IOWA STATE UNIVERSITY

VISIONS

September/October 2000

A PUBLICATION OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Ordinary Families

by Carole Gieseke

Photographs and memories

There are three of them. Sisters. The oldest has long, thick, wavy hair, and she is wearing a simple dress — or perhaps it is a nightgown — that covers her completely, from her throat to her ankles. She appears to be around 4 years old.

The middle one has a boyish haircut, and it is impossible to guess her age. Her body is mostly obscured by a baby cradle, which holds the youngest one, too young to have developed anything resembling a personality. It is the oldest one I am drawn to. She is stoic. Too stoic for such a young child. She is stoic, I understand, because to smile, to blink, to scratch an itch will ruin the picture. Exposures were excruciatingly long then, in the early years of the last century.

The oldest is my grandmother. I have known that picture forever. Surrounded by a huge, ornate white frame, it hung over the bed in my grandmother's spare bedroom. The bed I slept in every summer when I came to visit. I spent hours looking at that picture. I was fascinated by it. The picture hangs in my own house now, along with the picture of my father in his Army uniform sitting on an Austrian hilltop, the picture of me as a chubby pink baby playing with my feet, and the picture of my own dark-haired daughter peering into a white cradle that holds her squirming new baby sister.

Gosh, I love those pictures. The walls of my bedroom are covered with family pictures, and the hall closet of my house is stuffed with photo albums cryptically labeled with "Katie, age 1," "San Diego Trip, 1995," and other clues to their contents.

In my office, the shelves above my desk are filled with similar books. Thick black, blue, and red binders marked with labels like "2000-2001 Calendar," "Fall '99 VISIONS," and "Campanile." Inside, they're all filled with beautiful color slides, some of which you may have seen because they were once published in VISIONS or in our university events calendar. Most have never been reproduced. Like my photo albums at home that tell the story of my family, the photos in these three-ring binders tell the story of Iowa State University.

So many beautiful images have been made of this campus that VISIONS decided to do a story in this issue about the photographers of Iowa State. Two of the photographers we featured are employed full-time by Iowa State, one is a free-lancer who does most of the photography for this magazine, one is a former university photographer who now makes a living as a free-lancer, one is a retired ISU administrator who pursues photography as an avocation, and one hasn't photographed the campus for many years. Together their pictures tell many stories of Iowa State.

But there are many more stories to tell. Stories about the old days, when Iowa State was mostly Iowa prairie. When the college began to grow and build and spread out. When it began to resemble the campus you knew when you were a student here. We are putting these stories together in a book, available later this fall, called *Reflections of Iowa State*. The book combines the black-and-white archival photographs of yesterday's Iowa State with glorious, colorful images of today's campus.

We're excited about this new project – we don't think another book like this has ever been published about Iowa State. It's a coffee-table sort of book in the sense that it will look pretty sitting on your coffee table, but we hope alumni (and others who are as fond of Iowa State as we are) will look inside its covers and appreciate the history and beauty of this campus. Like my grandmother's portrait, it is to be treasured.

Oh, by the way, that little girl with no hands and too-big shoes is me. ■

FROM THE COLLECTION OF CAROLE GIESEKE

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September/October 2000
Volume 13 No.3

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On the cover:
For more than 10 years, behavioral researchers at Iowa State have studied rural Iowa families. The study has now become the largest and most comprehensive of its kind in the world. Photo illustration by Jim Heemstra.

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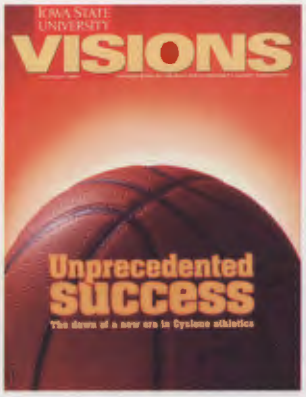
letters



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. Letters may also be viewed at the Alumni Association Web site: www.isualum.org/news_views/VISIONS. 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.

20th Century Milestones

I enjoyed reading your list ("20th Century Milestones," *July/August 2000*), but I have to add that the building and dedication of Reiman Gardens in 1995 stands out as a milestone for many: The city of Ames, for the attraction it has added to the town; ISU, for the beautiful greeting we provide for everyone turning north onto Elwood Drive from Highway 30; the State of Iowa that is looking for and funding new attractions for the state; the 300 families that are our volunteer Co-Horts; the 5,000 school children who tour here each year; the 45,000 visitors that view our flowers, plants, and shrubs; the faculty who have research projects on site; the current students from many disciplines who gain experience here; and one particular alum, Roy Reiman, whose vision created our gardens.

"I have to add that the building and dedication of Reiman Gardens in 1995 stands out as a milestone for many."

— Theresa McLaughlin, '80
Director, Public Relations and Development, Reiman Gardens

Second Lives

I want to let you know how much I enjoyed the article "Second Lives" (*March/April 2000*). I will be retiring in June of this year, and the three stories were very inspiring, particularly "Developing Direction." After retirement, I will be looking in the Rocky Mountains for a place to build a home, and Taos, N.M., is certainly on my list.

— Paul Oksnee, '73
Park City, Illinois

Thank you for the article on Chuck Henningsen ("Developing Direction"). Chuck is a fraternity brother of mine. We were both members of Tau Kappa Epsilon in the 1950s. I have been wanting to get in touch with him to congratulate him on the superb job he did in taking photographs for a large-format book on the artist R. C. Gorman.

Since retiring from Eastman Kodak Company, I have written and published eight large-format books, mostly about history and architecture. The latest one is called *Erie Canal Legacy: Architectural Treasures of the Empire State.*

— Richard O. Reisem, '55
Rochester, New York

The grapes caught my attention, and the flying was the hook ("Vintage Spirits"). Ray Anderson and I share common interests and similar career paths. I went to work for GE following my EE degree. With a few bucks then, was able to start flying. Thirty-one years later I'm still with GE and flying. My wife and I commute in our A36 between Virginia Beach and middle Georgia where we have a small vineyard. Timber does better than wine in the South, so we're not doing a lot of clearing for grapes just yet. Tell Ray I hope we can meet on our next trip west to the "Valley." Good luck with the Zin and flying.

— Bob Weis, '69
Virginia Beach, Virginia

Paper recycling

I have heard and read "hard slick surface" paper is considerably more difficult and costly to recycle than "NON hard slick surface" paper; thus much less environmentally friendly and more costly to purchase and recycle. If above is correct, why is hard slick surface paper used??? If this is wrong, my apologies and thanks for providing correct info.

— John H. Duesbury, '56
Platteville, Wisconsin

Editor's Note: The printing industry is closely monitored by the U.S. Environmental Protection Agency and is required to maintain environmentally friendly standards and practices.

VISIONS is printed on recycled (10% post-consumer waste), recyclable paper. The coating you are referring to breaks down in the recycling process. In addition, the magazine is printed with Toyo ink, a soy-based product. Depending upon your particular community's recycling regulations, VISIONS can probably be recycled along with your newspapers and other clean waste paper, although we can't imagine why you'd ever want to throw it away!

Junk mail rebuttal

In Letters to the Editor (*January/February 2000*), one sour alum said he had received two unsolicited copies of VISIONS and that they were "junk mail." Sounds to me like someone who had either had a bad experience at ISU or was too cheap to join the Alumni Association.

Personally I look forward to receiving VISIONS and also the publications from the Ag College. They remind me of having some of the best years of my life in Ames at ISU.

— Jerry Peltier, '62
Nisswa, Minnesota

Keeping in touch

I just read your most recent issue of VISIONS. I rarely read most of the published

material I receive from ISU. Why I happened to pick up this issue is unknown to me – perhaps the color and inviting pictures captured on the cover. I want to compliment your staff on an EXCELLENT job! What a neat publication. I read it from front to back. Keep up the great effort.

— Harlan Fels, '71
Decatur, Illinois

For years I had little if any contact with ISU, but now I'm getting the VISIONS magazine and really love it; I will join the Association this coming year. Keep up the good work and especially the historical articles.

— David M. Walden, '69
Salt Lake City, Utah

I wanted to let you know that I am really impressed with the ISU VISIONS publication. It is always well written and attractive. I can only imagine the effort that must go into it. Keep up the excellent work. Those who read VISIONS certainly appreciate it.

— Valerie Sheares,
Professor, ISU
Department of Chemistry

All I really need to know

Your recent "All I really need to know" article (*March/April 2000*) was a delight. Concerning #35: They are not geese, either.

— Carl Brandner, '46
Duncanville, Texas

On your list of things learned at Iowa State: #41. When walking on campus in winter, you are always heading into the wind, regardless of which direction you are walking. #42. Great Plains Sauce and Dough and Hickory Park.

— Jollyroger1@advant.net
(*Received via e-mail*)

I just got my VISIONS pub and was very tickled by your opening remarks titled "All I really need to know." It brings back great memories. I look forward to my next VISIONS.

— Laura J. Murphy, '92
Minneapolis, Minnesota

OK, the ISU Fight Song is about football, but they still play it at basketball games.

Many years ago, my dad and I used to sing that song, back at Clyde Williams Field. He "retired" from ISU a couple of years ago (now professor emeritus, which is Latin for "doesn't know how to be retired"), and I graduated from ISU in 1987. I had sort of made a promise to myself that I would learn the words to the fight song (which I had by then forgotten) before I graduated.

Neither Dad nor I can remember them. I looked in my yearbook, but it's not there.

So tell me, what ARE the words to the fight song?

— Teri Ochiltree, '87
Ames, Iowa

Editor's note: Here are the words to the tune that you'll be humming all day:

ISU Fight Song
Oh we will fight, fight, fight
for Iowa State,
And may her colors ever fly.
Oh we will fight with might for
Iowa State,
With the will to do or die!
Rah! Rah! Rah!
Loyal sons forever true,
And we will fight the battle
through!
And when we hit that line We'll
hit it hard, every yard, for ISU.

Administration in transition

THE SEARCH FOR A REPLACEMENT FOR PRESIDENT JISCHKE, who left Iowa State in August to become president of Purdue University in West Lafayette, Ind., is progressing.

Richard Seagrave, Anson Marston Distinguished Professor of Chemical Engineering, is serving as ISU's interim president. Seagrave holds a '59 M.S. and '61 Ph.D. in chemical engineering from Iowa State. A 27-member search committee, led by College of Business Dean Benjamin Allen, is working to identify candidates for ISU's new president. The committee includes representatives from ISU faculty, administration, students, alumni, and the Board of Regents, State of Iowa.

To learn more about the presidential search process and voice your opinion, go to www.iastate.edu/pres/. Comments and suggestions will be considered by the search committee through mid-October, as will recommendations for presidential prospects. E-mail your feedback to pres.search@iastate.edu or write Presidential Search Committee, Office of the President, 117 Beardshear Hall, Iowa State University, Ames, Iowa 50011.

ISU's Dean of Veterinary Medicine Richard Ross has been appointed to serve as dean of the College of Agriculture for two years, following a failed nation-wide search for the position. Ross has been serving as interim dean of the college since January. An interim dean to replace Ross in the College of Veterinary Medicine has not yet been announced.

Teresa Branch, formerly assistant vice president for student affairs at Arizona State University, has joined ISU as assistant vice president for student affairs, a newly created position. Branch is responsible for student affairs strategic planning, budgeting, human resources, and department program reviews. She also oversees substance abuse prevention and intervention programs. Kathy MacKay has resigned as dean of students, and Pete Englin, associate dean of students, is serving as interim dean. ■

New virtual reality theater debuts

YOU PUT ON YOUR wireless headset, your green felt slippers, and walk into another world – perhaps the inside of an industrial furnace, the center of a tornado, or the innards of a tractor. The C6 virtual reality theater is only the fourth of its kind in the world, and the first in the United States. The "six" in C6 refers to the fact that the 10x10x10-foot room has images projected on six sides – all four walls, ceiling, and floor, by six projectors that are coordinated by computers and software to create a seamless animated scene.

The virtual reality theater, part of the Virtual Reality Application Center, is the piece de resistance of ISU's new Howe Hall, the first completed building of the Engineering Teaching and Research Complex. C6 is linked to Iowa State's other virtual reality facility, C2, which is located in Black Engineering, and has been operating since 1996. The linked images from both facilities are brought simultaneously to Coe Auditorium in Howe Hall, bringing three-dimensional images to audiences of 250 people. The capability is the first in the world, says Jim Bernard, the Center's director. ■

Web link www.vrac.iastate.edu/new/c6page.html

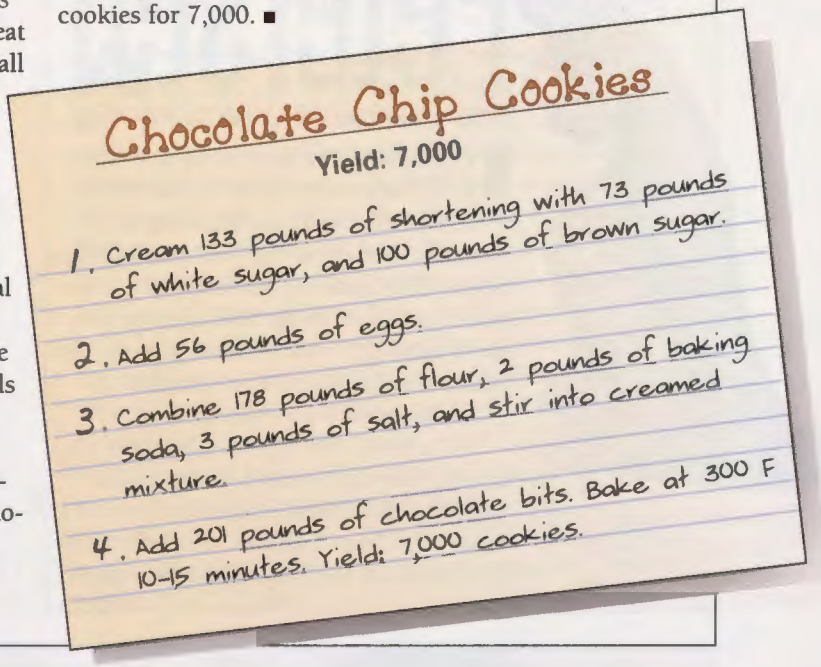
ISU CONSOLIDATES FOOD SERVICE

If you're a vintage Iowa Stater, you'll remember the days when the Iowa State food service meant being served meat loaf, peas, and a chocolate-chip cookie in your residence hall cafeteria at 5:30 p.m., sharp. Today, food service means giving students what they want, when they want it, and where they want it.

This commitment to flexibility was recently given a boost, when the administration elected to merge all of the university's food operations under a single, self-operated unit, combining residence hall food management, Memorial Union catering and food court, catering at Scheman, and campus vending services and cafes. The streamlined service and resulting savings will allow the university to offer meals and snacks with even more variety and in more locations.

One of the tasks facing the director of the new unit, Stewart Burger, will be to oversee ISU's newest eating establishment, Hawthorn Café, which will service the newly renovated Hawthorn Court, and will feature a deli, fresh baked goods, and a convenience store.

Burger, who has worked in ISU's food service for nearly 30 years, is confident that – biscotti and scones not withstanding – there are certain standbys that will never be edged out. We thought our readers could use the recipe for one of Burger's favorites – chocolate chip cookies for 7,000. ■



Chocolate Chip Cookies

Yield: 7,000

1. Cream 133 pounds of shortening with 73 pounds of white sugar, and 100 pounds of brown sugar.
2. Add 56 pounds of eggs.
3. Combine 178 pounds of flour, 2 pounds of baking soda, 3 pounds of salt, and stir into creamed mixture.
4. Add 201 pounds of chocolate bits. Bake at 300 F 10–15 minutes. Yield: 7,000 cookies.

It's Here!

Online Directory

As promised, your ISU **Alumni Online Directory** is here!
It's easy to use, it's secure, and **it's for members only.**
Search for fellow Iowa Staters by name, class year, geographic location, or occupation. Simply register for a username and password at **www.isualum.org/register.**
(Have this issue of VISIONS or your membership card handy.)

If you're not a member, **join the ISU Alumni Association today!**
Simply call 1-877-ISU-ALUM (294-2648, locally)
or join at **www.isualum.org/membership.**

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Keeping you connected...to fellow alumni

Christian Petersen

Retrospective now showing

Flood, 1938. Painted plaster cast by Christian Petersen.

IT COULDN'T HAVE BEEN DONE WITHOUT you. The exhibition of the works of Christian Petersen now showing at Brunnier Gallery at the Scheman Building at the ISU Center, is the result of an outpouring of generosity from alumni who were willing to pass on their love of Iowa State's former sculptor-in-residence to other Iowa Staters and friends.

When ISU's University Museums team announced that it was looking for the works of the Danish artist who created at Iowa State from 1920 to 1961, they were astounded by the response. More than 1,500 works were uncovered.

While works such as *The Fountain of the Four Seasons* and the *Gentle Doctor* are seen by thousands of people every year, many of the exhibit's 90 sculptures and 100 drawings are being seen for the first time, or for the first time in 40 years.

Museum director Lynette Pohlman first began thinking about Petersen's legacy in the 1970s, when she was a student at Iowa State. In the foreword of a new book about the sculptor, Pohlman tells about how she first fell in love with Christian Petersen: "I was a student in the 1970s when I happened to meet Christian's widow, Charlotte, in the courtyard of Iowa State University's Dairy Industry Building (now the Food Sciences Building). . . . I was captivated as Charlotte spoke of her husband and his love for sculpture. In the Dairy Industry Courtyard, by the glistening pool, near the Jersey cows, my eyes, mind, and heart opened to the legacy of Christian Petersen. The seed was planted, and it took nearly 20 years to blossom." ■

For more information about the book, *Christian Petersen, Sculptor*, go to: Web link www.ISUpress.edu

For more information about the exhibit, visit: Web link www.museums.iastate.edu

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

Visit our Web site to see photos and stories from CAF participants:
www.vetmed.iastate.edu/caf
Phone: 515 294-2531

**CAF gifts are tax-deductible to the extent allowed by charitable gift laws.*

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

Companion Animal Fund Gift Form

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

This gift honors or memorializes: _____ or,
(Name of person)

In memory or honor a special animal: _____
(Include species, breed, name)

Please indicate:
❑ Living animal ❑ Living person ❑ Deceased animal ❑ Deceased person

Please send notification of this gift to:

Name _____

Address _____

_____
CITY STATE ZIP

Gift From:

Donor's Name _____

Address _____

_____
CITY STATE ZIP

Telephone (_____) _____

In Petersen's footsteps ISU seeks artists

THERE IS A VINE-COVERED WALL IN THE LAGOMARCINO Courtyard of the College of Education building that fairly calls out for a sculpture. The building, formerly the old Veterinary Medicine Quadrangle, was where Christian Petersen created his works while he was Iowa State's sculptor-in-residence from 1920 to 1961. The courtyard's vine-covered wall was home to Petersen's most famous work, the *Gentle Doctor* and the *Veterinary Medicine Mural* bas relief, until they were moved to the new College of Veterinary Medicine complex in 1975.

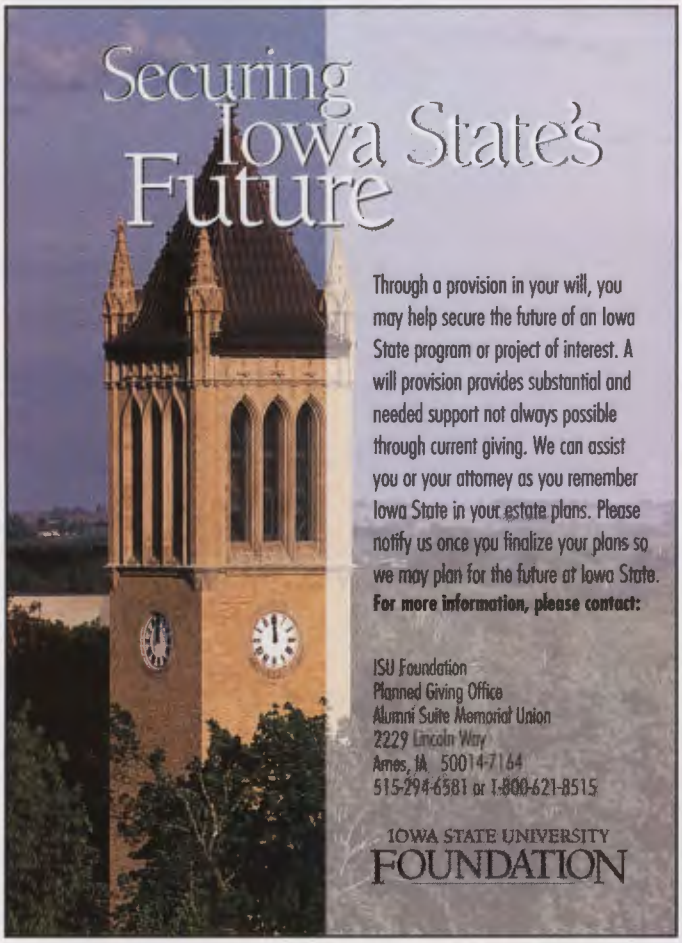
Now, the College of Education wants a new sculpture for the courtyard – one that depicts the relationship between teacher and student. Members of the ISU Museums staff are reviewing the credentials of professional artists. Interested artists should contact Lynette Pohlman at (515) 294-3342. ■

Surviving the budget shortfall

A TIGHTENED STATE LEGISLATIVE BUDGET HAS LEFT ISU with an $8 million shortfall for fiscal 2000-2001. Iowa State will compensate for the shortfall by cutting positions and by using tuition hikes meant for academic improvements. The university will lay off 12 non-faculty staff members and eliminate 43 positions that are currently vacant. In addition, ISU will only pay four percent of escalating employee health insurance costs, which may increase from 10-20 percent.

Why is the state of Iowa having budget difficulty in the midst of a booming economy? ISU President Martin Jischke gave a pointed answer in one of his last broadcast interviews on WOI Radio's Talk of Iowa. "The answer is simple. Over the last four or five years, the State of Iowa has cut taxes by $720 million. That cut is more than the state can afford and retain services." ■

The College of Agriculture has added M.S. and Ph.D. programs in SUSTAINABLE AGRICULTURE, the first of their kind in the United States.



Ordinary Families

Innovative methods of studying families are resulting in new understanding

By Karol Crosbie
Photo illustrations by Jim Heemstra

Anyone who has looked at a videotape of themselves, or listened to a recording of their own voice, has experienced the odd sensation of observing a stranger. But the voice and appearance that seem strange to us, our friends assure us, is quite authentic. And then comes an unsettling truth: How others see and hear us and how we see and hear ourselves can be strikingly different. And this truth, in part, led scientists at ISU's Institute for Social and Behavioral Research to begin 11 years ago to study family interactions in a new and innovative way.

What would happen if

behavioral scientists not only asked parents and kids about their relationships with each other, but also videotaped interactions? What would happen if they videotaped and interviewed families through 10-15 years of their lives? The Institute's scientists did just that, and what happened was a study, the Iowa Youth and Families Project, that has become the largest and most comprehensive of its kind in the world. The study's thousands of videotapes tell the stories of 451 ordinary families. The stories have led ISU scientists to new truths about family interactions.

Seeing ourselves

Traditional methods of studying family interactions have often been ineffective, says Rand Conger, Institute scientist and its former director, because they frequently relied on information from just one family member. "Typically we'd ask the mom what was going on. We'd ask questions like, 'How do you get along with your spouse? How do your children behave? What's your parenting style like? How are you feeling about yourself these days?'

"The problem was, not only is Mom not very good at observing herself, her perceptions of family interactions are different than Dad's and the kids. Her perceptions are influenced by what kind of mood she is in. Also, she doesn't have a lot of experience analyzing communications from other families. So if you ask her to rate her family's actions on a scale from 1-10, she doesn't know how to compare her family to other families," said Conger.

Additionally, Conger said, research conclusions based on adults' recollections of how they were parented as children are unscientific because memories are notoriously unreliable.

In 1989, the Iowa Youth and Family Project – then a fledgling study with a handful of people – launched a project that would grow to involve six faculty and more than 100 support staff and result in several additional studies, 100 articles, books, and book chapters.

The background for the project was the crisis in agriculture of the 1980s. During that time, Iowa had plunged into economic decline; 20 percent of Iowa families lost their farms, and hundreds of grocery stores, car dealerships, and gas stations closed their doors. How would rural Iowa families cope with the changes resulting from the farm crisis?

The background for the project was the crisis in agriculture of the 1980s. During that time, Iowa had plunged into economic decline; 20 percent of Iowa families lost their farms, and hundreds of grocery stores, car dealerships, and gas stations closed their doors. How would rural Iowa families cope with the changes resulting from the farm crisis? To find out, researchers asked 451 families from farms or small towns in eight counties in north-central Iowa that were hard hit by the financial crisis, to participate in the study. Families that were selected had two parents and a seventh-grader (who would become the "target" of the study) with at least one sibling. Families agreed to participate for five years, and have since signed on for another 10.

The tapes, which Institute researchers call a "national treasure," are highly confidential. (Even family participants may not view them.) Viewing that was done for this VISIONS feature was permitted with the understanding that the story would not reveal the names, or any identifying characteristics of the families. ***Photographs illustrating this feature do not depict actual research participants.***

The video tapes

Seventh-grade "Lana Jones" and her mother, father, and 10th-grade sister are seated at the kitchen table. The video operator has left the room, and the family has been given a stack of cards with questions that they must answer. A story begins to unfold. Lana leans on her hand, yawns, and reads the first question: ***"What are some of the special things each of us does with Dad? How about with Mom?"*** A short silence falls on the group. No one looks up. Lana's sister shrugs and pops her gum. "I don't know," she says. Lana has covered her mouth with her hand, and speaks around her fingers, "Shopping, I guess." Another silence. Mom looks at the card. "How about Dad? What have you done special with Dad?" Neither of the girls looks up. "Dad?" says Sister. "Something special? Oh yeah, right!" Dad looks down at the table and shrugs. Sister slaps the card down on the table and reads the next card

"What usually happens when each of us has a disagreement with Dad?" Sister snorts

The tapes have been used to answer many questions: What behaviors predict whether a couple will stay together? What is a more important predictor of whether an adolescent gets into trouble: his friends, or the quality of interaction with his parents? What is it about the family of origin that influences how well young people will succeed as young adults? What role does a sibling play in later outcomes? How does financial stress affect parenting?

and blows a raspberry. "He yells. Like that time, remember when you yelled at me…" Dad interrupts: "I didn't…" Mom jumps in, pointing at Sister, "Well, you've got to admit that friend of yours is kind of a slut." Sister shoves her mother. "Oh yeah, right! Start calling names." Lana watches her sister and snickers softly, her hand over her mouth.

The Jones family answers seven or eight questions before the parents leave, and then the two girls are filmed alone. Lana reads the first question: ***"What are some of the things each of us admires or likes about the other? Why do we feel this way?"*** "You're OK, when you're not being a slob," she tells her sister, "and when you're not putting me down." Sister tosses back her head, stares at the ceiling, and rolls her eyes. "I do *not* put you down."

The next sequence shows Mom and Dad together. Dad reads the first card: ***"What would each of us say was the most positive or special experience we have had since we were married?"*** Dad smacks the card down on the table. "Well, it sure as hell isn't answering these questions." Both parents stare at the table. The silence grows, and Mom smoothes the table top with her fingers. "We don't get out much," she says softly. "Yeah, well you tell me where the money is going to come from to get out!" Dad's voice is harsh. Mom shoves back in her chair. "Who wants to go out when you can't get the stench of pig out of your clothes?"

The three sequences together last about an hour, but it will take an experienced coder more than 18 hours to code the sessions. Coders – who have studied a 200-page manual and completed a 10-week training session – observe body language, responses, and even silences. Their observation and coding is used to evaluate traits such as hostility, warmth, support, humor, responsiveness, engagement, consistency, anger, and coercion. Twenty-five percent of the tapes are coded by two people, who try to achieve consensus on their interpretations. The 15-20 coders employed by the Institute meet weekly to talk about differences in interpretations.

Although there may be some initial mugging, theatrics, or awkwardness about being videotaped, the families soon become comfortable with the process, says Jan Melby, director of the observational laboratory. The families are paid for their participation, and are given ongoing feedback about the importance of the project. In 11 years, more than 90 percent of the families have remained in the study.

Fast forward six years

to Lana Jones Smith. Lana, who became pregnant when she was 16, is now the mother of a 4-year-old daughter. She is being videotaped as she and her daughter do a task together. After playing with each other for a half an hour, Lana's assignment is to convince her daughter to put the toys away. Anxiety, disrespect, and negativity escalate, as her daughter resists. "No!" she whines, throwing Mr. Potato Head at her mother. "You put away this dumb thing, you Mrs. Poopie Pants." Lana, who is stretched out on the floor, watching her daughter, coldly replies, "Do it now, or the toys are going into the garbage." A tape of Lana with her husband shows the 20 year olds wearily arguing, interrupting, and criticizing. Her tone sounds strikingly like the tape of her mother's, recorded six years earlier.

The 451 families interviewed show very different family interaction patterns. On one end of the scale are warm, engaged, supportive parents who monitor their children's activities, are consistent disciplinarians, and good listeners. Family interaction shows mutual respect, humor, and playfulness between husband and wife, children, and siblings. Parents are authoritative without being authoritarian. The same activity that ended so badly for Mr. Potato Head in Lana's family has a very different ending for grandchildren and children in supportive families. For example, young parent and study target "James Wilson" engages and positively negotiates with his 3-year-old son. The two display mutual respect, and Mr. Potato Head eventually slides neatly into the toy box. On the other end of the scale are parents who use coercion, display inconsistent discipline, hostility, contempt, and who withdraw from each other.

The tapes have been used to answer many questions: What behaviors predict whether a couple will stay together? What is a more important predictor of whether an adolescent gets into trouble: his friends, or the quality of interaction with his parents? What is it about the family of origin that influences how well young people will succeed as young adults? What role does a sibling play in later outcomes? How does financial stress affect parenting?

Many of the research results seem to be pure common sense:

- Married couples who can work out differences without showing anger will

be more likely to stay together.

- Families undergoing financial stress are more likely to be preoccupied with their problems and less involved with their children. The resulting decline in parental monitoring results in more adolescent acting out.
- A nurturing sibling can buffer the effects of harsh parenting.
- Siblings who are treated differently by parents can turn out quite differently.
- Kids with engaged parents exhibit less delinquent behavior than those with unengaged parents.

Researchers welcome predictable results. "It's good that these results make sense," says Rand Conger. "Here's what is surprising: Despite the fact that it only makes common sense that treating people well would improve the quality of your relationships with them – the surprising thing is that we do so little of it. The studies demonstrate that some of the things that we need to do may be reasonably simple. But again, the fact that we don't do them suggests that they're not as easy as they might seem."

THE SURPRISES

Although much of the research supports the expected, there are also surprises. "When you get results from sociology, people say it's common sense," says Fred Lorenz, statistician and sociologist with the Institute. "The difficulty is that there are so many common sense explanations, that the real trick for sociologists is to find out which common sense explanation works when."

Peer versus parental influence

Seventh-grade Billy Bean, who lives down the street, is in trouble again. You and your family are in the midst of one of your habitual debates about the Bean family. You shake your head. "Well, what do you expect? His parents are never around." Your daughter disagrees. "It's not his parents' fault. It's that crowd he hangs out with." Two common-sense explanations are at work here – but which is more likely to be the primary influence?

Much research supports the conclusion that by the time a child is in middle school, peers have become the most powerful behavioral influence. But research by Institute scientist Ron Simons answered the question, "But what determines which peer group a teen chooses to associate with?" What he discovered was that how kids sort into peer groups depends on the social skills they've learned from their parents. Kids who don't develop good social skills are the ones who get shunned by the preferred peer group. And if a teen is shunned by the preferred group, he takes what's left – often the deviant "out" crowd.

Married couples who can work out differences without showing anger will be more likely to stay together.

Observing vs. experiencing

Your neighbors, parents of two pre-schoolers, are getting divorced, and you are debating the consequences of their split-up with your spouse. "That little 5-year-old Davey is going to have a tough time of it when it's time for him to find a wife," you say. "He needs to have two parents around, to model how men and women are supposed to treat each other." Your spouse disagrees. "Well, if his parents are fighting all the time, what kind of model is that? He'll do fine after his folks split. His mom is a good parent."

One of the most significant studies by the Institute debunks the theory that how parents treat each other is the primary predictor of how their children will treat their future mates – that children learn how to be a romantic partner by observing their parents. Instead, research by Conger uncovered a new truth: What parents do to their child is a much stronger predictor of future outcomes than what the child observes the parents doing to each other. In other words, even if parents are fighting, if they can maintain a warm, nurturing, involved response to their children, the kids will have a good chance of learning social skills that will predict that they will do well with friends and romantic partners later in life.

The study has important implications for the single-parent family, said Conger. "This is some of the best news around. It says if a parent does a good job parenting, his or her child should be reasonably well prepared to relate to other people in a fashion that can promote good relationships. It doesn't say you've got to be raised by two parents to have an effective model for treating other people in a way that promotes close relationships."

Equal treatment?

One bit of common wisdom has it that when problems hit a household, sons and daughters need exactly the same kind of support. Institute research found otherwise.

The adolescent subjects of the study of rural households reacted quite differently to the economic pressures resulting from the farm crisis. "Do you know what boys do when they're stressed?" asked Lorenz. "They get angry and go out and tear something up or steal hubcaps. Girls are more likely to react by becoming depressed, and feeling worthless."

Effective parenting for these different reactions to stress, then, is quite different. "Boys need monitoring – keeping track of where they are and what they're doing," said Lorenz. "Girls need support and encouragement."

Bad seed?

Once again, you're debating the deplorable state of Billy Bean, the neighborhood bad egg, with your spouse. Billy, who is now in 11th grade, has been in serious trouble ever since he was 8 or 9. "There's just something wrong with that kid," you say. "Maybe it's a personality disorder he was just born with." Your spouse disagrees. "Kids aren't born bad. Something must have gone wrong."

Simons has identified just what things "go wrong." He has discovered a spiral of interrelated effects that have the power to plunge a youth into permanent trouble. If Billy Bean, at age 5, is hard to handle ("oppositional defiant") his parents may back away from effective parenting. Although they may parent their other children effectively, they may disengage and withdraw from Billy. When it's time for school, Billy has trouble staying on task. His teachers withdraw. His social skills are so displeasing, that he is rejected by the "in" group, and begins hanging out with deviant peers.

On the other hand, if parents recognize defiant behavior problems early, and instead of backing away, redouble their efforts, this spiral of delinquency can be avoided. "What we showed," said Simons, "is that antisocial personality is reversible when parents, peers, or teachers don't respond in a negative fashion."

PUTTING RESEARCH TO WORK

One of the most vital of the Institute's objectives is to use research results to create parenting programs and develop and evaluate professional intervention strategies. The "Strengthening Families Program" is a curriculum for parents and teachers based on key findings of the Institute's research. Extension specialists from the College of Family and Consumer Science collaborate with Institute specialists to administer and evaluate the curriculum in communities throughout the nation.

Institute scientists are also evaluating and creating substance abuse prevention and intervention programs, studying the effects of homelessness on later development in adolescents, and creating and evaluating community health care programs. In some studies, researchers have expanded the Institute's focus from rural Iowa, to include African American, Hispanic, and Native American families.

ONGOING STORIES

Last year, the 10-year project that began in 1989 was refunded by various federal agencies for an additional five years, and Institute researchers are optimistic that their unique research will continue well into the 21st century. By the year 2010, what will videotapes and other measurements reveal about "Lana Jones Smith" and her family? Lana's daughter will be 14 years old, the age Lana was when the study began. How will Lana's and her daughter's relationship develop? How about her relationship with her husband? As Lana's parents begin to age, how will she respond to them? Are there correlations between early relationships and the responsibility children take for aging parents?

While the individual story of the "real" Lana Jones Smith will remain hidden from the public, the combined stories of 451 subjects will reveal new truths about ordinary families. ■

This is the first of a four-part series on family issues as Iowa State focuses on "Strengthening Families to Become the Best" in 2000-2001.

Coders observe body language, responses, and even silences. Their observation and coding is used to evaluate traits such as hostility, warmth, support, humor, responsiveness, engagement, consistency, anger, and coercion.

The 451 families interviewed show very different family interaction patterns. On one end of the scale are warm, engaged, supportive parents who monitor their children's activities, are consistent disciplinarians, and good listeners. Family interaction shows mutual respect, humor, and playfulness between husband and wife, children, and siblings. Parents are authoritative without being authoritarian. On the other end of the scale are parents who use coercion, display inconsistent discipline, hostility, contempt, and who withdraw from each other.

Looking behind, looking ahead

Predicting the future for Iowa's rural families

One of the biggest surprises resulting from the Institute for Social and Behavioral Research's longitudinal study of 451 rural Iowa families was the speed with which displaced farm families recovered both financially and emotionally. When the research team of Fred Lorenz studied the 60 families who had lost their farms during the wake of the farm crisis in 1989, they discovered that within four years, not only were the incomes of these farming couples back up to the levels for average rural communities, their feelings of depression, anxiety, and worry had subsided as well.

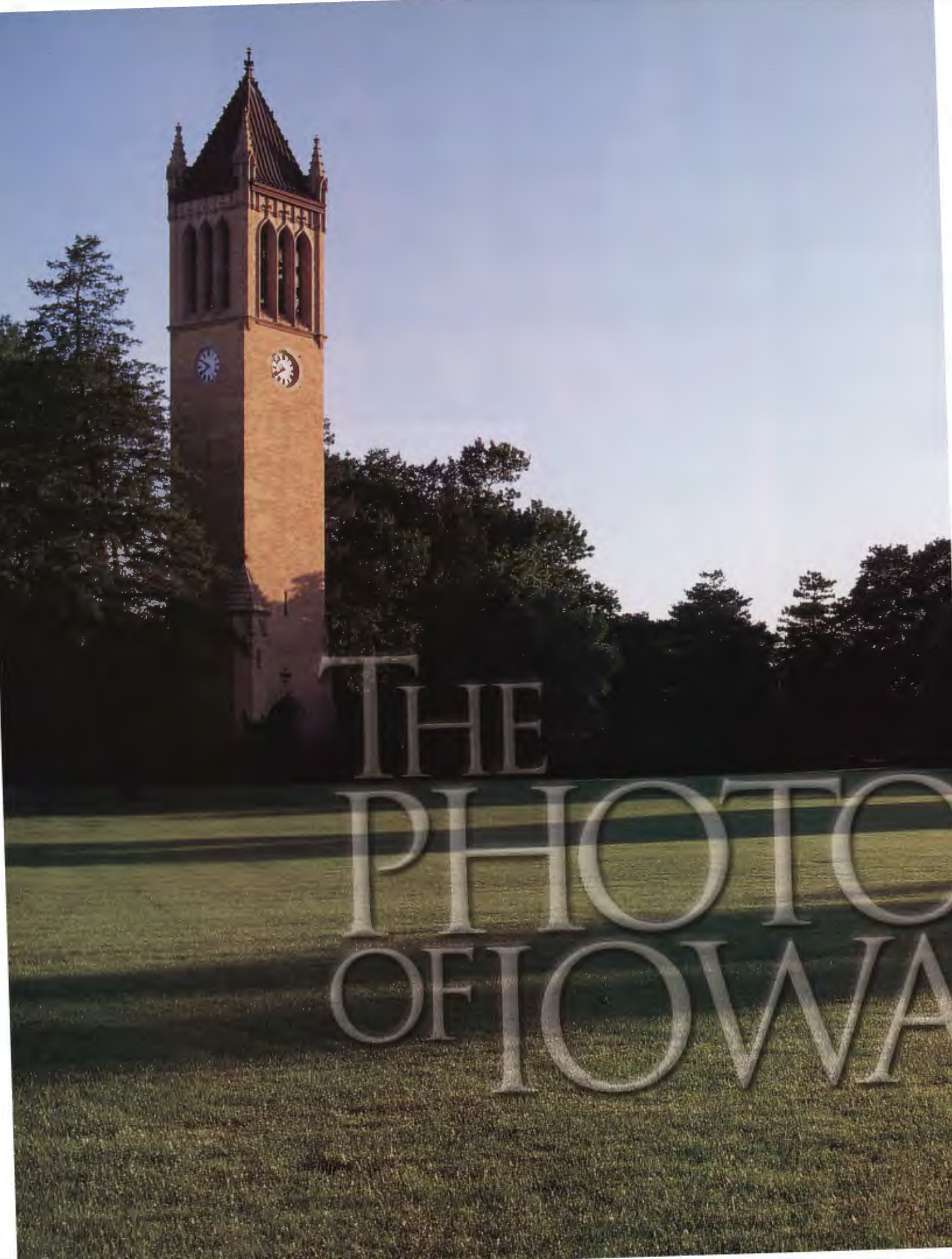
The main reason for the quick recovery, says Lorenz, was the type of farmer hit by the crisis of the '80s. "This group of farmers who lost out in the '80s were the ones who were ambitious. They had bought land at high prices and had lost out. It turns out they were also smart, resourceful people who had skills that were valued." Also, the farm economy was healthy enough to retain many agriculture-based professions. As farming couples found jobs off the farm, their spirits rose. "The women had a lower rate of depressive symptoms four years later, but the men recovered nearly as fast," says Lorenz.

So what's ahead for farmers and rural communities, as innovative technologies of a new century bring information and opportunity to their doorsteps and create new global connections? Will the information age help farmers reinvent themselves? Will recovery in the 2000s be as dramatic as recovery in the '80s?

Well, maybe not, say ISU co-authors of a new book that researches the effects of new communications technologies on rural communities. In *Having all the Right Connections: Telecommunications and Rural Viability,* Peter Korsching, professor of sociology, Patricia Hipple, recent ISU Ph.D. graduate, and Eric Abbott, professor of journalism and mass communication, studied the adoption and impact of new communications technologies in rural Iowa. And what they found was that if significant road blocks are not removed, rural communities will be left in the dust.

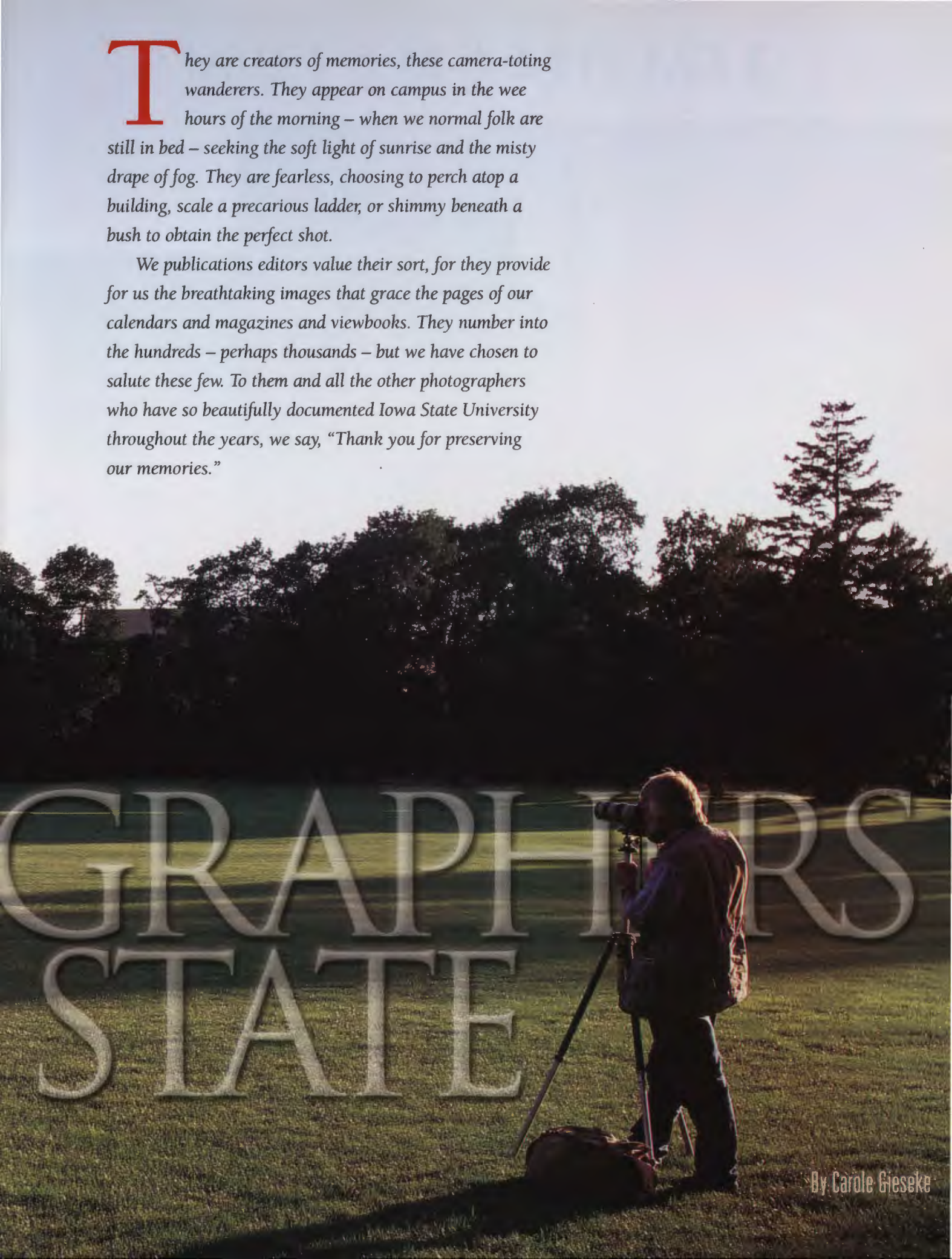
They discovered that the telecommunications infrastructure in small-town Iowa largely does not support Internet connections, and that economic developers and leaders lack understanding and vision to connect their communities. As large corporations replace family farms, and rural communities begin emptying out, the communities lack a "critical mass" in four areas. "To support necessary technology," says Korsching, "rural communities need knowledge, a budget, payoff, and population."

Lorenz says he is worried about the future of Iowa's farm families. "You can dial a prayer by phone, and you can buy a tractor part online, and you can make a virtual friend in a chat room, but you can't build a community when there are no families left." ■


THE
PHOTO
OF IOWA

They are creators of memories, these camera-toting wanderers. They appear on campus in the wee hours of the morning – when we normal folk are still in bed – seeking the soft light of sunrise and the misty drape of fog. They are fearless, choosing to perch atop a building, scale a precarious ladder, or shimmy beneath a bush to obtain the perfect shot.

We publications editors value their sort, for they provide for us the breathtaking images that grace the pages of our calendars and magazines and viewbooks. They number into the hundreds – perhaps thousands – but we have chosen to salute these few. To them and all the other photographers who have so beautifully documented Iowa State University throughout the years, we say, "Thank you for preserving our memories."



GRAPHERS STATE

By Carole Gieseke

JIM HEEMSTRA

A G-nome's-eye view of a campus sunset.

Marston Water Tower casts a shadow on Howe Hall at dawn

The highest heights: A worker changes a light bulb on the Power Plant smokestack.

CAROLE GIESEKE

For Jim Heemstra, Des Moines freelance photographer, taking great photographs is about being at the right place at the right time. And having the ability and the patience to know when and where that is.

Heemstra has been photographing the Iowa State campus for nearly 10 years. He provides all the photographs for the Alumni Association's events calendar and is the chief photographer for VISIONS magazine. He also does freelance photography for other departments on campus.

His willingness to go to great lengths to get the perfect shot has made him one of Iowa State's most enduring campus photographers.

It's not unusual to see Heemstra setting up his tripod on campus at 5:30 a.m. to capture the sunrise. Or to see him bundled up like an arctic explorer to photograph the effects of a winter storm. Or to observe him hauling photo equipment to the top of anything he can climb if it means getting the best angle for the shot.

He's quick to point out that it's not his clients who require him to perform death- and sleep-defying feats to produce the perfect photograph. He sets his own standards of perfection, and isn't satisfied until he meets them.

"You end up doing some stuff to please the client, but in the end you really just try to please yourself," he says. "There isn't anything I wouldn't do if it meant getting the best picture. Otherwise, I'd just be working for money, and I view this as a lifestyle. I would do it no matter what."

PETE KRUMHARDT

The Hub is a winter wonderland.

A swan's reflection on Lake LaVerne.

A rain-soaked view of central campus.

JIM REEMSTRA

Pete Krumhardt, staff photographer from 1977 to 1991, remembers Iowa State as a great place to experiment with photographic styles.

"I didn't know much about photography," Krumhardt says of his early days as a campus photographer. "I kind of bluffed my way into the job."

But expectations were high. "I had to shoot everything," he remembers. Passport pictures, group shots, aerials, sports, technical, medical – you name it, he shot it. "The job was just overwhelming as far as the amount of work and the type of work we had to do."

Despite limited budgets, equipment, and time, Krumhardt developed a progressive style that he still employs today. His use of light and composition are legendary, and his classic campus scenes – maple leaves framing the Campanile, a swan's reflection in Lake LaVerne, Curtiss Hall's columns emerging through gauzy morning light – have withstood the test of time.

"My office was in the basement of Morrill Hall, and I could look out over the central campus from that window down there and see when the light was nice," he remembers. "Campus was always fun to shoot."

Krumhardt, '74 Engineering Science, has worked as a freelance photographer since he left Iowa State in 1991, primarily for Meredith Publishing Group (*Country Gardens, Midwest Living, Better Homes and Gardens,* and special interest magazines) and for Garden.com. His work takes him all over the world.

"It's always different from day to day," he says. "Iowa State was great training for what I'm doing now."

GEORGE CHRISTENSEN

Beardshear Hall, on a foggy morning

Time for reflection: A bench near the Campanile.

A unique view of Marston Water Tower

JIM HEEMSTRA

George Christensen likes a mystery.

"Early in the morning, there is a feeling of mystery about the campus," he says. "When I get up and see a dense fog, I'll quickly get in the car and come over, because I like to see structures and trees sort of emerging out of the fog."

Christensen's photographic style is all about soft light and the quiet, intimate aspects of campus.

"I don't want to capture a scene; I want to interpret it," he explains. "I look for things that affect me emotionally."

Interested in photography since he was a young boy, Christensen's avocation has grown since his retirement (he was ISU's vice president for academic affairs for 23 years). Last year, he was approached by University Museums to do a four-season study of the campus in black and white. The resulting work, "Campus Aesthetics in Black and White," is, according to Christensen, an exception to his usual style because he had to think in terms of the audience.

"If I did all intimate little corners and things of this nature, no one would recognize the campus," he said. "I had to compromise and produce images that are recognizable, but hopefully they'll be artful at the same time."

LOUISE HAUG

Winter on College Cree

In the beginning: Hilton Coliseum construction, 1964.

JIM HEEMSTRA

Louise Haug was 11 years old when she got her first camera – a Brownie. That was in 1920. Today, at age 90, she fondly remembers the years she spent toting a camera around campus, enlarging prints in her home darkroom, and sharing her interest in photography with her friends in the Ames Camera Club.

Haug worked at Iowa State beginning in 1943, first as a secretary in engineering and later as a manager for University Printing Service. She retired in 1980 and stopped taking photographs at about the same time.

Her images of campus – created from the 1940s through the early 1970s – were recently on display in the Brunnier Art Museum at the Iowa State Center. The black-and-white prints reflect Haug's interest in capturing traditional subjects (the Campanile, Curtiss Hall, Beardshear, the swans) under extraordinary conditions.

"I really liked good, strong light," she said. "And of course, clouds. When the weather's the way you want it or the light is good, you have to just grab it."

She also photographed subjects that defined her small corner of the world: piles of snow with "interesting humps," cows in a nearby field that seemed intrigued by her presence, new campus buildings going up.

"I didn't have a car, so I walked," Haug remembers of her days at Iowa State. "If it was an unusually good day, I might bring my camera along."

MIKE HAYNES & BOB ELBERT

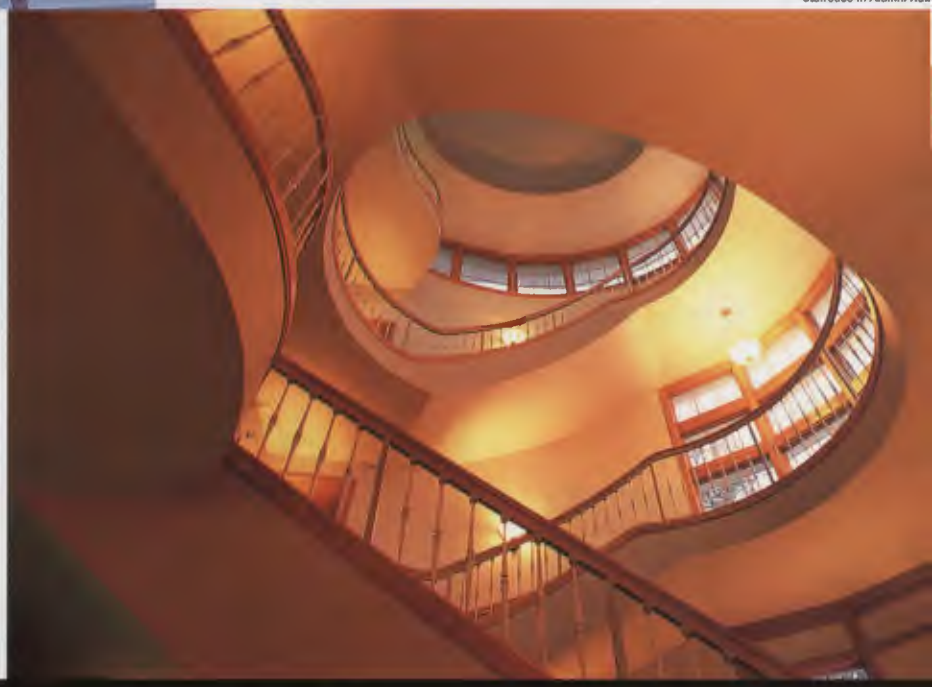
Skylight detail in Jacobson Athletic Building.

New book of Iowa State photography

Reflections of Iowa State, Iowa State University Alumni Association's new book of campus photography, combines vivid, colorful images of today's campus with black and white archival photographs of a bygone Iowa State. The book features the work of professional photographers, alumni, and former faculty – including the photographers profiled in this article. To reserve your copy of this limited-edition book, see ordering information on the back cover of this issue.

Mural in Coover Hall.

Staircase in Alumni Hall



JIM HEEMSTRA

Mike Haynes and Bob Elbert have the distinction of being the only two guys we know who exclusively photograph the Iowa State campus for a living.

Day in and day out, they are here, photographing students' artwork for their portfolios, taking portraits of scholarship winners, creating images for annual reports, snapping mug shots of new faculty, documenting cutting-edge research. Setting up lights. Tearing down lights. Responding to the oft-heard cry, "Hey, Mr. Photographer! Take my picture!"

The two have been a team since 1995 when Elbert joined ISU Photo Service as a staff photographer. (Haynes had been in place as manager of Photo Service since 1993.) Elbert jokes that they've worked together "35 years in dog years." But despite the fact that they don't always get to choose what they photograph and often end up doing as much paperwork as artwork, they clearly serve the needs of a big, diverse campus.

"What I like most about this job is the people I meet," Haynes says. "Some of the students I've photographed – like the Hixson scholars – those were super special."

Elbert likes the "inside track" he gets as a photographer. "A lot of times we get to photograph research as faculty members are working on it," he explains. "We get to watch the research progress and see it before it goes public."

They both say the campus environment is a great place to shoot. "It's just neat to walk across campus, with all the rabbits and squirrels and all the greenery," says Elbert. "It's like a fairyland."

THE ALUMNI COLLECTION

F A L L / W I N T E R 2 0 0 0

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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.
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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

2000-2001
ISU Events Calendar
#AC060 $10
Member price $8

Reflections of Iowa State
144-page, limited-edition ISU pictorial published by the ISU Alumni Association. (The book will be ready for shipping by Oct. 30.)
#AC200 $34.95
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Three additions to our line of authentic handcrafted wooden miniatures of ISU landmarks.
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#AC110 Marston Water Tower
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$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.

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

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9" x 12" brass on walnut
#AC001 $79.95
Member price $69.95
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#AC002 $119.95
Member price $99.95

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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Thank you!

by Karol Crosbie

Just one story

Every year at Alumni Days, Alumni Association staff are newly astounded at the collective vitality, wisdom, and humor of the Iowa Staters who gather on campus to celebrate their 50th, 55th, 60th, 65th, and 70th reunions.

This year was no exception. We watched in admiration as an 85-year-old guest climbed to the top of the Campanile. We listened to stories of beloved families, successful careers, and exciting travels. We could have written about almost any one of the 250 alumni who attended, but we have room for only one story. And here it is:

Maurine Smith Stoll has spent most of her life simultaneously being a teacher and a student. She graduated from Iowa State in 1950 in interior decorating but discovered early in her career that what she *really* wanted to do was teach. After graduation, she moved to Syracuse, N.Y., with her husband, Russell. The town of Skaneateles needed a K-12 art teacher, so Maurine put her hair in an upsweep to look older and plunged into teaching art and mechanical drawing.

Although Maurine's energy investment soon included raising four sons, she never stopped being both a student and a teacher. She took classes in no less than 12 institutes in Syracuse and later in the Chicago area – picking up classes in art and anthropology. She and her husband were passionately interested in ancient civilizations, and over the years they visited and studied many ancient cultures.

By the time they were in their mid-'40s Maurine and Russell had visited the Aztec, Maya, Inca, Roman, and Grecian ruins. But they wanted more than just visiting – they wanted to totally immerse themselves in the ancient civilizations of Mexico. So they took early retirement. Russell received an M.A. in archeology, and Maurine studied cultural anthropology at the University of the Americas in Cholula, Mexico. For the next 10 years, the Stolls lived in Mexico. Maurine learned Spanish and also studied Nahautl, the language of the Aztecs, which is still spoken in many areas near Mexico City.

One of Maurine's primary interests was to study the village of San Bernardino de Tepenen. When the Stolls arrived in the mid-'70s, the village had just received electricity. "The first thing they did," says Maurine, "was buy a loud speaker and blare music over the village all day long. Later, the head man of the village got a little black-and-white television set."

With the little black-and-white TV came change. The people became less afraid of outsiders and less afraid of Maurine. She participated in a culture that she increasingly found gracious, proud, and hospitable.

Since Maurine returned to the United States, she has continued her life-long learning and teaching. She received training to perform puppet shows for elementary students in public schools, and for eight years taught children about substance abuse, learning disabilities, divorce, and empathy.

Today, at age 72, she teaches English to Spanish-speaking children, and takes her grandchildren on adventures that include white water rafting and camping.

Life is an unfolding adventure for Maurine Stoll. We're glad she included Alumni Days in her summer of 2000, and hope to see her back in 2010. ■

CAROLE GIESEKE

Alumni Days is an opportunity to hear and retell the stories of many of ISU's most engaged, successful alumni. Here's just one.

MARTIN JISCHKE LEAVES IOWA STATE FOR PURDUE, BUT HE LEAVES BEHIND THIS CHALLENGE:

'Make a difference'

by John Anderson

JIM HEEMSTRA

Martin Jischke has been to 54 commencements at Iowa State University – three undergraduate and three graduate commencements each of his nine years. Spring commencement in May for the class of 2000 was his last, because beginning Aug. 14th, he began presiding over commencement – and everything else – at Purdue University as its 10th president.

Commencement is special to Jischke; it has been throughout his now 31-year career in higher education, which also included 17 years at the University of Oklahoma and five years as chancellor of the University of Missouri-Rolla, not to mention his own undergraduate commencement at Illinois Institute of Technology and two graduate commencements at MIT. That's a lot of commencements, but he never gets tired of going.

"I love commencement. I go to every one I can," he said. "Commencement represents what our job as educators is all about. It signifies an end to our active involvement in the education of our students and the beginning of a test to see how well we've done. If we've done our job well, they will have successful lives as professional people and citizens of our larger community. To me, that's the great challenge and the even greater reward of being an educator. I'm always energized by it."

Jischke speaks at every commencement over which he presides. It's something he considers to be one of his most important responsibilities as president and as an educator, for it's his last opportunity to convey a very important message to the new graduates as they head out into the world. That message is: "Make a difference. Use your education and your talents to make a positive difference in the world."

The compulsion to make a difference is what motivates Jischke to set extremely high goals for himself, and for the institution he heads. It's also what drives him with what many describe as almost limitless energy and unbridled passion to achieve those goals.

To Jischke, those are not obligatory commencement words – for the graduates or for himself. They are words which he has chosen to live by. Indeed, it's as though he is driven to make a difference wherever he goes.

Part of that comes from his upbringing. He grew up in a working class family on Chicago's south side, and he was the first from his family to go to college. His family invested in him, and the best way he knows to pay them back for their investment is to use his education to "make a difference" in society.

Part of it is his own personal ambition. "There's no question that I want to be successful in whatever I do. That's just the way I am."

And part of it comes from accepting the call to become an educator. "There is no more noble profession. It's one of the things I'm most proud of in my life," he said.

This compulsion to make a difference is what motivates Jischke to set goals – extremely high goals – for himself, and for the institution he heads. It's also what drives him with what many describe as almost limitless energy and unbridled passion to achieve those goals.

He's goal-oriented and decision-oriented, and since he's the president – at three different institutions over the past 15 years – he's usually the one who, ultimately, has to make many of

the decisions. And there's hardly any decision – whether it's an alcohol-free Veishea or no Veishea, stepping up the university's fund-raising efforts, or getting the university more involved in economic development – that doesn't upset someone.

"In such a large, complex and public institution as Iowa State, the idea that everybody would agree with everything you do is crazy," Jischke said. "It just doesn't happen, particularly if you are trying to improve the institution, because that means change. Not everyone agrees with change and not everyone will benefit from it."

He has tried to follow a three-part process in his role as decision maker: Make sure all sides of an issue have ample opportunity to be heard; listen to what they have to say; and weigh both what is said and who is saying it. "Usually the right decision becomes clear," he said.

To Jischke, once a decision has been made, it's time to move forward, and he admits that he has little patience with those who do not "get on board." "I get frustrated by people who aren't prepared to change to improve," he said. "Fortunately, there haven't been many of them at Iowa State."

Jischke's career has followed a pattern of increasingly bigger challenges, thus increasingly bigger opportunities to "make a difference." The opportunity at Purdue was just such an opportunity (Purdue, also a land-grant university, has 66,455 students on five campuses), and it came at exactly the right time.

"Patty and I have been at Iowa State for over nine years, and there's enormous

A farewell message from Martin Jischke

"I AM PART OF ALL THAT I HAVE MET."
– ALFRED LORD TENNYSON

JIM HEEMSTRA

"Iowa," people told us before we moved to Ames from Rolla, Mo., "is a great place to raise a family." They were right, of course. But that was only one of the many blessings that Patty and I discovered in this state that we have proudly called home for the past nine years.

Iowa is also a great place to be an educator, and Iowa State University is a great place – one of the greatest – to be a university president. So it's with great sadness that we leave Iowa State University; sadness tempered only by the great excitement we feel about the new challenges and opportunities at Purdue University.

It will take time before we will be comfortable thinking of ourselves as Hoosiers and Boilermakers instead of Iowans and Cyclones. And, yes, it will feel strange – really strange – to wear black and gold, after nine years of wearing cardinal and gold, and scrupulously avoiding those other colors. And while I will now be cheering for the Big 10, you should know that we will always be Cyclone fans. (Anytime Purdue and Iowa State meet in athletics, I will secretly be hoping for a tie.)

"I leave Iowa State with the confidence of knowing that the university is in exceptionally fine shape, not so much because of me, but because of the tens of thousands of people who have joined with me in the most ambitious of aspirations and journeys. That journey is to become the best land-grant university in the nation."

These past nine years have been some of the very best years of our lives – personally and professionally. Son Charles and daughter Mary grew to young adulthood at the Knoll; they are now off making their own lives, which made it timely for us "empty nesters" to accept the new challenge at Purdue. Patty has loved every minute of her involvement in university and community projects, from the Reiman Gardens to the library to youth programs and services. And I believe I learned to become a better university president in my nine years at Iowa State, and I have many, many students, faculty and staff, alumni, and others to thank for that.

Patty and I are especially grateful to the alumni of Iowa State University for allowing us to become a part of your family. This is without question one of the best university alumni families in the nation, and you prove it repeatedly with your energetic support, enthusiastic involvement and generous sharing of time, talent and resources to Iowa State's programs and initiatives. There has yet to be a goal or a challenge that you haven't met or exceeded.

This is an incredible university, because it's made up of incredible people. We have many wonderful memories to take with us: of Jack Trice Stadium, Hilton Magic, and tournaments in Kansas City; of celebrations of record successes and uncommonly generous outpourings of support for important causes; and of the genuine warmth of how we were greeted at alumni gatherings from Ames to Taipei.

I leave Iowa State with the confidence of knowing that the university is in exceptionally fine shape, not so much because of me, but because of the tens of thousands of people – students, faculty and staff, alumni, and friends – who have joined with me in the most ambitious of aspirations and journeys. That journey is to become the best land-grant university in the nation.

Believe in this aspiration. I have. Pursue it as aggressively as you have for the past nine years. Be passionate in the quest, and give the next president of Iowa State University the same kind of support, encouragement, advice, friendship, and loyalty that you have given to Patty and me. You have it within your reach to become the best land-grant university in the nation. Don't let up.

We'll miss you very much. Iowa State University will always be a part of us.

Sincerely,

Martin C. Jischke

MARTIN C. JISCHKE

satisfaction for us in what has happened here. At the same time, our children are grown and we think it's time for a new challenge."

Jischke said he had no intention of leaving Iowa State. "The Purdue trustees were very persistent, and the more we talked, the more impressed I became with them and with Purdue. Ultimately, it came down to the challenge, which I felt I needed to take."

"In such a large, complex and public institution as Iowa State, the idea that everybody would agree with everything you do is crazy. It just doesn't happen, particularly if you are trying to improve the institution, because that means change. Not everyone agrees with change and not everyone will benefit from it."

"Patty and I will always be extremely grateful to Iowa State and the thousands of people who have helped us be successful here. We've accomplished a lot, and it's been a total team effort."

To that, he added, "Don't give up the dream or the vision. Nobody is irreplaceable. This is a great university, and one that can continue to grow and get better. I've believed in the aspiration to become the best land-grant university since I came to Iowa State nine years ago, and you should not let go of it, especially now, after we've come so far."

The belief in Iowa State's aspiration to become the best is one of the differences Jischke made at Iowa State, according to Owen Newlin, president of the Board of Regents, State of Iowa.

"Martin accepted a big challenge when he became the 13th president of Iowa State," Newlin said. "That challenge was to lead Iowa State on a quest to become the nation's best land-grant university – a quest that had more doubters than believers. Not only was he successful in leading Iowa State forward, but he was successful in changing the attitude of the university. He convinced the people of Iowa State that this aspiration was the right one and that they could achieve it."

What difference has the 13th president made in his nine years at Iowa State? One way to measure is with numbers, and here are a few comparisons between FY'91, the year before Jischke arrived, and FY2000:

- **Enrollment** increased from 25,339 to 26,110 (highest since 1986).
- **Freshman National Merit Scholar enrollment** increased from 48 in 1991 to over 100 each year since 1996 (among the top seven public universities each year).
- **Private gift activity** increased from $43 million to $190 million, and Iowa State's endowment grew from $79 million to nearly $350 million (340 percent).
- The number of students receiving **privately funded scholarships** increased from 4,600 to more than 8,000, thanks largely to the nearly $104 million raised through the President's Scholarship Campaign, which Jischke led.
- **Sponsored funding** increased from $127 million to just over $200 million.
- **Campus construction** included 10 major buildings, two major building additions, launching of a $100 million renovation of student residence halls, and four major buildings in the planning stages. In addition, there have been dozens of renovations, including the conversion of the ground floor of Beardshear Hall into a one-stop shop for student services.

There are other "measures" of which Jischke is particularly proud, including:

- Launching the **Hixson Opportunity Awards Program** in 1994, which each year gives 100 Iowa young people from difficult financial or personal circumstances an opportunity to attend Iowa State.
- Achieving **"Research I" status** from the Carnegie Foundation in 1995.
- Consistently ranking among the top U.S. universities in measures of **research productivity**, including first in the most recent rankings of licenses and options on intellectual property and second in the number of R&D 100 Awards.
- Growth of **international agreements** and international study abroad opportunities for students to record levels.
- Improvements in **campus grounds**, which, last year, earned Iowa State a Centennial Medallion from the American Society of Landscape Architects, one of only three awarded to a university campus.
- Creation of the **Reiman Gardens**, as both a major new public attraction and as a teaching and research facility.
- Six successful **major initiatives**: "3x5" in agriculture, Healthy Livestock, Re-Engineering Engineering Education Initiative, Extension 21, the Plant Sciences Institute, and the Des Moines Higher Education Center.
- **Leading the Big 12** in student-athlete graduation rate, placing third in all-sports competition in 1999-2000, and winning a record five Big 12 championships in the winter of 1999-2000.
- Expansion of **undergraduate computer labs** throughout the campus, including in the residence halls.
- Creating the **Center for Teaching Excellence**.
- Improving **student retention and graduation rates**, through such initiatives as learning communities, which now involve more than 40 percent of Iowa State's new freshmen.
- Progress in making Iowa State a **more diverse university**, by increasing the number of under-represented students, faculty and staff, and by implementing diversity and international requirements in the curriculum.

"Patty and I have been at Iowa State for over nine years, and there's enormous satisfaction for us in what has happened here. At the same time, our children are grown and we think it's time for a new challenge."

Jischke has worked to effect change nationally and internationally. In 1998 he was chair of the National Association of State Universities and Land-Grant Colleges. As a member of the Kellogg Commission, he helped establish a

Patty Jischke blossomed at Iowa State

by Carole Gieseke

JIM HEEMSTRA

Whatever honors are awarded to President Martin Jischke for his achievements as president of Iowa State University, save room on the mantel for a "best supporting" trophy for his wife, Patty Jischke.

In her nine years as Iowa State's "first lady," Patty was highly visible as a volunteer on campus and in the community, working with youth development, the campus landscape and gardens, the library, and other projects. But, first and foremost, she provided support for her husband.

"One of the things I learned right away about university presidents is that you don't get those jobs unless you have strong support at home," Patty said. "When you are putting everything you have into the job, you need to have the extra energy of another person intensely involved and interested in what you're doing. I have always been interested in what Martin's doing."

Patty Fowler Jischke has been around universities all her life. Her father was on the physics faculty at the University of Oklahoma. Patty earned three degrees there, including a juris doctorate in 1975. She met her husband at the University of Oklahoma, where he was a faculty member and later dean of the College of Engineering. From there, they moved to the University of Missouri-Rolla, where he served as chancellor for five years. They came to Iowa State in 1991.

This summer, as she prepared for her latest challenge at Purdue University, Patty was reflective about her years in Ames.

"Martin and I thought we were here forever. There are wonderful memories here. But it's the people that are hard to leave," she said. "It's Iowans in general. I appreciate about Iowans that they're willing to get better, that they're willing to strive for excellence. I love the self-confidence of the students as they come here.

"I love about Iowans that no matter how perfect it is, they always grump about the weather! I'm going to miss that because it's so endearing. There's so much that I just love about Iowa. I love being here, I really do. It's very, very difficult to leave."

Topping her list of personal memories of Iowa State are her involvement in the president's leadership class, the creation and continued expansion of Reiman Gardens, the success of the women's basketball program, and the many events held on central campus and around the Campanile.

As a gardener and supporter of the campus grounds, Patty says more than anything, she will miss the Iowa landscape. "Oh my gosh, as a gardener, I will miss the soil. I will miss the rich greens of Iowa tremendously. I think this campus is more beautiful than anyplace."

Highlights of Patty Jischke's contributions to Iowa State

- Co-organizer, President's Leadership Class
- Past president, Reiman Gardens CoHorts
- Member, Reiman Horticultural Garden Advisory Committee
- Chair, ISU Library Development Council
- Coordinator, "Art in the Knoll" student exhibits

...and the state of Iowa

- Co-chair, Steering Committee of Iowa Summit '98
- Member, State of Iowa Youth Development Collaboration Committee
- Founding member, Iowa Asset Building Coalition

national agenda for higher education that calls for public universities to "put students first," and he has made sure that Iowa State is a leader in implementing this agenda. And as the founding president of the Global Consortium for Higher Education and Research in Agriculture, he is leading an international effort to bring scientists and educators together to address critical world food issues.

Throughout all of this, which he admits usually takes an 80-hour week, he has remained true to his first calling – that of a teacher. Each Sunday evening during the academic year, he and Patty bring 30 to 35 freshmen into the Knoll for a special class on something Jischke believes is as important to students and society as the knowledge they gain in Iowa State's classrooms and labs. But until he began teaching this class in 1991, there was no such course at Iowa State. It's called the President's Leadership Class.

To Martin Jischke, it's all about making a difference. And the best way to make a difference is one student at a time. No wonder he loves commencement so much. ■

— John Anderson is associate director of University Relations at Iowa State.

CAMPAIGN DESTINY: *To Become the Best*

REACHING THE DESTINATION

Campaign Destiny: To Become the Best was the largest, most ambitious private fund-raising campaign in the history of Iowa State University. Publicly announced in the fall of 1996, the five-year campaign reached its original goal of $300 million in just two years – and the extended goal of $425 million was reached 15 months later. As the campaign drew to a close on June 30, 2000, an unprecedented $458,605,032 had been raised to support Iowa State University's goal: to become the best land-grant university in the nation.

CAMPAIGN HIGHLIGHTS

1995

• First class of students receives Hixson Opportunity Awards, established by Christina Hixson, sole trustee of the Lied Foundation Trust. These scholarships created unique educational opportunities for 100 qualifying students annually, one from each county in Iowa.

1996

• Stanley and Helen Howe's $6-million gift launches the first phase of the $63.4 million Engineering Teaching and Research Complex (ETRC), the largest capital project in ISU history.

It took the efforts of hundreds of individuals working together to achieve the extraordinary success of Campaign Destiny. We're most proud of the impact this effort has had on Iowa State students: more scholarship dollars, improved programs, and new facilities. Every gift in this campaign was important – from the largest to the smallest – in helping us achieve this phenomenal goal."

— ISU Foundation President Tom Mitchell

• A lead gift of $1 million is received from James Palmer and Barbara Raeder Palmer for the Palmer Human Development and Family Studies Building.

• The Pappajohn Center for Entrepreneurship is established with a lead gift of $1 million from Des Moines businessman and entrepreneur John Pappajohn and his wife, Mary.

1997

• The new $6 million press tower and skyboxes open at Jack Trice Stadium.

• Grants of $1 million from the W.K. Kellogg Foundation and $500,000 from the Wallace Genetic Foundation establish the Henry A. Wallace Endowed Chair for Sustainable Agriculture.

Eight of the top 10 largest gifts ever received by Iowa State University were received during Campaign Destiny: To Become the Best, and five came from ISU alumni.

• Martha-Ellen Tye, noted Iowa arts patron, provides more than $1 million to support music and the performing arts.

• A $378,000 gift from the Roy J. Carver Charitable Trust funds the Parks Library Undergraduate Electronic Commons.

Each year during the campaign, records were set for the number of donors and private gift support. In 1999, the number of donors exceeded 50,000 for the first time in the history of Iowa State.

1998

• A $9-million challenge pledge is received from Bob and Diane Greenlee, establishing the Greenlee School of Journalism and Communication. This is the first named school at ISU.

• Russ and Ann Gerdin pledge $10 million for a new business building, creating a challenge for an additional $15.5 million in private funds.

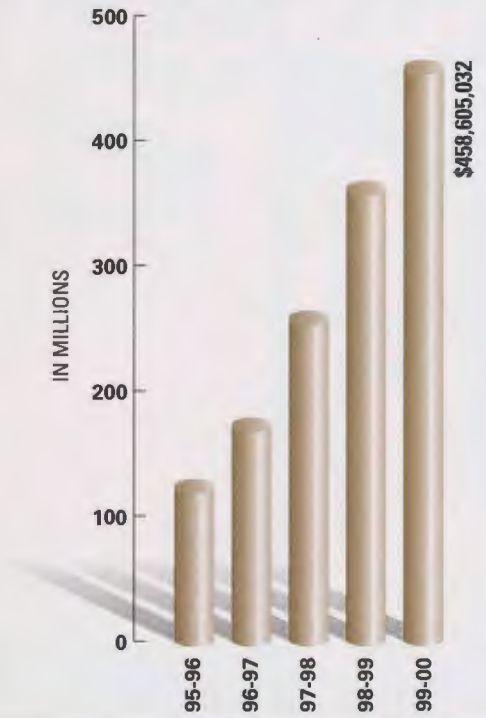
• A leadership commitment from the Reiman family helps develop the Reiman Gardens' master plan.

LARGEST INDIVIDUAL DONATIONS TO IOWA COLLEGES AND UNIVERSITIES

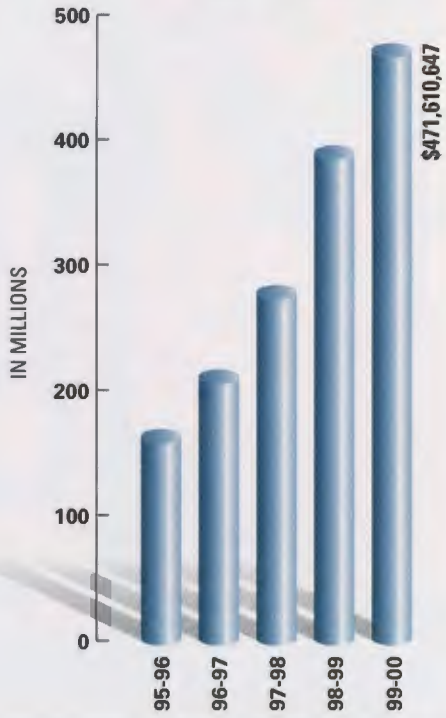
1. **Iowa State University**
   Anonymous
   $80 million
2. **Drake University**
   $50 million
3. **University of Iowa**
   Henry Tippie
   $30 million
4. **Cornell College**
   Richard Small
   $20 million
5. **Buena Vista University**
   Harold Siebens
   $18 million
6. **Iowa State University and University of Iowa**
   F.W. Miller Estate
   $13.5 million each
7. **Iowa State University**
   Anonymous
   $12.75 million
8. **Iowa State University**
   Norma Baker
   $10 million
9. **Iowa State University**
   Russ and Anne Gerdin
   $10 million
10. **Loras College**
    Anonymous
    $10 million

BY THE NUMBERS

CAMPAIGN DESTINY: TO BECOME THE BEST



TOTAL ASSET GROWTH



CAMPAIGN HIGHLIGHTS

• The College of Design receives an $850,000 estate gift from Karol Kocimski and his wife, Lila Furman Kocimski, to support the Kocimski Auditorium addition. The college also receives a grant from the Gardner and Florence Call Cowles Foundation for an electronic conference center/ distance learning facility and its first $1 million gift, which came from architecture graduate Lyle Lightfoot.

1999

• The first class of Hixson scholars graduates in May.

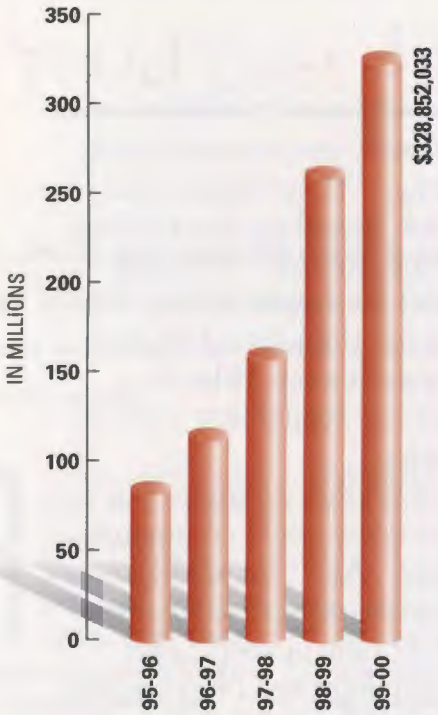
A 300 percent growth in the ISU Foundation's endowment funds – from $84 million in 1995 to more than $328 million – helps ensure a brighter, more secure future for Iowa State University.

• More than 1,000 people gather near the Campanile on Sept. 9 to witness the announcement of the largest gift made to any college or university in Iowa. The $80-million anonymous estate gift to the College of Agriculture dates back to 1996 when Iowa State announced a $34-million gift that kicked off Campaign Destiny.

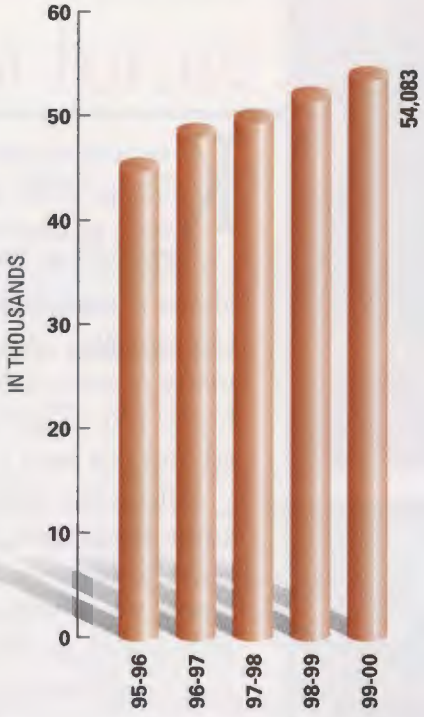
• A gift from Russell and Lora Talbot establishes the largest scholarship program for College of Veterinary Medicine students.

BY THE NUMBERS

ENDOWMENT GROWTH



TOTAL DONORS



• On Oct. 16, the Baker family continues its legacy of support for Iowa State with a gift of $10 million. The gift from Norma Baker, wife of the late Laurence Baker, endowed the Laurence H. Baker Center for Bioinformatics and Biological Statistics, the first research center within the Plant Sciences Institute.

• Phase II of the ETRC receives a $3-million gift from Gary and Donna Hoover.

2000

• In January, a $3-million gift to Iowa State's Plant Sciences Institute is made by the Roy J. Carver Charitable Trust. The gift helps establish the Roy J. Carver Co-laboratory.

• The Seed Science Center, a center within the Plant Sciences Institute, receives a $5-million anonymous gift to create an endowed chair in seed science, a visiting scientist program, and the Molecular Seed Quality Assurance program.

An $80-million anonymous gift received in 1999 was not only the largest gift to any Iowa public institution but also the largest to any U.S. college of agriculture.

• The College of Business initiative continues its momentum with an $8-million deferred gift from Steve and Becky Smith.

Four of the top 10 largest gifts to any institution of higher education in the state of Iowa were given to Iowa State during the campaign.

• Campaign Destiny: To Become the Best concludes at record levels for donors and contributions. ■

It's Tough To Keep Up With Our Residents.

But We're Trying.

Keeping up with the dynamic people who live at Green Hills is a challenge. They travel, volunteer, entertain and climb aboard our bus to cheer on the Cyclones at every opportunity. They rave about the staff, the food and the family feeling of Green Hills. And, they invite their friends to visit, many of whom decide to make Green Hills their home too. That's why why our availability is limited and our wait list is growing.

Before the wait list gets too long, we invite you to come learn more about this exceptional community and the services offered here. As a Green Hills resident, you'll enjoy all the advantages of home ownership without the hassle of home upkeep, lawn care or snow removal. If you don't feel like cooking, you can enjoy a delicious meal in our dining room. Perhaps you'd enjoy our door-to-door bus service to a rousing ISU basket ball game or theater performance at the Iowa State Center. You'll also be assured of health care when and if you need it, whether it's occasional help in your home or guaranteed access to our on-site health care center.

Green Hills represents an excellent value with expert management by Life Care Services Corporation, and the equity ownership arrangement.

We welcome you to come by for a no-obligation tour of Green Hills. But come soon, our wait list is growing quickly. Call us today at 296-5000 to schedule a visit.

☐ **Yes,** I'd like to arrange for a personal tour. Please call me.

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City _____ State _____ ZIP _____

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Proud past, bright future

Jeffery W. Johnson

In 2003, the ISU Alumni Association will turn 125 years old. As our anniversary approaches, I've been thinking a lot about where we've been and where we're going.

But first, where we've been. There's a wonderful passage in a book called *History of Reminisces of Iowa Agricultural College,* written by an alum who was recalling the year 1880:

"The third biennial meeting of the Alumni Association was held in the chapel in the evening of June 30th. As the alumni began to arrive, the familiarity with which they rushed up the stone steps to greet their delighted friends showed them to be no strangers to the institution.... It was gratifying to watch the happy expressions on their faces as they reviewed the trials they had endured, the victories they had achieved, and the pleasant hours they had enjoyed together during their college days."

For the first 46 years of its life, the Association was run totally by volunteers. They continue to be an integral part of our organization. Jamie Stensland, JLMC '88, M.S. '93, who is in her second term as Board chair, is the 81st volunteer to guide the organization. Our first executive director arrived in 1893. In 106 years, I'm only the seventh person to direct the organization. The past commitment of my predecessors to this organization is pretty phenomenal.

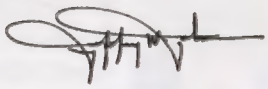
We've come a long way since that third meeting of the Alumni Association, but today I feel much like that anonymous alum of the 1800s did, as I watch Iowa Staters gather to celebrate, cheer on their alma mater, and exchange memories. Since alumni first clamored up the steps of the chapel, the Association has added programs and people (our staff now numbers 19, and alumni more than 174,000), but our purpose remains constant: **to keep alumni connected.**

We've been here for 77 Veisheas and 88 homecomings. We were here when the first bells chimed from the Campanile. We were here when the zodiac was installed in the Memorial Union, and we were here when the first student stepped carefully across it.

This summer, Iowa State said goodbye to its 13th president, Martin C. Jischke. President Jischke's farewell party was resplendent with a towering cake replica of the Campanile, and many speeches. But perhaps the most significant words were spoken by Dr. Jischke. "If I have one word of advice," he said, "it is to continue to nurture the affection of our alumni. The biggest asset of this university is its alums."

As we move closer to our 125th birthday, I will be asking for your advice. What can the Association do to help Iowa State become the best? What can we do to help keep you connected? What can you do for your alma mater and your Alumni Association?

I wholeheartedly agree with Dr. Jischke that you are our greatest asset. Like you, I cherish our rich past, and am exuberant about our future.



"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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Honors and Awards 2000

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

Distinguished Achievement Citation

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

Liang Yao Chen
PH.D. 1987, PHYSICS
SHANGHAI, CHINA

Liang Yao Chen has shown extraordinary energy and skill in helping to rebuild the Chinese scientific community under difficult conditions following the Cultural Revolution. As vice-chair of the Physics Department at Fudan University in Shanghai and founder and executive director of the Shanghai Research Center for Applied Physics, Chen has formed a valuable partnership with Iowa State. This important linkage has resulted in student exchanges, research collaborations, and conference participation. He has brought great recognition of ISU in China. As one of his professors said, "If he is not the first ISU alumnus in China to bleed cardinal and gold, he must be one of the first."

His research accomplishments at Fudan University include designing and constructing a cutting-edge instrument for his research in optics, which is being patented by Iowa State's Center for Advanced Technology Development. He also holds Chinese patents on optic devices, including a patent to improve the heating system for apartments in China. Under his leadership and initiative, one of the earliest e-mail systems in China was developed at the Shanghai Research Center, and he has been involved in building virtual reality laboratories. He is helping to form the School of Information Science and Engineering in Fudan and is currently dean of this new school.

***Santi Kulprathipanja**
PH.D. 1974, CHEMISTRY
INVERNESS, ILLINOIS

Santi Kulprathipanja and his colleagues at UOP have been behind some of the modern world's most widely used conveniences and environmentally friendly ideas. As senior research and development associate with a company known for unlocking the secrets to making unleaded gasoline and biodegradable detergents, Kulprathipanja was a leader in another winning idea. He was instrumental in the discovery of a process that allowed the low-cost production of meta-xylene, a component in polyester resins used mainly for bottling soft drinks and water. For decades, polyester resins have been used as a substitute for glass and aluminum in food packaging. However, before Kulprathipanja and his colleagues discovered an alternative way to produce meta-xylene, the important component of polyester resin, the substance was relatively expensive and in short supply. Called the MX Sorbex process, the new method not only resulted in a more inexpensive product, but also a more environmentally friendly one.

In addition to his technical work, Kulprathipanja has chaired sessions at the American Institute of Chemical Engineers' annual meetings and has been an active member of the Association of Thai Professionals in America and Canada. He has received 80 patents and is frequently invited to lecture and advise in his area of expertise.

Frederick B. Rudolph
PH.D. 1971, BIOCHEMISTRY
HOUSTON, TEXAS

Professor and chair of biochemistry and cell biology at Rice University, Frederick Rudolph is a world-class scientist with a first-rate international reputation. His work has been in a number of biological areas, including enzymes and metabolism, but it is his

nutritional studies that have had a significant impact on the health of the general population, particularly infants.

His research led to the discovery of a previously unrecognized nutritional requirement for a source of preformed nucleotides in the diet. These compounds are the building blocks of DNA and serve many critical functions in the body, but in the past, it was not known that they were required in the diet. Their absence results in decreased immune function, reduced intestinal development in infants, and slower wound healing.

His findings have led to new infant formulas that better approximate human milk and improve infant immune function and intestinal development. Also, new clinical diets have resulted in reduced length of hospital stays by lowering infection rates and improving immune function. Several patents have been developed from his research.

Jerry Hsueh-Ching Wang
PH.D. 1965, BIOCHEMISTRY
CLEAR WATER BAY, KOWLOON, HONG KONG

As professor of the Department of Biochemistry at the Hong Kong University of Science and Technology, Jerry Wang has been described as the "intellectual anchor" of the organization. Dr. Wang is a pioneer and visionary in the field of the regulation and functions of enzymes and protein factors involved in cell signaling.

He is best known for his discovery of how calcium ions and a protein, later named calmodulin, affect specific enzyme reactions in the body. Calcium ions are important physiological regulators, particularly of processes related to nerve conduction and muscle contraction. Many of these effects are mediated by calcium binding to calmodulin. The protein has proven to be crucial for the proper functioning of many cellular processes, including the action of immunosuppressant drugs.

In addition, Dr. Wang's laboratory demonstrated the involvement of a particular enzyme in the progression of Alzheimer's Disease, and other laboratories demonstrated that the enzyme was essential for proper brain development.

Alumni and friends are invited to attend the Alumni Honors and Awards Ceremony, at 7:30 p.m. Friday, Oct. 20, in the Benton Auditorium, Scheman Building, Iowa State Center. People wishing to submit nominations for 2001 awards may do so by calling 1-877-ISU-ALUM (locally, call 294-9515). An updated nomination form will also be available on the Web by Oct. 1. The deadline for nominations is Dec. 1, 2000.

Web link www.isualum.org/programs_services/awards/nominate.html

Alumni Medal
Iowa State University Alumni Association

***Irene Beavers,** MS '53, professor emeritus, College of Family and Consumer Sciences, Ames.

***Roger Bruene,** BS '56, retired director of career services, College of Agriculture, Ames.

***Sharon Juon,** attended ISU '65-'69, executive director, Iowa Northland Regional Council of Governments, Waterloo.

Outstanding Young Alumnus
Iowa State University Alumni Association

***Suresh Chandra Babu,** MS '88, PhD '89, research fellow, International Food Policy Research Institute, Washington, D.C.

Albert Hsu, PhD '95, senior operations specialist, Ajilon, Inc., Allen Park, Mich.

***David H. Sanders,** BS '84, associate professor of civil engineering, University of Nevada, Reno.

***Mary M. Walczak,** PhD '89, associate professor and chair of chemistry, St. Olaf College, Northfield, Minn.

ISU Faculty Citation
Iowa State University Alumni Association

Donald R. Flugrad, Jr., associate professor of mechanical engineering, Ames.

Kenneth R. Jolls, professor of chemical engineering, Ames.

Marit Nilsen-Hamilton, professor and chair of biochemistry and biophysics, Ames.

***Ron H. Peters,** professor of psychology, Ames.

John William Schafer, professor of agronomy, Ames.

James A. Hopson Alumni Volunteer Award
Iowa State University Alumni Association

***Ann M. Brinkman,** BA '94, director of marketing, Y-Me National Breast Cancer Organization, Chicago, Ill.

ISU Superior Service Award
Iowa State University Alumni Association

Ronald Ackerman, MS '82, program coordinator, graduate program, College of Business, Ames.

Martha R. Clifford, secretary, Mechanical Engineering, Ames.

***Jane W. Lohnes,** student services specialist, Ag Administration, Ames.

Barbara J. Royer, veterinary technician, Vet Med Clinic, Ames.

Floyd Andre Award
College of Agriculture

Duane Halverson, BS '67, MS '69, CEO, Land O'Lakes, New Brighton, Minn.

Henry A. Wallace Award
College of Agriculture

Mark R. Drabenstott, MS '80, PhD '81, vice president and director, Center for the Study of Rural America, Kansas City, Mo.

Citation of Achievement
College of Business

Michael J. Anderson, BS '79, corporate vice president of investor public relations, Ameritrade Holding Corporation, Omaha, Neb.

DeVries Service Award
College of Business

David J. Drury, BS '66, chairman, Principal Financial Group, Des Moines.

Design Achievement Award
College of Design

Tom Buresh, BA '78, a principal of Guthrie + Buresh Architects, West Hollywood, Calif.

Abdi Ismail Samatar, MCRP '81, associate professor of geography at the University of Minnesota, and a senior fellow with the Human Sciences Research Council in Pretoria, South Africa.

*** Alumni Association Member**

Honors and Awards 2000

continued

Kyle R. Swanson, BLA '94, teaching assistant at the University of Wisconsin-Madison. He died March 13, 2000.

Todd Waterbury, global creative director, Wieden & Kennedy, Portland, Ore.

Virgil Lagomarcino Laureate Award
College of Education
Robert Denson, BS '70, MS '72, president, Northeast Iowa Community College, Calmar.

***Veronica Waterman Stalker,** BS '64, PhD '91, superintendent of schools, Waukee Community School District, West Des Moines.

Alumni Achievement Award
College of Education
***Joyce Moeller Durlam,** BS '70, co-owner/co-president, Durlam & Durlam Clothing, Inc., Ames.

Wendell Saunders, BS '68, director of quality assurance, Delavan Corporation, Des Moines.

Outstanding Young Professional
College of Business
Nathaniel Nakadate, BS '90, fifth grade teacher, Treasure Forest Elementary, Spring Branch Independent School District, Houston, Texas.

Marston Medal
College of Engineering
***Wendell H. Nedderman,** BS '43, PhD '59, president emeritus and professor of civil engineering, University of Texas, Arlington.

Professional Achievement Citation in Engineering
College of Engineering
***Frederick J. Dotzler,** BS '67, managing director of De Novo Ventures, Saratoga, Calif.

***James P. Kouri,** BS '63, retired manufacturing director, 3M Dental Products Division, Woodbury, Minn.

***Harold W. Sorensen,** BS '43, retired senior vice-president of engineering operations at Fluor Corporation, Laguna Beach, Calif.

***Frank Stermole,** BS '57, MS '61, PhD '63, professor emeritus of economics and business, Colorado School of Mines, Golden.

Professional Achievement Award in Family and Consumer Sciences
College of Family and Consumer Sciences
Kathryn L. Hatch, BS '66, professor of textiles, School of Family and Consumer Resources, University of Arizona, Tucson.

***Jane Schuchardt,** PhD '85, national program leader for the Cooperative State Research, Education, and Extension Service, U.S. Department of Agriculture, Washington, D.C.

Helen LeBaron Hilton Recognition
College of Family and Consumer Sciences
***Barbara Kinney,** BS '58, former teacher and entrepreneur, Des Moines.

***Beth Robie Wunder,** BS '60, artist and former teacher, Ames.

Citation of Merit
College of Liberal Arts and Sciences
***Andrew S. Morton,** BS '77, PhD '82, chief economist for the U.S. Senate Committee on Agriculture, Nutrition, and Forestry, Alexandria, Va.

Distinguished Service Award
College of Liberal Arts and Sciences
***George Knaphus,** MS '51, PhD '64, ISU professor of botany who died May 20, 2000.

Jean Lassila, retired, College of Liberal Arts and Sciences, Ames.

***Steven F. Mores,** BS '67, co-publisher of the *Tribune* newspaper and the *Penny Saver Shopper*, Harlan.

Stange Award for Meritorious Service College of Veterinary Medicine
***Lynn C. Anderson,** DVM '77, senior director of Comparative Medicine, Merck Research Laboratories, Summit, N.J.

***Francis X. Dieter,** DVM '60, founder and director of All Life Charities, Redondo Beach, Calif.

***William H. Maher,** DVM '62, retired veterinarian, Minneapolis, Minn.

William P. Switzer Award in Veterinary Medicine
College of Veterinary Medicine
William L. Mengeling, MS '66, virology swine research unit leader, USDA-ARS National Animal Disease Center, Ames.

Wallace E. Barron All-University Senior Award
Iowa State University Alumni Association
***Rachel Allbangh,** BS '00, animal science, Waterloo.

***Stacy Frese,** BS '00, marketing and management, Cedar Rapids.

***Kimberlie A. Tholen,** BS '00 mechanical engineering, Tipton.

***Paxton J. Williams,** BA '00, political science and communication studies, Merrillville, Ind.

***Lynne Wittkopf,** BS '00, Biology, Algona.

Note: Only ISU degrees are listed

*** Alumni Association Member**

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

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

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Association Member Report

In an effort to keep our members up to date on the work of the Association staff and board, announce new member programs and services, and introduce new personnel, VISIONS has added this new section called the Association Member Report. We encourage our members to react to board and staff decisions as well as better involve themselves in the work and life of Iowa State University and the ISU Alumni Association.

New board members

The following directors were elected to five-year terms of service by Association member balloting in May 2000:

- Karen M. Albertson, Chemical Engineering '83, Woodbury, Minn.
- Barbara Smith Kinney, Family and Consumer Sciences Education '58, Des Moines
- Thomas N. Lorenz, Physical Education '72, Omaha, Neb.
- Ned Skinner, Industrial Administration '74, Johnston, Iowa

In addition, Bruce Hamilton, Industrial Administration '73, Janesville, Wisc., was selected to fill the unfinished term of Steven Gleason '71, and Beverly Fischer Soshea, Dietetics '52, Edina, Minn., was selected to fill the unfinished term of Thedy Veliz '93.

Cardinal & Gold Dinner/Impact Awards

The ISU Alumni Association capped off its 67th Annual Meeting with the first annual Cardinal and Gold Dinner and Recognition on May 19. Following a reception in Brunnier Art Museum and dinner at the Scheman Building, the Association presented four Impact Awards to individuals whose efforts have increased the involvement of alumni and friends in the life and work of Iowa State.

Impact Awards were presented to Larry Eustachy, head coach, men's basketball; Bill Fennelly, head coach, women's basketball; the College of Engineering and its dean, James Melsa '60; and the ISU Foundation and its president, Thomas Mitchell. In addition, a special award was

presented to President Martin Jischke and Patty Jischke for their leadership.

Also honored were Denise Essman '73 and Paul Armbrecht '71, outgoing Alumni Association Board of Directors members, as well as a number of other individuals who had served this past year or will serve during the upcoming year on alumni and university committees.

Spring 2000 Board of Directors meeting

The ISU Alumni Association Board of Directors met May 19, 2000, with the following resolutions:

- Changed the title of "president" of the Board of Directors to "chair" and the title of "executive director" of the Alumni Association to "president."
- Changed the focus and stipend (now $1,000) of the Going Places scholarship for one student each year to participate in an international study program.
- Approved a fundraising goal of $8 million to be secured by 2005 to endow the following essential activities of the Alumni Association: VISIONS, the Legacy Program, student services programs, alumni services, and the Honors and Awards Program.
- Directed the Alumni Association staff to research the feasibility of providing electronic balloting for Board of Directors voting.
- Approved an FY2000-01 Alumni Association budget of $2,758,440.
- Loaned $66,838 from the Life Member Investment Fund to cover the cost of printing the book *Reflections of Iowa State.*
- Approved a revised VISIONS funding plan for 2000-01 and formed a task force to analyze future funding and circulation of VISIONS magazine.
- Set the staff/board summer retreat for Aug. 11-12 and the fall board meeting for Oct. 20, 2000. The winter 2001 meeting will be held in February, and the spring meeting will be May 18.
- Formally offered support of President Martin C. Jischke and his efforts on behalf of the university.

Impact 2000 Award recipients are (front row, left) Martin and Patty Jischke and (back row, left to right) James Melsa, Randy Brown (for Larry Eustachy), Tom Mitchell, and Bill Fennelly. Also pictured are Jamie Stensland, chair, ISUAA Board of Directors (front row, center); Jeff Johnson, Association president, (front row, second from right); and Paul Armbrecht, outgoing Board member (front row, right).

Online Alumni Directory

The eagerly anticipated Online Alumni Directory became available in July. Members may now access the Alumni Directory anytime and search for fellow Iowa Staters by name, class year, geographic location, and occupation. The directory is the latest in online benefits for members of the Alumni Association; other benefits include permanent e-mail forwarding and ISU News Flash twice-monthly e-news.

Web link www.isualum.org/register

Family Weekend

"Proud Past, Strong Future: Uniting Cyclone Families" is the theme for Family Weekend 2000, Oct. 6-8. The weekend features a student/family tailgate, football game, Family Weekend brunch, college receptions, Casino and Family Fun Night, a magic show, and more. Special this year, in celebration of the 30th anniversary of the Family of the Year program, is a Family of the Year reunion and induction into the Family of the Year Society. Family Weekend is sponsored by the ISU Alumni Association, ISU Parents Association, and Student Alumni Leadership Council.

Homecoming

Celebrate Homecoming 2000 with the ISU Alumni Association! The weekend (Oct. 20-21) features a parade, pep rally, Honors and Awards banquet, Scholar/Mentor luncheon, Yell-Like-Hell, the Alumni Association's third annual Homecoming Tailgate, and the football game against Texas A&M.

How to join

If you're not a member of the Iowa State University Alumni Association, join today! Annual membership is just $45, and we now offer a special New Alumni rate of only $25 for alumni who graduated within the past three years. Member benefits include access to the new online alumni directory, permanent e-mail forwarding, e-newsletter, merchandise and event discounts, the University Events Calendar, alumni club mailings, and more.

For more information, call toll-free 1-877-ISU-ALUM (294-6478 locally) or visit our Web site.

Web link www.isualum.org

The ISU Alumni Association – it works for a lifetime

The ISU Alumni Association welcomes the following new lifetime members who joined April through July 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).

Evelyn and Howard Anderson
Kristin L. Andrews
Bruce A. Bandstra
Robert R. Bartels
Lois E. Bennett
Kristen S. Bensen
Colleen M. and Michael D. Biegger
Janet and William Boyd
Amy Sponheim and Mike Brandau
Margaret E. and Donald J. Bray
Bruce W. Brown
Lisa A. Brubaker
Arnold M. Bucksbaum
Clarice and Robert Burkgren
James L. Christensen
Paula and Gary Christensen
Traci L. Christler
Gary W. Clayburg
Katherine L. Clement
Dennis Coonan
Norma and Delmer Cramer
Laurie and Daniel Cummins
Elaine and Thomas Currens
Virgene Slye-Dorman and Brent Dorman
Stephen D. Douglas
Sharon and Eugene Drendel
Julie Rossiter-Evans and David Evans
Marjorie and Milford Fjare
Arlene and Charles Folkers
Kathleen M. Foss
Alisa and Matthew Frandsen
Ramona and Wendall Freed
Christopher J. Foster
Dr. and Mrs. Cole N. Foster
Julie D. Foster
Jamie and Deacon Garvey
Carrie and Richard George
Robert S. Goodale
Sheryl K. Hansel
Scott R. Hansen
Thomas R. Harkin
Heather Anne Hazlett
Eleanor and Earl Hedlund
Beth and Brent Henningsen
Jo and Ronald Hersom
Jane and Robert Heverly
Dorothea and Marvin Hicks
Magdy I. Hindawy
Mark A. Hindman
Max M. Hoover, Jr.
Martha and Charles Howe
Heidi S. Hungerford
Mary and William James
Sharon Johnson
Brent J. Kastler
Robert F. Kramer
Helen and Francis Lavin
Kimberly S. Lawler
Marsha and Rick Lemke
Norma and Charles Lewis
Sue and John H. Lind
Mark D. Lynch
Connie and John Mahlstede
Marjorie W. Martin
Sue and David McCurry
Brian L. McMaster
Lois and Robert Moffitt
Amanda and Scott Moore
Nancy and Richard Morehouse
Charity M. Mueggenberg
Alicia P. Martinez Navarro
Allison K. Nepper
Kimmy and Long Nguyen
Donna M. Niday
Ann and William Pabst
Alston J. Penfold
Peggy and George Rackelmann
Brandon J. Reynolds
Glen L. Rosenhamer
Joanne and Harold Rowe
Sabine and William A. Sandberg
Mary and Daniel Schaefer
Cynthia and Jeffrey Scharingson
Linda and Rodney Schuler
Mary A. Schultz
Steven J. Schuster
Russell N. Selvig
Kelly J. Sievers
Pamela M. Simpson
Marc A. Snyder
Gloria D. Stewart
Keri J. Storjohann-Wilde
Shirley and Darrell Sunderman
Brad E. Svoboda
Jean Velikonia
Angela M. Vitetoe
Robert J. Walker
Andrea L. Weaver

Put on your game face!

Join the ISU Alumni Association for Cyclone Football Weekends 2000

Cyclone Football vs Nebraska

- October 7, 2000, 2 1/2 hours prior to kickoff
- Scheman Building courtyard, Ames
- Family Weekend tailgate buffet, ISU drumline, Cy
- $8.50 ($7.50 SAA members)
- 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 buffet, alumni band, spirit squad, door prizes
- $5 ISU Alumni Association members
- $10 non-members
- RSVP by Oct. 13, 2000
- Special! $23 tailgate and discounted game ticket package for Alumni Association members! ($28 non-members)

Cyclone Football at Colorado

- November 11, 2000, 3 hours prior to kickoff
- Regal Harvest House, 1345 28th Street, Boulder, Colo.
- Food and beverage available for purchase. This party is sponsored by the hotel; all football fans are invited. Wear your cardinal and gold and meet the Alumni Association under the ISU banner.
- No RSVP required

Register online at www.isualum.org/events/athletics.html or call toll-free 1-877-ISU-ALUM (locally, call 294-4557).

Career Insights

by Bev Madden

Considering furthering your education for advancement in your current occupation or to pursue a new career? Need some help in choosing the right program for your interests and abilities? Each year Iowa State University provides the opportunity to prospective graduate students to explore their educational options at the annual Graduate and Professional School Day. Representatives from more than 80 institutions, including all ISU colleges, will be in the Memorial Union Great Hall this fall on Wednesday, Oct. 11 to visit informally with prospective students.

Information about admission requirements, standardized admission tests, deadlines, costs, funding, admission procedures, faculty/student ratio, time required to complete programs, advanced degree career options, and student and community life will be available.

Click on the event Web site for a list of participating institutions, cross-referenced by area of study: www.iastate.edu/~career_info/gpd2000.html

For additional insights on choosing and applying for graduate and professional programs, attend hour-long seminars prior to the event. The complete schedule is on the event Web site; no pre-registration is necessary.

This event, free and open to all, is one of a series of annual career information days and job fairs sponsored by ISU Career Services. For details on each event, go to: www.iastate.edu/~career_info/CareerDays.html

Bev Madden is the director of ISU's Career Planning and Placement Services.

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

Online career services

...networking, job leads, career consultation, and more!

Drake Beam Morin, the world's leading provider of career management services, has partnered with the **ISU Alumni Association** to provide students and alumni with a **FREE** comprehensive portfolio of career-enhancing programs and tools. New DBM members receive a free one-hour consultation by telephone.

Point your web browser to http://www.isualum.org/programs_services/career/ and click on Drake Beam Morin.

Career services through the ISU Alumni Association make your job search and career networking that much easier.

Iowa State University Alumni Association

Keeping you connected...to career services

"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

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IOWA

by Mike Krapfl

Beating the odds

Bob Elliott is explaining the risks of a bone marrow transplant when one of his players runs past the office door. "Hey, Atif," shouts Elliott, the Cyclones' new associate head football coach. "Talk to this guy and his reporter's notebook. Tell him about your coach, how smart he is, how strong he is, how good he is for the team."

Elliott, of course, smiles through every adjective.

And Atif Austin, a Cyclone cornerback, smiles right back. "Yeah, coach," he says, "and what about your speed?"

Elliott laughs. He is having fun. He knows how to talk to football players after more than 20 years in the college game, about half of them as a top assistant for the Iowa Hawkeyes. Besides, Elliott is very happy to be back in the business of coaching, very happy to be back with the Cyclones after 18 years away from Iowa State. (Elliott coached ISU's defensive backs in 1981 and '82.)

Between them, Bob Elliott and Dan McCarney have the spirit of a gambler and the faith of a friend. Here's the story of how the Cyclones' new associate football coach beat the odds.

That marrow transplant he is talking about took him away from football for a year. He didn't want it to take any more time from the field. So, when Cyclone Coach Dan McCarney made an offer last spring, Elliott decided to move across the state and start wearing shirts with Cy stitched to the chest. "If I didn't get back to coaching," Elliott said this summer, "I wouldn't beat the disease."

Elliott was first diagnosed with a blood disorder (his body was producing too many platelets) back in 1991. He was able to control the condition with medication. Then, in the spring of 1998, he noticed he was itching. The disease, polycythemia vera, was active again. His bone marrow was just producing too many cells. The short-term worry was clotting. The long-term worry was leukemia.

Elliott had a decision to make. He could try to wait out the disease, taking medicine to control its symptoms, hoping the day he would need blood transfusions every other day was far in the future. Or, he could try a bone marrow transplant – a chance to

JIM HEEMSTRA

defeat the disease.

But the chances of a successful transplant go down as a person approaches 50. Elliott would be 46 when he'd be treated. He weighed the odds, visited the Mayo Clinic for a second opinion, and opted for a transplant.

"I'm a gambler," admits Elliott.

The first step of a bone marrow transplant is chemotherapy. Elliott's diseased bone marrow was to be wiped out by heavy doses. But Elliott didn't take it well; his heart swelled and things got serious. Elliott said the doctors stopped the "sure-fire" chemotherapy and tried a gentler mix of chemo treatments. That carried the risk of leaving behind some of his diseased marrow, but it also kept his hopes for a transplant alive. In the end, the doctors' new game plan worked.

With his blood counts down to zero, doctors were able to transplant healthy marrow from a cousin, Greg Underwood. The new marrow took. Elliott said it has been a smooth recovery.

McCarney knows as much as anybody about Elliott's recovery. He called on each of the 32 days his old teammate, housemate, and fellow assistant was in the hospital. When Elliott went home, McCarney was his first visitor.

"Coach McCarney has seen me at my worst, and he's seen my progress," said Elliott. When the Cyclones were short an assistant, McCarney had seen enough to make a leap of faith and bring his old friend back to Ames.

How does it feel to be back?

"It feels great," said Elliott.

And how does the head coach feel about having Elliott back on his side?

"It feels great," McCarney said. "It feels fantastic. It really does. There's a feeling of confidence and security. He has lots of experience and he's an outstanding recruiter. He has people skills. He has a fabulous reputation across the country. He brings a head coach's ability to the program."

After just a few weeks of spring drills and some time in his office, Elliott's players are impressed with their new coach, too.

"I think he's a good coach," said Breon Ansley, another of the Cyclones' cornerbacks. "He likes us to be competitive and aggressive – don't back down, don't be scared, have confidence in ourselves."

Elliott's not the kind of coach to get vocal and aggressive with his players, Ansley said. He's a guy who looks like he teaches history (and who, in fact, has a degree in history), but he does get his point across. "He tells us what's going on with a stern voice and lets us go out and play."

Dustin Avey, a senior safety, called Elliott a "super coach and a great guy. He's the best thing that could have happened to me coaching-wise at this point of my career."

That's because Elliott gives his players responsibilities, relies on them to be leaders, communicates with his guys, and teaches the mental game as well as the physical, Avey said.

Elliott had his own game to think about this summer. He had to catch up with the Cyclone program. He had to get reacquainted with the recruiting rounds. All the while, he wanted to make sure he was the one adjusting to his new team, not the other way around.

And while he's not making any bold predictions for this season, he does say, "We have a good football team and a chance to have a very successful season. I like our chances."

But what about an ex-Hawkeye joining the ranks? Doesn't that bother the Cyclones?

Not exactly, according to one cornerback who's looking forward to this year's game in Iowa City.

"Just let it be known," Ansley said, "we're ready to whip their you-know-what." ■

— *Mike Krapfl writes for* The Tribune *in Ames.*

Sports Shorts

Gene Smith leaves ISU for Arizona State

Athletic Director Gene Smith announced in late July that he was leaving Iowa State to become the athletic director at Arizona State University. Smith had been at Iowa State since 1993. At press time, a national search was underway to find his replacement. Elaine Hieber, senior associate athletics director, is serving as interim director.

Stadium enhancements announced

Iowa State has launched a $14 million drive to upgrade Jack Trice Stadium and provide a practice facility for basketball and volleyball. When completed, the addition will enclose the south end of the stadium and include additional football seating to raise the stadium's capacity to 50,000. The lead donors for the stadium project are Steve and Deborah Bergstrom of Houston, Texas.

Gymnastics coach resigns

Despite finishing the best season in ISU gymnastics history and being named regional coach of the year in 2000, Cyclone head coach Amy Pyle announced in June that she would resign from her position. She sited family responsibilities as the reason for her decision.

Bulls choose Fizer

The Chicago Bulls used their fourth pick in the 2000 NBA draft to select former Cyclone all-American forward Marcus Fizer. Fizer is now reunited with Tim Floyd, former ISU basketball coach who recruited Fizer. Floyd became the Bulls' head coach in 1998.

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.

September

7 Alumni Networking Series, Des Moines

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

9 Cyclone Football vs. UNLV

15 College of Veterinary Medicine "Morning Mixer," Ames

16 Cyclone Football at Iowa (Alumni Association pregame)

16 ISU Club of Greater Chicago road trip to Iowa City

17 Luma Theatre of Light, Stephens

19 University Museums 25th Anniversary Gala

19 Engineers Week

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

26-Oct. 4 Alumni College in Italy

28 ISU "Strengthening Families" community visit and alumni event in Dubuque

30 Cyclone Football at Baylor

October

2 Veriovka Ukranian Dance Company, Stephens

5 Plaza of Heroines Celebration 2000, Catt Hall

6 Alumni Networking Series, Des Moines

5-Nov. 8 Alumni Travel: Around the World Journey

5 Carole Simpson lecture: "Women, Politics, and Media"

6-8 **Family Weekend**

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

7 Family of the Year Reunion and Family of the Year Society induction ceremony

7 Palmer Building dedication

11 College of Veterinary Medicine alumni reception, Boston, Mass.

13 Breakfast Club, Kansas City

13 The Capitol Steps, Stephens

14 Cyclone Football at Oklahoma State

14 College of Veterinary Medicine alumni reception, Madison, Wisc.

15-17 College of Education reception in Des Moines

20 2000 Honors and Awards Banquet

20 Alumni Association Fall Board of Directors Meeting

20 National Merit and Achievement Scholars/Mentors Luncheon

21 **Homecoming Tailgate 2000**

21 Cyclone Football vs. Texas A&M

22 *The Very Hungry Caterpillar/ The Very Quiet Cricket*, Stephens

24 *Footloose*, Stephens (ISU Club of Hamilton County reception)

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

30 ISU "Strengthening Families" community visit and alumni event in Des Moines

31 Royal Winnipeg Ballet: *Dracula*, Stephens

November

1-4 Department of Industrial Education and Technology reception in Pittsburgh, Penn.

2 Vienna Symphony Orchestra, Stephens

2 Alumni Networking Series, Des Moines

4 Cyclone Football at Kansas State

10 Breakfast Club, Kansas City

11 Cyclone Football at Colorado (Alumni Association pregame)

14 Shakespeare's *Much Ado About Nothing*, Stephens

18 Cyclone Football vs. Kansas

28 ISU "Strengthening Families" community visit in Bedford

29 **Holiday Tree Lighting and Festival of Lights**

December

2 Canadian Brass, Stephens

5 College of Engineering Regional Holiday Party, Des Moines

7 College of Engineering Regional Holiday Party, Cedar Rapids

7 Alumni Networking Series, Des Moines

8 Breakfast Club, Kansas City

8-10 *The Nutcracker Ballet*, Stephens

12 *Oh Holy Night – A Gospel Christmas*, Stephens

15 Graduate commencement

16 Undergraduate commencement

January

14 College of Veterinary Medicine alumni reception, Orlando, Fla.

18 Moscow Festival Ballet: *Don Quixote*, Stephens

19-28 Alumni Travel: Galapagos

30 ISU "Strengthening Families" community visit in Oskaloosa

IOWA STATE UNIVERSITY
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www.foundation.iastate.edu

The Iowa State family comes through again!

Thank you, Iowa State alumni and friends, for providing the means to advance the University's aspiration to become the nation's best land-grant institution. You made ISU history by giving a record $458.6 million to Campaign Destiny: To Become the Best, making it not only the largest fund-raising initiative but also the most successful ever at Iowa State. The biggest beneficiaries of the campaign, which officially concluded June 30, are Iowa State students. Donors contributed more than $104 million to create some 614 new undergraduate and graduate scholarship programs, including the Hixson Opportunity Awards and Presidential Scholarships for National Merit and Achievement students. Members of the Iowa State family, you faced the challenge of the largest fund-raising initiative in ISU history and achieved an overwhelming success. Thank you!

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