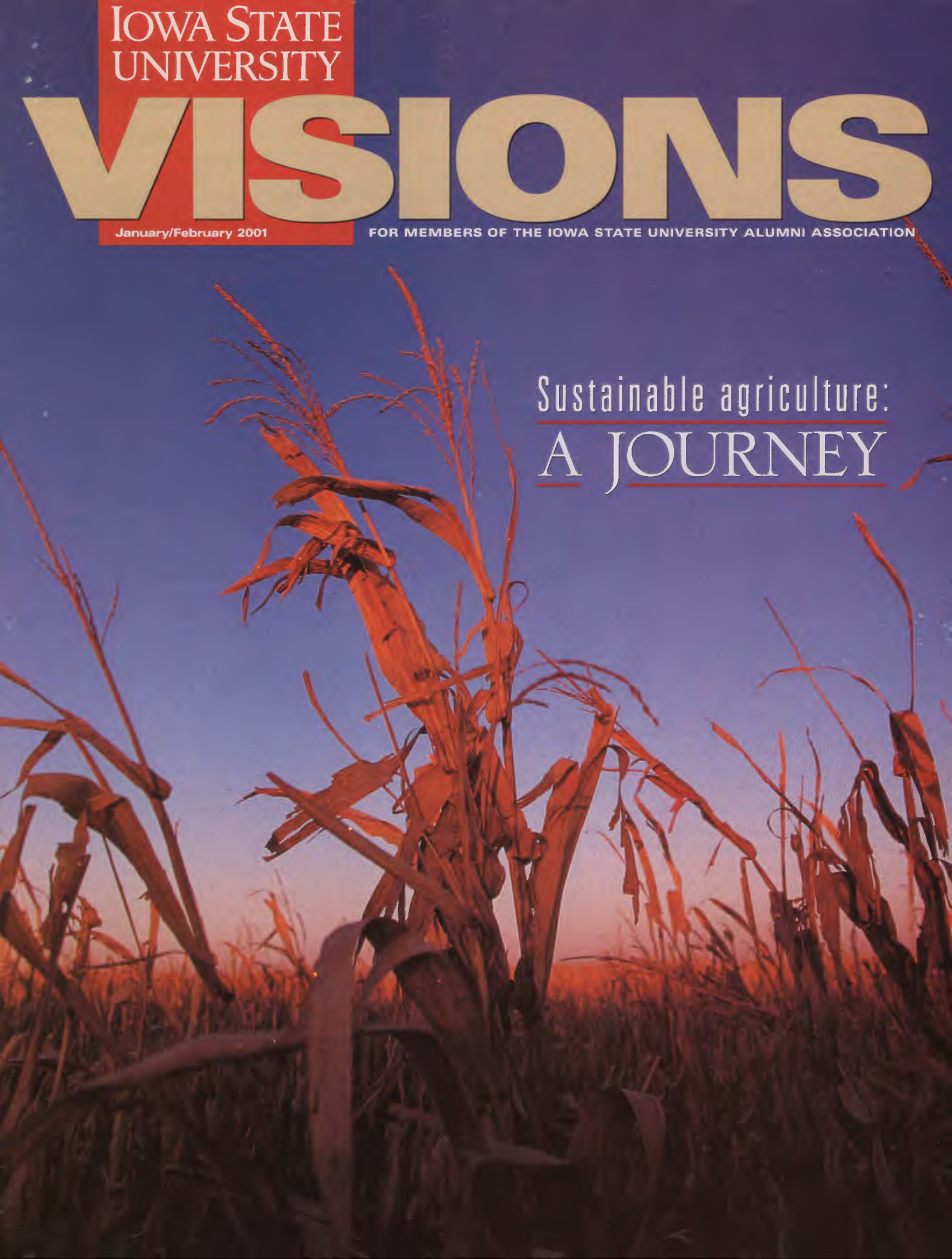
IOWA STATE UNIVERSITY

VISIONS

January/February 2001

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION



Sustainable agriculture: A JOURNEY

by Carole Gieseke

Keep it simple

I bought a copy of Martha Stewart Living magazine the other day. I didn't really intend to buy it. I was just standing in the checkout line at the hardware store, and I picked it up because I always think it's amusing to make fun of Martha Stewart.

That's what I did, too. I said, "Look at this! She's carving pumpkins and using them as wall sconces. Can you imagine? And look: She did a whole feature on how to fold clothes."

But then I came to a strikingly gorgeous layout featuring the pecans of Dos Rios Ranch, and a photo essay on vintage baking pans. And I was hooked. The colors were so pretty. I had to buy it. I'm just a sucker for a beautiful magazine.

Later, at home, I flipped through the pages and looked closer at the craft projects ("how to trim wooden picture frames with dried beans"), home improvements ("loosening screws") and food preparation ("the small pieces of pumpkin left from carving a jack-o-lantern produce just enough flesh for a seasonal ravioli filling.")

Give me a break. These days, I'm doing good to make a cake from a mix, or replace a drawer handle when it falls off. I can't imagine following any recipe that starts out, "Cover your work space with parchment and the floor with newspaper."

I admit, however, that I do have a small streak of Martha Stewart inside of me. There are times when I have gone a bit overboard when it comes to holidays and my kids' birthdays. When Lauren turned 5, I threw her an outdoor birthday carnival that could have passed for a three-ring circus. And, not to be outdone, the next year I planned a Cinderella party complete with jars of fairy dust, glass slippers, a handsome prince (OK, her dad), wicked stepsisters, and a castle constructed completely out of cookies.

But Christmas is the worst. Last year I had six trees, each decorated with a different theme. One year I started holiday projects the day after Halloween and never stopped until Dec. 27, the day I undecorated the house. That was the year I made a gingerbread village, five kinds of Christmas tree ornaments (including farm animals and flying Santas), and "Countdown to Christmas" door hangers with 25 tiny pockets filled with 25 tiny gifts for each of my daughters.

What I've learned from all this, besides the fact that I obviously have WAY too much time on my hands, is that none of it really matters. It's true. The things my family remember the most about birthdays and holidays are the simple things: Lauren eating the purple candle off her 4th birthday cake (that was the "purple party"), the box of M&Ms that was Katie's all-time favorite gift, and both girls as toddlers having more fun with the boxes and ribbons than they had with the elaborate gifts inside.

It's easy to talk about simplifying your life, but it's a lot harder to actually put it into practice. I've more or less quit watching television – which has freed up many hours every week – but that time is now filled with exercise. When my kids were little, I spent hours reading to them, holding them, rocking them, feeding them. Now that they're older, "quality time" is spent shuttling them to sleepovers, practicing spelling words, and folding laundry. Most of the time, we're in our own little worlds, shuttered by headphones attached to CD players or engrossed in the Internet.

This is the kind of stuff I think about when I ponder this university-wide year of "Strengthening Families." Ever since the kids were born, I've felt guilty. Guilty when I'm at work that I'm not spending time at home. And guilty when I'm at home that I'm not spending enough time working. When I do one of my famous over-the-top numbers (like going to the movie theater and begging for movie-popcorn bags to use at Katie's movie-star party or scouring the antiques shops for authentic diner dishes for her '50s sock hop party), I think I'm trying to compensate for not being home more.

I have never been one for making New Year's resolutions, but if I DID, here is what they would have been:

1. Spend more time talking to my kids.
2. Spend more time listening to my kids.
3. Spend less time yelling at my kids.
4. Stop feeling guilty.
5. Get some sleep.

Happy New Year! ■

ILLUSTRATION: JACKIE SNIDER

IOWA STATE UNIVERSITY
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January/February 2001
Volume 13 No.4

Features

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Cover Story

Sustainable agriculture: A journey

In order to be sustainable, researchers say, agricultural practices must meet three criteria: They must be economically viable, environmentally sound, and socially responsive. But the questions are huge, the road is bumpy, and the journey toward sustainability requires both passion and expertise.

by Karol Crosbie

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Strengthening Families to Become the Best

Serving to learn, learning to serve

The new Palmer Building allows faculty and students to serve families, and at the same time, learn from them.

by Karol Crosbie

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The beat goes on

The Alumni Band celebrates its 20th year.

by Jim Heemstra and Karol Crosbie

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On the cover:
Iowa grows corn better than any place on earth. And through sustainable agricultural practices, farmers can continue to grow corn – and make money – without depleting the environment. Photo by Jim Heemstra.

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letters

VISIONS magazine encourages you, the readers, to express your opinions by writing letters to the editor. Please include your full name, class year, address, and daytime phone number. Letters chosen for publication may be edited for length and clarity. Additional letters may be viewed on 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.

Strengthening families

My name is Nicole Boyd and I am a senior at Iowa State University. My major is apparel merchandising, and I will be graduating this fall. I am from Le Mars, Iowa, and I started my college career with ISU in the fall of 1997. I come to you with a rather odd request; I hope that you can help me make it happen.

No one can pass up our beautiful campus scenery.

My great grandfather, John Robert Boyd II, attended this university in the 1920s; he graduated from Iowa State in the fall of 1926 with a degree in animal husbandry. He receives VISIONS magazine, and he pours over the pages of every issue hoping to see my picture! He is so proud that I chose to follow in his footsteps by attending his alma mater. This past summer he had his 100th birthday. I find it so fascinating when I think about retracing his path across campus 75 years later. Many of the same buildings are still here that were here when he attended Iowa State. We talk at great length about which buildings his classes were in, if they are still standing today, and what they are now being used for. He told me he attended class in Beardshear Hall, and now that is where I go to pay my U-bill and ask questions about financial aid!

Now comes my request. I think it would be a great gift and honor if my great grandfather could see my picture in VISIONS before I graduate. I love my great grandpa, and it would bring him great happiness to see me in this magazine. Thank you for your time!

— Nicole Rae Boyd
ISU Senior, Le Mars, Iowa

Editor's note: In the year of "Strengthening families to become the best," we just couldn't turn down Nicole's request. So happy belated 100th birthday, Mr. Boyd. Your great-granddaughter is pictured on page 28 wearing an Alumni Association T-shirt.

Photographers of Iowa State

Your editorial and the articles on campus photography ("The Photographers of Iowa State," *September/October 2000*) parallel my interest in photography, begun at Iowa State. Through my career and travels, it continued as an important part of illustrations in my recently published *Urbanology – A Planner's History*. In Mason City, ISU, the Midwest, Southwest, and back to Baton Rouge, photography continues to play an important part.

No one can pass up our beautiful campus scenery. Revisiting Iowa State during my 50th class reunion in 1990, the memories and the photography go on.

— Richard A McEwen, Sr. '40, Baton Rouge, Louisiana

I was surprised and delighted to see the article about Louise Haug and her photography. I worked in the University Printing Service Office during my student years (1945-1949), and Louise was my boss. We have a beautiful photo of the Campanile that Louise gave us for a wedding present.

— (Lois) Virginia Yeager Pugh, '49, Cedar Rapids, Iowa

Budget shortfall

I have another perspective for ISU President Martin Jischke on the reasons for a budget shortfall in the midst of a booming economy ("Surviving the Budget Shortfall," *September/October 2000*). After reading in a prior issue of VISIONS just what the magnitude of salaries is in the athletic departments, I would suggest that the outrageous approach of Iowa State to becoming a "professional sports enterprise" with a university merely attached for convenience is one root problem. How can one justify paying athletic directors and coaches at salary levels several times that of experienced professors?

I further suggest that the university abandon the athletic folly, and return to the idea of educating students from Iowa. Eliminate the entire notion of athletic scholarships and importing athletic talent from around the U.S. Instead, put the scholarship effort into those students from Iowa who have performed academically in their high school experience, and who have a financial need. Finally, return the athletic department to the extracurricular activity it should be, with a 2.50 GPA required to electively compete. Education over the false god of athletic superiority – what a concept.

— Mark H. Goodrich, '70
Reno, Nevada

It's been more than 10 years since I started my freshman year at Iowa State, and it never ceases to amaze me how much has changed at the university. Iowa State now has a winning football team. Old Botany has been saved. And Martin Jischke is leaving Iowa State after nine years

of successful leadership and expansion.

However, some things haven't changed. A budget shortfall – not unlike the one of 1991, where if my memory serves, over $17 million was cut across the board at all state-run universities – is predicted. And how is the university dealing with it? Cutting staff and increasing tuition. Exactly what happened when I was in school. Money that should be spent on educating the students that attend the university and make up its bread and butter will be siphoned off to pay for janitorial services.

Perhaps if the university invested some of the funds it receives from alumni, instead of building new buildings and enhancing research facilities that have nothing to do with the education of undergraduates, but everything to do with the pulling in of research grants, and applied the proceeds to operational costs, classes and services wouldn't be cut and students would get the education they deserve. Instead, we wait for the state of Iowa, with its fickle financial sense, to supply the money the university needs and make drastic cuts when it doesn't appear.

If I had a huge sum of money to donate, I would make sure it went toward ensuring that students could have the same educational opportunities that I had, without having to go through the hardships of increased tuition due to a "shortfall." When will Iowa State learn this lesson?

— Kathleen Zabawa Nelson '93, Edina, Minnesota

Unprecedented success

What a great year in Cyclone athletics! ("Unprecedented Success," *July/August 2000*) Ever since my days at ISU, I have been following the exploits of our athletes. I have not felt this good about the Clones in a long time. Good luck to all ISU student athletes: past, present, and future.

— Tilman Engel, '89
Frankfurt, Germany

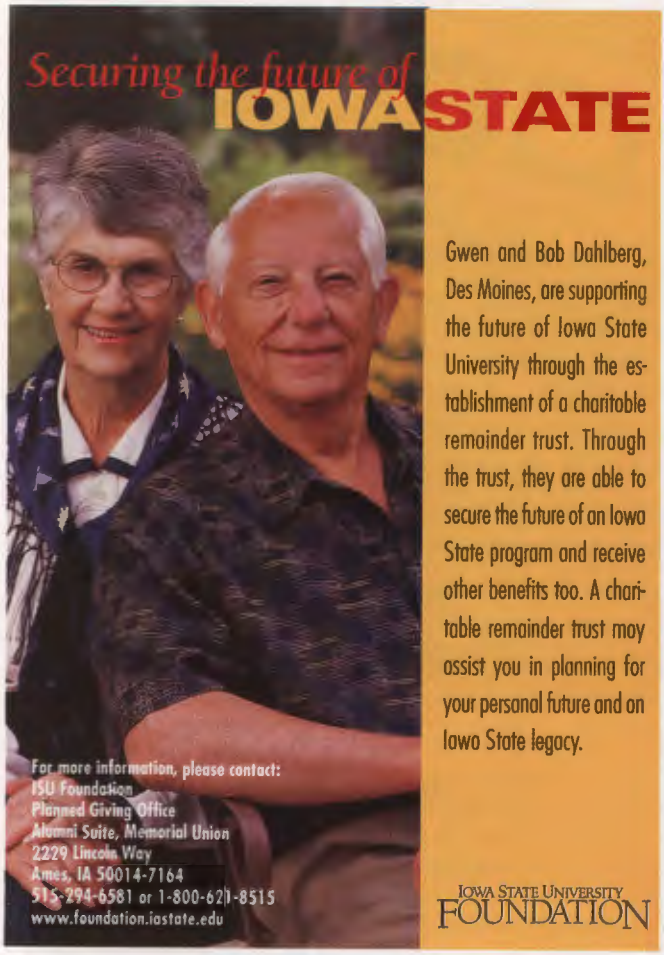
Kudos for a superb issue featuring Cyclone athletics – I especially liked the piece by Dan Davenport. The magazine is a keeper!

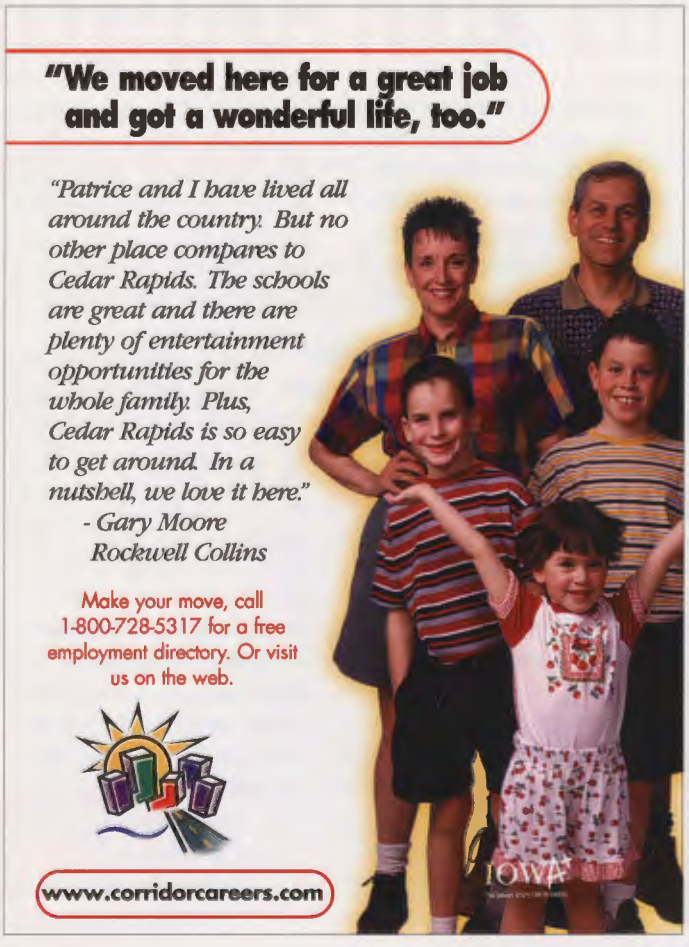
— M. Deane Rinner, '50
DeBary, Florida

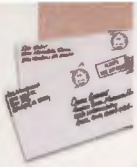
I would much prefer to see a cover rewarding academic success or a team effort of students that raised funds for the community. What is the value over time for the community, the students, and the university in applauding sports which do not exercise the body of the majority of students and prepare them for a long and healthy life?

How many students five years after graduation will be

If I had a huge sum of money to donate, I would make sure it went toward ensuring that students could have the same educational opportunities that I had.







letters

playing football, basketball, or even baseball? Perhaps some may be swimming or playing golf, but will any be wrestling?

To put it another way: Are the students of this new era going to be better citizens than we who graduated from a college with relentless losses? I don't think so.

— Mike Firth, '65
Dallas, Texas

Ever since my days at ISU, I have been following the exploits of our athletes. I have not felt this good about the Clones in a long time.

Morrill reaction

There are many facets to the decision of preserving or demolishing Morrill Hall ("Morrill Dilemma," *March/April 2000*). The case for preserving Morrill Hall is best stated simply – Morrill Hall should be preserved as a reminder of the Land-Grant Act, which changed the lives of generations of students, Iowans through the extension program, and people worldwide through the contributions of scientists and alumni.

Consider viewing Morrill Hall as a beacon that everyone and everything matters; individual actions and merit are encouraged; prejudice and discrimination are rejected.

I am one of many out-of-state alumni who were fortunate that Iowans had the foresight and determination to maintain a top-notch university. Therefore, it seems most appropriate that Morrill Hall be renovated with funds entirely from alumni who attended as out-of-state students. The renovated Morrill Hall could serve as a welcome center and museum, where visitors could experience the best of Iowa State.

— Jon W. Zeitler, '88
Friendswood, Texas

If you are still tallying opinions on Morrill Hall, I would like to see the building preserved. Historic buildings with significant architecture make a university campus unique and memorable. As a prospective student or a prospective faculty member tours campus, these are the buildings that are noticed and remembered. It is too bad that Iowa State has let it deteriorate to its current state. Let's not lose another Iowa historical gem.

— Beth Buehler, '89, '93
Fort Dodge, Iowa

Please, please start a fund dedicated to the restoration of Morrill Hall. I know there are thousands of us who experienced hours of singing pleasure in that wonderful old choral room. Being a part of the Iowa State Singers and Cardinal Keynotes are such strong and happy memories, and I'm sure many, many others feel the same way.

— Martha L. Koons '76
Walnut, California

Morrill Hall, with the name in stone over the entrance, is a memorial to the land-grant college system. The first Extension Service in the nation was a long-term occupant, so it becomes a memorial to that event, too. Surely it's not "just a building" that should make way for progress. Put it in the hands of a "preservationist," not a "modernizationist."

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

I was interested to see the response to the possible plans for Morrill Hall, and agree with those who want to preserve, not destroy. But what caught me even more in this issue was the photo of Exhibit Hall being torn down ("Marston Water Tower Remains Constant Beacon," *July/August 2000*). I haven't been in Ames since last fall, so didn't realize that had happened. And, while Exhibit Hall doesn't begin to compare to Morrill architecturally, in my memories it plays a very big part!

As an instrumental music ed major in the '70s, I spent most of my days at Exhibit Hall. Acoustically, it was an abomination, and not at all suited to the production of good music. But because the teachers were so good at their craft, I have nothing but the very highest praise for the education I got at ISU. I will never forget those days, those teachers, and my fellow students who were so talented, and so much fun!

— Lori (Schmidt) Carroll '79, Muscatine, Iowa

Wouldn't it be fun to see an article picturing all of the Morrill Halls at all of the land-grant universities? We might appreciate ours even more.

— Cherie Donels, '61
Plano, Texas

Sigma Alpha Epsilon, 1968 Bomb

Whatever happened to...?

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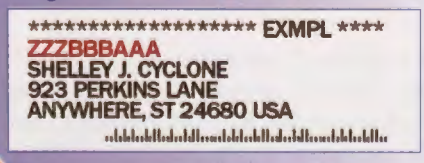

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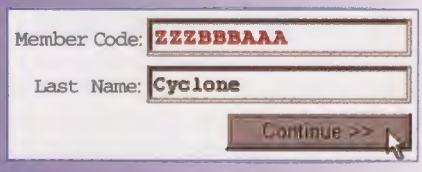

3. **Create your own user name and password!**

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The ISU Online Alumni Directory lists more than 170,000 Iowa State graduates. Alumni have the option to suppress all or part of their personal information from this directory.

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Keeping you connected ... to your Cyclone family!

ISU day at the Iowa State Fair

THE OPENING DAY OF THE IOWA STATE FAIR WAS A VERITABLE sea of cardinal and gold as ISU took over the main concourse to kick off its all-university "Strengthening Families to Become the Best" celebration.

More than 35 displays – including a virtual tornado exhibit, live models posing as Christian Petersen sculptures, a presidential straw poll, and a showcase of 4-H talent projects – focused on Iowa State. The Alumni Association hosted a spirit rally, which featured Miss Iowa Theresa Uchytil, a 1998 graduate of the Greenlee School of Journalism and Communication. The seven Iowa families chosen to host community visits by ISU faculty and staff throughout the year were also introduced at the rally.

Also during the Iowa State Fair, which ran from Aug. 10-20, nationally recognized butter sculptor Duffy Lyon, '51 animal science, created a butter Christian Petersen sculpting a butter *Gentle Doctor*. And Guinness world-record champion Bryan Berg, '97 architecture, constructed a playing-card replica of the ISU Campanile. ■

Cardboard fans were a hot commodity at the sultry, sunny opening day of the Iowa State fair. Alumni Association staff, from managers to hourly student staff, as well as spouses and kids, shoved aside other projects to operate glue guns and stick 5,000 wooden sticks onto 5,000 fans. The week's motto? The glue that holds us together.

ISU PHOTO SERVICE

ISU fans – both the paper kind and the cheering kind – were everywhere during the opening day of the Iowa State Fair.

The rankings game

LOVE THEM OR HATE THEM, COLLEGE RANKINGS ARE here to stay.

In the most recent rankings issued by *U.S. News and World Report*, Iowa State was ranked in the "second tier" of "Best National Universities." Schools in the second tier are not given a specific ranking; rather, they fall between No. 52 and No. 116. ISU shares this tier with fellow Big 12 schools Texas A&M, the University of Kansas, and the University of Missouri-Columbia. The University of Iowa also falls into this group. The only Big 12 school to crack the top 50 is the University of Texas-Austin, squeaking in at No. 49.

U.S. News and World Report ranked Iowa State at No. 38 in its listing of the "Top 50 Public National Universities" and also at No. 38 as a national university "Best Value."

The Chronicle of Higher Education, in its Sept. 1 issue, offered its own set of rankings. Iowa State turned up on several lists, as one of the top institutions in federal research and development expenditures, earned doctorates, and largest enrollments. Iowa State was ranked 18th for the highest number of freshman National Merit Scholars, and it also made the list of "Largest Private Gifts to Higher Education" with its $80 million gift to the agronomy program.

And finally, the College of Agriculture was recently ranked second in the nation for the number of its students studying abroad. The number of participants has increased by more than five times since 1996. ■

Veishea remains dry without student pledge

THE GOAL OF THE ISU COMMUNITY WAS TO DE-EMPHASIZE alcohol's role in Veishea, but every fall, headlines linked Veishea with alcohol. Every fall, the talk of the town and campus was about alcohol and Veishea. The reason? Since 1997, student organizations – such as Panhellenic Council, Interfraternity Council, and Inter-Residence Hall Association – have been required to sign a pledge promising to keep Veishea dry. Drama flourished as one group and then another rebelled. Every year, the fate of Veishea appeared at risk until all the groups (finally) agreed to sign the pledge. Although Veishea was dry, conversations and debates about alcohol still defined the event.

In October, interim ISU President Dick Seagrave ended the annual drama. Veishea will remain alcohol-free, but student groups will no longer be required to sign formal pledges. A single student organization should not have the power to end a 77-year-old tradition by refusing to sign the pledge, said Seagrave. Both the administration and student organizers continue to be committed to keeping the event dry and do not anticipate problems.

The 2001 Veishea celebration will be held April 20-22. This year's theme is "Creating Cyclone Unity." ■

Web link www.veishea.org

Feeding the athletes

Any mom (or dad) who has tried to please a variety of palates would have sympathy for Mary Ellen Metzger, dining service manager at Iowa State's training table in Linden Residence Hall. About four years ago, NCAA rules required that the training table serve not only football players, but also athletes from other sports. Sitting side-by-side at the training table are 300-pound football players, who want to maintain or add to their weight, and 140-pound women basketball players, who substitute carrots for cream pie. But one rule of thumb that Metzger can rely on is LOTS of food. Football players, says Metzger, eat about three times more than the average student. ■

Plant Sciences Institute names director

STEPHEN HOWELL HAS JOINED IOWA STATE AS DIRECTOR of the Plant Sciences Institute. Howell was formerly vice president for research at the Boyce Thompson Institute for Plant Research Inc., a private, independent, non-profit corporation affiliated with Cornell University in Ithaca, N.Y.

"Stephen Howell is a distinguished educator and scientist and a visionary leader," said Rollin Richmond, ISU provost. "We're extremely pleased to have him lead Iowa State's Plant Sciences Institute toward its goal of becoming a world-class center for education, research, and technology transfer in the plant sciences."

Howell holds a 1967 doctorate from Johns Hopkins University and a 1963 bachelor's degree from Grinnell College. His ISU appointment is for five years. He succeeds Colin Scanes, who has served as interim director of the Plant Sciences Institute since it was created more than a year ago. The Institute, which consists of nine research centers, is supported through public and private funding. ■

"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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Destroying beauty

IT WAS HARD TO BE ON CAMPUS THIS FALL WITHOUT HEARING about Christian Petersen, the nation's first university sculptor-in-residence, who was at Iowa State from 1934 to 1955 and who created such beloved works as *The Gentle Doctor, The Fountain of the Four Seasons,* and *The Marriage Ring.* University Museums culminated their celebration of the works of Petersen at a gala event in September, during which visitors could view a retrospective collection, which included works available to the public for the first time.

But while the rest of the community was celebrating the life and work of Christian Petersen, two Iowa State students were destroying it. Just a few nights before the gala, campus police reported that Nick Johnson and Quincy Jones broke the head off of one of the children in *The Marriage Ring.* The head was recovered in a wastebasket in a LeBaron Hall restroom. Both students were charged with felony theft and felony criminal mischief.

The Petersen statue, also known as the *Ring of Life,* depicts several children playing around a fountain. Located in the lobby of MacKay Hall, the statue was a gift to the university from the class of 1941.

It may take as long as 18 months and between $28,000 and $40,000 to repair the Petersen sculpture. Although Petersen's works have been repaired in the past, none of his sculptures have been as badly damaged as this one, say museum officials. ■

Vet Med leadership

Norman Cheville, professor and chair of veterinary pathology, has been named interim dean of the College of Veterinary Medicine. He steps in for Richard Ross, Vet Med dean since 1993, who was named dean of the College of Agriculture in July.

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

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Amount Enclosed $ _____
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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:

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Enjoying the Russians with the Ames Piano quartet

CAN'T GET BACK TO CAMPUS TO HEAR THE NEWEST TUNES from the world-famous Ames Piano Quartet? Make a trip to nearest classical music outlet, and pick up their latest (and seventh) CD. Iowa State's resident chamber ensemble (Mahlon Darlington, violin; Jonathan Sturm, viola; George Work, cello; and Bill David, piano) have received rave reviews on previous CDs and performances. (*Fanfare* magazine calls one CD "one of the best chamber music recordings of the century," and the *Washington Post* dubbed their combinations of instruments as "one of the most heavenly.")

The quartet's newest CD, called *The Russian Piano Quartet,* features the music of Russian composers Sergei Taneyev, Paul Juon, and Alexander Borodin. This Dorian-recorded CD is the only recording in existence of some of these lyrical, romantic, and obscure Russian works. The Borodin piece is an arrangement of the orchestral Polovetsian Dances by ISU alum Geoffrey Wilcken, who graduated in music in 1995.

The Ames Piano Quartet, which has toured in Austria, France, Russia, the Far East, Mexico, Canada, and appeared in 30 states and in almost every major American city, recently premiered a composition by American composer Lee Hoiby, *Dark Rosaleen, Rhapsody on an Air by James Joyce.* ■

Fall enrollment the highest in ISU history

This fall, ISU enrolled 26,845 students, the largest number in university history, topping the previous high of 26,529 in 1985. Why the increase? Officials site a number of reasons: Retention programs, such as learning communities and New Student Days; enhanced student services, including online registration, and online financial aid information; residence hall improvements; more than $100 million in scholarships resulting from the recently concluded Campaign Destiny: To Become the Best campaign; facility improvements; and athletic accomplishments. ■

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Sustainable agriculture: A

Imagine a parliament of all the world's birds and beasts. A vote is being taken. The question is simple. Of all the living creatures, which has contributed the least to ensuring that this island called Earth will sustain future generations?

The vote is overwhelming: Humans. The verdict is swift: Boot them off the island. The humans protest. "This is not an easy thing! This is hard! Give us some time. We're working on it."

Iowa State University, which has the nation's largest group of faculty working on issues of sustainable agriculture, is poised to help lead the world on its journey. On the fertile ground prepared by the Leopold Center for Sustainable Agriculture, which began at Iowa State in 1988, new endeavors – some of them the first in the nation – have sprung up. Early this year, Lorna Michael Butler took the reins as the university's first Henry A. Wallace Endowed Chair for Sustainable Agriculture. This fall, the nation's first M.S. and Ph.D. programs in sustainable agriculture were established at ISU. And ISU is the only state institution in the nation with a faculty member whose work is devoted exclusively to organic farming.

But the questions are huge. What are we sustaining? For whom? For how long? At what cost? Measured by whose criteria? Increasingly, John and Jane Public are insisting that institutions and corporations include their questions, answers, and concerns, as the journey toward sustainability labors on.

By Karol Crosbie

JOURNEY

Defining sustainabilty: The three-legged stool

In spite of debate, there is some agreement on the general criteria used to measure whether an agricultural practice can sustain the world's demands today without compromising its needs tomorrow. The set of criteria has been called the three-legged stool; if one leg is missing, or if it is out of balance, the whole structure topples over.

First, practices must be **environmentally sound.** Sustainable practices do not deplete resources faster than they can be replenished. Resources include human and animal life, water, soil, energy, and air.

Second, practices must be **economically viable** to sustain human life. Third, practices must be **socially responsive.** To be successful, practices must involve people at the community level; they must work within the structure of different, changing cultural customs and needs.

If one of the legs of the three-legged system is weak – if a practice is unhealthy, unprofitable, or unsatisfying – the quality of life, and sometimes life itself, is threatened both today and tomorrow.

DON WISHART, ISU EXTENSION

Agriculture that sustains *is economically viable, ecologically sound, and* **socially responsive**

It is significant that ISU's first Henry A. Wallace Endowed Chair for Sustainable Agriculture is a sociologist and anthropologist. For it is the "culture" part of "agriculture" that needs attention. Lorna Michael Butler comes to a study of sustainability with a conviction that cultural understanding must be an integral part of the journey. "For years, farmers have produced food without much thought to who their consumer is and who is buying that food. Now we're finally saying, 'It would be good to hear from the consumer!'"

And not only should the farmer be listening, the researcher should be listening as well. Butler tells the story of a bean program in East Africa on which she worked for more than 10 years. Bean breeders had developed a variety that seemed perfect for the region. It resisted insects, performed well in drought, had high yields, and tasted good. But the people wouldn't buy it. It was the wrong color. "They were accustomed to red beans, and these were khaki-colored," said Butler. "It was very cultural."

In order to ensure that new varieties meet both nutritional and cultural needs, there is an increasing call for breeders and scientists to work alongside farmers and consumers. "While I'm a strong believer in science," says Butler, "I believe it is important to learn from people who aren't academicians. Food and agriculture have always been value oriented. Our personal values have never been out in the open as much as they are now.

"Scientific issues are no longer private issues. They are the business of everybody."

New graduate program keeps students connected to farmers

The first thing students do in ISU's new sustainable agriculture program is to visit farms. Before Labor Day – well before formal fall semester classes begin – students from a broad range of backgrounds spend two weeks visiting farmers and talking with them about their operations. "Sustainable agriculture is engaged agriculture," says Mike Bell, associate professor of sociology, who is on one of the interdisciplinary teams of social and natural scientists who created the program.

ISU's first-in-the-nation program began when Bell and his colleagues realized that

A Case Study

Grassroots change: The farmer as researcher and teacher

This central principle of sustainability – that farmers, researchers, and consumers must be connected – is so important, that ISU's Leopold Center in 1998 began a formal, funding relationship with Practical Farmers of Iowa (PFI). A grassroots organization, the purpose of PFI is to develop alternative, sustainable farming practices. PFI and ISU researchers have worked together since PFI's beginnings in 1985 on nearly 400 on-farm research trials, including weed and nutrient management, vegetable production, variety selection, and livestock production.

Among the founders of PFI are Sharon and Dick Thompson (B.S. animal science '53, M.S. '57), who farm diverse crops and raise livestock on a 300-acre farm in Boone County. A case can be made that the Thompsons, gurus of alternative methods of farming since 1968, have involved ISU in their research rather than the other way around. The couple, who have shown their farm to more than 8,000 people in the United States and given lectures to more than 27,000 people overseas, believe passionately that not only is it more environmentally successful to grow crops without using pesticides and herbicides, it is also more economically successful. And they have the data to prove it.

JIM HEEMSTRA

Growing crops chemically free is cost effective for central Iowa farmer Dick Thompson.

Using ridge tillage, and rotating plantings of corn and soybeans with oats, the Thompsons have made it possible to completely eliminate high-cost chemical inputs. Their reward for cutting inputs has been to increase their net income by $138 per acre. In addition, they have doubled the organic matter in the soil, compared to conventional row crop agriculture. The couple keep a beef cow herd and hog operation, which are grown without antibiotics, and which use all the grains and residues from the farm. The livestock manure, in addition to biosolids from the city of Boone, which the Thompsons volunteer to process, provide all of the fertilitizer for the farm.

Farm families as watchful stewards

In order to farm the way he does, Dick Thompson must understand the rhythms of his farm. He has cared for his land for more

while ISU had more programs on sustainability than any other university in the country, the programs were scattered throughout many of ISU's colleges, reflecting both the strength and the weakness of the opportunity. "Because sustainability involves the study of economic, environmental, and social issues, it is by nature interdisciplinary," says Bell. "This program is geared toward bringing those interdisciplinary threads together." Disciplines included in the program are agricultural and biosystems engineering, agricultural education, agronomy, animal science, anthropology, entomology, forestry, horticulture, plant pathology, and sociology.

Not only does the program bring students in contact with farmers, its goal is to enhance dialogue between disciplines on campus. Weekly colloquiums allow faculty and students with different points of view the opportunity to discuss tough technical, social, and ethical issues.

Sustainability and biotechnology – mutually exclusive?

The weekly colloquiums will most certainly include debates about biotechnology, as scientists and students from ISU's Plant Sciences Institute exchange ideas with students and teachers of sustainability. A prickly question will be: Are genetically modified organisms sustainable?

The answer depends on who you ask. Federal regulations that define criteria for organically grown foods specify that crops cannot contain genetically modified organisms (crops in which genetic material has been transferred between organisms). But being organically grown is not a requirement of the broader concept of sustainability.

In a paper entitled "Is Agricultural Biotechnology Sustainable?" Dennis Keeney, former director of ISU's Leopold Center, writes, "I see genetically engineered crops as important to the sustainability of agriculture if they are developed ethically and for the public good. But I am concerned that the technology is primarily being promoted for short-term economic gain. It seems to me that there are two issues: (1) Who is profiting from the current wave of "biogenic" crops? (2) Are there unintended ecological impacts?"

ISU's diverse disciplines will work together to ask and answer questions, as the journey toward sustainability moves forward.

ISU EXTENSION

than 50 years. He knows the exact dates that weeds germinate, and when to look for pests. He respects and understands the interrelated web of life of the complicated biological community he cares for.

This deep watchfulness becomes difficult or impossible when farms grow too large and the operations' owners are not its farmers. If farmers do not live long enough and intimately enough on their land, the land will suffer, says Fred Kirschenmann, director of the Leopold Center. "The reason we need farm families living in local ecosystems ... with the knowledge of those local ecologies passed from one generation to the next," said Kirschenmann, in a recent lecture, "is that it is the most efficient way (and perhaps the only way) for agriculture to function in an ecologically sound fashion.

"Preserving the family farm has nothing to do with nostalgia; it has everything to do with maintaining a resilient agriculture in a full world," says Kirschenmann.

A deeply religious couple, the Thompsons believe the most successful approach for sustainable agriculture is that of a quiet revolution. While they are committed to "getting along" with their more conventional neighbors and colleagues, they are determined not to "go along."

"Instead of boycotting or carrying protest signs in front of corporate farms and chemical headquarters, " write the Thompsons in their 162-page annual report, "show a better way through demonstration and education. This will build consensus among people."

Feeding the village

Imagine for a second that Iowa's borders were sealed, and its citizens had to support themselves on the crops they grew. No problem, you say. Iowa has the best soil and most knowledgeable farmers in the world.

Think again. Because corn and soybeans, most of which are not consumed directly by humans, make up 95 percent of Iowa's crops, Iowa imports more than 80 percent of its food.

One of the principles of sustainability is the conviction that when food is produced close to home, the resulting practices and products will be more likely to sustain the people of a specific community, whether it is East Africa or central Iowa. Says Fred Kirschenmann, director of the Leopold Center, "Customers who buy food in local food markets still ultimately hold the power to shape the food industry. When farmers and food customers join forces, they form a powerful synergy in the marketplace. An engaged and informed dialogue between farmers and food customers can bring dramatic changes in the food system.

"Perhaps it is time to re-examine the Native American vision of feeding the village first. Certainly farmers must know by now that making exports their top marketing priority for the last three decades has not served them well."

It appears that Iowans may be beginning to change their growing and eating habits. Growing fruits and vegetables, many times organically, and buying and selling them directly to members of a local cooperative, is beginning to blossom. In 1995, there were only three so called community-supported agriculture operations (or CSAs) in Iowa. Today there are 45. Farmers' markets, too, have flourished, doubling in numbers from about 69 markets 10 years ago to about 120 markets today.

Chuck Schwab, an associate professor of ag and biosystems engineering, is one of 85 customers who buys fruits and vegetables from the Magic Beanstalk, a local CSA. The Schwab family pays $275 for the season, and every week picks up produce from five growers, including ISU student growers who maintain an organic farm on university land.

"Perhaps it is time to re-examine the Native American vision of feeding the village first. Certainly farmers must know by now that making exports their top marketing priority for the last three decades has not served them well."

ISU EXTENSION

Schwab explains why he buys produce from the Magic Beanstalk. Although there is no question that the food tastes better, Schwab says the reason has to do with more than just quality. "It connects you with the cycles of the season. If you shop from the grocery store, you assume that everything is available any time of the year; you may see the cost of the produce go up and down, but you're not connected with what kind of troubles the farmers are having. You aren't in tune with when food is available in this region."

In an urbanized country, the ability to grow crops in our own backyards is declining. But the desire to stay connected with the traditions of growing has not. City dwellers who aren't able to get their own hands dirty with the soil of farming want to shake hands with someone who does.

A Case Study

JIM HEEMSTRA

Gary Guthrie supports 50 people with produce grown on 2.5 acres in central Iowa.

Connecting farmers and consumers through community-supported agriculture

Gary Guthrie graduated from ISU in 1979 with a degree in agronomy, and began his profession with a traditional job as a research associate for one of ISU's corn breeding programs. And then one day, he says he remembers thinking, "The world is bigger than ISU and ISU research; I want to experience more." He went to Bolivia and El Salvador with the Mennonite Central Committee to work on community agriculture systems, and his life began to change.

Influenced by the practices he observed in developing countries, he decided that for him the most personally fulfilling thing he could do was to organically grow vegetables for the small, central Iowa community where he grew up. He would farm 2.5 acres of his father's 155-acre farm completely without chemical inputs. He would farm with no financial investment in farm machinery, using only a rototiller and a wheel barrow.

Guthrie, who just completed the third season of his enterprise, now has 36 members in his cooperative. The business, combined with his wife's part-time job with ISU's Study Abroad office, is enough to sustain Gary, Nancy, and their 12-year-old son. But just as important, Guthrie and his two-plus acres produce enough fruits and vegetables to sustain 50 people. Twice a week, he delivers the fruits of the season – asparagus, spinach, raspberries, apples, broccoli, garlic, carrots, peas, potatoes – to his customers.

In addition to growing for members of his cooperative, Guthrie sells to Iowa State's Scheman Building as part of Practical Farmers of Iowa's Field to Family program, to the nearby Nevada school system, and to local organic groceries.

The ability to have an intimate relationship both with his land and with the people it feeds is for Guthrie a perfect fit. For him, consumers have faces, and soil is a living thing. "Organic agriculture is based on soil life community. The more I can do to build up a healthier soil, the better production I'm going to have. Good, healthy soil produces healthier plants, which resist diseases and insects better.

"With things getting bigger and bigger, people feel disempowered. I think part of what I'm doing is helping people make connections. When they are connected with their food and to the farmer who grows it, that's a good, healthy thing."

■

Agriculture that sustains *is economically, socially, and* **environmentally sound**

When farmers Gary Guthrie and Dick Thompson hold their soil in their hands, they know it is healthy. They squeeze it and it is spongy, full of organic material. It doesn't sift through their fingers because it is too sandy, nor does it ball into sticky lumps because it has too much clay.

How long will the earth's soil sustain us? Global soil surveys estimate that as much as 10 percent of the earth's vegetated surface is moderately degraded. Post-World War II farming practices have created a cycle of "chemical dependency" that will not, in the long term, be sustainable, say social and biological scientists. Before 1940, farmers relied on natural rotation of crops to build up soil nutrients – nutrients that not only nourished crops, but also served to control pests and diseases. But the advent of chemical fertilizers allowed farmers to abandon natural rotations in favor of monocultures – growing only one crop for long periods of time.

A kind of chemical and economic treadmill began; monocultures required chemical inputs. And because chemicals destroyed much of the natural organic biodiversity of the soil, farmers relied increasingly on their use. Farms, by necessity, grew larger because chemicals are expensive. The larger the farms grew, the more soybeans and corn were produced, and profit margins became lower for these commodity crops. The lower the profit margin, the bigger the farm needed to be to show a profit.

Larger farms required more mechanization, which compacted the soil, adding to its degradation. As soil degraded, it became less able to retain water and nutrients. The soil (and its chemical nutrients) washed

A Case Study

Chemical-free soybeans bring high profits, sustain land

There was silence in Kathleen Delate's classroom when she asked her students the question: "How many of you think your parents are making a living farming?" And to Delate, the silence informed. "Commodity prices are so low that farmers are not getting what they deserve for their crops. Organic farming is a great opportunity for agriculture in Iowa," she says.

Delate works on a number of organic crops, but perhaps of highest interest to Iowa farmers is her work on soybeans. Organic soybeans were grown on 60,000 acres in Iowa in 1998 in response to a growing world market for organic tofu.

For the past three years, Delate has compared traditional methods of growing soybeans with organic methods, on a 17-acre farm in central Iowa. An important organic method includes sowing a crop of winter rye, which releases a natural chemical that prevents weed seed germination, before sowing soybeans. The beans are rotated with corn and oats, with an underseeding of alfalfa or red clover.

When weeds first begin to germinate, their growth is interrupted by rotary hoeing. "You have to get off of your tractor and look at the weeds," says Delate. "It takes experience and training, and a lot of farmers don't want to be bothered to base operations on the biology of the system."

A cultivation system that throws soil back and forth from around the plant to between the rows, continues to both interrupt weed growth and protect the plant. Fertilization is achieved with "green manure" – cover crops

ISU's Kathleen Delate is researching and developing organic farming practices.

JIM HEEMSTRA

DON WISHART, ISU EXTENSION

such as clover and hairy vetch, and with composted animal manure.

When Delate compared the profitability of her organic soybeans with her traditionally-grown beans, the organics were the big winners. Cost of planting compared $102.70 per acre for organic beans to $108.98 per acre for conventional. At a return of $17.00/bushel for organics compared to $6.50 for traditional beans, the profit per acre for organic was 368 percent more than her conventional beans.

"If you ask Iowa farmers why they go into organics, their number one reason is price programs. But the more they do it, the more they become aware of the environment. When they're forced to get off their tractors and look at their soil, they see how it's changing. They see how much more it absorbs the water, and they don't see run-off any more in their fields. Then they start examining the positive environmental effects," says Delate.

■

Web link www.leopold.iastate.edu/00-1orginit.html

away, destroying or affecting thousands of species, and contaminating water.

Controlling nature: A losing battle

Iowa State and other land-grant colleges have addressed many of these problems for more than 35 years, with a program and philosophy called integrated pest management, a system that recognizes the power of the natural environment to regulate itself, and which promotes "management" rather than "control" of natural organisms. Rather than spraying chemicals as a preventative measure, farmers sample, scout, survey, and then kill only those pests that are economically harmful.

A fundamental, philosophical switch from the notion that we can control nature, to one that seeks only to manage it is essential to sustainability, says Fred Kirschenmann, director of ISU's Leopold Center for Sustainable Agriculture. Because, he says, control is impossible. "The earth is essentially a bacterial planet. Bacteria either drive, or provide the essential components for every significant biological cycle on the planet. And we now know that bacteria have developed an enormous capacity to adapt to almost any threat. This is probably due to the fact that bacteria have been around longer than any other living organism.

"All of this means that any effort to make room for agriculture within local ecosystems by controlling nature is not likely to succeed for anything but very short periods of time. It also means that this kind of control management turns out to be very expensive, since we are constantly having to come up with new technologies to replace those that are made ineffective by nature's capacity to adapt to them."

But the ability to live in harmony with nature and still sustain the world's population lies only in a deep understanding of natural, biological processes. And we're in better shape to understand than we've ever been before, say ISU educators and scientists.

Organic farming – returning to our roots

Can we return to the way our ancestors farmed Iowa's prairie lands – chemically free? A growing number of consumers are asking farmers to grow organic crops (food that has been produced without chemicals). Iowa farmers have responded by increasing organically grown crops six-fold since 1996. Nationally, the U.S. organic industry has grown 900 percent from 1995 and continues to grow at a rate of 20 percent annually.

Land-grant colleges are seeking to catch up to the exploding demand for information and research on organic practices. A recent poll by the National Organic Research Foundation found that the main reason farmers don't farm organically is because of lack of information; nationally, university extension programs were actually cited as an impediment to organic production.

When Iowa State's agronomy and horticulture departments, with research support from the Leopold Center, hired Kathleen Delate in 1997 to work full-time on organic research, it was the first land-grant university to create such a position. The time is right for making huge progress in this area, says Delate, because of the groundwork that has been laid. Crop varieties have been bred to resist pests and insects, and integrated pest management practices are widely used, understood, and studied. Last fall, federal regulations for organic certification were implemented.

Not only is the time right, the place is

LYNN BETTS, IOWA NATURAL RESOURCE CONSERVATION SERVICE

Trees and grasses planted along Bear Creek serve as a buffer between the agriculture fields and the creek.

right, says Delate. "I've worked on organics with farmers in Hawaii, California, Florida, and in the Third World. And I have to say that the farmers in Iowa are the most open as far as sharing information. The Iowa mentality is into sharing and helping each other."

The story of a stream

The time is 1860. The place is central Iowa, and people have discovered something powerful: that corn grows better in this part of the country than any place in the world. The grasses and flowers that once bloomed in purple and gold magnificence – purple coneflower, prairie violets, wild rose, and big bluestem – have disappeared from this rich farm.

The face of the farm is changing. Where once there were low, boggy potholes, a small, trickling stream has appeared, providing a place for the rain that washes over the fields to settle. The years pass, and the stream grows larger, meandering its way through the fields, taking up crop space, cutting down on yields.

The farmer forces the meandering stream into a single, straight line; it will take less field space that way. Without little curves and inlets, the water rushes faster through the stream, biting into the shores and sending soil rushing down the corridor. So that his farms don't flood, the farmer drains his fields through pipes that empty into the stream.

The year is now 1995. What was once a trickle is now a creek that is a reflection of the practices of the farmer, and his father and grandfather. Because corn can hold only 50-60 percent of nitrogen and phosphate fertilizers, the remainder has washed off the land, into the stream. Life has almost disappeared from the muddy, algae-covered creek.

"The size of the ecological footprint that we leave today is now so large that we can no longer ignore the impact that our agricultural activities are having on our local ecosystems," says Fred Kirschenmann, director of the Leopold Center. "We simply have to deal with (the problems) if we are going to survive very far into the next century with any kind of quality of life."

Two leaders in sustainability join ISU

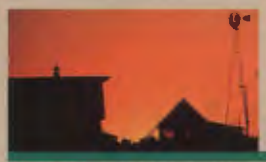
This year, two leaders in sustainability joined ISU. Fred Kirschenmann is the new director of the Leopold Center for Sustainable Agriculture. He continues the work of retired director Dennis Keeney.

Fred Kirschenmann

The Leopold Center was established by the Iowa Legislature as part of the Iowa Groundwater Protection Act of 1987. The Center's central mission is to identify the impacts of agricultural practices and to help develop profitable farming systems that conserve resources. Kirschenmann, owner and operator of a 3,500-acre organic farm in central North Dakota, has experience as an academic, an administrator, and a working farmer.

Lorna Michael Butler is the first Henry A. Wallace Endowed Chair for Sustainable Agriculture, and a professor in the departments of sociology and anthropology. Established through an endowment from the Kellogg Foundation and the Wallace Genetic Foundation, with support from ISU and the Leopold Center, the position was established to develop and extend research and education in sustainability. Butler comes to ISU with a history of extensive research in sustainable agriculture systems (domestic and international), urbanization of agriculture, and communities.

Lorna Michael Butler



A Case Study

The Bear Creek buffer

The way the Bear Creek project started, 12 years ago, is important. Ron Risdal, who farms 80 acres near Roland, Iowa, was interested in repairing damage that his cattle had done to the creek that flowed through his farm. He also wanted to plant some trees and plants to introduce more wildlife onto his farm, so he asked the advice of a friend, Richard Schultz, with whom he served on the volunteer fire department. Schultz was also a professor of forestry at ISU.

Today, the Bear Creek riparian project has received national recognition and is a prototype for an ambitious, national buffer strip project. And the key to its success is how it got started, says Tom Isenhart, project developer, and ISU forestry associate scientist.

"It is important that efforts like this are community driven – that we're viewed first as members of the community, and second as folks from Iowa State University. Credibility comes from being a member of the community."

And so the planting began on Ron Risdal's farm. Switchgrass, with its deep roots, slowed down the water as it flowed across the fields. Native big bluestem, Indian grass, and little bluestem added organic matter to the soil. Cottonwood, silver maple, and green ash trees anchored the soil. Dogwood and serviceberry attracted blackcat chickadees, and thrashers, and tanagers. An area that was once devoid of diverse wildlife now had mink, badger, and more than 30 species of birds. "It's amazing what Mother Nature will do, when you give her a chance," says Isenhart.

The living filters of Ron Risdal's farm trapped nearly 90 percent of the sediment and attached chemicals from the adjacent crop fields. Also, water moving through the ground slowed down, taking from one to two months to move through the switchgrass, bluestem, and ash.

"When Ron's neighbors saw his buffer, they said, 'I want one of those,'" says Isenhart. And soon nine more farmers had joined the Leopold Center-funded project. So did a local, grassroots organization called Trees Forever and six more local, state, and federal institutions. Also attracting attention and offering significant incentive was the federal government's continuous open enrollment program for conservation practices, which added a substantial financial incentive to farmers participating in water health restoration.

Ten years after its beginnings, the Bear Creek buffer zone is five miles long, and is recognized by the USDA as a national research and demonstration site and by the Natural Resources Conservation Service as one of the finest in the country. ■

PHOTO BY CARL KURTZ

PHOTOS BY ISU DEPARTMENT OF FORESTRY

Web link www.ag.iastate.edu/centers/iawetlands/Bearcrk.html

Agriculture that sustains *is socially responsive, environmentally sound, and* **economically viable**

Iowa grows corn better than any place in the world. The state's soil and climate has destined (or doomed) Iowa for its role as corn king, and its people are sustained by it. One out of every eight Iowans in the state's work force works directly or indirectly for agriculture. On the one hand, it's great to be number one. On the other hand, Iowa's success depends on the ultimate "middle man": animals. Because, for the time being, the bulk of the corn Iowa produces (62 percent) is fed to livestock.

Animals sustain humans

"It's classic value-added," says Mark Honeyman, ISU associate professor of animal science. "You take low-priced feeds, like corn and soybean meal, and you put it through a chicken or a pig or a cow, and you get higher value." Because raising animals is more labor intensive than raising crops, more people are required. The work force is sustained. "If you take animals away, you don't need very many people. You don't need a town every seven miles. All you need are huge fields, a railroad, and an elevator."

It is logical, then, that not only is Iowa number one in growing corn, it is also number one in raising hogs. One-third of Iowa's cash farm income comes from hogs. Hogs sustain the state's economy. "If the goal of sustainable agriculture is to be economically profitable, more environmentally benign, and socially acceptable, then the sustainable agriculture agenda in the Corn Belt clearly includes swine production," says Honeyman.

But adjusting those three "legs" of sustainable agriculture – economics, the environment, and social concerns – in the hog industry is one of the most complicated and emotional of today's

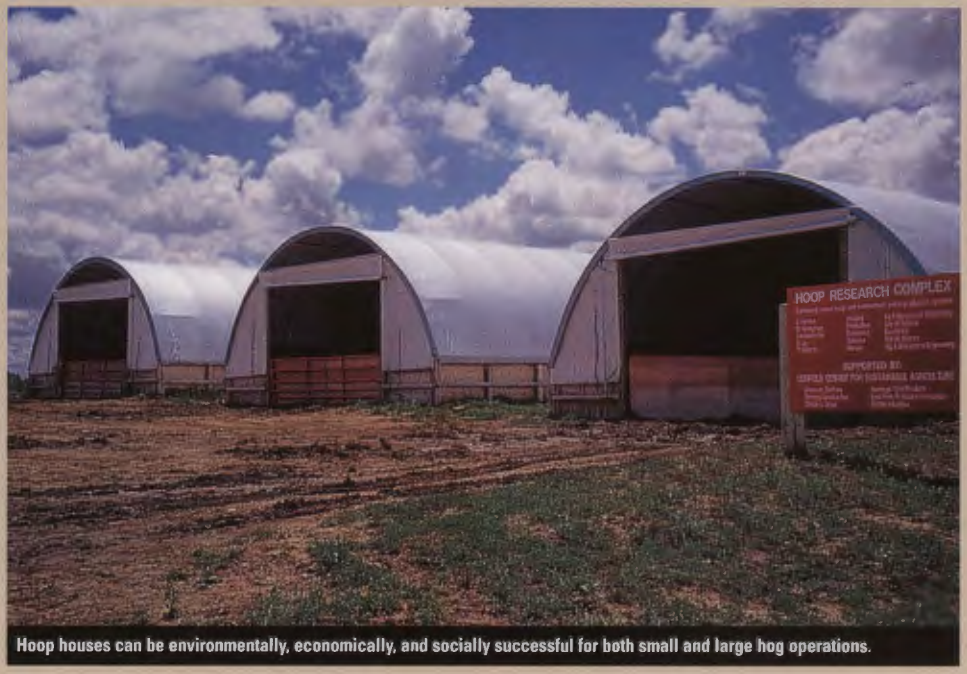
A Case Study

Tents for pigs

Is it inevitable that to be financially viable in the hog industry, one must be a mega-producer? Not if ISU's "hoop group" has anything to say about it. Funded by the Leopold Center, an interdisciplinary team of ISU researchers from animal science, agricultural and biosystems engineering, and economics, are studying the performance of a building structure that is new to the Midwest – called "hoops" – as an alternative to the confinement barn.

One of the reasons for large financial investments in the hog industry (and the resulting incentives for large operations) is the start-up cost of the confinement house, which is thermostatically controlled, cement-floored, and can be used for only one purpose: raising hogs. In contrast, the low-cost hoop house uses a low-tech idea (build a tent on an earthen floor on a thick bed of corn stalks) with high-tech materials (a UV-resistant polypropylene tarp).

Corn stalks and other crop residues are used for bedding, and the resulting composting that takes place with manure provides natural energy to heat the facility. The facility is cleaned and the compost is removed only once, after each group of pigs is marketed. Odor is reduced because there are fewer hogs and because of the natural decomposition process.



Hoop houses can be environmentally, economically, and socially successful for both small and large hog operations.

PHOTOS BY AGRICULTURE EXPERIMENT STATION

Not only are start-up costs less, making entrance into the business easier, but the smaller operation allows farmers to respond with more flexibility to changing market demands. If demand goes down, a hoop house can be used for storage or other purposes.

The freedom of the pigs to nest, dig, and play in the corn stalks has positive economic, as well as humane results, says Honeyman. "You can't go in the hoops without seeing pigs with corn stalks sticking out of their mouths, running around the big bales. And they can control their own environment. When they're cold, they get down in the bedding, and when they're hot they lay on top of it. They eat it and chew it; it's a much more stimulating environment than a confinement pen." A side-by-side comparison that the group calls its "happy pig" study shows that hoop-raised pigs handled stress better and fought less.

The hoop idea is catching on, and farmers are enthusiastic. Five years ago, there were no hoops on the Iowa landscape. Today, there are about 1,500. A recent survey of 57 hoop users showed that they found hoops profitable and environmentally superior to conventional structures. Sixty-three percent found that farmers' quality of life had increased since they adopted the system.

Attracting young farmers to the hog industry will be essential if it is to remain in the hands of medium and small farmers. The last census showed that only about two percent of Iowa farmers with hog sales of greater than $50,000 annually were under the age of 25. Hoop houses provide an opportunity for young producers without a lot of capital to get started in the business.

■

Web link www.ae.iastate.edu/hoop_structures/hoop_basics.htm

JIM HEEMSTRA

Farmers' markets

As farmers' markets increase, there is recognition that not only do they influence the local economy, they also help foster a sense of community – often in smaller towns. More than half of Iowa's farmers' markets are in towns of 10,000 or less. Clare Hinrichs, ISU assistant professor of sociology, is directing a research and outreach project that will identify concerns, opportunities, and barriers, and will be used to formulate action programs.

agricultural challenges.

The most value to the farmer comes when animals are raised on the same farm that produces the feed. But the number of farmers raising hogs has declined dramatically. From 1992 to 1997, the number of Iowa farmers raising hogs decreased by 46 percent. National statistics are similar. But while the number of farmers raising hogs has decreased, the number of hogs has not. Fewer farmers are raising larger numbers of hogs.

Large hog farms – or the "Walmartization" of the hog industry – has led to economic, social, and environmental problems and questions. Where are profits going? Are they staying in the community? And where is all that manure going? When an appropriate number of animals and crops are raised together, a natural cycle is maintained: animals eat crops; the crops' nutrients are then returned to the soil in the form of manure, more crops are grown, and the cycle continues. But the cycle is thrown off balance if animals and crops aren't raised together, or if the amount of manure generated is more than is required for crops.

Increasingly, the consumer is asking yet another question: Are large operations raising animals humanely? Last fall, new federal regulations were passed to designate "free farmed," a label which indicates that enough space was provided for cattle and chicken. Regulations for hogs will soon be completed.

The challenges of sustainability are intense because solutions are unique to each community and must be driven by its members. What sustains Iowans may not work in other cultures and climates. And, because ISU is a land-grant university, much of its research focuses on practices that sustain the people of Iowa. But if solution transfer is limited, passion is not.

There is a proverb that says, "Those who are fed can ask a thousand questions. Those who are hungry have only one." For now, we have the luxury to ask questions and the passion and the time to seek solutions. Above all, we know that our search is a journey. As Iowan Aldo Leopold, the father of conservation, said, "We shall never achieve harmony with the land, any more than we shall achieve absolute justice or liberty for people. In these higher aspirations, the most important thing is not to achieve, but to strive."

The journey continues.

The beat goes on

The Alumni Band celebrates its 20th year

This year marks the 20th anniversary of an institution whose reunions bring not only joy to its members, but also to thousands of Cyclone fans: The ISU Alumni Band.

By Karol Crosbie Photos by Jim Heemstra

The Alumni Band's annual get-together resembles a family reunion. The band includes more than a dozen married couples and many pairs of siblings, such as Scott Dahl, '90 marketing, and his brother, Stan Dahl, '94 music.

Above: Bill Negus.
Right: Jeff Wellman, foreground.

The Alumni Band is lined up on the steps of Scheman. Last night was a thumpingly good party – just the kind you'd imagine when 194 marching band alumni get together to celebrate their 20th reunion, with spontaneous bursts of rowdy song and free-flowing food and drink. But now it's time to prepare to play before a Homecoming crowd of 49,000 fans with less than two hours of rehearsal.

Mike Golemo, director of ISU bands, warms up the group. "Give me a concert 'F'." The players raise their instruments – some of them for the first time since the band last met at Veishea, five months ago. Jeff Wellman, the band's president, rolls his eyes. "I think we've forgotten the concept of tuning," he mutters.

The scale begins, wobbly and uncertain. But it gains strength, swelling until a confident "F" rings out. And then the band plunges into the familiar "Oh, we will fight, fight, fight, for Iowa State!" They're together. They've come home.

Golemo leads the group through the tunes they will play at half time that afternoon: "Lucretia Mac Evil" as a solo and "You Make Me So Very Happy," with the Iowa State University Cyclone Football "Varsity" Marching Band. He urges them to play their best: "Listen for articulation. Listen for rhythm. No cowboy harmonies allowed."

And then it's off to the field to practice marching, before they join with the Varsity Band to practice the whole routine. The commands of Marty Province, Varsity Band director, blare from the loud speaker: "OK, alumni band! I'll be ready to begin when I see straight lines."

It takes awhile. Today's students – the Varsity Marching Band – watch yesterday's students from the sidelines. "They sound better than they look," says one young trumpeter. But the alums are getting better. They strut and swagger, knees high, swinging their instruments back and forth. Some are gray-haired. Some are bald. But they have passion.

ISU's Alumni Band, says Creighton Gaynor, '92 Music Education, "still sounds fabulous."

"Yeah! That's great," yells their leader. "Show the varsity how it's done, alums. I've been telling them all week how great you are!"

Not everybody is so sure. "God! I'm sucking big time," groans a stout trombonist.

But no sooner than you can say, "Lucretia Mac Evil!" it's half time, and they are on the field. The music swells. And they do not suck. Not even close.

One of the members of the drum line, Creighton Gaynor, '92 music education, remembers when he came to ISU from Kentucky as a lonely freshman. "I met 300 people in the first two days I was here in the marching band. My best friends were in the band. We were wild and crazy. We were great."

And how does the alumni band sound eight years later? "We're fabulous!" says Gaynor.

Performing in the band as an alum is no less a labor of love than playing as a student. "For one credit, we met five nights a week for three hours every night, plus all day Saturday. And the one credit didn't even count towards your major, if you were an engineer," says Wellman (who is an engineer). "You have to have a weird sort of dedication to do that."

And the dedication continues. The oldest member of the alumni band is 75; the youngest is 23. Some have been

coming every year for 20 years to play the annual alumni gigs: the Veishea parade, Homecoming, and as a pep band during Christmas break. Attendance rarely falls below 175 people.

The years have not diminished the old friends' delight in friendship and music, the craziness, and good-humored ribbing. Gaynor responds promptly to a question about differences in players' personalities and attitudes. "Tubas? Now, there's something wrong with tuba players. They're weird. They're bad news. Trumpets? They think they're the best thing since sliced bread. But they're not; they're weird. Now your drummers? We're just plain cool."

The group is deeply devoted to its founder, the late Joe Christensen, whose death in 1998 ended a 27-year dynasty at ISU. "Dr. C. was here when my sister was in the band," says Bill Negus, a trumpeter in the band in 1987, "and he's why I'm here. It was a family tradition. Joe made this band run through thick and thin."

The Homecoming 2000 game ends woefully, with a dramatic 30-7 loss to Texas A&M. But for the bands, this is about winning hearts, not touchdowns, and they high step off the field, spirits undiminished.

They will return to their homes in 18 different states. Uniforms will be folded, instruments stored. Until the next time. And then, with the brassy tones of "We will fight, fight, fight, for Iowa State!" they will do it again. And again. ■

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Cardinal.
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by Carole Gieseke

Global intelligence

When a brigadier general walks down the hall, one thing's for sure. She gets treated with respect.

Carol Elliott, a brigadier general in the U.S. Air Force since 1998, has earned that respect. A 1972 ISU graduate in political science and international relations, Elliott has risen in the ranks in an environment where 30 years ago women weren't even allowed to participate.

When Elliott was a student at Iowa State in the late sixties, the university had a strong ROTC program despite the fact that it was the height of the anti-Vietnam War period. But ROTC wasn't open to women until Elliott's senior year – too late for her to participate.

"I never really considered the military as an option," she said.

But in 1973, Elliott wandered into her local recruiting office, not knowing much about the Air Force but knowing she wanted to see the world. When she came to the section of the Air Force application where she was asked her preference of jobs, she was stumped.

"I went down the list and came across 'intelligence officer,'" she remembers. "I didn't know what intelligence officers did in the Air Force, but the preferred degrees for the job were international relations and political science, and those were my two majors, so I put that down as my first choice."

Elliott's instincts served her well. Rising in the ranks from lieutenant to captain to major to colonel to general, she has served as an intelligence analyst in Thailand, assistant chief of staff for intelligence at the Pentagon, director of intelligence for a NATO operation in Italy, and in more than a dozen other intelligence assignments at home and abroad.

She compares much of her work to that of a nightly newscaster. "It's kind of like being the Peter Jennings or Tom Brokaw of the military world," she says. A good part of her career has been spent "getting up in front of the audience and basically talking about what's happening in foreign countries and with foreign militaries that are of interest to the United States."

That sounds simple enough, but in the early years the job involved reading through dozens and dozens of messages each day – messages often lacking the most current information – and condensing them to key details needed by her audience. In 25 years, that audience has ranged from an air crew preparing for a mission to the joint chiefs of staff. Today, Elliott says, there's never a lack of up-to-the-minute information.

"Now you have an explosion of information on the Internet, but you still have that same mission – to go through all this information and pull out the nuggets and get it to the people who need it," she says.

In her current position as vice commander of the air intelligence agency at Kelly Air Force Base in Texas, Elliott says her job is like being the CEO of a big corporation. She commands 15,000 people stationed around the world, and she oversees a billion dollar budget.

Brig. Gen. Carol Elliott has traveled the world as one of the highest ranking women in the U.S. Air Force.

That Elliott is a woman – she's one of only 13 female generals in the Air Force – has rarely been an issue. When she signed on for officer training in the early '70s, women made up just two to three percent of Air Force officers. Today, there are 16-18 percent. Elliott's longevity has allowed her to climb the ranks like any other officer, and she says she is comfortable about frequently being the only woman in the room.

"I found that the best way to deal with it from the time I was a second lieutenant to today is to be professional, be as knowledgeable as you can be in the job, and do the job that you've been asked to do to the very best of your ability." ■

JIM HEEMSTRA

In 1925, Iowa State's nursery school moved from a temporary building to the old horticulture barn, from which it operated for 23 years.

Serving to learn,

BOB ELBERT, ISU PHOTOSERVICE

The new Palmer Building allows faculty and students to serve families, and at the same time, learn from them

learning to serve

It's the perfect land-grant concept:

A program that simultaneously educates, serves the broader public, and provides material for research. The three programs in the new Palmer Building do just that – and work together so well that faculty call their joint collaboration a "human development center." ISU's Marriage and Family Therapy Clinic, Family Financial Counseling Clinic, and Child Development Laboratory provide services spanning childhood through old age, and are under the same roof for the first time. ►

By Karol Crosbie

JIM HEEMSTRA

A children's playground in the center of campus? You bet! The new Palmer Building allows children to be a part of the Iowa State community. Inside, ISU students simultaneously teach and are taught by children attending the Child Development Laboratory School.

And what a roof it is. The $8.3 million Palmer Human Development and Family Studies Building, located east of MacKay Hall, is a beautiful testimony to its benefactors, Barbara ('46 human development and family studies) and James Palmer ('44 engineering) and the additional 1,746 alumni and friends who funded 87 percent of the building.

In the laboratory and clinics, undergraduate and graduate students observe and participate in direct counseling and child development services provided to the public. Researchers use the laboratory and clinics to reveal new understanding about human interactions.

Marriage and Family Therapy Program and Clinic

One of 13 accredited Ph.D. programs in the United States, ISU's Marriage and Family Therapy Program and Clinic, which began in 1987, was formerly housed in the first floor of Oak Hall, a student residence hall. "The space was private and secure, but it wasn't family friendly," says Harvey Joanning, the clinic's coordinator. "At Palmer, clients come in, and they see kids running around, and it feels like a family. It feels comfortable."

The enhanced ability to collaborate with colleagues in financial counseling and child development makes supremely good sense, says Joanning. "You know what couples fight about, don't you? Kids. Money. Sex. In-laws. Our services are richly cross-joined. I can walk down the hall and talk to my colleagues and say, 'What's going on? What do you think?'"

The increased counseling space in the new building will allow the Ph.D. program to expand to include an M.S. program, and to double the number of clients served. Clients, who understand that the clinic is a training and research operation as well as a service center, can access top-notch, affordable services. No family is turned down because of an inability to pay, says Joanning.

The expertise of the center's Ph.D. candidates and faculty attracts referrals from throughout the state, and the cases are often complex. For example, therapists frequently must factor in clients' ethnic and cultural differences. The complexity of the cases provides rich material for study and research, which is enhanced by state-of-the art audio and visual technology.

Family Financial Counseling Clinic

Can you imagine providing financial counseling services without a computer in the counseling room? Counselors with the Family Financial Counseling Clinic can not only imagine it – they did it, in their old digs at Elm Hall. Their new space in the Palmer Building provides computers, and sophisticated distance learning capabilities.

The program, which prepares students for accreditation as financial counselors, simultaneously provides free financial services for students who are struggling with credit card crises, excessive student loans, and other financial needs. In addition, the clinic provides services to members of the community, who pay for services on a sliding-fee schedule.

Included is retirement planning, estate planning, and budgeting services.

The M.S. and undergraduate program, which was one of the first in the country when it began in 1986, has enhanced its services to meet changing needs. Clients can receive online help through "E-mail a Counselor" and "E-mail a Planner" services and can also answer many questions on the clinic's Web page. The clinic is HUD-approved for housing counseling, and provides help for homebuyers finding mortgages – many for the first time.

Child Development Laboratory School

"If the experiment doesn't work, be sure we can use the horticulture barn for something else." That was the cautionary advice of Raymond Hughes, Iowa State College president, when the college's nursery school received funds around 1927 to renovate the old barn for its resident toddlers.

So it's safe to say that the renovated old barn didn't include windows that were just the right height for small viewers. Or tiny cubbies. Or miniature sinks and toilets. Or a kitchen for preparing meals.

Seventy-five years and three buildings later, the "experiment" has been pronounced successful, and the kids of Iowa State have a space created just for them. And truth be told, there were some faculty who were as reluctant as former President Hughes about a different kind of experiment, says Joan Herwig, the school's director. By now, the concept of a laboratory to study children's development and behavior – and at the same time offer the community top-notch childcare – had proved itself. But having the childcare center smack dab in the center of campus? A swing set within sight of the Campanile? Sand boxes almost in the shadow of stately Curtiss Hall? How was that going to work?

Ask almost anyone – administrator, faculty, staff, ISU student, or daycare center parent – and you'll get an enthusiastic response: It's working wonderfully. "I watch students emptying out of MacKay, and they're on the run," says Herwig. "But when they hear the voices of the children coming from the playground, they slow down and smile. For that moment, the lives of our children intrude on the everyday lives of our students. It is an important moment."

The little kids who rocket through the playground are oblivious to the details that make their small environment stimulating, creative, and safe: the many textures of the cobblestones, sand, grass, and wood; the different levels that afford hills to climb and small niches to hide in; the carefully chosen trees, shrubs, and plants.

The playground has become a laboratory for more than just child development faculty and students; it is also a laboratory for specialists in forestry, soil, and landscape architecture.

For the architecture student, the playground is an elegant example of form following function. At first glance, for example, the wavy silver handrails that line the small boardwalk seem an aesthetic embellishment. But soon it becomes clear that the decorative "waves" double as monkey bars and seats.

Inside, the structure continues to reflect a deep understanding of what kids need to play, learn, and grow. No detail is overlooked. For example, colors of the floor help lead children to their rooms; walls are created especially to display their artwork. In each of the four classrooms, there is a curtained observation area for researchers. A room has been designed specifically for infants, and for the first time in the laboratory's history, an infant program will begin when funding is received.

JIM HEEMSTRA

"One, Now, All"

Artwork chosen for the building appeals equally to little kids and adults. A column of words, carved in Animosa limestone, begins on the second floor and continues down to the lobby. Trickling down the column are both words and water. The words seem to splash, as they land hodge-podge on the floor. Adults and kids alike stand bemused in front of the column, seeing combinations of words in new ways, says Herwig. "A 4-year-old has a wonderful sense of humor. I remember one 4-year-old laughing, as he saw the words 'boo' and 'moo' together for the first time." Created by Norie Sato, the seemingly random words span life experience, from birth to death.

Also part of the art are three large words engraved in the limestone of the upper walls: "One, Now, All." A little ambiguous, a little abstract, they are a perfect symbol for the complex mix of interrelated human activities that the building holds.

alumni profile

by Karol Crosbie

Amplifying Bill Gates

The information technology explosion was simmering in 1994, and a degree in management information systems made new ISU graduate Steven VanRoekel a pretty hot commodity. But he took a job with the company that offered him the lowest salary: Microsoft. "I loved the company," says VanRoekel. "That's where I wanted to work."

As Bill Gates' speech manager, ISU alum Steve VanRoekel helps his boss develop and deliver messages.

His enthusiasm, combined with talents that got noticed, have landed the Iowa Stater a plum position: Bill Gates' speech manager. As a pre-sales technician, VanRoekel's entry-level job had been to demonstrate and explain products. He was a guest on numerous radio shows, where he answered computer questions, and provided technical assistance to huge public relations events.

After sharing the stage with Gates a few times, it became clear to the top dog that VanRoekel wasn't just another computer geek. This guy could communicate. In his promotion as speech manager, VanRoekel has managed the hundreds of requests Gates receives to speak, and he has worked closely with Gates to develop the message.

And the message consistently delivers Gates' vision: to empower people through great software, anywhere, any place, on any device. But empowerment can't happen without understanding, and it's Gates' and VanRoekel's job to tailor messages for their multifaceted audiences. For example, says VanRoekel, "Pointy-headed technical stuff won't resonate in a CEO summit meeting."

But although the pair may tailor Gates' message, the tone and quality of his voice is consistent, says VanRoekel. Gates doesn't work from a script; he is funny, entertaining, and visionary. "His voice in front of 8,000 people is the same as his voice with one reporter. The only time his voice changes is when he's with his children."

But his father-voice is also illuminating. "He loves the discovery level that he sees in his kids," says VanRoekel, who has many opportunities to observe Gates with his 4-year-old and 1-year-old. "Children are the ultimate knowledge workers. It's their job to explore and learn. That's all they have to do. Bill observes that mentality and moves it into business."

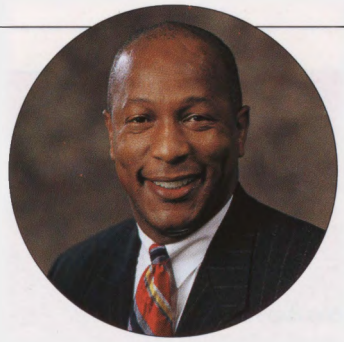
VanRoekel frequently leaves the back-stage seclusion of speech manager to go out and sit with the audience, which may range from a group of United Way fund raisers to a power house of the nation's most influential CEOs. "I love to sneak out and see reactions." Gate's message is charged with optimism and vision, said VanRoekel (who calls the government's anti-trust lawsuit against Microsoft a "hiccup"). It is rare to find a heckler or detractor in the audience.

VanRoekel's own voice is alive with excitement – a tone that he says can be heard throughout the company. "Bill Gates is all about empowering employees. He trusts us and we trust him back. He says, 'I surround myself with smart people, and that's what makes Microsoft successful.'"

From his office at Microsoft headquarters in Redman, Wash., VanRoekel can see mountains in every direction. With 19,000 employees at Redman alone (worldwide, the number is 36,582) the Microsoft campus takes up a good portion of the small town. The campus is beautiful, says VanRoeckel; although high tech, the buildings are kept no higher than three stories, to take full advantage of the surrounding landscape.

VanRoekel calls his experience at Microsoft nothing short of amazing. "If you've been here at least five years, you've been involved in something that has been phenomenal. Information technology is too powerful to be held back by anyone. It is changing the world." ■

An engaged vision



Jeffery W. Johnson

Happy New Year to ISU alumni and friends!

I want to take this opportunity to talk to you about VISIONS magazine. In 1998, the ISU Alumni Association and its Board of Directors decided to expand the circulation of VISIONS – which had been a members-only publication since it began in 1988 – to include all alumni, faculty and staff, parents, educators, business leaders, county extension councils, and others.

The price tag to expand VISIONS' circulation from 34,000 households to 162,000 households four times per year was enormous, as we knew it would be. When we introduced VISIONS to all addressable alumni and friends, we did so with the belief that by communicating to all alumni it would strongly connect them to the university and to the Alumni Association, enhance the image of the university, and solidify the Association's position as the lifetime link between the university and its alumni. To fund the expansion, the Association strategically planned to increase a number of its revenue streams. After more than two years and 10 free issues, these revenue projections – including dues income revenues – are not being realized at a high enough level to sustain the expense of continuing to send VISIONS to 162,000 households.

It's always a tough decision to cut services. However, after careful study and consideration, the Board of Directors voted on Oct. 20, 2000, to return VISIONS to the premier benefit of ISU Alumni Association membership. If you are not a current member of the Alumni Association, this will be the last free issue of VISIONS you will receive. But make no mistake, YOU ARE VERY IMPORTANT TO US. We hope you have enjoyed receiving VISIONS and will make it a priority to continue to stay connected to Iowa State and the Alumni Association by becoming a member.

You are an important part of an "engaged" future

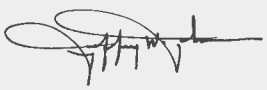
It's important for you to understand how the ISU Alumni Association – a 501(c)(3) not-for-profit organization – is funded. Ninety percent of its annual operating budget comes through member dues, affinity programs (i.e., travel tours, credit cards, and insurance), merchandise sales, sponsorships, advertising, program and event fees, and some private gift income. The remaining 10 percent comes from annual ISU and ISU Foundation stipends. This is significant for you to know. Your membership in the ISU Alumni Association allows us to bring Iowa State to you – to involve you in the life and work of the university and to keep you connected with each other. That remains our mission.

Returning VISIONS to its former status as the premier membership benefit in the Association will allow us to maintain our fiscal integrity, be responsible to our members, and sustain the overall financial health of the organization. We are proud of the integrity of our financial investments and stewardship efforts. The Association's board has established sound policies and practices that guide our wise use of these funds. We feel confident that these policies and practices assist us in our efforts to offer quality programs and services. However, it is a reality that we cannot continue asking our members to fund programs and services for non-members. This decision also will allow us to diversify our services to better serve the university and to develop new member benefits.

The bottom line is this: **If you're not a current member of the Alumni Association, I hope you'll choose to join.** The board, staff, and I want to keep you engaged with Iowa State University, and your membership will ensure this lifetime connection. Your member dues will guarantee that you continue to receive VISIONS four times per year, plus you'll receive the annual ISU Events Calendar, access to the Online Alumni Directory, the opportunity to receive *ISU News Flash* (biweekly e-news), and so much more. Use any of the easy options listed below to make it happen.

I leave you with these final thoughts: Please do not hesitate to contact me at any time with questions or comments about the Alumni Association. Remember, our new vision for a new century includes the goal of engagement: two-way, open, honest communications.

Yours for Iowa State,



Jeffery W. Johnson

Show your ISU pride! Join the Alumni Association.

- Call toll-free 1-877-ISU-ALUM
- Visit the Alumni Association Web site www.isualum.org/membership
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ISU ALUMNI ASSOCIATION BOARD OF DIRECTORS

Association Member Report

Online benefits

Log on to the Association Web site and take advantage of online member benefits, including:

- ISU News Flash, the Association's biweekly electronic newsletter (expanding each month to provide lively communications to hundreds of Alumni Association members!)
- Permanent e-mail forwarding
- Online Alumni Directory (great for career networking!)

The Association Web site provides you password protection! Refer to the back cover of this issue for your personal nine-character ID code. This code, which allows you to access all members-only sections of our Web site, also is listed on all new Association membership cards. Remember, you create your OWN password for access to all online members-only benefits.

Web link www.isualum.org/register/

Fall 2000 Board of Directors meeting

The ISU Alumni Association Board of Directors met in regular session Friday, Oct. 20, 2000. The following is a brief summary of the Board's actions.

- The Board amended the Association Bylaws. Complete organizational bylaws can be found on the Association's Web site.
- In an effort to assist the university with its legislative efforts, the Board approved a proposal brought forward by its Legislative Outreach Committee to formally revitalize the Legislative Alliance. The Alliance will operate under the direction of the Association in consultation with the ISU Office of Governmental Relations.
- The Board approved the Association's FY2001 operational and programmatic committees. Committee members and their tasks are listed on the Association's Web site.
- The Board's Strategic Planning Committee, chaired by Martha Lagomarcino Gleason ('80, Ames), presented new mission and vision statements and overarching goals, which were unanimously adopted by the Board:

VISION STATEMENT

To become the lifetime partner in engaging all alumni, students, and friends with Iowa State University

MISSION STATEMENT

To engage the talents and resources of alumni, students, and friends in the life, work, and aspiration of Iowa State University

OVERARCHING GOALS

- Strengthen membership
- Engage constituents
- Develop strategic alliances
- Enhance the health of the organization

Web link www.isualum.org/aboutus

Group discounts

New discounts are now available to members of the ISU Alumni Association for auto, home, and renters' insurance. Group discounts offer substantial savings. Call toll-free 1-800-225-8281 to compare your current costs and coverage.

Web link www.isualum.org/programs_services/insurance.html

Attention members

Look for the 1999-2000 ISU Alumni Association Annual Report in your next issue of VISIONS. Also included in the spring issue will be the official ballot to cast your vote for new representatives to the ISU Alumni Association Board of Directors. That's all coming up in your March/April issue of VISIONS!

The ISU Alumni Association – keeping you connected ... for a lifetime

The ISU Alumni Association welcomes the following new lifetime members who joined July 27, 2000 through October 24, 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).

Eric Andersland
Kelli S. and Jason W. Anstine
John C. Arlen, Jr.
Cory R. Arrants
Christian D. Brinkley
Carla and Mark Brinkman
Joe D. Broders
Paula K. Burns
Manu and Jacob Chacko
Alice M. Cheng
Jeffrey J. Childs
Amy and Steven Cox
John L. Crawford
Kathy and Eric Crowell
Dan W. Cunning
David C. Dietrich
Karen L. and Gerald Docksteader
Barry D. Dodd
Jerry L. Doorenbos
Sean G. Duffy
Kenneth D. Ebner
Philip D. Egel
Lisa A. Flugge
JoAnn Foster
Maurice A. Gardner
George W. Gayle
Neil W. Haars
Stacy L. Hanna
Kathy B. Hanson
Barbara Smith and Rodney Hoffman
Jolene J. Hoffmann
John P. Hoffstatter
Brian D. Hofman
John A. Holcombe
William J. Horbach
Cheryl and Royal D. Howell
Gene D. Huelman
Ardyce-Jean and Billie Humy
Doris and James John
Karen K. Johnson
Regina and John Jorgensen
Chadwick D. Joslin
John P. Kennedy

Career Insights

by Julie Larson

Networking (net'wurk'ing) noun. 1. the art of making and building professional contacts.

Career networking just got easier! If you're an ISU Alumni Association member, you can have access to the Online Alumni Directory to network with over 170,000 ISU alumni. Create your own searches by occupation, curriculum, company, geographic location, and graduation year. It's easy to use, and the more you customize your search, the more focused your search results will be. Alumni enjoy sharing their experiences with you and always have plenty of valuable advice.

Why use the Online Directory?

- If you're a recent graduate who is moving to a city where you don't know anyone – use the Online Directory.
- If you're a student who is doing a paper for a class and the assignment is to talk with a person in your career area – use the Online Directory.
- If you're thinking about changing careers and would like to discuss opportunities with someone who is experienced in the career field you plan to pursue – use the Online Directory.
- If you're a parent and you want to know what companies are applicable to your son or daughter's major – use the Online Directory.

Remember that alumni listed in the directory are busy, and it's important to be respectful. Follow these hints when using the Online Alumni Directory:

- Clearly identify yourself.
- Tell the alum how you received his/her name.
- Ask if this is a good time to talk, or schedule an appointment.
- Be clear as to why you are calling and what you are asking. (Write your questions out in advance.)
- Confirm address and telephone number with the alum if you wish further contact.
- Send a follow-up thank you.

To register for access to the Online Directory, visit us at **www.isualum.org/directory** and follow the appropriate steps. If you aren't a member you can join online at **www.isualum.org/membership.**

Take advantage of this opportunity to network with ISU alumni. It's a lifetime investment!

NOTE: Alumni may choose to suppress all or a portion of their profiles.

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

Clifton L. Kessler
Aaron T. Kester
Laura Johnson and Robert Kibbe
Justin T. Kiewiet
Jon W. King
Sherri and William S. Koch
Jeffrey B. Kress
Charles W. Larson
Jay D. Longnecker
Barbara J. MacDonald
Shari L. Cannon-Mackey and Alan D. Mackey
Lana J. and Kirk Macumber
Amy Grommon March and Michael March
Janet A. Mauer
Robert J. McCardle
William W. McElrath, IV
Kathleen D. McLeran
Kathleen and Douglas Means
Barbara and William Mengeling
Matthew D. Murphy
JoAnn Nady
Lori A. Nelson-King
Susan and Albin J. Nelson
Joyce E. and Harold R. Nichol
Ivan W. Paulson
Harold L. Payne
Tomas Perez
Krista and John Placko
Lloyd G. Platt
Mary and Ronald Pullin
Elizabeth C. Randolph
Eric E. Rogers
Mary L. Russell
Stacey A. and Patrick L. Ryan
Keiko D. Sampson
Scott L. Sanders
John A. Saunders
Jerry L. Schmidt
Katherine R. Schmidt
Shekhar K. Scindia
Kay L. and Mike Sharples
Lloyd E. Shultz
Weldon S. Sleight
Erik F. Smedal
Chad E. Stamper
Brian A. Stocking
Richard A. Stuhr
Colleen and David Tallman
Kurt T. Temple
Sara E. Timan
Maureen and Terrence Tobin
Echo B. Ubben
Brent A. Uitermarkt
Carol J. and Daniel L. Vandell
David J. Wells
Don C. Whitmer
Atsuko Williams
Timothy R. Wirtjes
Patrick L. Wisor
Michael F. Woods
Beckette and Allen Wright
Lauren I. Wurzer
Erika S. and Ryan M. York
Rodney G. Zenner
Ann and Ryan Zupke
James R. Zweifel

ALUMNI ASSOCIATION EVENTS

Alumni Days 2001

All Iowa Staters who graduated before 1952 are invited to participate in Alumni Days 2001. The three-day reunion of "The Gold Medal Club"" is scheduled for June 7, 8 and 9. Alumni and guests will enjoy campus tours, college receptions, special performances, and other events with the university president, deans, faculty, and staff. The Class of 1951 will be honored at the Gold Medal Dinner. Registration materials will be mailed in March to all members of the Class of 1951 and to all Association members who graduated before 1951. Watch for more detailed information in the spring issue of VISIONS.

Web link www.isualum.org/events/alumnidays.html

Celebrating opportunity

"Celebrating Opportunity" is the theme for the second-annual women's letterwinners celebration co-sponsored by the Department of Athletics and the ISU Alumni Association. The celebration is set for the weekend of Jan. 26-27, 2001. The women honored will be athletes who participated in ISU varsity sports between 1979 and 1988. Last year, the two departments honored women who had earned varsity letters between the years of 1968 and 1978.

This year's events will include:

- A reception on Friday evening in the atrium of the Jacobson Building
- Brunch on Saturday, beginning at 11 a.m., followed by a letter-winner's club induction ceremony and the presentation of varsity "I" letters
- Spirit Rally in the Scheman Building, followed by a women's basketball game vs. Colorado Saturday evening

Web link www.isualum.org/events

Web link http://cyclones.fansonly.com/marketplace/boosters/iast-boost-letterindex.html

Aloha, Cyclones!

Here's an opportunity Cyclone football fans won't want to miss! The Iowa State University Alumni Association is sponsoring the official charter trip for alumni and fans to travel to Hawaii next fall in conjunction with the football game between the Cyclones and the University of Hawaii. Tentative dates are Aug. 27 through Sept. 2, 2001. Priced from $2,100, the package will include:

- Airfare
- Ground transportation
- Three nights lodging at the Kaanapali Beach or Royal Lahini Hotel in Maui plus three nights at the Hawaiian Regent Hotel in Honolulu
- Alumni Association pregame party
- A ticket to the game

A land-only package is also expected to be available, beginning at $1,450. All prices are subject to change and are based on double occupancy.

For more information as it becomes available, including how to register for the trip, visit the Alumni Association Web site or call toll-free 1-877-ISU-ALUM.

Web link www.isualum.org/events

An evening of family fun

As part of the university's "Strengthening Families to Become the Best" celebration, the ISU Alumni Association will host a special event on March 2 for all central Iowa members and their families.

Peter Pan will be performed at Stephens Auditorium at 7:30 p.m., and two hours before showtime, the Alumni Association will begin its "Evening of Family Fun" in the Scheman Building next door. The 5:30-7:00 p.m. event will include music, prizes, a theme buffet, and special activities for the kids.

Complete information will be mailed to Association members near Ames. Other interested members may call the Alumni Association toll-free at 1-877-ISU-ALUM.

PETER PAN PACKAGE (ticket and meal)
$38 adult / $20 children 18 & under, ISU students

PRE-SHOW BUFFET ONLY (does not include tickets)
$14 adults / $10 children 18 & under, ISU students

Gearing up for March Madness

Last year, the ISU Alumni Association hosted a record-number 13 basketball spirit rallies in 18 days for 20,000 fans as the Cyclones advanced in the Big XII and NCAA tournaments. This year, we hope to break that record!

Mark your calendars now for the women's Big XII Tournament spirit rallies March 6-10 and the men's spirit rallies March 8-11 in Kansas City. Women's rallies are held at the Conference Center near Municipal Auditorium, and the men's rallies are held at the American Royal complex adjacent to Kemper Arena.

As the Cyclones advance in the NCAA tournament, the Alumni Association will sponsor spirit rallies in the tournament cities. The men's tournament starts March 15; the women's tournament begins March 16. For details, visit our Web site after the NCAA Tournament brackets are announced.

Web link www.isualum.org/events

ISU Alumni Association President Jeff Johnson addresses fans at last year's Big XII rallies.

Alumni Association news in brief

Family of the Year Society

It's been 30 years since the first Family of the Year was chosen at Iowa State, and the Alumni Association – sponsor of the award – celebrated the milestone in grand style.

During Family Weekend Oct. 7, former Parents and Family of the Year recipients were officially inducted into the newly formed Family of the Year Society in a ceremony at the Iowa State Center. More than 85 family members from 16 families returned for the event.

"In celebration of the university's theme of 'Strengthening Families to Become the Best,' we thought it was only appropriate to honor all current ISU families for the year 2000," said Julie Larson, Alumni Association director of career and student programs.

Jim and Judy Hopson were inducted as honorary members of the Family of the Year Society. Jim worked for the Alumni Association from 1979 until his retirement in 1999. Twenty of those years were spent as the Association's sixth executive director.

Alumni directory experiences delays

The long-awaited year 2000 edition of the ISU Alumni Directory finally arrived in the hands of all purchasers in October – several months past its expected delivery date.

The ISU Alumni Association-sponsored directory project ran into problems in June and July, the months that the directory was scheduled to be delivered. The publisher, Publishing Concepts, L.P., of Dallas, Texas, experienced production problems with both the print and CD-ROM directories. These problems pushed the completion and mailing dates back on several occasions.

We apologize to you if you were one of the 8,500+ directory purchasers. Please accept our sincerest regrets for any inconvenience we caused you, and we hope you're pleased with the end product.

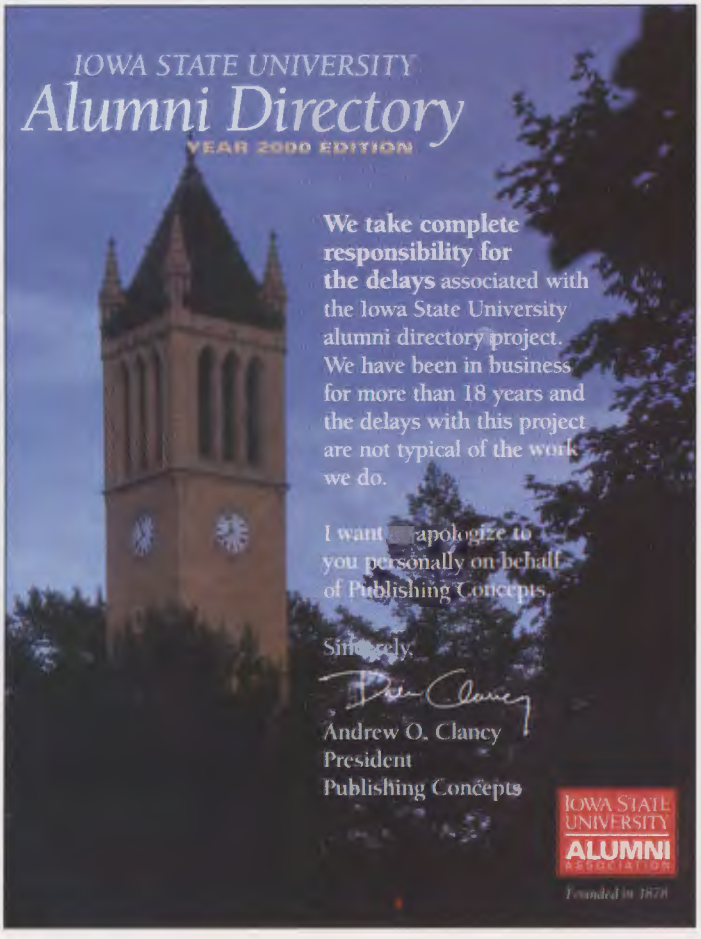
ISU Foundation names Association fundraiser

Chris Ihle, a May 1998 ISU graduate, is a new director of development for special projects for the ISU Foundation. One of his assignments is the ISU Alumni Association's major gift fundraising.

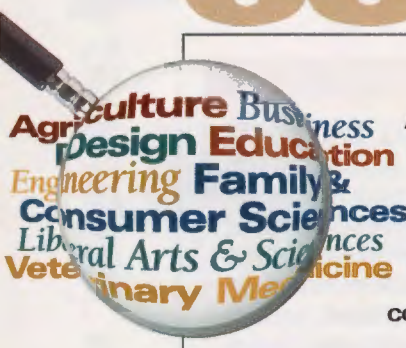
Ihle, a sports management major, has been director of special events for Special Olympics Iowa since 1998. At Iowa State, he will be charged with establishing a $6 to $8 million endowment to assist the Association in its efforts to secure funding for current and future programs and services.

The ISU Alumni Association congratulates Cyclone Head Football Coach Dan McCarney and the 2000 football team on an outstanding year! Watch for bowl coverage in the Spring 2001 issue of VISIONS.

Oh, yeah!



college focus:



As Iowa State University celebrates its commitment to "Strengthening Families to Become the Best" with a year-long program of community visits, lectures, and special events, each college is also contributing to the celebration. Through teaching and research, workshops, and service, each college is touching the lives of families in Iowa and beyond. Web link www.fcs.iastate.edu/families

Family & Consumer Sciences

Teens, TV, and talk

When parents talk about nutrition and exercise, do adolescents listen? How does the information they provide compete with the information from other sources, such as television?

An interdisciplinary team of researchers led by family and consumer sciences faculty members Mary Lynn Damhorst, Cheryl Hausafus, Grace Marquis, and Cheryll Reitmeier are looking into it.

Last summer, the research team collected data from 22 families with junior-high-age adolescents. They looked at nutrition and exercise beliefs and behaviors, dietary composition, body satisfaction, and media use and attitudes. They found that family life and media use seem to be intricately connected. Moms who are more open communicators with their kids have kids who watch TV less, and the kids who watch TV less have more positive attitudes about good nutrition than do kids who watch TV more," said Damhorst.

The researchers are using this preliminary data to propose a larger study that will examine the effect of family and mass media on early adolescents' beliefs, attitudes, and behaviors concerning food choices and exercise.

Liberal Arts & Sciences

Nowhere to Grow

Popular culture shows runaway teenagers on the street in big cities: New York, Los Angeles, Chicago. A study by two ISU researchers at the Center for Family Research in Rural Mental Health says the problem also exists on the streets of smaller, Midwestern cities.

Les Whitbeck and Dan Hoyt, professors of sociology, interviewed 602 runaways and 201 of their parents/caretakers for their book *Nowhere to Grow*.

"The reality is that a fair portion [of runaways] are coming from small towns, not just urban areas," said Hoyt. "Kids are running, and they are running for good reasons."

One of those reasons is violence. The research showed a disturbing family portrait as the teens ran from troubled, often violent homes.

"The level of violence that the parents admitted to was surprising," Whitbeck said. "Even if we threw out what the kids said about their home lives and just went by what the parents reported, you would still see highly victimized kids."

Once a kid leaves home, life doesn't get any easier. Many report being beaten, robbed, or raped. The teens experience high levels of depression, post-traumatic stress disorder, suicidal behaviors, and other problems.

"In order to survive on the streets, the kids become involved in deviant behaviors, and it's probably a good bet that they will become chronic offenders," Whitbeck said.

The two sociologists are now studying what happens next to those runaways. "Hopefully we'll find out what kinds of things help kids get off the streets and back into the mainstream, what differentiates them from kids who keep being victimized," Hoyt said.

Business

All in the family

Family businesses account for about 70 percent of Iowa's small and medium-sized businesses, according to one conservative estimate. These businesses face unique challenges and issues as family members struggle to live and work together.

In an effort to provide Iowa's family businesses with the opportunities to learn from and connect with each other, ISU's Small Business Development Center has partnered with LaMair-Mulock-Condon, MassMutual, RSM McGladrey, and Wells Fargo to provide assistance to family members managing Iowa companies.

Through quarterly workshops, forum participants have the opportunity to hear local and national speakers and participate in interactive discussions on topics including conflict resolution, communication, estate planning, and more.

Recently, the forum expanded its services to include a yearly membership program, which includes no-cost family business consulting, semi-private meetings with speakers, and family business research.

Agriculture

The significance of siblings

Do siblings who don't get along as children continue to have conflicts into adulthood? Not necessarily. Recent research by Katherine Conger, a research scientist with the Institute for Social and Behavioral Research, suggests that sibling relationships may improve in late adolescence and early adulthood. In contrast to the hostility they often express in childhood, adolescents reported increasing warmth and support as they grew older. These findings are important, because adult siblings may have to work cooperatively in making decisions about their aging parent's health and living situations.

Conger also found that supportive

Strengthening families to become the best

older siblings buffered younger brothers and sisters against poor parenting. On the other hand, hostile sibling relationships could increase the negative effects of poor parenting, leading to adjustment problems such as depression, antisocial attitudes, and poor self-esteem.

The data for this research comes from the Iowa Youth and Families Project and the Family Transitions Project funded in part by the Iowa State University Agriculture and Home Economics Experiment Station and the National Institute of Mental Health.

Design

Constructing a home

Building a Habitat for Humanity house has become a new Homecoming tradition for ISU student groups, with up to 500 students participating in the building project each year for the past three years.

This year, Mark Stankard, assistant professor of architecture, designed the Habitat for Humanity house for a single father and his two young children. The unique home design was based on the triangular shape of the lot and the proximity of railroad tracks. Stankard said the "non-conforming" lot had never held a building. Its small size, he said, worked well for a compact, two-story home. "It visually fits in with its neighbors with its white vinyl siding, asphalt roofing at a typical slope, vinyl framed windows, and a little roof over the front entry."

The home's future owner is earning "sweat equity" by working side-by-side with other Habitat volunteers on his own house and other Habitat homes. He will purchase the home with a no-interest mortgage from Story County Habitat for Humanity.

Web link www.fcs.edu/families/events/blitzbuild

Education

Parents: Encourage your kids to exercise

In the age of television and Nintendo, children are becoming increasingly inactive physically. Greg Welk, assistant professor of health and human performance, conducts research on the promotion of physical activity in children. He has recently focused his efforts on the importance of family involvement in helping to keep kids active, fit, and healthy.

Children should be accumulating 60 minutes of physical activity every day, and Welk says many parents assume they are getting enough exercise in school. But this generally isn't the case, and parents have to prioritize physical activity at the same level as academic home work.

It's important for parents to serve as positive role models, Welk says, but they must take their parental responsibility a step further. They must verbally encourage their children's physical activities, facilitate the activities by providing equipment and transportation, and become involved in hands-on activities with their kids.

One of the most important things parents can do is set limits on inactive pursuits, such as television and computer games. "TV and video games are attractive," Welk says. "It's a tough sell, getting kids to play outside." But by restricting time periods of inactivity, children will find ways to become more active.

Engineering

A monumental project

Leave it to engineers to take the food pyramid literally.

Building on a familiar idea, the College of Engineering recently turned a food drive into an actual structure, stacking canned and boxed goods in the shape of a pyramid. The collection took shape on the second floor of Marston Hall as part of E-Week 2000 activities.

Alyssa Armbrecht, a chemical engineering and food science double major, organized the food drive.

"We want this to become a legacy that goes on year after year," she said. "It's always good to give back."

This pyramid, however, did not become a monument for the ages. At the end of E-Week, the items were donated to local food pantries.

Veterinary Medicine

Saying goodbye to a pet

Marvin the cat is old, sick, and nearing the end of his life. His owners have raised him since he was a kitten and consider him a part of the family. Marvin's impending death will have a profound effect on everyone who loves him.

The College of Veterinary Medicine understands the grief Marvin's family will experience. The college has established a Pet Loss Support Hotline to provide a source of emotional support for anyone who has lost or is anticipating the loss of a pet. Funded entirely by charitable donations and staffed primarily by ISU veterinary students and local volunteers, the hotline staff provides an impartial, non-judgmental forum for callers to discuss their feelings and concerns.

Staff members are trained to understand the grieving process, and they are able to provide options for families who are weighing difficult decisions as they anticipate the loss of an animal friend.

For more information, call the Pet Loss Support Hotline toll-free 888-478-7574.

Web link www.vetmed.iastate.edu/support

Celebrating Campaign Destiny

It ended where it began: Hilton Coliseum.

Four years after its official announcement at the 1996 Order of the Knoll celebration in Hilton, Campaign Destiny: To Become the Best celebrated one last time at the Order of the Knoll fall gala in October.

Highlighting the event was the announcement of a new $1,000 Campaign Destiny Scholarship, presented to Crystal Castro, a freshman in materials science and engineering from Sioux Rapids. The scholarship was established in honor of the donors who made Campaign Destiny the most successful fund-raising campaign in Iowa State history. Donors contributed nearly $104 million for scholarship programs during the campaign, which raised more than $458 million toward projects advancing Iowa State's aspiration to become the nation's best land-grant university.

The Order of the Knoll Fall Gala is a grand ending for the most successful fund-raising campaign in ISU history.

The evening also included the presentation of the Order of the Knoll awards recognizing exceptional philanthropic and volunteer achievements. The 2000 Order of the Knoll honorees were:

- **Roger Underwood '80,** Ames, Young Alumni Award for exemplary service to community and dedication to Iowa State.
- **Steven E. Zumbach '73,** Ph.D. '80, West Des Moines, Cardinal and Gold Award for long-term service through creative leadership and community interaction.
- **Maytag Corporation Foundation,** Corporate/Foundation Award in recognition of distinguished partnership and unparalleled support.
- **Barbara Raeder Palmer '46 and James R. Palmer '44,** State College, Penn., Campanile Award for exemplary philanthropy and outstanding dedication. ■

Foundation Board of Directors Chair Arend Sandbulte, left, with Order of the Knoll awardees Barbara and James Palmer, Roger Underwood, Janis Cooper (for the Maytag Corporation Foundation), and Steven Zumbach.

Crystal Castro, center, with her mother, Martha Castro, and ISU interim President Richard Seagrave.

JIM HEEMSTRA

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by Mike Krapfl

Off on the right foot

Nicole Wilcox, four ice packs strapped to her legs, shuffled over to her teammates.

Katie Antongiovanni and Ali Sullivan, two leaders of the Cyclone women's soccer team, know what it's like to be a walking glacier. They know sore legs. They know Coach Stephanie Gabbert's practices. They know preparations for road trips to Texas. So they hardly noticed their freshman teammate, a player from Washington state who's already been named a Big 12 Player of the Week, hobbling over. They kept on talking about their team's recent successes.

First-year soccer coach Stephanie Gabbert and her young team are tough, aggressive, and physical.

They were saying their new coach likes the Cyclones to be physical. And in soccer, explained Antongiovanni, the Big 12's 1999 Freshman of the Year, that means contact, like basketball players under the boards.

"It means being strong," said Sullivan, noting that their coach sometimes tells the Cyclones to outfoul their opponents. "That helps control the game," said the academic first-teamer from San Diego. "It makes players look over their shoulder when they have the ball."

These Cyclones are making lots of opponents look over their shoulders. After just six years of fielding a women's soccer team, the Cyclones are showing some strength.

They beat the Hawkeyes again this year. They beat Georgia down in Athens, ending the Bulldogs' home, non-conference winning streak at 23 games. They're attracting players like Antongiovanni, who's from Bakersfield, Calif., and who won the "Golden Boot" award at last summer's national club championships. They broke into 1999's national rankings and upset then-No. 10 Texas A&M at the '99 Big 12 tourney. Their goal for 2000 was seven wins against Big 12 teams. They're attracting fans to a new soccer stadium on the east edge of campus. They convinced the Hawkeyes' successful coach to leave Iowa City for Ames.

So the Cyclones are feeling like they can compete.

"We have a lot of determination," said Wilcox.

COACH GABBERT wears a ring that says she was a 1989 soccer All-American

JIM HEEMSTRA

What a kick: Katie Antongiovanni, Ali Sullivan, Coach Stephanie Gabbert, and Nicole Wilcox.

for the University of Missouri-St. Louis.

She's been playing the game since she was about 8. She played with the boys in her neighborhood near St. Louis. She played with local soccer clubs and in high school. She started her college career at the University of Central Florida before finishing back in St. Louis.

"I was a pretty aggressive player," Gabbert said before practice one afternoon. "I was a midfielder, an organizer on the team. I usually had more assists than goals."

She started coaching at Northeast Missouri State (now Truman State), then moved to Wisconsin to study law. But the University of Wisconsin needed an assistant soccer coach, so Gabbert ended up on the sidelines rather than in moot court. She assisted in Madison for a few years, until she was hired to begin a soccer program at Iowa.

In three seasons, she had the Hawkeyes up to third in the Big 10. She was even named the conference's Coach of the Year.

"It was satisfying when the team finished third," Gabbert said. "We had gone so far, so quickly."

So why leave?

Well, Gabbert said, the facilities weren't what she would have liked. There were also budget issues. That made it tougher to recruit and to compete. "I thought that given those things, I took the team as far as I could."

So when the Iowa State job came open, Gabbert was willing to listen. Former Athletic Director Gene Smith made it clear the university cared about the program. And the growing soccer facility next to the Lied Recreation Athletic Center said even more. "Facilities are a real big element in terms of how you project where that sport is within a department," Gabbert said. "You can't get a much better commitment than a facility that's one of the best in the conference."

Sure, she said, some schools have bigger stadiums. But Iowa State's field of play is one of the best in the league.

So she moved to Ames last February and started working with her team. It's a young one, starting four freshmen and five sophomores. But it continues to grow.

"We're playing better every game right now," Gabbert said. "I demand a lot out of them. We're working hard, defending well, being aggressive, and playing physical. Part of our style is to outwork the teams we play."

IT WAS A WARM September afternoon. The soccer team, the day before a weekend trip to play Kansas and Missouri, tuned its game. With the goals set close to shorten the field and speed up the action, the team played a mini-game with lots of passing, lots of running, lots of sweating.

To the south, Hilton Coliseum and C.Y. Stephens Auditorium made an impressive backdrop. But it sure wasn't California.

So why was Antongiovanni, an 18-year-old sophomore, down on that field? Why wasn't she playing closer to her Bakersfield roots? Why a Cyclone?

A former teammate from home played for the Cyclones, she said. Their club coach thought Iowa State would also be a good place for Antongiovanni. At first, she was reluctant. But she looked around Iowa State and saw a different kind of place. And she liked that.

"That's why I came here," Antongiovanni said. "I didn't want to stay anywhere in California. I felt it would be all the same experience: playing with the same girls and the same atmosphere. I wanted a whole new experience."

Now she's the one pictured on the Cyclones' schedule cards. She's shown hustling down the field in her cardinal uniform with the white stripe down the middle. The ball is on her left foot. Her shin guards look like they've been tested. Her face says Cyclone soccer is a tough, hard-breathing sport.

"Oh my gosh," Antongiovanni said, "my mom calls weekly and wants to get more of those. She calls them my business cards."

The business at hand is keeping the shots – and the Cyclones' young soccer program – on target. Gabbert, Antongiovanni, and the other team leaders are confident that will happen.

"It's a good time to jump on the bandwagon," said the coach, "if you're not already there." ■

— Mike Krapfl writes for The Tribune in Ames.

Sports Shorts

Van De Velde named Iowa State Athletic Director

Bruce Van De Velde, former senior associate athletic director at the University of Oklahoma, Norman, has been named Iowa State's director of intercollegiate athletics.

"Bruce Van De Velde's demonstrated leadership, impressive accomplishments, and enthusiasm for Iowa State University certainly convinced us that he is the right person to direct our athletic program," said ISU Interim President Richard Seagrave.

In addition to University of Oklahoma, Van De Velde has served in athletic administration at Utah State University, University of Missouri-Columbia; Kansas State University, Tulane University, and the University of Iowa. He received a B.S. in physical education from Iowa State in 1981 and a master's degree in physical education from the University of Iowa in 1991.

Van De Velde succeeds Gene Smith, who left Iowa State in August to become athletic director at Arizona State University. Elaine Hieber, senior associate athletics director and senior women's administrator, has served as interim director of athletics.

Kindler to lead gymnastics team

Kathie "K.J." Kindler has been named head coach of the ISU gymnastics team. Kindler, who was assistant coach for the past eight years, helped guide the 2000 Cyclones to the Big 12 Conference title and an eighth-place finish is ISU's first-ever NCAA Championship appearance.

The 1992 Iowa State grad was a three-time NCAA regional qualifier and all-conference performer for the Cyclones.

calendar

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. For Cyclone sports schedules, go to http://cyclones.fansonly.com/.

January

5 **Regents Universities Iowa Job Fair**

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

18 Moscow Festival Ballet: *Don Quixote*

20-21 ISU Madrigal Dinners

26 Alumni Association-sponsored Women's Letterwinners reception

27 Women's Letterwinners brunch and ceremony

27 **Alumni Association Board of Directors winter meeting**

30 ISU "Strengthening Families" community visit in Oskaloosa

February

1 "Strengthening Families" lecture: Michael Dyson, "African Americans in Popular Culture"

5 "Strengthening Families" lecture: Betty DeGeneres, "Just a Mom"

5-10 ISU Week in Arizona

7 *The Diary of Anne Frank*, Stephens

7 "Strengthening Families" lecture: James Garbarino, "Lost Boys: Why Our Sons Turn Violent and How We Can Save Them"

8 "Strengthening Families" lecture: Lovell Jones, "Diet, Hormones, Ethnicity, and Breast Cancer"

11 Russian National Orchestra, Stephens

15 ISU "Strengthening Families" community visit in Sac City

18 University Band and Symphonic Band in concert, Stephens

23 ISU Symphony Orchestra in concert, Martha-Ellen Tye Recital Hall

23 *Show Boat*, Stephens

March

2 *Peter Pan*, Stephens (Association members' event at Iowa State Center)

3 ISU Family Concert, Martha-Ellen Tye Recital Hall

6-10 **Women's Basketball Big XII Tournament spirit rallies**

8 World Dance: August Rising, China Theater of Beijing, Stephens

8-11 **Men's Basketball Big XII Tournament spirit rallies**

12-16 Spring Break

22 "Strengthening Families" lecture: Vonnie C. McLoyd, "Family Diversity"

23 *Chicago* – The Musical, Stephens

25 Iowa State Singers in concert, Martha-Ellen Tye Recital Hall

26 ISU "Strengthening Families" community visit, Buffalo Center

27 "Strengthening Families" lecture: Rand Conger, "Emerging Families"

29 "Strengthening Families" lecture: Joe Bertolino & Bil Leipold, "When the Gays Move Into Mr. Roger's Neighborhood"

30 BeauSoleil's 25th Anniversary Tour, Stephens

Upcoming Alumni Association Events

May 18 Board of Directors meeting, Alumni Association annual meeting, and 2nd annual Cardinal & Gold Dinner and Recognition

June 7-9 Alumni Days

Alumni Association 2001 Travel Tours

Jan. 19-28 Galapagos SOLD OUT

Feb. 1-11 Legends of the Nile SOLD OUT

Feb. 14-24 Panama Canal SOLD OUT

March 27-April 3 Paris

April 3-11 Alumni College: Provence

April 16-30 European Capitals by Rail

April 17-May 4 China's Yangtse River

May 2-16 European Capitals by Rail SOLD OUT

May 3-14 Portugal and Spain

May 14-28 European Capitals by Rail SOLD OUT

June 11-19 Alumni College: Austria

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

June 27-July 11 Elbe River

July 18-Aug. 11 North Pole

July 19-Aug. 3 Holland to Hungary

July 23-30 Alaskan Cruise

July 23-Aug. 4 Alaskan Wilderness and Cruise

July 24-Aug. 4 Classic Scandinavia

July 29-Aug. 6 Village Life in Wales

July 31-Aug. 14 Europe's Grand Passage

Aug. 15-23 Alumni College: Scotland

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

Oct. 21-29 Alumni College: Tuscany

Order of the Knoll
A Means to Achieve

Students not only benefitted tremendously from the money raised by Campaign Destiny, they also played a key role in the organization and presentation of the ISU Foundation's Order of the Knoll Fall Gala, which shined the spotlight on five donors for exceptional philanthropic and community leadership. Receiving the 2000 Order of the Knoll awards were Roger Underwood '80, Young Alumni Award; Steven Zumbach '73/PhD '80, Cardinal and Gold Award; Maytag Corporation Foundation represented by Janis Cooper, Corporate/Foundation Award; Barbara '46 and James Palmer '44, Campanile Award.

Steven Zumbach

Janis Cooper

Barbara R. and James Palmer

Roger Underwood

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