages become more diverse, as high school and community college students begin taking classes online. Ongoing education for professionals at all stages in their careers is possible without ever coming to campus.

For example, Kathy Reschke, an ISU family life extension educator who works with child care providers, knows that although many day care providers are eager for more training, the nature of their work makes it difficult to leave home. For her Ph.D. dissertation, Reschke is developing an online course that allows child care providers to log onto discussion groups with 10-12 other providers at any time of the day. As class members work together toward solutions, they examine their own thinking, and learn how to evaluate and use other resources.

"This way of learning is called *problem-based learning*," says Reschke. "In this kind of learning, you take an actual case and work through the problem-solving process as a group." This is a perfect way of learning for child-care providers, says Reschke, because they do it all the time in their work. "Child care is complex; there's not one easy answer."

Crossing EVALUATION barriers

Teachers and students alike have long realized the inadequacies of today's evaluation system, which assigns a cryptic "A" through "F" to a student's abilities. The system has sufficed in the past because, throughout the world, numerical averages communicate similar messages. The computer, says professor Davis, can allow institutions to be much more creative in communicating student assessments across systems. She sees a future where students begin a portfolio on a CD-ROM at the beginning of their student careers. Evaluators can not only see if standard skills have been mastered, they can see progress and change in a developing profile that students create themselves. They can "see" students in action over time.

As educators become more proficient in using technology to aid in assessment, it becomes easier for students to simultaneously attend different schools, says Davis. "In Australia, some students attend more than one school. They do so because there is better support for some of their subjects in a different school. Their profile is in the database, so it doesn't really matter that they took geography in one school and the rest of the curriculum in another one."

Erasing HIERARCHIES

Those suspicious or unfamiliar with the computer's role in education may exclaim, "But what about *one-on-one* instruction?" Responds Willis, "'One-on-one' is a model of education that's fading, because it implies that there's a teacher with knowledge that's needed. The teacher decides what knowledge the student needs and delivers it to him; the student is a receptive reservoir. But today, the teacher is increasingly no longer in that role."

Instead, says Willis, the teacher becomes a facilitator. For example, in the old model of teaching and learning, the teacher may have decided that the class needed to know the capitals of all the countries in Asia. Having decided what should be known, he then decided how it should be learned: through drill and repetition. Today's teacher may ask his students what

country they would like to study in detail. Groups of students may choose one country and study it in such detail that soon they know more than the teacher does. The group of students may develop a multi-media presentation to present to the rest of the class.

"In order to get students involved in deciding what they're going to learn, you need a rich set of resources, which are almost impossible to provide without support from technology. If the teacher is not going to have everything in her head that the student needs to know, then the student needs access to a range of resources. The teacher then plays a whole range of roles – sometimes a teacher, sometimes a mentor, guide, advisor, learner, and co-researcher," says Willis.

Jason Holtan, an ISU senior who is student teaching fifth grade, is teaching his students how to create a book report online. The reports include all the essentials – setting, character descriptions, plot summaries. But there the similarity to the old-fashioned report ends. These reports – created using camcorders and digital cameras – include sound and moving images. "The computer is a tool – just like a pencil or a typewriter. Unfortunately, when it is used as a babysitter, it receives bad publicity," says Holtan. "But that's not what we're taught at Iowa State. We are taught how to use technology successfully and positively."

Old, hierarchical teacher/student structures become blurred, when students begin instructing both their peers and their teachers. A graduate course at Iowa State called "Technology in Teacher Education" pairs students as mentors to faculty members who want to use technology but lack computer skills. Elementary and secondary schools that have allowed students to become part of the teaching team have discovered that students' new-found responsibility and accompanying skills begin spilling into other areas, including school government and community involvement.

"New technology tends to be one of those accelerators – if not a catalyst – for changing power relationships," says Davis. "Technology has to be in the hands of the learners. And when it is, you start to change who's responsible for what."

TEARING DOWN WALLS: Opening up today's classroom to new realities

Recently, 30 ISU students in a math methods class "visited" a local second grade class. Before Internet capabilities, a 30-person visit would have been impossible. But with a camera in the classroom, a shared whiteboard, and Internet II, the ISU students' virtual visit allowed them to collectively watch and participate in the class. At its conclusion, they interviewed the teacher, gained further understanding about her teaching methods, and together discussed what they had observed.

But might there be a down side to a future that allows anybody (including principals and school board members) to peer into classrooms? Ann Thompson, ISU chair of curriculum and instruction, doesn't think so. "I think the accessibility of the Internet has already opened up doors in the classroom. We're moving away from the model that puts the teacher and the kids behind a closed door. We don't isolate professionals that way in other disciplines. Tomorrow's classroom will be much more public. And that's a very positive thing."

Technology has not only opened classroom doors, in the future it will allow students to visit places no human has ever explored before. Like the human heart, for example. In virtual reality rooms, students can wander through huge constructs – of everything from the human brain to an Italian cathedral. "What an incredible experience, when a child can become a blood cell, and travel through a virtual body," says Thompson.

'These machines aren't teachers'

Roger Volker remembers that in bygone years, educators saw technology in teaching as "a mysterious thing." "Educational media, as we called it then, retained an air of mystery. For some reason, every generation we encountered regarded it as a very new thing. But pretty soon, the whole culture shifted to a kind of 'don't think about it' technique. You didn't have to thread cassette tape recorders. You didn't have to thread the projector. When the Macintosh computers came out, all you had to do was point and click. And all of a sudden in one machine you had a printing press, an overhead projector, and a slide and movie projector. And the mystery disappeared.

"For the first time, we could stop worrying about *how* to operate the technology, and concentrate on *why* we're using the technology."

"For the first time, we could stop worrying about *how* to operate the technology, and concentrate on *why* we're using the technology."

And that, say educators at ISU, is their goal. "Our core belief," says Thompson, "is that these machines are not teachers. We are interested in them because they are tools that will help our students produce, create, and collaborate."

They are tools that enhance the teaching profession, and that, says Thompson, is what excites her the most. "Because this is such a dynamic challenge, we will increasingly be able to attract the brightest and the best to teaching. This is an opportunity for them to explore new ideas. Students are really attracted to the possibility of making a difference in education through leadership and the use of technology." ■

ISU Center for Technology in Learning and Teaching
Web link http://www.educ.iastate.edu/ctlt/

Iowa State's year-long technology celebration
Web link www.eng.iastate.edu/advtech/

American Association of Colleges for Teacher Education
Web link www.aacte.org/

collegefocus:

There's exciting learning going on in every corner of ISU — but some of the most creative occurs in Honors Seminars, ungraded one- to two-credit classes available to the 1000-plus high-achieving students who are members of the Honors Program.

Liz Beck, director of the Honors Program, constantly has her ear to the ground for fascinating areas of study and chooses instructors from ISU faculty and staff and also from the local community. Every college offers a selection of seminars, but students who take the classes represent diverse majors and backgrounds. The result is a free-flowing, rich exchange of ideas between students who are ISU's crème de la crème.

Education

Leadership Development and Teamwork

When Lauren Hughes, a senior in zoology, finished Leadership Development and Teamwork, she had new leadership strategies and a new understanding of herself. The purpose of the honors seminar, says its leader, Walt Gmelch, dean of the College of Education, is for students to "find out what they're passionate about – and find a leadership role in making that passion a reality."

Students arrived at a better understanding of their own leadership style by taking diagnostic personality tests, participating in simulations, studying different leadership theories, and writing a reflective paper.

Hughes, who chairs the Foundation Committee of the Student Alumni Leadership Council, says the class helped her run meetings more efficiently and effectively. And it also affirmed her understanding of true leadership. "For me, leadership means helping bring out the best in others."

Family and Consumer Sciences

Forecasting Multiple Futures: Look, Ma, No Psychic Hotline

Forecast 1: In the year 2050, human genetic engineering will be highly developed by profitable, commercial ventures. Unfettered by government controls, parents can now define and manipulate the genetic characteristics of their children. Unfortunately, this brave new world is available only to the very wealthy.

Forecast 2: In the year 2050, genetic engineering will be controlled by the government and used primarily to alleviate genetic diseases that affect significant portions of the population.

In Forecasting Multiple Futures, Mary Lynn Damhorst, associate professor of textiles and clothing, and Suzanne Hendrich, FCS associate dean for undergraduate programs, ask students to paint two contrasting forecasts for a variety of contexts, including technology, communications, business, agriculture, health, education, politics, entertainment, work life, family life, and population diversity. Student groups consider ethical, social, and economic implications and use a variety of creative techniques to paint their diverse futures for other class members.

Business

Symbiotic Sports and Business

Symbiotic Sports and Business, conducted by Ben Allen, dean of the College of Business, and Gene Smith, director of athletics, presents students with a wide variety of discussion leaders – from journalists, to fund raisers, to sports club owners. The great thing about the class, says Todd Darnold, a senior honors student in marketing, is that it allows each student to contribute and learn in a different way.

Darnold hopes to use men's head basketball coach Larry Eustachy as a source for a paper he is writing for the class on legal problems associated with recruitment that takes place at summer basketball camps. "There aren't too many sources on this – but I'm going to try to pick Eustachy's brain."

Engineering

Donatello, Leonardo, Michelangelo, and Raphael

There's a wonderful story about Michelangelo. He was putting the finishing touches on his *David* masterpiece, when he was approached by his patron, who pointed out that David's nose was on the longish side. An immediate nose reduction was ordered. Michelangelo knew that when David was elevated on his pedestal, that the angle would change for the viewer, and the nose would be perfect. But he didn't argue. He grabbed some marble dust in one hand, his hammer in the other, and pretended to chisel. "How's it looking?" he asked his patron. "Perfect!" replied the satisfied critic.

That's just one of the stories that students enjoy in a course offered by Dale Chimenti, professor of aerospace engineering and engineering mechanics. Chimenti's course allows students to explore the blossoming of art in Italy beginning in 1300 A.D. "The students are very interested in the adventurous spirit of many of these artists and in discovering their life stories," says Chimenti.

"The Renaissance was a very exciting period. It was about reinvention

Honors Seminars

and discovery. And that's really what universities are all about. Here, we discover, invent, and analyze; we're a Renaissance microcosm."

Design

Typography: The Clothes Words Wear

The tailored Helvetica, the overdressed Nuptial Script, the grungy Braggadocio. "Dressing for success" takes on a whole new meaning in a course offered by Paula Curran, assistant professor of art and design. Her students not only learn about the subtle language of typefaces, they also learn about how the space between letters, words, and lines affects mood and readability.

In the course, students from a wide variety of disciplines demonstrate their understanding of type styles by creating pieces specific to their own needs, ranging from resumes to flyers. One student created a web page for his parents' angus cattle ranch.

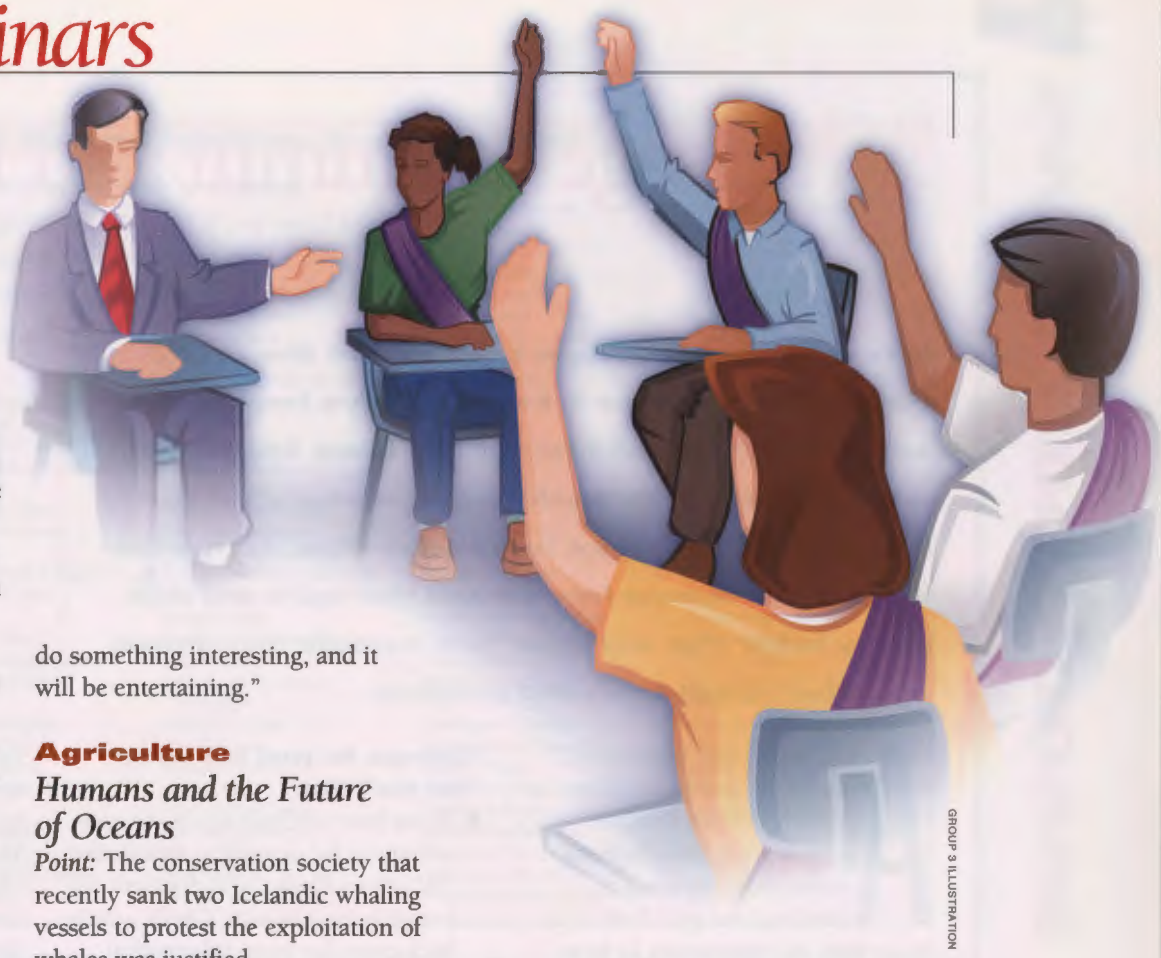
"Honors students are wonderful," says Curran. "They are a lively group – hungry for knowledge."

Liberal Arts and Sciences

Polar Explorations

Forget "hands-on" learning. James Colbert's students call it "butts-on learning." Colbert, an associate professor of botany, has created a course called Polar Explorations that requires students to camp out on the ice. Reading about the historical polar explorations can go only so far in allowing students to really understand what it's like to live in the icy wilderness, says Colbert. "But the first thing Liz Beck told me was, 'We don't have money to go to the North Pole.' So instead, Colbert and his students spend a night on the frozen pond of a Story County park.

Colbert likes the night out – and he also likes his students, who present reports on a specific aspect of historical explorations. "One of the great things about honors students is that you can trust and depend that they'll do something interesting, and it will be entertaining."



GROUP 3 ILLUSTRATION

Agriculture

Humans and the Future of Oceans

Point: The conservation society that recently sank two Icelandic whaling vessels to protest the exploitation of whales was justified.

Counterpoint: Destroying people's property and livelihood to protect animals is not morally defensible.

This issue and many more, including the effects of trawling on fish, coral reef decline, oil spills, and global warming, are hotly debated in Humans and the Future of Oceans, offered by Gary Atchison, professor of animal ecology.

The honors students in the class are a diverse group and less likely to agree on the issues than are other, more homogeneous classes, says Atchison. In an exercise involving the sinking of the whaling vessels, Atchison split the class in two and asked the students to take opposing sides. He then asked them to switch, and take the other side. Finally, he asked them to come to a unanimous group decision on the question. "They couldn't do it," Atchison said. "Neither group could arrive at consensus."

Veterinary Medicine

Modern Day Plagues

A hurricane has just swept up the East Coast, resulting in severe flooding in Pennsylvania. Badly hit is a chicken ranch, where the rotting carcasses of three million chickens contaminate the drinking water. Thousands of people die when they drink the fouled water, and many more are critically ill. It is not known if the epidemic will spread, and flood relief workers are afraid to enter the area.

It didn't happen, but it could. Like many honors seminar attendees, students in Modern Day Plagues, led by Susan Carpenter, associate professor of microbiology, "create" their own event. What caused the epidemic? How was it affected by the environmental, social, and political climate? How did the mythology and prejudices affect the outcome of the plague?

Groups of students creatively presented their findings to the class. The Pennsylvania flood report, for example, included weather reports, interviews with ranch owners, the Center for Disease Control, and flood victims. ■

Web link www.public.iastate.edu/~honors/homepage.html

by Jeffery W. Johnson

A message to alumni and friends

A few years ago, when I worked at the University of Kansas, I was always impressed – and a little bit envious – of the Iowa State fans who turned out in such huge numbers for the Big Eight Tournament in Kansas City. I remember thinking that Cyclone fans showed their spirit and their loyalty better than any other fans, because they always wore their school colors and emblems.

Jeffery W. Johnson

As I journeyed back to K.C. in March as a newly adopted member of the Cyclone family, I took great pride in being surrounded by a sea of cardinal-and-gold fans. You never miss an opportunity to wear your school colors and show your loyalty to Iowa State! You are this school's best advertisement!

Your voice is making a difference

If my numbers serve me correctly, I have met, interacted, or communicated personally with more than 52,000 Iowa State alumni and friends since I came to Iowa State last fall. Everything I thought I knew about you is true, and then some. Iowa State has loyal, friendly, visible alumni. And Iowa State has an alumni body with VOICE. You demonstrated that at basketball games; you carried the Board of Directors' message to the Iowa legislature that cutting the state's higher education budget is not the way to build a better Iowa; and you told us what you thought about the fate of Morrill Hall. I am proud to be connected with a group that demonstrates its commitment to Iowa State, its students, and its future.

Things to put on your "to do" list

- If you have Internet access, be sure to sign up for our online newsletter, "ISU News Flash," which is sent via e-mail twice a month. Check out the back cover for more information.
- I encourage you to mark your calendar for the Iowa State Fair in Des Moines. Aug. 10, opening day of the Fair, has been designated ISU Day. So put on your cardinal and gold and join us for a full day of Cyclone pride.
- You'll also want to be sure and put all the dates of the 2000 football season on your calendar (see page 46). I especially encourage you to join us Saturday, Sept. 2, for our first home game of the season. It will be hosted by the College of Family and Consumer Sciences to kick off the University's FY2001 theme, "Strengthening Families to Become the Best." Saturday, Oct. 7, is Family Weekend, and Oct. 21 is Homecoming 2000, where we intend to host the largest family reunion of Cyclones ever. So contact your family members now and meet us in Ames on Oct. 21!

Beat the Hawks

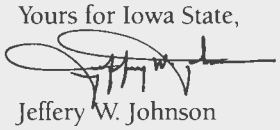
I wouldn't be doing my job if I didn't share one disappointment with you. I was disappointed to learn that the University of Iowa's Alumni Association membership has grown to over 50,000. We currently stand at 42,000. This isn't good. Let me make sure I have this correct: We are beating Iowa at 1) football, 2) basketball, 3) National Merit Scholars enrollment, and 4) *Yahoo! Internet Life* magazine's latest list of "most wired" universities ... but we are letting the Hawkeyes beat us in demonstrating LOYALTY?! Alumni Association membership is one of the key measures of institutional pride. Let's get going! Members, please be sure to renew your memberships. Non-members, I encourage you to JOIN now! (Call toll-free 1-877-ISU-ALUM).

Going global

I want to share an experience with you that I had in Evora, Portugal. While there for a meeting this spring, I was wearing one of my Iowa State shirts. When I got off the bus, a local resident shouted at me, "Go Shyclones! Marchus Fiza rocks!" This is another example of Iowa State's universal appeal. So go Shyclones!

Let me end by wishing President Jischke and Patty much success in their new roles at Purdue.

Yours for Iowa State,



Jeffery W. Johnson

The ISU Alumni Association – it works for a lifetime

The ISU Alumni Association welcomes the following new lifetime members who joined January through March 15, 2000. If you would like to convert your membership from annual to lifetime, and receive a complimentary gift, call toll-free 1-877-ISU-ALUM (294-2648 locally).

Kurt Andersen
Brian L. Anderson
Marcia and Robert Anderson
Jennifer D. and Brian L. Armstrong
Betty and Alfred Ashby
Tricia K. Audette
Ruth B. and Norman W. Barker
Gerald L. Barth
Mildred L. Boggs
James R. Borcherding
Cheryl and Gerald Bouziden
Barbara and Bernard Bowlen
Tsutsumi and Nathan Bright
Constance Brinton
Donald W. Buckingham
Douglas Bywater
Troy W. Carmann
Todd S. Casperson
Carol Dutton Clement and Keith Clement
Mary and Larry Coady
Joylyn M. Cobb
Linda and Marlin Cone
Margaret and Lisle Cook
Kimberly Butorac-Crosser and Robert R. Crosser
Cheryl A. and Monte B. Dearmoun
Bryce A. Dee
Chien-Zu Shen and Jyh-Jeng Deng
Gary B. Denning
Jill and Daniel Di Leva
Barbara and Thomas Dougherty
Gene L. Downs
Lynda and Brian Downs
Melissa and David Drake
John R. Dreager
Nicole L. and David A. Eggert
Alma and Loren Elliott
Paul L. Ertz, II
Karen and Eric Ervin
Stacy A. and Larry R. Eustachy
Michelle and Robert Fitch
Carol S. Gee
Jennifer and Jeff Gerken
Dorothy M. Hackbarth
Duane G. Hackmann
Berniece and Robert Handy
Scott R. Hansen
Anne and Thomas Healy
Verlee and Robert L. Hitzhusen
Maureen and Donald Holscher
Kylin D. Holter
Michael Holthaus
Glen E. Howell
Ardyce-Jean and Billie Hurny
G. Dwight Hunter
Michelle Hurt
Leroy Hutton
Kirsten and Jon Illian
Susan M. Jacobi
Marjorie and Joel Jensen
Diane and James Jetter
Cynthia M. and Donald Jones
Daphna Krim and Sergio Kapfer
Scott J. Kelly
Robert G. Ketter
Barbara A. and Steven King
G. Duane King, II
Susan L. and Lawrence G. Koehrsen
Robert A. Kordick
Scott E. Kramer
William E. Kreber
James L. Kuehl
Nancy and Leo Landis
Diane and Tim Legore
Robert F. Leitgen
Mary J. Leland
Lisa and Russell Leuck
Hing R. Leung
Sally and Harold Lovig
Sheryl O. Magnini
Kenneth G. McConnell
Janet and Raymond McGarry
John H. McLaughlin
Randi and Peter McNally
Patricia and Gary Melssen
Kathleen and Daryl Metzger
Marjorie L. Milton
Nancy and Edwin Myers
Thomas H. Neill
Helen L. and Gordon S. Nicks
Yuichiro Nishina
Bradley J. Oatman
Paul S. Oh
Josephine C. Oldfield
Beth Melody and Robert Oppelt
William T. Peden, Jr.
Laura M. Perrett
Sharon and Robert Phillips
Molly and Steven Pigneri
Krista and Steven Piraino
Marnnie M. and Craig W. Postol
Sally A. Pritchard
Christopher R. Pronek
Cynthia A. and Thomas P. Quint
Sharon V. Redick
Roberta and Edward Reynolds
Timothy C. Rizner
Elizabeth and John Ruan
Virginia and George Sanborn
Amy and Joseph Schaffer
Victoria and Mark Schaller
Donna F. Schepers
Linda and Gerald Shields
David W. Short
Mark L. Sobek
Martha and John Squire
Thomas P. Stanton
Sylvester L. Steffen
Carol and Roger Strandlund
Cynthia and Gerry Swan
Dennis Swanson
Barbara and John Taylor
Vera and Robert Theobald
Christopher J. Thies
Patricia K. Tice
Eleanor and Teddy Tilton
Helen and Merton Townsend
Verna and William Trepka
Gary J. Uyeno
Amy and Bradley Van Otterloo
Laura A. Vanden Bosch
Thelma Vanden Brink and John Vanden Brink
Vernon J. Walsh
Jane and Richard N. Walz
Kaela C. and Steven H. Washam
Jeffrey B. Wellman
Allan V. Wind
William J. Wombacher
Robin F. and Kenneth C. Wright
Kelli and Ronald Zimmer

JIM HEEMSTRA

We've got spirit

It really was "March madness" in the Alumni Association office this spring. The events team – with the help of the entire staff and hundreds of volunteers – managed to pull off 13 basketball spirit rallies in 18 days. We think somewhere in the neighborhood of 20,000 alumni and friends attended seven Big 12 spirit rallies in Kansas City and six NCAA spirit rallies in Minneapolis, Ames, Auburn Hills, Mich., and Kansas City as the men's and women's basketball teams advanced to the NCAA Elite 8 and Sweet 16, respectively. It was a whirlwind of activity, and David Orth, our assistant director of alumni events, jokingly says if he never hears the ISU Fight Song again it'll be OK with him. But after all was said and done, the staff agrees... we're ready to rally again next year, all the way to the Final Four.

"We moved here for a great job and got a wonderful life, too."

"Patrice and I have lived all around the country. But no other place compares to Cedar Rapids. The schools are great and there are plenty of entertainment opportunities for the whole family. Plus, Cedar Rapids is so easy to get around. In a nutshell, we love it here."
- Gary Moore
Rockwell Collins

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www.corridorcareers.com

Alumni Association news in brief

The name game

An old group has a new name. The Student Alumni Association (SAA) has become the Student Alumni Leadership Council.

As SAA, the group of 100 student leaders has organized popular student events such as Homecoming, Family Weekend, and Lil' Sibs Weekend.

The student membership program, which currently has more than 2,900 students who receive benefits for their $15 annual dues, has also changed its name. Formerly called the Collegiate Alumni Association, this group's new name is the Student Alumni Association.

The name game, part 2

Albert H. Wohlers & Co., the ISU Alumni Association's group insurance provider, will change its name to Seabury & Smith later this year. The company's address and phone numbers will remain the same.

At long last, letters

The ISU Alumni Association joined with the Department of Athletics to honor female student-athletes who earned varsity letters between 1968 and 1978. During the weekend of Feb. 5, 115 athletes came back to campus to get their long-overdue recognition. The Association sponsored a Friday evening reception, and current student-athletes provided tours of athletic facilities. Athletics formally presented the women their varsity letters during an awards luncheon and introduced the group at halftime of a Cyclone women's basketball game. (See related article on page 44.)

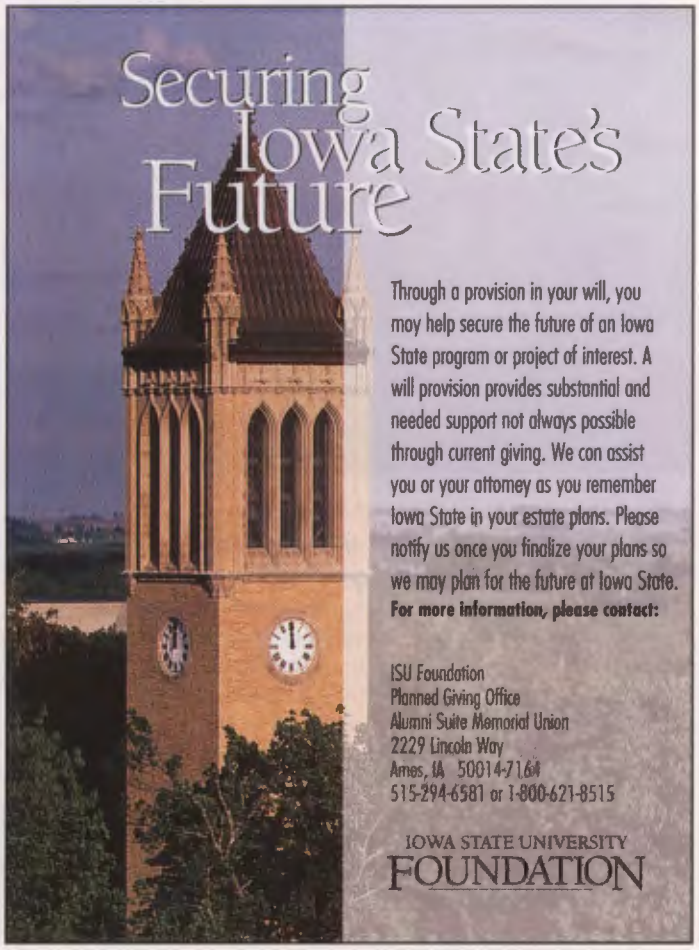
Legacy Migration

ISU's Legacy Migration will be held Sept. 1, 2000. The program is open to high school freshman- and sophomore-age children of alumni. Activities include a variety of tours, a student panel, and tailgate lunch. For more information call (515) 294-1821.

The Great Alumni Association Giveaway

Since the last issue of VISIONS was published, two drawings for the Great Alumni Association Giveaway have been held. For a list of winners, visit our Web site. To enter the summer members-only giveaway, mail us the entry postcard included in this issue of VISIONS. For more information, see the advertisement on page 10.

Web link www.isualum.org/membership/giveaways00.html



Pursuing career goals: *Keep on trucking!*

Career Insights

by Jane Sturgeon

Remember your good ol' college days, and the sense of purpose, direction, and excitement your studies took on, once you became confident in the major you had chosen? As you neared the end of college, you probably began to daydream about where your new career would take you.

Perhaps you envisioned yourself sitting in a corner office of a high-rise office building in a major city, working for a Fortune 500 company. So, how closely does your work life today resemble the one you dreamed about?

For me, reality bears little resemblance to those naïve daydreams, thank goodness! For if I had not kept an open mind to the possibilities before me, I would have missed the chance of my life.

As an accounting student more than 14 years ago at Iowa State, I envisioned myself working for a major public accounting firm, bank, or insurance company – one of those high-profile type companies. Instead, I am the chief financial officer of a large Iowa trucking company, Barr-Nunn Transportation, Inc., in the small town of Granger, Iowa.

No business is as simple as it seems on the surface, and the trucking industry is no exception. Each day brings a new complexity – a challenge for which a solution must be found or policy set – and I get to help make those decisions.

So what's my point? It's very simple: Be careful to avoid stereotypes that can put restrictive limits on your career opportunities, and don't be afraid to take chances. Our jobs are as satisfying as we challenge ourselves to make them, so consider the possibilities!

Jane Sturgeon, '85 Accounting, is CFO of Barr-Nunn Transportation, Inc.

Career Insights is a regular feature in VISIONS. Its purpose is to provide you with career-related information and let you know what tools are available through Iowa State and the Alumni Association.

Web link www.iastate.edu/~career_info/

Web link www.alumni.iastate.edu/programs_services/career

Put on your game face!

Join the ISU Alumni Association at these Cyclone Football 2000 Pregames

Cyclone Football at Iowa
- September 16, 2000, 3 hours prior to kickoff
- Hawkeye Village, Iowa City, Iowa
- Tailgate party buffet, spirit squad, door prizes, Cy tattoos
- RSVP by Sept. 8, 2000

Cyclone Football vs Nebraska
- October 7, 2000, 2 1/2 hours prior to kickoff
- Open to all ISU students and their parents
- Scheman Building, Ames
- Family weekend tailgate, spirit squad
- RSVP by Sept. 29, 2000

Cyclone Football vs Texas A&M (Homecoming)
- October 21, 2000, 3 hours prior to kickoff
- Iowa State Center parking lot (SW corner), Ames
- Tailgate party buffet, alumni band, spirit squad, door prizes
- RSVP by Oct. 13, 2000

Cyclone Football at Colorado
- November 11, 2000, 3 hours prior to kickoff
- Location to be announced
- Tailgate party buffet, spirit squad, door prizes, Cy tattoos
- RSVP by Nov. 3, 2000

For more information or to register, visit our Web site (www.isualum.org/ events/athletics.html) or call toll-free 1-877-ISU-ALUM (locally, call 294-4557).

by Karol Crosbie

Attitude, generosity, and creativity

shape the College of Design

Buildings are homes for programs. And programs – if they're anything like the College of Design's – are constantly evolving. It follows then, that buildings must evolve right along with the creative energy they house. It would be incorrect to say that the College of Design Building was "completed" in 1978. Because if a building is really doing its job, it will never truly be completed.

KEVIN McCONNELL

A student in the Design Build architecture class works on one of the improvement projects to the Design Building. The building is constantly evolving.

Threshold 2000, a capital project for the College of Design and part of Campaign Destiny: To Become the Best – has resulted in the combined energy of hundreds of people.

When you enter the College of Design Building, you are struck with a powerful impression: that this is a space shaped by its users. The large, newly designed forum, or atrium, was made possible by a gift and by an attitude. The gift was part of a $1 million contribution from Lyle Lightfoot, a successful 1945 graduate of ISU's architecture program. The attitude comes from the building's inhabitants. It says: This building will serve its users, who want to be surrounded by beauty and to be comfortable. This building will allow faculty and students to mingle. This building will allow students to create.

The forum used to feel "unlived in," says Mark Engelbrecht, dean of the College of Design. But the evolution toward warmth began when the college opened the Design Café, a small restaurant which sells sandwiches and coffee and is housed in the forum. But why stop with an eatery? Using funds donated by Lightfoot, the students turned an empty space under the stairs into a "cyber café" – a kiosk of brightly colored computers interspersed with display cases for artwork. New carpet, tile, and space for study, display, and conversation continued to transform the large area from something cold into something warm and inviting. "Now this place is mobbed – it's pulsing; everyone just loves it," says Engelbrecht.

Design Build

Take the glass elevator up to the top of the building, and you'll see more building evolution. Again, it is the result of generous gifts by area architects and alumni; it is also the result of a conviction that students should

KEVIN McCONNELL

Translucent fabric sculptures seem to float at the top of the College of Design Building. Architecture students designed the "clouds" to diffuse sunlight that pours from the skylight.

CLAUDE SINGER

Jen Artz sketches the countryside in Tuscany.

have a hand in shaping their own space. Fifth-year architecture students in Professor Bruce Bassler's Design Build class were presented with a problem: The glass dome on top of the building is spectacular, but in the lobby space of the fifth floor – space badly needed to display students' projects – the skylight lets in so much sun that the space is too hot to work in. Also, panels were needed to display students' work.

So Bassler's students took on the project. Supported by materials donated by architects, contractors, engineers, and alumni, students created large, white triangular "clouds." The translucent fabric sculptures, which seem to float at the top of the building, diffuse the light. New lighting and display cases complete the transformation. "It's amazing," says Engelbrecht. "I'm so proud of our students."

Destined for success

As it enters its final months, the largest fund-raising campaign in Iowa State history continues at a record-setting pace. The ISU Foundation's Campaign Destiny: To Become the Best has surpassed its extended goal of $425 million. The campaign was kicked off publicly in 1996 with a goal of $300 million, which was reached and extended in 1998. The largest single area garnering support is student scholarships, with gifts now in excess of $100 million.Watch for the fall issue of VISIONS for a full report on the conclusion of Campaign Destiny.

The Kocimski Auditorium

Approaching the building from the outside, change is clearly visible. Made of stainless steel, the new auditorium is round and gleaming. The striking addition is the result of an estate gift from the late Karol Kocimski, former ISU professor of architecture, and his wife, the late Lila Furman Kocimski. The $1.6 million auditorium seats 250 people and provides state-of-the-art acoustic and visual technology. Hundreds of alumni and friends joined the Kocimskis in making the auditorium possible by contributing to the Chairs Campaign. Each chair will be dedicated with a name plate, and its donor honored at a Sept. 9 dedication.

Leaving home

Gifts from alumni and friends also are making it possible for design students to learn to create in a completely new space – Rome, Italy. The college has appointed a resident associate director for the program and has secured a long-term lease for studio space in the heart of Rome. Only two blocks from the Pantheon, the 19th century palazzo is built on the foundations of an ancient bath complex.

"Students are bombarded with color and texture," says Cigdem Akkurt, associate professor of art and design. "They see harmony and proportion in a completely different way than they do here in Iowa."

Gifts from alumni will allow the Rome program to grow. The "Friends of Rome" campaign will make possible new equipment, program development, and student scholarships. Students from architecture, fine arts, interior design, landscape architecture, and graphic design may take a full semester of courses in Italy, including history of Rome, photography, and studio classes. The Rome adventurers can easily communicate with faculty back home using videoconferencing now possible in a new electronic studio, the gift of the Gardner and Florence Call Cowles Foundation of Des Moines. ■

Web link www.design.iastate.edu

Web link www.foundation.iastate.edu

Project contributors

Hundreds of friends, alumni, and architecture firms are contributing to the ongoing evolution of the College of Design Building. Among the major contributors (gifts $15,000 and above) are:

Karol Kocimski and Lila Furman Kocimski
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For more information contact Stacy Cullison, College of Design, 515-294-7428, or e-mail sculli@iastate.edu.

by Mike Krapfl

Paving the way

It was halftime of another women's basketball victory at Hilton Coliseum. And from the balcony down to arena circle, Iowa State fans directed the warmest cheers of the night to the 115 middle-aged women marching across the court. They were, the announcer told the crowd, trailblazers for the Cyclones.

After more than 20 years, women letterwinners were honored for their contributions to ISU athletics.

These women had all competed as Iowa State University student-athletes from 1968 to 1978. Those were the days the university gave golfers such as Tam Flarup one ball per meet. Those were the days swimmers such as Marcia McNichols were surprised the university paid their way to nationals. Those were the days outstanding women athletes weren't given a varsity letter.

But that weekend in February, Iowa State tried to do something about those days. Women athletes were invited back to campus to get their letters and some long-overdue recognition. There was a reception, a tour of athletic facilities, an awards luncheon, and a trip to a Cyclone women's basketball game.

More than 13,200 fans showed up to watch Iowa State beat Colorado that night. And when the athletes from two and three decades ago filed onto the floor at halftime, everybody stood and cheered.

The announcer asked the crowd to look around at all the little girls in the stands. "They will have an opportunity," he said, "forged by the women standing before you tonight."

The crowd cheered some more.

The women, their varsity letters hooked to the name tags on their sweaters and blazers and blouses, waved to the crowd, hugged each other, and looked proud to be Cyclones.

"That standing-O by the crowd cemented in my mind what we always projected when women's sports were starting – just give us a chance to compete and then see what we can do," said Flarup, who golfed for the Cyclones in the early 1970s. "I was never more proud of Iowa State and all those original athletes than at that moment."

JIM HEEMSTRA

Flarup: "We had such camaraderie."

Golf course to front office

Flarup grew up golfing in Eagle Grove, Iowa. Her first tee times were "before I was old enough to work in the bean fields." And her first set of clubs was purchased at 14 with money she made detasselling corn.

She grew up to be the No. 1 player for the Eagles. She made it to the state meet.

When she arrived at Iowa State after one year at Iowa Central Community College, somebody told her about the women's golf team. She decided to join. "We had such camaraderie," she said. "It was a great way to make college feel small."

Small-time, unfortunately, pretty much describes the Iowa State women's golf team of that era.

The university really did provide just one new ball per meet, and not much else.

Did she ever lose that ball?

Flarup's quick, sharp laugh fills the lobby of ISU's Jacobson Athletic Building. No, she says.

Flarup has worked as a women's sports information director since 1976. She started at the University of Kansas and is now at the University of Wisconsin in Madison. She's seen how women's sports programs have improved their facilities, how federal legislation mandating equality has made a difference, how expectations have risen, how college crowds have been cheering for women athletes.

Even so, she was excited about finally receiving a varsity "I" of her own.

"It is a big deal," she said. "It's a tremendous honor to be recognized for something that was important in your life. And I wanted to be here so [ISU officials] understand that it was an important step they took to do this."

A swimmer stops waiting

Marcia Mauseth McNichols, a swimmer for Iowa State in the early 1970s, wrote a letter to the Cyclone athletic department four years ago. The department had just invited her to join its club for letterwinners.

But, she wrote back, "If I am due the honor of being part of the ISU Letterwinners Club...then please send me my ISU letter. I have waited 27 years to receive it."

McNichols never mailed that letter. But when she was finally invited to campus for a letter of her own, she knew she had to attend. The long wait was finally over.

McNichols, who's tall and talkative, was a sprinter in the pool. She swam at Iowa City's City High and helped the team win a state title. She broke 60 seconds in the 100-yard freestyle for the local swim club. She competed in state and regional meets and dreamed of swimming in a national meet.

There were no swimming scholarships for women in those days. Her parents couldn't afford to pay out-of-state tuition. McNichols decided to swim for the Cyclones.

Things went well that first year – in the pool.

McNichols did qualify for the national meet. But a D in chemistry disqualified her from the competition. She had a 1.97 grade point average, and women needed a 2.0 to compete at nationals; men needed a 1.65 to compete.

"I could hardly stand it," McNichols said. "It was so unfair."

The next year, McNichols qualified again. This time her grades were up and she made the trip.

She didn't duplicate her best times at that meet, but she accomplished her goal. She stopped swimming after that, concentrating on her degree in physical education. After school, she taught and coached for a few years, moved into nursing, and is now back in the classroom. She and her husband, former Cyclone swimmer Jim McNichols, are raising three young swimmers in Naperville, Ill.

McNichols is astounded by the opportunities presented to today's student athletes.

"I can't believe what they have now," McNichols said. "Gosh. It's unbelievable."

JIM HEEMSTRA

McNichols: "I can't believe what they have now."

What a letter means

Gina Curtis – a Cyclone high jumper and a two-time Minnesota state champion – already has a varsity letter. And that, she told the pioneering women just before they received their own letters, is a lot more than a jacket decoration.

That letter, she told a roomful of women who know something about adversity and perseverance, "says that in one way or another I've made an important contribution to the success of Iowa State athletics. It is nothing short of an honor. You have paved my way and I thank you for that. I see this as an incredible honor for you that's far overdue. But the timing isn't as important as the knowledge that you've earned it." ■

Mike Krapfl writes for The Tribune *in Ames*

Web link www.fansonly.com/schools/iast/marketplace/boosters/iast-boost-letterindex.html

calendar

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.isualum.org or call toll-free 1-877-ISU-ALUM.

July

14-16 Iowa Games

19-Aug. 1 Alumni Travel: Danube Cruise

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

24-Aug. 5 Alumni Travel: Alaskan Wilderness and Cruise

August

5 Summer Commencement

10 **Iowa State Fair Opening Day: ISU Day**

10-20 Iowa State Fair

11-12 Alumni Association Board of Directors/Staff Retreat

17-20 New Student Days

18-29 Alumni Travel: Treasures of the Seine

21 Fall semester classes begin

22 Christian Petersen exhibit opens, Brunnier Art Museum (through 12-31)

25 *Mass Appeal*, Fisher Theater (through 8-27)

25-Sept. 16 Alumni Travel: The Ancient Silk Road of China

27 ISU Club of Southern Colorado annual picnic

27-Sept. 4 Alumni College in Switzerland

September

1 **Legacy Migration**

2 Cyclone Football vs. Ohio

1-Oct. 1 Alumni Travel: Around the World Journey

7 Des Moines Breakfast Club

9 College of Design: Threshold 2000 Dedication (Kocimski Auditorium)

9 Cyclone Football vs. UNLV

16 **Cyclone Football at Iowa (Alumni Association pregame event)**

17 Luma Theatre of Light, Stephens

19 University Museums 25th Anniversary Gala

22 Road Scholars alumni reception

22 *The Fantasticks*, Fisher Theatre (through 10-1)

26-Oct. 4 Alumni College in Italy

30 Cyclone Football at Baylor

October

5 Des Moines Lunch Club

6-8 **Family Weekend**

6 Order of the Knoll

7 Cyclone Football vs. Nebraska (student/family tailgate)

7 Palmer Building dedication

7 Family of the Year Reunion

14 Cyclone Football at Oklahoma State

20 Honors and Awards Banquet

20 Alumni Association Board of Directors Meeting

20 National Merit and Achievement Scholars/Mentors Luncheon

21 **Homecoming**

21 Homecoming Tailgate

21 Cyclone Football vs. Texas A&M

28 Cyclone Football vs. Missouri (Educator's Day)

Alumni Association 2001 Travel Tours

Jan. 19-28 Galapagos

Feb. 1-11 Legends of the Nile

Feb. 14-24 Panama Canal

Mar. 27-April 3 Paris Escapade: Big XII Tour

April 3-11 Alumni College: Provence

April 17-May 4 China's Yangtse River

May 2-16 European Capitals by Rail

May 10-22 Portugal and Spain

June 14-22 Alumni College: Austria

June 25-July 8 Voyage of the Goddess: Paris, Provence, Rivieras

June 27-July 11 Elbe River

July 18-Aug. 11 North Pole

July 19-Aug. 3 Holland to Hungary

July 21-31 Alaska

July 24-Aug. 4 Classic Scandinavia

July 29-Aug. 6 Village Life in Wales

July 31-Aug. 14 Europe's Grand Passage

Aug. 15-23 Alumni College: Scotland

Oct. 16-Nov. 6 Crown Jewels of the East and West

Oct. 21-29 Alumni College: Tuscany

www.foundation.iastate.edu

Learning how you can make a gift to Iowa State is now quick and easy. The ISU Foundation's web site is one of the newest sites at Iowa State, recently ranked by Yahoo! Internet Life magazine as one of the "Most Wired" universities and research schools in the nation.

Access our new website and discover:

- the impact of Campaign Destiny
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- a variety of methods to make a gift
- a directory for contacting staff members

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Browse www.foundation.iastate.edu and help Iowa State become the best.

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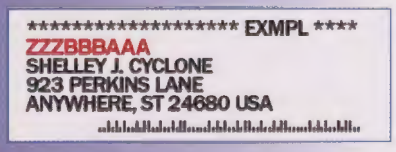

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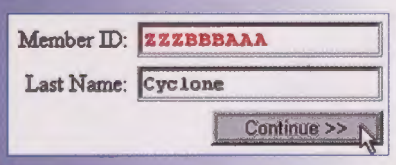
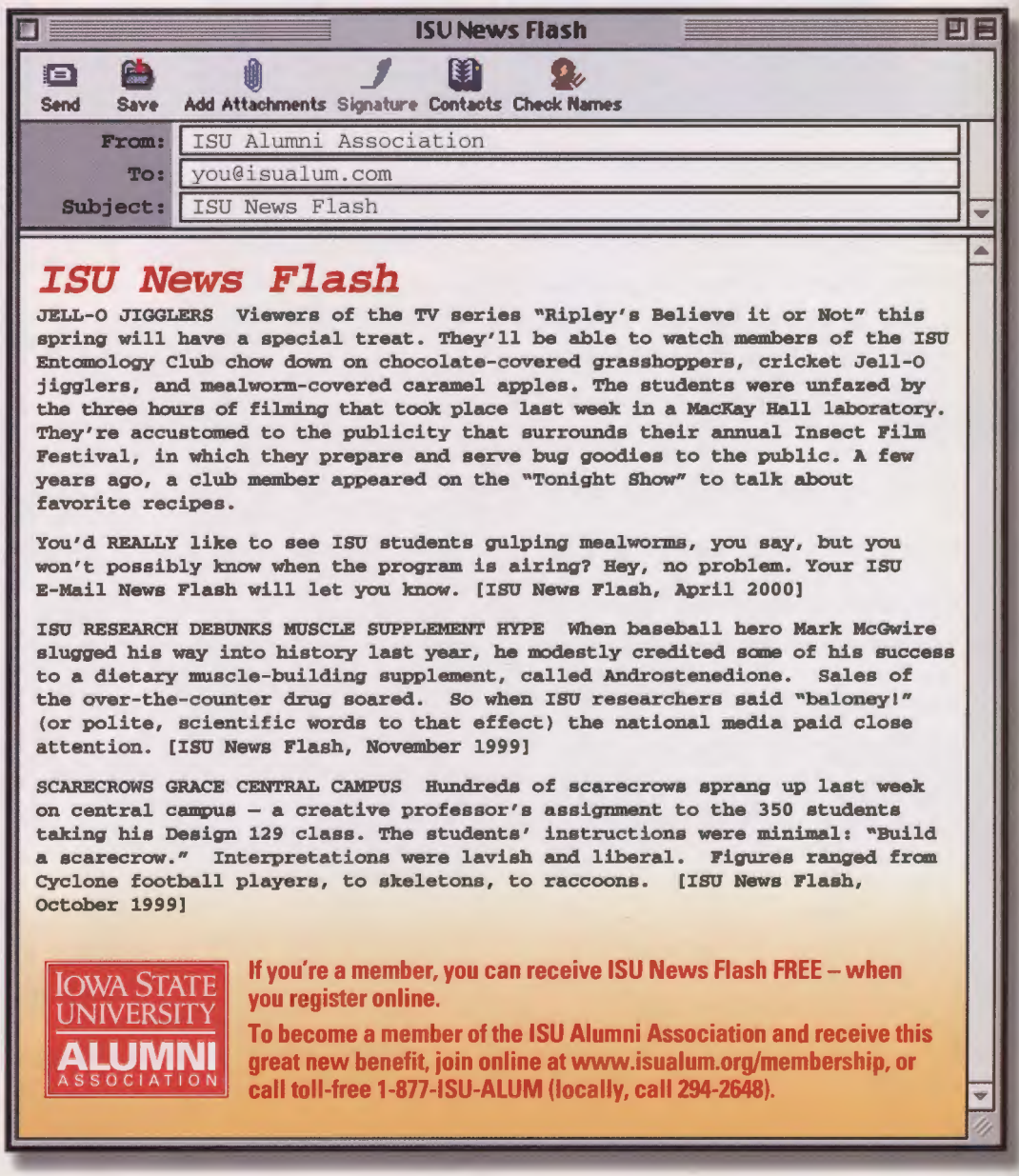
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