IOWA STATE UNIVERSITY

# VISIONS

March/April 2001

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

# LIVING & LEARNING at IOWA STATE

**Inside:** Cyclones make history at the Insight.com Bowl

by Carole Gieseke

# Bowled over

**It's 3 o'clock on Dec. 28,** and I'm at the entrance of the Bank One Ballpark in the middle of a huge pregame party co-sponsored by the ISU Alumni Association and Athletic Department.

It's so sunny I can't see and so crowded I can't walk. The ISU Marching Band has just finished playing about two feet from where I'm standing, and my ears are still ringing.

I am surrounded here by the happiest, goofiest people I've ever seen: people who have spent days traveling in rented vans or spent thousands of dollars for plane fare and hotel rooms to come to Phoenix, Ariz. to cheer for the Cyclones in their first bowl game appearance in 22 years.

It occurs to me as I stand here that this entire city is filled with happy, goofy Iowa State fans. I don't know how many live here and how many have come here from the snowy Midwestern hinterlands, but they are everywhere and they are having fun. Thousands of them are right here at the official pregame party; hundreds more are across the street at a funkier, messier, parking-lot tailgate party that began about 8 a.m. There are busloads, vanloads, and planes-full of Cyclone fans everywhere, but no Pittsburgh fans in sight. Strange, because I'm thinking the weather is about as crappy in Pittsburgh as it is in Iowa right now.

It's hard to believe that three days ago I was in Kansas City celebrating Christmas with my family and that two days ago I was back in Ames. For me, the journey really began when my alarm went off at 3 a.m. on Dec. 26. By 8 a.m., after a chaotic airport experience, I was on a charter flight to Phoenix. Goodbye wind chill, hello sunshine.

Was that just two days ago?

This is my first trip to Phoenix, and I've now been here for 53 hours. During that time, I've held signs, carried photo equipment, interviewed alumni, stalked golfers, asked questions, answered questions, waited for elevators, stuck stickers, and worn the obligatory uniform of the ISU Alumni Association.

I've drunk a lot of coffee.

Last night was the biggest ISU spirit rally I've ever seen – it made a Big 12 rally look like a Tupperware party. It completely took over downtown Phoenix. It was nuts. And today … well, today is THE day. Game day. We're all out here wearing our official game day T-shirts.

You can probably see us from space.

In a few hours, ISU fans will be more than 20,000 strong inside Bank One Ballpark, the baseball stadium for the Arizona Diamondbacks. This is the first time a football game has ever been played here, and I must admit that when I went inside for a tour earlier I was pretty impressed. It's got a roof that opens and closes (not, I'm told, to keep out the rain or cold but rather to keep out the Arizona heat), a restaurant that overlooks the field, and, strangely, a swimming pool.

As a member of the working press (a designation with which I'm not entirely comfortable in the sports environment), I will have access to the press box and the sidelines. This makes me feel more important than I really am, and I am enjoying the fact that I have an official Insight.com Bowl media pass hanging around my neck. I am being treated with an unearned degree of respect, but I am not complaining.

Inside the press box, there will be real, working sports writers and broadcasters. I will be clearly outclassed. I will gather the media information, use the official Insight.com Bowl bathroom, and watch the game instead from an upper-level seat where I will pray silently that I will not be fallen on, spilled on, or thrown up on by jubilant Cyclone fans who have been celebrating since 8 a.m. in the parking lot across the street.

But I am getting ahead of myself. I am still at the pregame party, people are still happily streaming in, and I am wondering if I am getting a tan.

This is Phoenix, after all. ■

See page 10 for more bowl coverage, and visit the Alumni Association Web site at www.isualum.org.

ILLUSTRATION: BUCK JONES

IOWA STATE UNIVERSITY
# VISIONS
FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

March/April 2001
Volume 14 No.1

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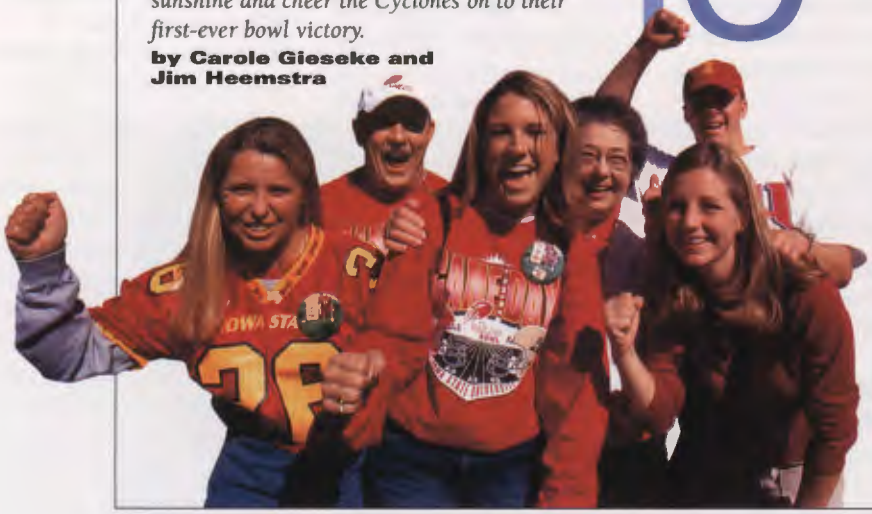

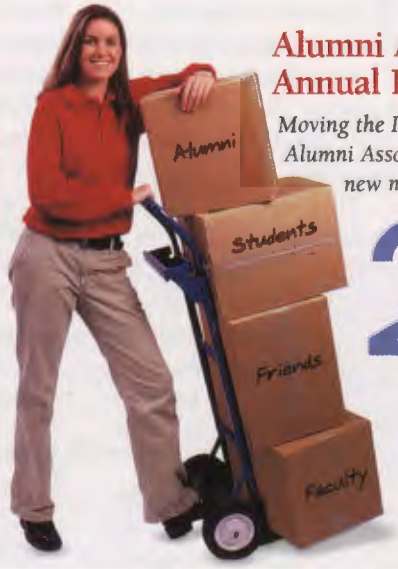


### Alumni Association Annual Report

*Moving the Iowa State University Alumni Association into the new millennium.*

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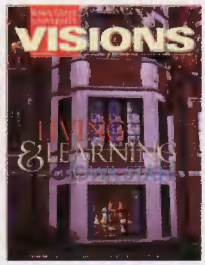


**On the cover:**
*Living on campus is intrinsically intertwined with a student's academic experience, and ISU is recognized as a national leader in learning community initiatives. Photo illustration by Jim Heemstra and Scott Thornton.*

Printed with soy ink on recycled and recyclable paper.

# 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.

## Sustainable ag: A journey

Thank you for your excellent feature on sustainable agriculture ("Sustainable agriculture: A journey," *January/February 2001*) and the contributions being made by Iowa State.

There is one point that I would disagree with. Prof. Mark Honeyman said, "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." This quote comes shortly after the statement that 62 percent of Iowa corn is fed to livestock.

*As for social acceptability, global hunger and overpopulation also call for a more efficient and egalitarian use of resources.*

In general, the majority of land, water, oil, and chemicals used for farming in the United States goes to meat production. It takes four pounds of grain to produce one pound of pork. This represents a huge, unnecessary waste of scarce and expensive resources, with associated environmental damage. Hog production, and meat production in general, is far from "environmentally benign." In fact, the biggest positive effect that an individual can have on the environment is to move toward a more plant-based diet.

As for social acceptability, global hunger and overpopulation also call for a more efficient and egalitarian use of resources.

— Chuck Lerch, '93
Portland, Maine

Considering that many people and public and private institutions have invested so much of themselves into traditional agricultural practices, it impresses me as very bold that ISU, the Leopold Center, and others mentioned in the article have acted to recognize the shortcomings of those practices and to suggest the need for changes. However, it seems from this article and what I have read elsewhere that the environmental degradation and limited resources compel us to make such changes. It makes me very proud to know that ISU has tapped and blended such diverse resources of knowledge, academic and otherwise, toward such great vision for the future of agriculture in this land so blessed.

— Johnson E. Maxey, '83
Takoma Park, Maryland

Your article on Bear Creek was fantastic. A big thanks goes to Ron Risdal. Without his wanting to proceed, such a vision would never had even started.

— Stephen Lalley, '80
Everett, Washington

## What a kick

In 1978, I arrived on campus with a new-found love for the sport of soccer. I read the story on the ISU women's soccer team ("Off on the right foot," *January/February 2001*) with great interest. I know I wasn't very good, but I loved to play soccer in the ISU intramural sports program. The best my team ever played was to win the championship of the lowest skill bracket. "The best of the worst" is what we named our team.

Years ago, I made a commitment that I would do whatever I could to promote the sport of soccer. I played for 20 years, ending my playing days in 1998.

In 1992, I became a soccer referee. I referee in four different national soccer programs. I am also a referee instructor for three of the programs.

I referee at one of the country's other ISUs – Idaho State University. I don't get the opportunity to visit Iowa State during soccer season, but if the ISU team is travelling through southeast Idaho in the future, I would love to referee a good game with more than one Cyclone on the field.

— Jeffrey O. Brower, '82
Idaho Falls, Idaho

## How old is vintage?

The article in the September/October 2000 issue of VISIONS ("ISU consolidates food service") mentioned the "vintage" food service consisting of a chocolate chip cookie and meat loaf. We thought we were "vintage," both having graduated in 1954. I guess not though, because in the early '50s, I was a waiter in Oak and Elm Halls, where the girls were served full-course dinners, complete with linen tablecloths and napkins. Vintage must be older than that. Oh, for the good old days!!!

I mentioned "we" because my wife and I met while I was waiting tables in her dorm, Elm. We were married a year and a half ago.

— Woody Brown, '54
Daphne (Frane) Brown, '54
East Moline, Illinois

## Photographers of ISU

I enjoyed your September/October issue, especially the photos ("The

Photographers of Iowa State"). However, I'm disappointed that there were no pictures of people/students.

I was one of the photogs for the 1957 BOMB, and one of our goals was to include pictures of students in informal situations. We didn't succeed as much as we would have liked, but there were some interesting shots included.

Several years ago, I deposited the negatives and proof sheets of those shoots with the ISU library under my name; presumably, they are available. You might find them interesting.

— P.J. O'Connell, '56
Apache Junction, Arizona

## Changes at Reiman Gardens

*Editor's note: Iowa State officials say a proposed admission fee to Reiman Gardens will likely be implemented beginning this spring, due to the gardens' growth in size, complexity, and use. The gardens have doubled in size in the last year, and construction on a $10 million conservatory and butterfly house will begin this summer.*

I soon will be an Iowa State alum, and my family has given generously to the university. I had even discussed giving a charitable donation to Reiman Gardens in my grandfather's memory. I am no longer considering this. Why would alumni support the garden? I do not want to be charged to visit a place in honor of my family.

Directors for the garden justify admission, saying other schools have done similar practices. WHO CARES? This is Iowa State University, and I always thought the garden was a key feature to our land grant university. Also, it is an attraction for the entire city of Ames.

How would it be if admission were charged to visit Arlington Cemetery or the Vietnam Wall Memorial? The people making suggestions for admission ought to consider what Reiman Gardens means to Ames and our university, and not just think about how to exploit the gardens for profit.

I realize it is a wonderful park and garden. My family has enjoyed its beauty in the past often. But how much money does it need? The garden used to be for enjoyment, research, and education. Now it is a cash cow.

I think having a voluntary donation box in the garden is acceptable, but to charge admission is disgusting.

— Wendy McDermott
Senior in Liberal Studies
Ames, Iowa

*Correction:*
*Several readers wrote to point out an error in the alumni profile on Steven VanRoekel ("Amplifying Bill Gates," January/February 2001). The location of Microsoft headquarters is Redmond, not Redman, Wash.*

**The Companion Animal Fund**

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

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

Please indicate:
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**Please send notification of this gift to:**

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CITY STATE ZIP

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Donor's Name _____

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# Election 2000

## Turn-on or turn-off for young voters?

The Alumni Association's newest online service, e-polling, recently asked alumni what they thought the effect of the presidential election would be on young voters. An overwhelming majority (56 percent) thought the election would serve to energize young voters, resulting in a greater voter turnout. A much smaller number (27.2 percent) thought the election would cause cynicism and distrust in the political system, resulting in fewer young people voting. 16.2 percent thought the election would have no effect on young voter turnout.

To register your opinion on this month's e-poll, go to www.isualum.org. Click on the bulleted "online polling" on the home page to register your answer and then on "see results" to find out how other Iowa Staters have voted on this month's topic.

Here's what two Iowa State authorities thought: Steffen Schmidt ("Dr. Politics"), who teaches a 300-level political science course and hosts a call-in radio show, said that based on the reactions of students he spoke with, he believes the election had a very negative effect on young voters.

"Students have a very low threshold and tolerance for divisiveness. Politics have become too brutal. Only true believers and real committed partisans find it stimulating to reach this level of conflict. Other people are appalled, not reassured, by it. Our political parties are like a bad case of hemorrhoids that flare up when election season comes around; the election is a Preparation H that puts an end to pain and everybody goes home.

"Students and young people need political parties to show what they stand for – that do something positive and constructive – like building homes for Habitat for Humanity. Political parties need to show young people that they're about more than yelling, spin shows, and an army of overpaid lawyers."

Diane Bystrom, the director of ISU's Catt Center for Women and Politics, who organized debate watches for ISU honors students and taught an honors seminar on the campaign, believes the election had a positive effect on students. "It was a living civics lesson. Two things came out: the importance of voting, and the importance of voting correctly. I think young people emerged more knowledgeable and energized. They understand the Electoral College more, and they understand that one vote can make a difference.

"Also, I think the result of the election will be an increase in bipartisanship – and more governing from the center." ■

## Hixson Scholarships ensured for future Iowa Staters

A gift that began in 1995 as a $5 million gift from the Lied Foundation Trust, and named in honor of its sole trustee, Christina Hixson, has grown to a $15 million endowment. Created for Iowa high school students who have the potential to succeed in college but who face severe personal or financial hardships, the program can now support 345 full scholarships every year. Hixson scholars have higher cumulative GPA and retention and graduation rates than university and national averages. The Hixson Opportunity Awards program was a part of the President's Scholarship Campaign, which was a component of a five-year capital campaign, Campaign Destiny: To Become the Best. The scholarship campaign raised more than $100 million. ■

## Listen to WOI online

If you were a WOI radio fan when you were at Iowa State, you can now resume your listening. WOI, the central Iowa National Public Radio affiliate, is now Web streaming its broadcasts. To listen, go to http://www.woi.org. You'll need Windows Media Player, which can be downloaded from WOI's Web site. Future plans include developing an archival feature that will let listeners retrieve selected programs. ■

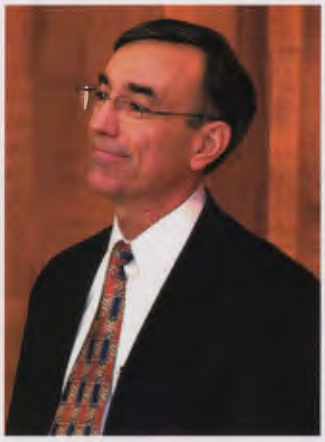
# Geoffroy chosen as next president of ISU

GREGORY L. GEOFFROY, SENIOR VICE PRESIDENT FOR ACADEMIC affairs and provost at the University of Maryland, College Park, has been named Iowa State University's 14th president. That announcement came Jan. 22, 2001, by Owen Newlin, president of the Board of Regents, State of Iowa.

"I'm delighted to have this opportunity to head this wonderful university," Geoffroy said following the announcement. Geoffroy succeeds Martin Jischke, who became president of Purdue University in August 2000.

Geoffroy (pronounced Jo-free) served for a short time as interim president of the University of Maryland, College Park. He has been that institution's senior vice president for academic affairs and provost since 1997. Prior to that, he served in several positions at Pennsylvania State University, University Park, from 1974 to 1989, including dean of the Eberley College of Science and professor and chair of chemistry. He has an extensive publication record in chemistry journals and is a member of the board of directors of the Association of Universities for Research in Astronomy. He was named a Fellow, American Association for the Advancement of Science, in 1991.

Geoffroy, 54, and three other finalists were interviewed on campus during the month of January. The other finalists included Sharon Stephens Brehm, provost and professor of psychology at Ohio University, Athens; Cora Bagley Marrett,



senior vice chancellor for academic affairs and provost at the University of Massachusetts, Amherst; and James L. Melsa, dean of the College of Engineering and professor of electrical and computer engineering, Iowa State University. A fifth finalist, Michael M. Crow, executive vice provost and professor of science policy and technology at Columbia University, New York, and former director of ISU's Institute for Physical Research and Technology, declined the interview.

The four participating finalists met with a variety of university administrative, faculty, staff, and student groups and in open forums. The Presidential Search and Screen Advisory Committee provided reports on each of the finalists to the Board of Regents, State of Iowa, following the campus visits.

VISIONS will profile ISU's 14th president, Gregory Geoffroy, in the July/August 2001 issue.

Geoffroy was also a finalist for the position of president of the University of Kentucky. He chose Iowa State over Kentucky, saying, "Both universities are fine universities. I just think that Iowa State is a better match with my background and interest. It's a great institution, and they have great science and technology."

A native of Honolulu, Hawaii, Geoffroy is married to Kathleen Carothers Geoffroy. They have four children, two of them graduates of Penn State and one who is a student at Penn State. A son, 16, is in high school.

Geoffroy's tentative starting date at Iowa State is July 1. Richard Seagrave, distinguished professor of chemical engineering, continues to serve as interim president until that time. ■

## Seagrave named Professor of the Year

RICHARD SEAGRAVE, ISU's interim president, has been named the 2000 Professor of the Year by the Carnegie Foundation for the Advancement of Teaching/Council for the Advancement and Support of Education Iowa. Professors of the Year are chosen for their impact on undergraduates, scholarly approach to teaching, and contributions to undergraduate education. Seagrave has served ISU in many capacities since he began in 1966 as an associate professor of chemical engineering. He has served as professor in charge of ISU's biomedical engineering program, chair of the chemical engineering department, interim director of the ISU Computation Center, and interim provost. ■

## Student athletes post higher graduation rates

IT MAY BE TIME TO START RETHINKING A FEW STEREOTYPES. A recent report by the National Collegiate Athletic Association revealed that student athletes on scholarships at Iowa's three state universities who enrolled as freshmen in 1993, graduated within six years at a higher rate than the student body as a whole and well above the national average. At Iowa State, 70 percent of athletes on scholarship graduated within six years, compared with 60 percent of their classmates, and compared with a 58 percent national average. ■

# oncampus

## Vandalized Petersen sculpture is restored

WORK TO REPAIR ONE OF THE FIGURES FROM CHRISTIAN Petersen's *Marriage Ring* sculpture, located in MacKay Hall, was completed early this year.

Last year, the smashed head of one of the figures was found in a wastebasket in LeBaron Hall. An ISU senior who has been convicted in the incident has been sentenced to pay an estimated $35,000 to repair the sculpture, plus five years on probation and 200 hours of community service. The sculpture was returned to MacKay in late January. ■

## Tippi's legacy

AN AMES COUPLE HAS ESTABLISHED A $1.5 MILLION trust fund with the ISU Veterinary Teaching Hospital, a portion of which will be used to pay for the treatment of injured and sick animals whose caregivers are on limited incomes. Donated by Kathleen and David Waggoner of Ames, the fund will be named in memory of Tippi, a Chihuahua who was the Waggoner family's companion for nearly 14 years and who was cared for at ISU's teaching hospital. Other uses of "Tippi's Good Samaritan Fund" include a scholarship for a senior veterinary student whose emphasis is small animal medicine, new equipment for the hospital's small animal clinic, and support of a staff position that would help pet owners with animal behavior issues. ■

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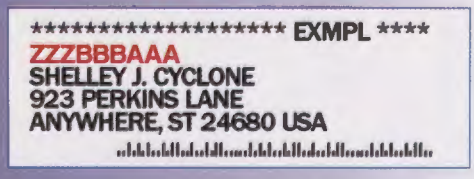


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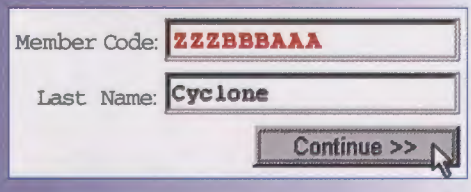


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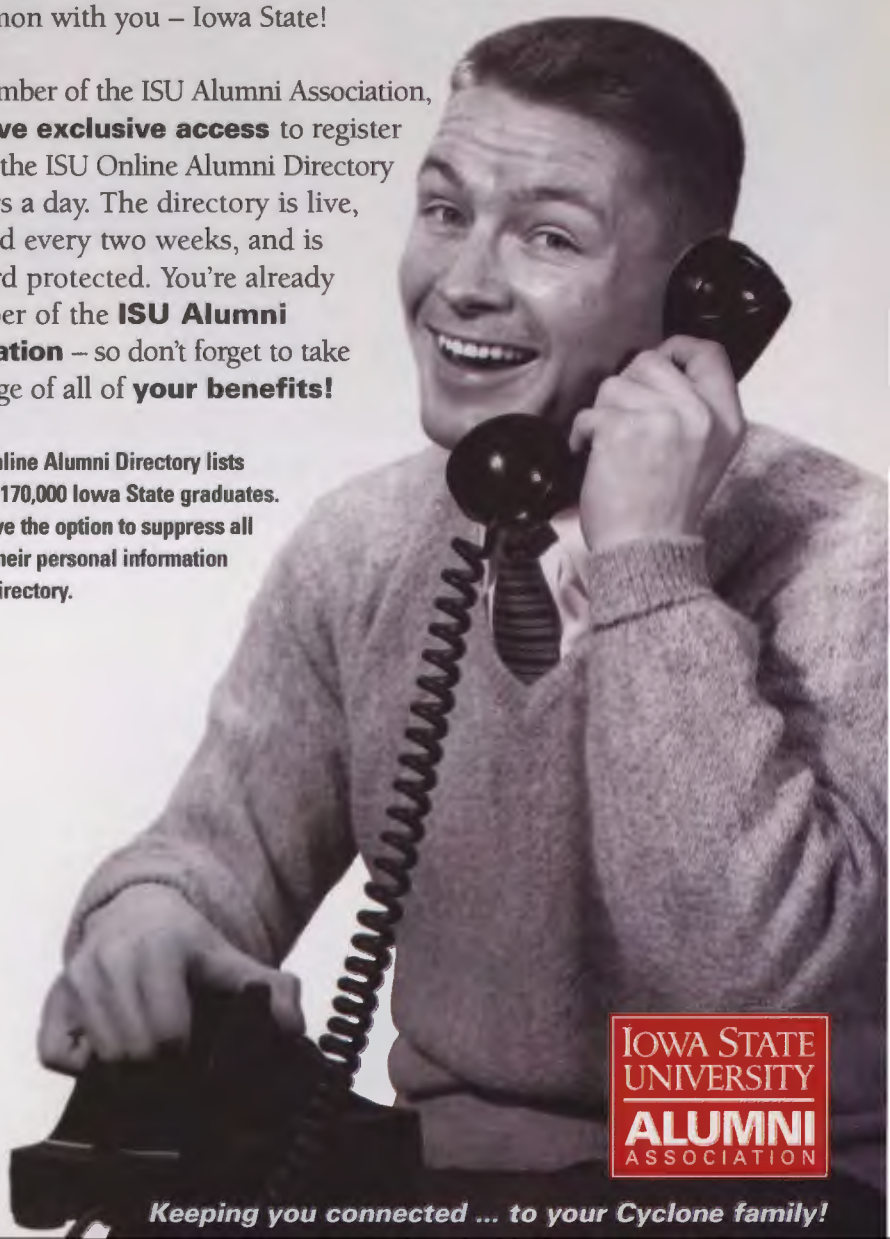


IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

*Keeping you connected ... to your Cyclone family!*

# 3 days

**More than 20,000 ISU fans savor the Phoenix sunshine and cheer the Cyclones on to their first-ever bowl victory**

BY CAROLE GIESEKE PHOTOS BY JIM HEEMSTRA

## DAY 1: TRAVEL

**5:30 a.m.** It's the day after Christmas. At the Des Moines International Airport, a flight to Chicago has been delayed, and the weather in Dallas is causing a huge backlog of travelers in the terminal where passengers for the ISU Alumni Association's charter are awaiting their 8 a.m. flight.

Not to worry. Despite the early hour, these travelers are straining at the leash, thrilled by the prospect of three days in sunny Phoenix and the opportunity to watch the Cyclones play in the Insight.com Bowl.

It's 13 degrees outside. Weather forecasters for the Phoenix area are calling for a high today of 64 degrees. And sunny.

These passengers are on their way to join more than 20,000 other ISU fans who make their way to Phoenix by plane, car, bus, and RV. Let the party begin.

**8:30 a.m.** On the plane, passengers are greeted by Jan Breitman, tour organizer for the Alumni Association, and Jamie Stensland, chair of the Association's Board of Directors. Stensland asks the 360 passengers how many were at the last bowl game the Cyclones played in 22 years ago. Not many hands go up.

When this Alumni Association charter left Des Moines at 8 a.m. Tuesday morning, it was 13 degrees. Arriving in Phoenix, it's around 60 degrees, and coats are packed away for the duration of the trip.

**10:45 a.m.** On the ground and in the buses, passengers wait for the 10-minute drive to the Hyatt Regency in downtown Phoenix where they will spend the next three days. Coats are shed. Sunglasses are donned.

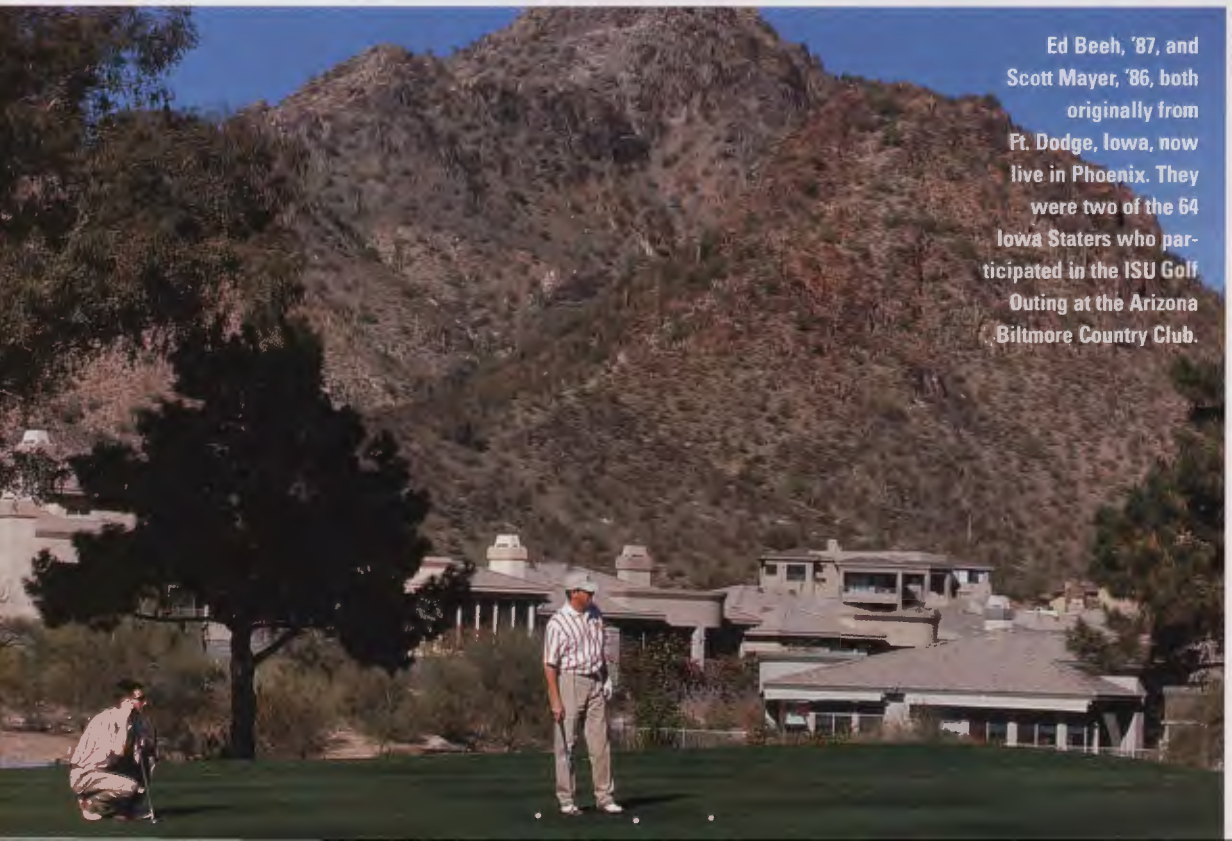
**2 p.m.** Iowans are basking in the Arizona sunshine. Today is at their leisure, and travelers shop, eat, golf, and swim. Later tonight, two more planeloads of Alumni Association charter passengers will arrive for a total of about 700 charter participants. In all, 22 charter flights are scheduled out of Des Moines en route to Phoenix. This hotel is one big cardinal-and-gold blur.

## DAY 2: THE SPIRIT RALLY

**7 a.m.** Iowans are heading out to enjoy the Arizona climate. Some are golfing. Others are taking tours to the Sonoran Desert, museums, botanical garden, and historical sites.

**12:30 p.m.** At the Arizona Biltmore Country Club, 64 Iowa Staters have just arrived for the ISU Golf Outing on the Links course. Mitch Burr, a former Iowa Stater who works at the course, organized the event. He says most of the golfers are alumni who came from Iowa for the bowl game. Some are parents of Cyclone football players; others are alumni who now live in the Phoenix area. And some are just along for the ride.

Golfers at the ISU Golf Outing at the Arizona Biltmore Country Club enjoy the warm Phoenix weather. They are, left to right: Phil Kennedy, Cedar Rapids; Steve Rank, Humboldt; David Erusha, '73, Cedar Rapids; and Josh Rank, '00, Cedar Rapids.



Ed Beeh, '87, and Scott Mayer, '86, both originally from Ft. Dodge, Iowa, now live in Phoenix. They were two of the 64 Iowa Staters who participated in the ISU Golf Outing at the Arizona Biltmore Country Club.

## ON NEW TURF

**JOSH CALVERT** is a full-time member of the Bank One Ballpark grounds crew, a decidedly behind-the-scenes job.

But let the Cyclones come to town to play in the baseball stadium's first-ever football game, and Calvert is suddenly the center of attention.

A longtime Cyclone fan and native Iowan, Calvert works day in and day out on the ballpark's field maintenance. Two days before the Insight.com Bowl, he's painting yard-line numbers on the newly laid turf. His buddies – the rest of the maintenance crew – tease him unmercifully as he poses for the camera.

"This guy really doesn't do a damn thing," jokes his supervisor.

Calvert is embarrassed, but clearly pleased that Iowa State will be playing on his field. "I called my parents in Ft. Dodge when I found out the bowl game was going to be here," he says.

# 3 days

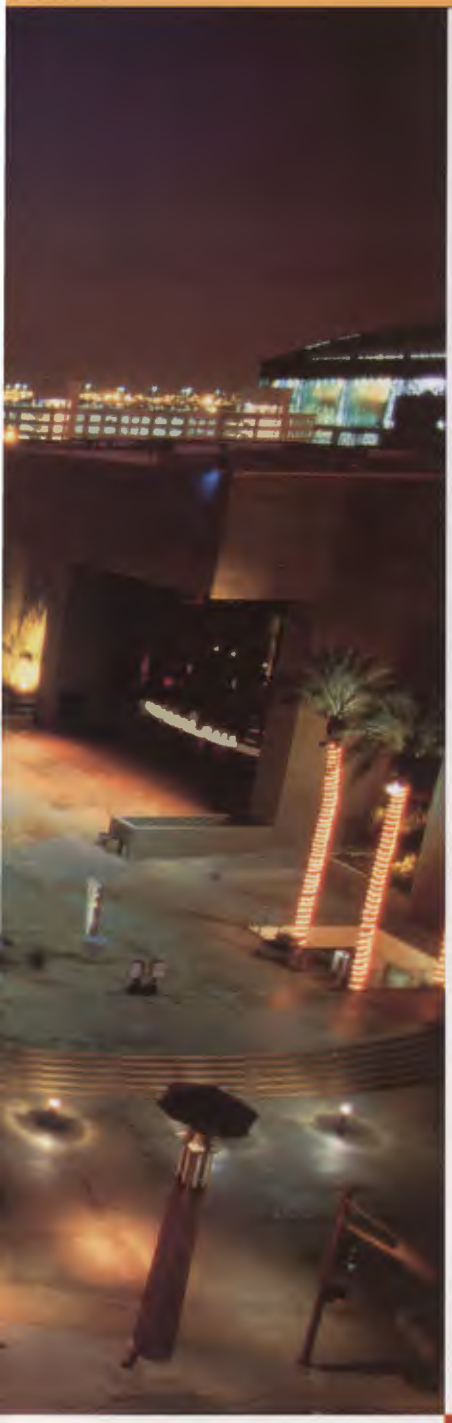
Symphony Hall Terrace in downtown Phoenix is the site of one of the biggest ISU spirit rallies in history. Fan estimates ranged from 6,500 to 10,000.

**4 p.m.** The ISU Marching Band has arrived in Phoenix. About 30 of them emerge from the same elevator car at the Hyatt Regency Hotel, all with instruments and broad smiles.

**6:15 p.m.** Symphony Hall Terrace, across the street from the Hyatt, is a sea of cardinal and gold. Crowd estimates range from 6,500 to 10,000. The spirit rally, jointly sponsored by the ISU Alumni Association and Athletic Department, is free, and Cyclone fans are eager to show support for ISU's first bowl appearance in 22 years.

Sharing the stage are Pete Taylor, master of ceremonies; Jeff Johnson, ISU Alumni Association president; Jamie Stensland, chair of the Alumni Association Board of Directors; first lady and Iowa Gov. Christie and Tom Vilsack; ISU Athletic Director Bruce Van De Velde (greeted by chants of "Bruuuuuuuce!"); interim ISU President Richard Seagrave; Iowa Board of Regents President Owen Newlin; Head Football Coach Dan McCarney; ISU Pep Band; cheer squad; and the entire ISU football team.

The team is pumped. The last time the Cyclones played in a bowl game, most of these guys weren't even born yet. Ryan Harklau, senior defensive lineman



## DAY 3: GAME DAY

**8 a.m.** This is the day they've all been waiting for. This is the reason they are here. It's game day, and these fans are ready to rumble.

**11:30 a.m.** The ISU Alumni Association and Athletic Department have teamed up again to sponsor a pregame party at Leinenkugel's Ballyard Brewery, located at the entrance to Bank One Ballpark. The event is advertised for a 12:30 p.m. start time, but there are people already waiting in line, ready to plunk down their $5.00 and get this party started.

There's Elizabeth Wood, Matt Beneke, Dave Thies, and Eric Paisley – three students and a recent grad – who have driven down for the game through sleet and freezing rain in Oklahoma and Texas. They are punchy and joking as they stand in line.

"We've spent way too much time in the car together," laughs Wood.

**1:15 p.m.** There are no Pittsburgh fans in sight. Only ISU fans. They are everywhere. Thousands of them – more than 3,000 of them by the end of the event – waiting in lines that stretch to both ends of the plaza.

Someone observes, "I'd hate to be a Pittsburgh fan here."

**2 p.m.** In a parking lot across the street, there's an "unofficial" tailgate party going on. "Who Let the Dogs Out?" is blaring from a sound system, and fans are shirtless, cooking on portable stoves, standing on top of RVs. It's a contrast with the well-behaved party across the street with its marching band music and pompons.

for the Cyclones, shouts, "Cyclone football is back, baby!" and the crowd goes wild. The whole place is vibrating.

Coach McCarney tells the crowd, "I wanted to go somewhere hot in December and win a bowl game." So do these fans.

Cyclone Head Coach Dan McCarney tells the crowd at the spirit rally: "I wanted to go somewhere hot in December and win a bowl game."

### FEEDING THE FANS

**TRICIA HOCRAFFER** couldn't be happier than to be in Phoenix, planning a party for 20,000-plus ISU fans.

The 1999 marketing and transportation logistics graduate from West Bend, Iowa, is the special events coordinator and accountant for Friday's Front Row restaurant located inside Bank One Ballpark.

She couldn't believe her luck when she learned that the Cyclones would be playing in the Insight.com Bowl.

"I have the whole staff rooting for Iowa State," Hocraffer said. "They're very excited for me."

Hocraffer plans all of the major parties and events hosted by Friday's Front Row. Events include private parties during each of the Arizona Diamondbacks' baseball games, holiday parties, fundraisers, and other sporting events. Half of the restaurant's 750 seats are located outside in the stadium, and two luxury boxes seat as many as 50 people for private parties.

Restaurant tickets for the Insight.com Bowl ranged from $30 for an inside seat to $70 for an outside seat, with $15 in food credit built into the price. An outdoor table for five on the Home Run Porch went for as high as $350.

Hocraffer reveled in the event. "There are so many people down here," she said. "This is great."

# 3 days

Fans wait in line for admittance to the official pregame party at Leinenkugel's Ballyard Brewery just outside Bank One Ballpark. The event drew 3,000 ISU fans.

## TODAY'S WEATHER: CYCLONE HITS PHOENIX

**SEAN MCLAUGHLIN** has the easiest job in the world: predicting the weather for Phoenix, Ariz. Really, how many times can you say, "Sunny and 70"?

McLaughlin is chief meteorologist for KPNX-TV, the NBC affiliate for Phoenix, where he has worked since 1992. A loyal Iowa State fan (he graduated in 1988 with a degree in journalism and mass communication), McLaughlin was ecstatic to learn that the Cyclones had been invited to the Insight.com Bowl game.

"I went live for KPNX and for WHO-TV in Des Moines on Dec. 22 when the team arrived in town," McLaughlin said. "I talked on-air about the small number of flights the three days leading up to the game on the Phoenix-based American West Airlines. CEO Bill Franke heard me on the air and added another flight for those three days … he told me how he heard me say his name on his bathroom television and it made him come out of the shower!"

During the days leading up to the bowl game, McLaughlin was ever-present. He gave his weather report live from the ISU spirit rally stage Wednesday night, interviewing Iowa Gov. Tom Vilsack on the air. The next night, he was chosen to theatrically open the roof of the Bank One Ballpark just prior to the game. And what did the open roof unveil? Mild temperatures and a blissfully clear Arizona sky.

McLaughlin said he was thrilled to be a part of the Iowa State bowl experience. "Standing there at mid-field and seeing that sea of red in my adopted home town was quite a moment – numbing and awesome all rolled into one!" he said. "But I'm even more proud of what people have said to me since the game, of how the merchants, bar owners, and hoteliers enjoyed the warmth and friendliness of the Iowa people. Everyone was so happy and fun to be around!"

One group of tailgaters paid $100 to park here and party. It took four parking slots to fit in the RV, they say. There are 16 people in the group, and nine of them rode for 26 hours in the RV. (The lucky ones flew.) The alumni, spouses, and siblings from Iowa, Indiana, Georgia, and Kentucky say they are looking forward to the game. Jennie Murphy, wife of Michael Murphy, '92, says, "We always said if the Cyclones ever played in a bowl game, we'd go."

**2:40 p.m.** The ISU Marching Band arrives, replacing the recorded band music with the real thing. The crowd is prodded, for what seems like the billionth time in three days, with the shouted question, "Isn't it great to be a Cyclone?" There is loud cheering. These fans never tire. It is warm, it is sunny, their team is at a bowl game, and it is, indeed, great to be a Cyclone.

The band dances off: "Whoop! Whoop! Beat-the-Panthers! Whoop! Whoop! Beat-the-Panthers!" The crowd in Leinenkugel's spills out onto the balcony.

**3:10 p.m.** Fans are streaming into the ballpark. Game time is a little more than two hours away.

Down on the field, Mike Vaughn, a member of the ISU mascot squad, looks around at the stadium with a big grin on his face. "We got down here yesterday," he says. "We're leaving tomorrow. This is *awesome*."

**5:15 p.m.** The pre-game show has begun. A golf cart drives onto the field, carrying the first of many VIPs introduced during the course of the game. "It's Mr. Sean McLaughlin from Channel 12," the announcer shouts to the man in the golf cart. "You seem to be a fan of one team. Are those I's on your tie? Are you from Indiana?

"Actually," the announcer tells the audience, "Sean is from the class of 1988 at Iowa State University." The crowd cheers wildly.

This group of ISU alumni, spouses, and siblings rented an RV and drove 26 hours from Iowa to Phoenix. "We always said if the Cyclones ever played in a bowl game, we'd go," says Jennie Murphy. The group paid $100 to park the RV across the street from Bank One Ballpark.

McLaughlin, the chief meteorologist for KPNX-TV, the NBC affiliate for Phoenix, responds on cue. "I just got off the phone," he says. "In Pittsburgh, it's 16 degrees. And there's seven inches of snow on the ground in Iowa." More wild cheering.

Bank One Ballpark, a baseball stadium that's been reconfigured for tonight's first-ever football game, has a roof that opens and closes. Right now it's closed. But not for long. "Let's blow the roof off this thing!" says McLaughlin, pushing a button. "Let's open this baby!" The roof slowly opens, exposing the warm Arizona sky.

**5:35 p.m.** The team pours out onto the field against a blaze of cardinal-and-gold fireworks. Of the 41,000 fans in the stadium, an estimated 29,000 are cheering for Iowa State. The game begins.

**5:46 p.m.** Pittsburg scores first, and ISU fans are quiet for the first time all day.

**6:23 p.m.** Exchanging a "Tim" for a "Tom," the ballpark announcer shouts, "The Insight.com Bowl would like to welcome Iowa Governor Tim Vilsack to the

We're here! Elizabeth Wood, Matt Beneke, Dave Thies, and Eric Paisley drove to Phoenix for the game through sleet and freezing rain in Oklahoma and Texas.

Built as a baseball stadium, Bank One Ballpark has a retractable roof, air conditioning, and natural turf field. The Insight.com Bowl was the first football game ever played in the facility.

# 3 days

Above: The Insight.com Bowl drew more than 41,000 fans, approximately 29,000 of whom were cheering for Iowa State.

Right: The ISU Varsity Marching Band performs during the pregame show.

stadium." To most ISU fans, the mistake doesn't matter. The Cyclones are now ahead 13-7.

**7:05 p.m.** ISU blocks Pitt's field goal attempt as time runs out in the first half. The Cyclones are winning 27-7.

**7:43 p.m.** The second half begins, and Pitt scores quickly.

**8:05 p.m.** It's the end of third quarter, and Pitt has scored again. The Cyclones' lead has been cut to just seven points. But the fans are undaunted. They are singing "Take Me Out to the Bowl Game."

**8:10 p.m.** Freshman JaMaine Billups runs for a 72-yard touchdown, and the 'Clones now lead 34-20. Thanks, JaMaine, the Cyclones needed that.

**9:05 p.m.** The fans are counting down: ten, nine, eight, seven, six, five, four, three, two, one. The Cyclones have won their first-ever bowl game, 37-29 over Pittsburgh, and pandemonium breaks loose on the field. The goal posts come down; the turf comes up. The party continues.

Mike Banks (#31) and James Reed (#52) are among the players and fans celebrating the Cyclone's first-ever bowl win.

Interim ISU President Dick Seagrave is on the field amid the hugging players, body-painted fans, and tumbling goal posts. Unfazed by the unbridled revelry, he is quietly pleased by the win. "Huh," he says, to no one in particular, "this wasn't so hard."

**9:20 p.m.** Overlooking the mayhem on the field, a fan in Friday's Front Row restaurant observes, "Look at them. They look like they won a [freakin'] national championship or something." But behind him, a fan gleefully sings, "Who Let the Cyclones Out?" to the tune of the ever-present "Who Let the Dogs Out?"

and then, even more gleefully, squeals, "They won! They won! They won!"

**9:35 p.m.** The celebration on the field is finally breaking up. But the party continues at Leinenkugel's, the hotels, on the street, and probably everywhere from here to Ames.

People on the first alumni charter now have a choice to make: sleep or celebrate. It's a tough decision. Their bags have to be out for the charter flight by 4 a.m. And then, sleepy, happy people will load buses in the dark Arizona pre-dawn and head back to snowy Iowa, all knowing that they had witnessed history.

## ISU CYCLONE FOOTBALL 2000

- First bowl victory in ISU history: 37-29 over Pittsburgh in Insight.com Bowl, Dec. 28, Phoenix, Ariz.
- Season record: 9-3
- First time ISU has won 9 games in a season since 1906
- First bowl appearance in 22 years
- First winning record since 1989
- Final national ranking in Associated Press poll: 25th
- Final national ranking in the *USA Today*/ESPN coaches' poll: 23rd

# Iowa State reaches out to Iowa

**The first indication that Iowa State officials are visiting Bedford, Iowa, is a welcome banner strung across the main highway leading into town. The second is a sign from the school children. Made from white styrofoam cups poked into the holes of the Bedford Community Schools' chain-link fence, it spells out the words "Welcome ISU."**

This town of 1,528 in rural southwest Iowa indeed welcomed a large Iowa State and ISU Extension Service delegation to its small community on Nov. 28. The visit was one of a series of community visits in 2000-01, all part of Iowa State's year-long celebration of "Strengthening Families to Become the Best."

"These visits are all about how Iowa State affects small rural Iowa towns," said Murray Blackwelder, ISU vice president for external affairs.

The ISU delegation spent the day in Bedford touring the community and its facilities, visiting schools and homes, and learning about ISU Extension Service programs designed to strengthen families. Programs in Bedford and surrounding Taylor County include:

• Growing Strong Families. Developed for families in Taylor, Fremont, and Page Counties who have young children, this program provides assistance with parenting skills, child development, family finances, and nutrition.

• Women's Healthy Fifty Plus. This breast and cervical cancer early detection and prevention program

*Senior food science major Alyssa Armbrecht, co-chair of the Strengthening Families Committee, plays with one of the children at the newly opened Tinker Tots Preschool and wrap-around day care. ISU Extension Service was instrumental in establishing the facility.*

By Carole Gieseke Photos by Jim Heemstra

# communities

*Beth Ritchie & Matt Brummett, Hixson Opportunity Scholars from Taylor County, give a "Red Brick Street Walking Tour" of Bedford for the visiting ISU delegation.*

*Taylor County Courthouse is the centerpiece of Bedford's downtown historical district.*

started in Taylor County and is now a five-county program through ISU Extension Service.

• **Tinker Tots Preschool.** ISU Extension Service worked with the Taylor County Community Empowerment Board to determine day care needs in the county. The result was a new preschool and wrap-around day care in Bedford and the enhancement of a preschool in Lenox.

At the end of the day, interim ISU President Richard Seagrave told a group of community members gathered in a store in downtown Bedford, "There's no way you can learn what goes on sitting in Ames, Iowa. You have to travel around the state." Carol Meeks, dean of the College of Family and Consumer Sciences, sponsor of the "Strengthening Families" celebration, added, "We hope we are strengthening families in the state of Iowa, the country, and the world. Thank you for giving us the opportunity to focus on families."

## 2000-01 COMMUNITY VISITS

**Iowa State University and the ISU Extension Service arranged a series of community visits across Iowa to spotlight effective community partnerships that strengthen families and communities. Locations showcase a wide range of topics and programs, and a host family was selected from each community.**

**Dubuque**
September 28, 2000
Host family: Linda and Mark Chmelar
Extension theme: Revitalization of downtown Dubuque neighborhoods

**Des Moines**
October 30, 2000
Host family: Jinny and Don Nickerson
Extension theme: Commodity Supplemental Foods Program site

**Bedford/Taylor County**
November 28, 2000
Host family: Kay and Jim Lucas
Extension theme: Growing Strong Families

**Sac City/Sac County**
February 15, 2001
Host family: Sue and Harold Peyton
Extension theme: The first out-of-home child care center in Sac City / People Helping People

**Buffalo Center/Winnebago County**
March 26, 2001
Host family: Amy and Harlan Asmus
Extension theme: Team Nutrition in the North Iowa Coalition of Schools

**Cedar Rapids**
April 24, 2001
Host family: Debby and Dwight Hughes
Extension theme: Marion Family Resource Center

by Carole Gieseke

# 'You can do anything'

**At age 24, Theresa Uchytil has represented the National Baton Twirling Association as a U.S. ambassador to Peru, managed a $200 million back-to-school program for Gateway Computers, spoken on behalf of the Americans with Disabilities Act on the Capitol steps in Washington, D.C., been named the world open strut and solo baton-twirling champion, and competed for the title of Miss America in Atlantic City.**

*Born without a left hand, Theresa Uchytil has proved that she can overcome any obstacle. Today, she's inspiring others to do the same.*

But it's not enough. The 1999 ISU alumna with a degree in speech communication wants to visit all 22 Shriner's Children's Hospitals in North America. She wants to be a motivational speaker for physically challenged youth. She wants to go back to school and get her MBA. And she wants to help technology companies make life easier for people in the disability community.

Talking to Theresa Uchytil, who was crowned Miss Iowa 2000, you believe she can do all this and more. Born in 1976 without a left hand, at age 2 Uchytil was taken to the Shriner's Hospital in Minneapolis, where doctors encouraged her parents to involve her in activities that would strengthen both sides of her body. Never did they say, "Teach her to twirl a baton." Never did they say, "Get her involved in drill team, dance, track, volleyball, softball, basketball, show choir, and gymnastics."

But she did it all, beginning at the age of six when a teacher told Uchytil's mother that her child had a talent for baton twirling and asked if she could give her private lessons. By 1983 Uchytil was twirling competitively, and in 1995 she became the world champion in the open strut and solo baton twirling competition, a title she won again in 1997.

Uchytil's athletic ability opened the door to a world of opportunities: a $5000 scholarship from the NFL Quarterback Challenge, a job as head majorette instructor for the Marching Auxiliaries of America, five seasons as Iowa State's feature twirler, and the title of Miss Iowa. But after more than 10 years of practicing her twirling routine for as long as eight hours a day, Uchytil decided enough was enough. She retired from competition in 1997, although she still regularly performs non-competitively for school groups, at Iowa State, and at other events.

"I got to the point that I needed to focus on my career," Uchytil said. "I couldn't just go up to some employer and say, 'Hi, I'm a baton twirler. Will you hire me?'"

The summer before her senior year at Iowa State, Uchytil landed an internship with Gateway Computers, which led to full-time employment with Gateway. Because of her duties as Miss Iowa, she is currently on a leave of absence with the company until June 2001.

Uchytil is a passionate spokesperson for Americans with Disabilities, one of her pageant platforms. Her goal is to be a positive role model for youth with disabilities and their parents.

"When I was competing for Miss America, I met three sets of parents there who had little girls missing their right hands," said Uchytil. "I just want to tell them, 'You know what? If I can be a baton twirler, which beats all odds, you guys can do anything.'

"I mean, that's really what it's all about." ■

JIM HEEMSTRA

# Moving THE *Alumni Association* INTO A NEW millennium

JULIE MYERS
**President, Student Alumni Leadership Council**
'00 Marketing
*Student member*

LES OMOTANI
**Chair-elect, ISU Alumni Association Board of Directors**
'92 PhD Education
*Life member*

DAVE CRITCHLOW
**Web Administrator, ISU Alumni Association**
'91 Speech Communication
*Life member*

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION
*Founded in 1878*

Great alumni and friends involved in a great alumni association are necessary to MOVE a good university to become a great university. And it is with this in mind that I am happy to address you in this 1999-2000 ISU Alumni Association Annual Report.

What a year it has been to be the interim president of Iowa State University! The Alumni Association staff, Board of Directors, and club volunteers have been most generous in their assistance to Jan and me during our time of service to Iowa State.

I once heard a colleague say, "University administrators come and go, but alumni are there for a lifetime." This is so true. And you, through this Association and in many other ways, have given evidence of this. You were there for Iowa State during Campaign Destiny; you are out there recruiting students, calling on legislators, and supporting our athletic initiatives, facility needs, scholarship requests – and the list could go on and on. As alumni and friends of Iowa State, you are truly helping ISU become the best.

I encourage you to stay active with the Association and Iowa State, for it is through our collective efforts that we continue to MOVE forward into this exciting new millennium.

My best wishes to you throughout 2001!

RICHARD SEAGRAVE
**Interim President**
**Iowa State University**
'59 MS, '61 PhD Chem Eng
*Life Member*

# A year of **transition**

AS I COMPLETED MY FIRST full year as president of your Alumni Association, I marveled at what a great year it was for Iowa State. It was, as former president Martin Jischke said, "a championship year."

During my first weeks on the job, I shared with the ISU Alumni Association Board of Directors and staff my plan to challenge this Association to define its role in the life and work of Iowa State, its alumni, students, faculty, staff, and friends. I called it "M.O.V.I.N.G. ISUAA to Become the Best." Here is what the acronym stands for:

M: Recommitment to the Association's MISSION
O: Complete evaluation and assessment of the current OPERATION
V: Greater VISIBILITY of our symbols, space, and programs
I: Increase INVESTMENTS – financial and otherwise
N: Enhance current programs and investigate NEW PROGRAMS
G: Focus on GRADUATES and friends of Iowa State

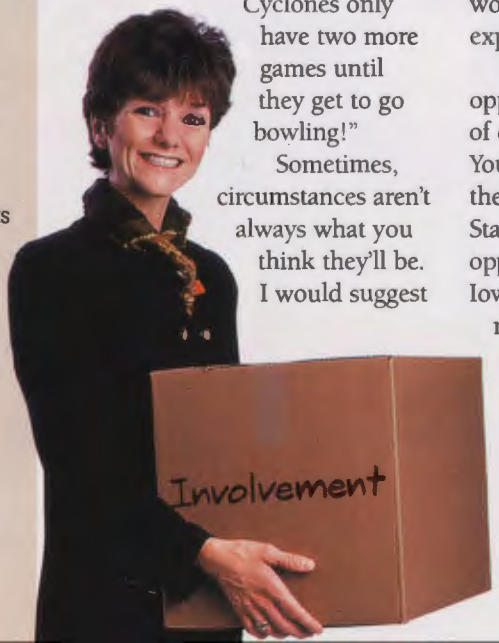
I believe that the ISU Alumni Association must involve a greater number of women, minorities, and young graduates to broaden its voice; it must focus on its largest pocket of future alumni: the students; it must expand its space and its staff to meet the growing demands of its expanding alumni base; it must focus on alumni clubs and volunteers; it must secure its financial and technological future; and finally, it must grow its membership.

It's no secret that the Association desires for each of you a lifetime of loyalty, service, and dedication to Iowa State. You can do your part by keeping your membership current and by encouraging others to join the Alumni Association. I am confident that the ISU Alumni Association is M.O.V.I.N.G., like Iowa State, to become the best!

JEFFERY W. JOHNSON
*President, ISU Alumni Association*

BACK IN AUGUST, WHEN WE told our kids the Cyclones might go to a bowl game, they were excited and spent the season counting down the games. At one point, my 5-year-old son, Daniel, said, "Hey, Mom, the Cyclones only have two more games until they get to go bowling!"

Sometimes, circumstances aren't always what you think they'll be. I would suggest that volunteering for Iowa State falls into that category. Like many of you, I volunteer my time and efforts to organizations because I think I have something to offer them. But I never knew that volunteering with Iowa State would be such a rewarding experience.




As students, we have the opportunity to engage in a world of discovery while on campus. Your postgraduate life could be the same if you engage with Iowa State University. The volunteer opportunities are abundant. As Iowa State works to achieve its mission of becoming the best land-grant university, we need your help in recruiting prospective students, serving in leadership positions, and working at alumni events.

It has been an honor and privilege to serve as chair of your ISU Alumni Association Board of Directors. I wish to thank three groups of people who have made my tenure as president a rewarding one. First, the Alumni Association staff. Second, the Board of Directors. And third, my family and friends who supported my work with ISU.

Like my son and bowling, volunteering for Iowa State is much more exciting and rewarding than I imagined. Please accept my invitation to become involved with this organization that seeks to keep us connected with the people, memories, and experiences of Iowa State. Call the Alumni Association office and let us know how you'd like to be involved. We have a spot waiting for you.

JAMIE STENSLAND
*Alumni Association Chair*

# 44,000 and growing

THIS YEAR SAW AN EXPANSION of member benefits and services as the Alumni Association accomplished the goals lined out in its 1997-2000 Strategic Plan and began its transition into its new strategic plan.

Under the direction of Alumni Association president Jeffery Johnson, the Association completed its long-awaited 2000 edition of the print and CD-ROM *ISU Alumni Directory*. Along with the publication of the directory came an online alumni directory for use by members only. The online version is refreshed biweekly and is used by alumni searching for lost friends, making a career change, or moving to a new location.

Another members-only electronic benefit was established this year. The award-winning "ISU News Flash" is a biweekly e-newsletter companion to VISIONS that keeps members in the know with the latest happenings at Iowa State.

Membership in the ISU Alumni Association continues to grow and become more diverse. A new member option established this year is the "new alumni" designation, a $25 rate designed for alumni who graduated within the last three years. This new option is in addition to the rates established for student, annual, and life memberships.

As it enters the new millennium, the Alumni Association hopes to continue its growth trend and to provide the lifetime connection to Iowa State for all ISU alumni and friends.

▶ The **online Alumni Directory** is for the exclusive use of members of the ISU Alumni Association. Directory information is updated every other week.

*"Becoming a life member was an easy way to join. And it was like coming home, because I've been at Iowa State for so long."*

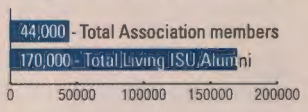
CORY ARRANTS
'99 Computer Engineering
*Life member since June 2000*

*"I joined the Alumni Association for two reasons. First, I like the Lied Rec Center benefit that comes with membership. I also wanted to support Iowa State."*

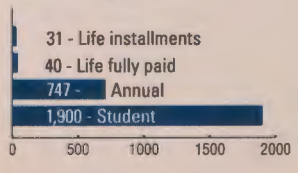
PAMELA CRAVEN
'88 Psychology
*Annual member since February 2000*

## Snapshot: Who belongs?

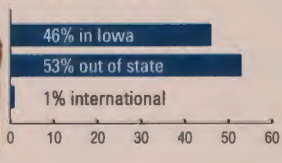
**Our goal: Increase Membership**



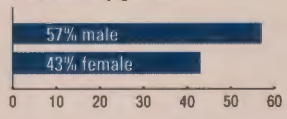

**First-time members joining the Alumni Association in 1999-2000: 2,718**



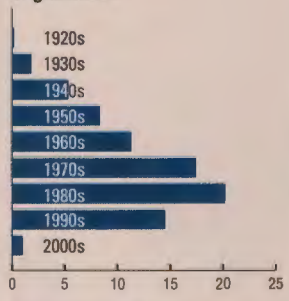

**Where members live**




**Members by gender**

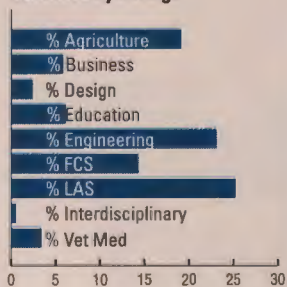



**Members by decade of graduation***




*First degree, by percentage

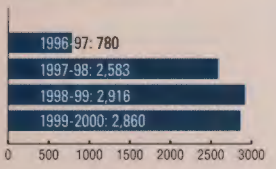
**Members by college**



# Preparing **tomorrow's** alumni today

**Snapshot: Who belongs?**

**Membership in the Collegiate Alumni Association***




*Now known as the Student Alumni Association

THE YEAR 1999-2000 WAS also a year of transition for the Alumni Association's student alumni programs. Since 1996, the student membership program had been known as the Collegiate Alumni Association (CAA), and the student leadership arm of the Alumni Association had been known as the Student Alumni Association (SAA). In early 2000, SAA changed its name to the Student Alumni Leadership Council (SALC) to more accurately reflect its role on campus. (The group of 100 student leaders annually organizes major events and campus tours.) At the same time, CAA became the Student Alumni Association.

The newly named Student Alumni Leadership Council was led this year by Julie Myers, a senior marketing major from Cedar Rapids. Highlights of the year were sponsoring Family Weekend in September 1999, organizing the ISU Blitz Build for the Story County Habitat for Humanity as well as other activities for Homecoming 1999, hosting 50 students and their siblings during Lil' Sibs Weekend in April, sponsoring Senior Week in May, and matching ISU students with employees for Career Preview Days.

The Student Alumni Association (now known as the Student Alumni Leadership Council) helped organize Homecoming 1999's Blitz Build for the Story County Habitat for Humanity. The result was a new four-plex for the local Emergency Residence Shelter, which provides transitional housing for homeless families. The Blitz Build received national recognition in the CASE Circle of Excellence Awards Program.

## The Legacy Program

**A**lumni are eligible to enroll their children in the ISU Alumni Association's Legacy Program. Newborns in the program receive "My Friends All Call Me Cy," a children's book written exclusively for the Alumni Association. Five-year-olds receive a Cy bank, 10-year-olds receive a Cyclone gym bag, and high schoolers receive a special invitation from the ISU Admissions Office to attend Legacy Migration on campus. More than 4,600 children of alumni are enrolled in the Association's Legacy Program.

BRYNN CASEY
*Born Dec. 31, 1999*
Daughter of life members Brian Casey, '93 Accounting, and Becky Casey, '93 Elementary Education

**Fifteen members of the Student Alumni Association (formerly known as Collegiate Alumni Association) which had more than 2,800 members in 1999-2000.**

# Expanding our **outreach** to ISU friends

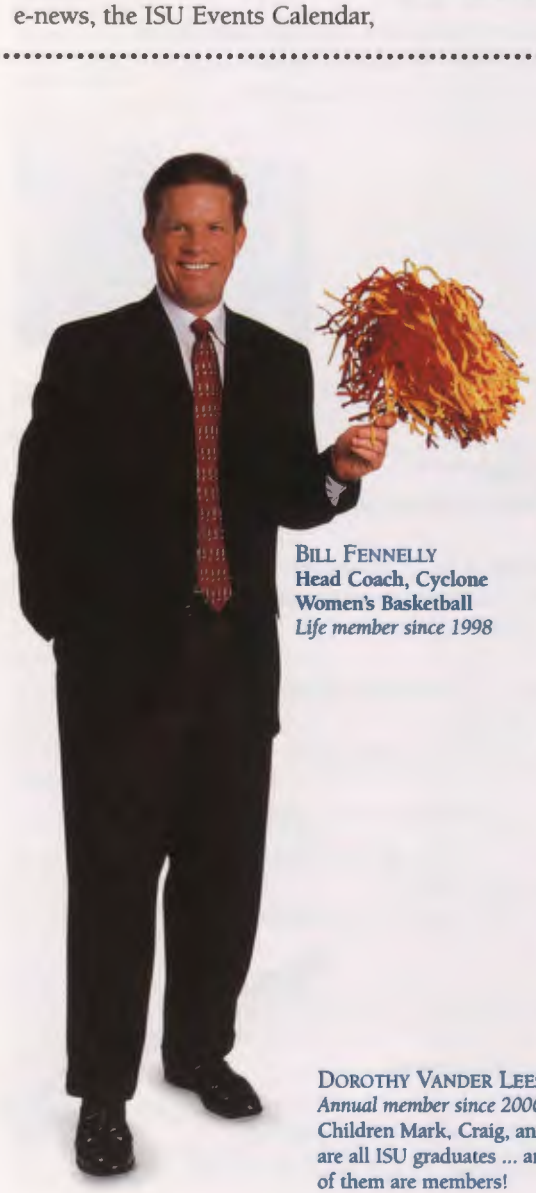
YOU DON'T HAVE TO BE AN ISU grad to be a member of the ISU Alumni Association! In fact, more than 4,000 loyal Alumni Association members aren't graduates of Iowa State. They are ISU faculty and staff, parents, Cyclone fans, and just good friends of Iowa State.

Regardless of your affiliation with Iowa State, all Association members can take advantage of the many services and benefits of the ISU Alumni Association: VISIONS magazine, merchandise and event discounts, the online alumni directory, ISU News Flash e-news, the ISU Events Calendar, eligibility to travel on alumni tours, and more.

The ISU Alumni Association also provides many services to introduce non-member alumni and friends to its operation: athletic spirit rallies, deluxe travel opportunities, Homecoming tailgate, Honors and Awards program, Cyclone credit card, group insurance, career programs, and alumni receptions throughout the country.

The Alumni Association values each and every one of its members and says THANK YOU for supporting Iowa State and the Association!

During the month of March 2000, the ISU Alumni Association hosted 13 spirit rallies in 18 days for 20,000 Cyclone men's and women's basketball fans at the Big XII and NCAA tournaments.



BILL FENNELLY
**Head Coach, Cyclone Women's Basketball**
*Life member since 1998*

BEN ALLEN
**Dean, College of Business**
*Annual member since 1999*

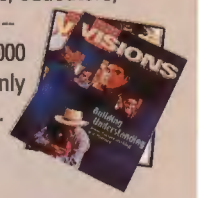
DOROTHY VANDER LEEST
*Annual member since 2000*
Children Mark, Craig, and Lori are all ISU graduates ... and all of them are members!

## Connecting with technology

- Visit the Alumni Association Web site (www.isualum.org) for information on membership, upcoming events, benefits and services, online publications, student programs, board and staff members, merchandise, and to learn what's new with the Alumni Association.
- Online benefits include discounts on merchandise, access to the online Alumni Directory, permanent e-mail forwarding, and "ISU News Flash" biweekly e-news. Also available online to members are "early bird" single game tickets for football and men's and women's basketball – before sales begin to the general public.

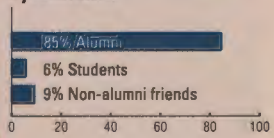
## Communicating to all

During 1999-2000, the Alumni Association completed a full year of mailing VISIONS magazine quarterly to 163,000 alumni, parents, ISU faculty and staff, donors, educators, and friends – up from 34,000 members-only households.

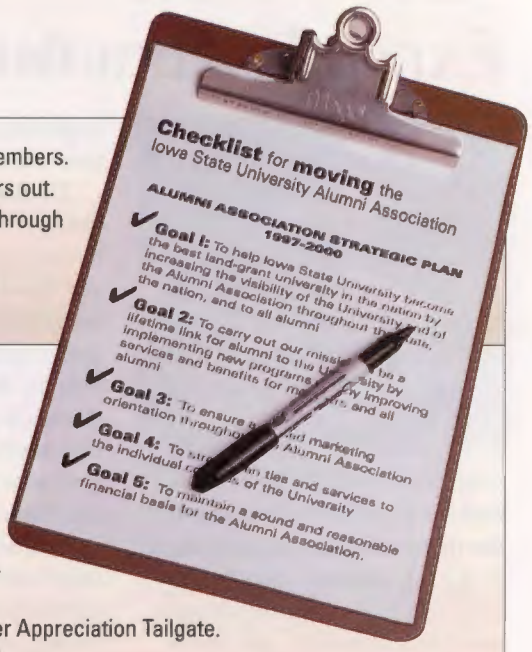



## Snapshot: Who belongs?

**Alumni Association Members by Affiliation**



# Measuring our **impact**




## Membership

- Provided service to 44,000 Alumni Association annual, life, and student members.
- Implemented $25 "new alumni" membership rate for graduates three years out.
- Generated 828 new members through direct mail and 866 new members through the alumni callathon.
- More than 3,600 alumni and friends entered the Great Alumni Association Giveaway, generating 29 winners and 65 new members.

## Outreach

- Hosted 13 spirit rallies in six locations in 18 days for 20,000 Cyclone men's and women's basketball fans, March 2000.
- Hosted ABC receptions in Long Beach and San Jose, Calif.; and Boulder, Colo., for 759 alumni and friends, winter 2000.
- Hosted more than 350 alumni and friends who returned to campus for Alumni Days, June 2000.
- Hosted more than 3,000 fans at two football pregame events in Las Vegas, September 1999.
- Served nearly 1,000 alumni at the Association's Homecoming 1999 Member Appreciation Tailgate.
- Sponsored ISU vs North Carolina women's basketball game, January 2000.
- Hosted nearly 350 alumni and friends on 17 Alumni Association-sponsored travel tours.
- Breakfast Club career networking program expanded to Kansas City and continues to be successful in Des Moines.
- Sponsored annual Honors and Awards Ceremony during Homecoming 1999, giving 56 awards to alumni, faculty, and staff.
- Welcomed 750 ISU alumni and students to the Regents Universities Central Iowa Job Fair, January 2000.
- Co-sponsored Women's Letterwinners Weekend with ISU Department of Athletics, February 2000.
- Hosted the first Cardinal and Gold Dinner for more than 180 Alumni Association members and recognized six individuals with 2000 Impact Awards in May 2000. Honored were Larry Eustachy, Bill Fennelly, James Melsa and the College of Engineering, Tom Mitchell and the ISU Foundation, and ISU President Martin and Patty Jischke.

## Communi-cations

- Mailed four issues of VISIONS to 163,000 alumni, parents, faculty/staff, educators, and friends.
- Premiere issue of "ISU News Flash" biweekly e-news was sent to 300 member subscribers.
- Sent approximately 35,000 ISU Events Calendars to Association member households.

## Services & benefits

- Established permanent e-mail forwarding, "ISU News Flash" e-news, and the online alumni directory as new online member benefits.
- Produced online and printed Alumni Directory, with more than 8,500 purchasers and 70,000 record updates.
- Expanded the Alumni Association merchandise collection by 21 items and established a secure online shopping site.
- Toll-free line received 5,140 calls from alumni and friends between July 1, 1999, and March 1, 2000.
- Served 4,644 families through the Legacy Program.
- Served 30 students in the mentoring program for National Merit, Achievement, and Hispanic Scholars.
- Served 20 students in the new "Alum Buds" mentoring program.
- Contracted with Drake Beam Morin to offer free career-enhancing services to alumni and students.

## Student Programs

- 2,860 students joined as members of the Student Alumni Association (formerly Collegiate Alumni Association).
- Served 700 graduates, friends, and families at spring 2000 Commencement Luncheon, up from 500 in 1999.
- Attracted 50 students and their siblings to Iowa State during Lil' Sibs Weekend, April 2000.
- Completed successful Homecoming, Senior Week, Career Preview Day, Career Networking Banquet, and Cy's Big Top at VEISHEA.
- Hosted 1,600 people at Family Weekend events.
- Matched 150 ISU students with employers during Career Preview Days.

## Honors

- Seven CASE District VI awards, January 2000 (six for VISIONS magazine and one for the Campanile poster).
- CASE Circle of Excellence Awards Program for Regents Universities Central Iowa Job Fair, spring 2000.
- Bronze medal in CASE Circle of Excellence Awards Program for Homecoming/P.A.T.H. Blitz Build, spring 2000.

# Financing our service

## Statements of Activities and Changes in Unrestricted Net Assets

***Years ended June 30, 2000 and 1999***

| Revenues | 2000 | 1999 |
|---|---|---|
| Contributions: | | |
| Annual dues | $ 515,701 | $ 610,860 |
| Life memberships | 332,961 | 349,983 |
| University support | 164,868 | 174,609 |
| Foundation support | 100,000 | 133,356 |
| Gift support | 74,267 | 169,852 |
| Total contributions | 1,187,797 | 1,438,660 |
| Earnings: | | |
| Interest and dividend income | 132,825 | 114,939 |
| Net unrealized gains on investments | 442,415 | 41,437 |
| Loss on disposition of and equity in loss of University Systems Technology | (7,578) | (92,502) |
| Sales and royalties | 747,071 | 558,404 |
| Activity and event fees | 124,284 | 109,251 |
| Miscellaneous income | 6,519 | 7,150 |
| Total earnings | 1,445,536 | 738,679 |
| Total revenues | $ 2,633,333 | $ 2,177,339 |
| **Expenses** | | |
| Membership and income development | $ 484,800 | $ 323,571 |
| Alumni events | 206,420 | 169,160 |
| Alumni services | 81,980 | 97,722 |
| Constituent relations | 226,534 | 222,374 |
| Publications | 643,322 | 600,923 |
| Student programs | 153,122 | 149,870 |
| Career programs | 46,414 | 56,656 |
| Administration | 564,151 | 527,725 |
| Fundraising | 18,215 | 22,648 |
| Total expenses | $ 2,424,958 | $ 2,170,649 |
| Increase in unrestricted net assets | 208,375 | 6,690 |
| Unrestricted net assets at beginning of year | 2,495,538 | 2,488,848 |
| Unrestricted net assets at end of year | $ 2,703,913 | $ 2,495,538 |

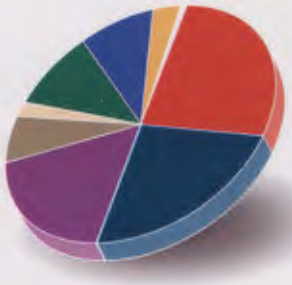
## Statements of Financial Position

***June 30, 2000 and 1999***

| Assets | 2000 | 1999 |
|---|---|---|
| Cash and cash equivalents | $ 89,362 | $ 193,007 |
| Receivables: | | |
| Accrued investment earnings | 40,136 | 26,846 |
| Royalty | 117,387 | 103,469 |
| Athletic department | - | 200,000 |
| Other | 758 | 14,725 |
| Prepaid expenses | 37,068 | 26,410 |
| Investments managed by Iowa State University Foundation: | | |
| Long-term Endowment Pool | 3,732,199 | 2,226,454 |
| Short-term Building Pool | 2,856,669 | - |
| Total Investments | 6,588,868 | 2,226,454 |
| Office furniture and equipment | 212,489 | 179,312 |
| Less accumulated depreciation | 133,184 | 100,180 |
| Net office furniture and equipment | 79,305 | 79,132 |
| Investment in University Systems Technology | - | 7,578 |
| Cash value of life insurance | 4,531 | 4,287 |
| Deferred endowment campaign costs | 18,183 | 36,368 |
| Total assets | $ 6,975,598 | $ 2,918,276 |
| **Liabilities and Net Assets** | | |
| Accounts payable and accrued liabilities | $ 210,205 | $ 170,511 |
| Deferred revenue | 3,800,000 | 6,000 |
| Unearned dues | 261,480 | 246,227 |
| Total liabilities | 4,271,685 | 422,738 |
| Unrestricted net assets | 2,703,913 | 2,495,538 |
| Total liabilities and net assets | $ 6,975,598 | $ 2,918,276 |

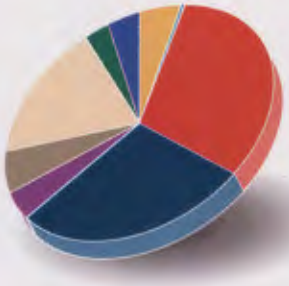
The 1999-2000 ISU Alumni Association Annual Report was prepared by the Alumni Association Publications Staff: Carole Gieseke, editor; Jim Heemstra, photography; Mauck+Associates, design.

### Cost Centers



- Publications – $643,322
- Administration – $564,151
- Membership & Income Dev. – $484,800
- Student Programs – $153,122
- Career Programs – $46,414
- Constituent Relations – $226,534
- Alumni Activities – $206,420
- Alumni Services – $81,980
- Fundraising – $18,215

### Revenue Streams



- Membership Income – $848,662
- Sales & Royalties – $747,071
- Activity & Event Fees – $124,284
- University Support – $164,868
- Appreciation in Investments – $442,415
- Other Support – $74,267
- Foundation Support – $100,000
- Interest & Dividends – $132,825
- Equity Earnings in UST – ($7,578)
- Miscellaneous – $6,519

***Notes to financial statements:*** *Investments managed by the Iowa State University Foundation are held in the Association Life Membership Investment Fund. This fund was established in accordance with the Association Articles of Incorporation. The Association Investment Fund is not donor restricted and the Board of Directors may authorize expenditures from this Investment Fund in payment of current expenses of the Corporation or in the furtherance of the Association objectives and purposes. The current minimum Fund balance, in accordance with Article III of the Association Bylaws, is $1,332,990 and is included in unrestricted net assets.*

**Merchandise sales provide additional revenue for the ISU Alumni Association to carry out its outreach programs and services.**

RAQUEL SARGENT
Special events staff
ISU Foundation

# **Movers** into the new millennium

## Iowa State University Alumni Association Board of Directors

### Officers

Jamie Lucas Stensland**
Chair
Waverly, Iowa

Les M. Omotani**
Chair-elect
West Des Moines, Iowa

Glen A. Mente**
Immediate Past Chair
Muscatine, Iowa

Martha Lagomarcino Gleason**
Secretary
Ames, Iowa

Warren Madden**
Treasurer
Ames, Iowa

Jeffery W. Johnson*
President
Alumni Association
Ames, Iowa

### Directors

Beverlyn Lundy Allen*
Ames, Iowa

James T. (Tom) Andreesen**
Overland Park, Kansas

Gary D. Hoover**
Ames, Iowa / Rio Verde, Arizona

Ann Woodard Jennings**
Des Moines, Iowa

Marcia Klindt**
Des Moines, Iowa

Choy Chun Leow**
Burnsville, Minnesota

Douglas A. Pletcher*
Edina, Minnesota

Barb Stumbo Sexton**
Rockwell City, Iowa

Jane Ann Siggelkow Stautz**
Indianapolis, Indiana

Stanley J. Thompson**
Des Moines, Iowa

**Ex-Officio Members**

Roger E. Baer
College of Design

Cathy Thompson Curtis*
College of Education

David Gieseke*
College of Liberal Arts & Sciences

Mary Beukema Harms**
College of Business

William D. Hoefle**
College of Veterinary Medicine

Eric Hoiberg
College of Agriculture

Julie Myers~
President, Student Alumni Leadership Council

Thomas J. Mitchell*
President, ISU Foundation

Dynette Mosher**
College of Family & Consumer Sciences

### Elected in 2000

Karen M. Albertson**
Woodbury, Minnesota

Bruce Hamilton**
Janesville, Wisconsin

Barbara Smith Kinney*
Des Moines, Iowa

Thomas Lorenz*
Omaha, Nebraska

Ned Skinner**
Johnston, Iowa

Beverly Soshea*
Edina, Minnesota

**Ex-Officio Member**

Kristin Littlejohn*
College of Engineering

### Board Term Completed in 2000

Denise Essman**
Des Moines, Iowa

Paul Armbrecht**
Rockwell City, Iowa

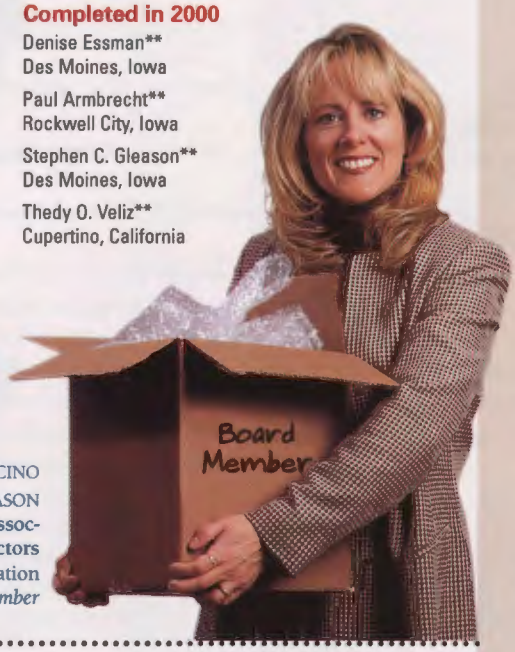
Stephen C. Gleason**
Des Moines, Iowa

Thedy O. Veliz**
Cupertino, California

**Ex-Officio Members**

Gary L. Aitchison*
College of Business

Anne Collison Johnson*
College of Engineering

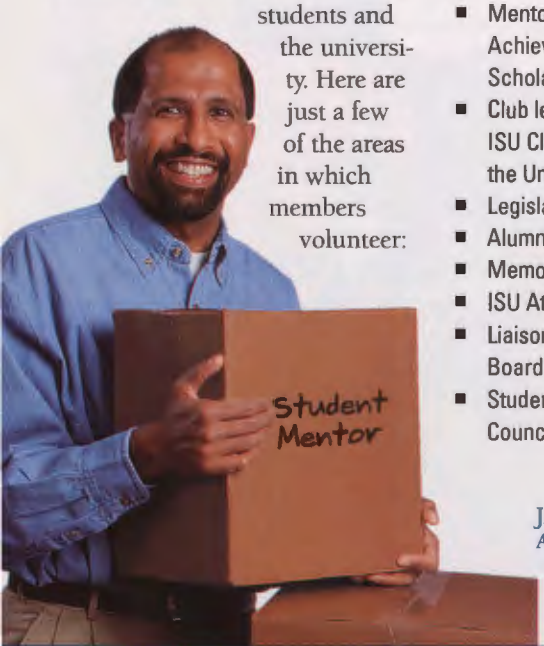



MARTHA LAGOMARCINO GLEASON
Secretary, ISU Alumni Association Board of Directors
'80 Elementary Education
*Life member*

## ISU Alumni Association Volunteers

**M**embers of the ISU Alumni Association volunteer in a wide variety of areas that assist the Alumni Association with outreach efforts in addition to benefitting students and the university. Here are just a few of the areas in which members volunteer:

- Alumni Association Board of Directors
- Alumni Ambassadors
- College and university inaugural representatives
- Mentors for National Merit, Achievement, and Hispanic Scholars
- Club leaders for more than 30 ISU Clubs in Iowa and throughout the United States
- Legislative contacts
- Alumni Days Committee
- Memorial Union Board of Directors
- ISU Athletics Council
- Liaisons for Alumni Association Board of Directors committees
- Student Alumni Leadership Council




JACOB CHACKO
Alumni mentor to ISU electrical engineering student Andrew Bolstad
'84 Electrical Engineering
*Life member*

JULIE PEGLOW
President, ISU Club of Cedar Rapids
'80 Industrial Administration
*Life member*

## ISU Alumni Association staff

### Professional Staff

JEFFERY W. JOHNSON*
President

JAN BREITMAN**
Director of Alumni Travel and Service Programs

DAVE CRITCHLOW, 1991**
Assistant Director of Student Programs/Web Administrator

KAROL CROSBIE, 1972, MS 1984**
Assistant Director of Publications

SCOTT DAHL, 1990**
Assistant Director of Marketing

CAROLE GIESEKE*
Director of Publications

JULIE LARSON, MS 1984**
Director of Student and Career Programs

DAVID ORTH, 1987**
Assistant Director of Events

STEPHENIE ELLIOTT OVROM, MS 1999**
Director of Events

DIANE VAN WYNGARDEN, 1992**
Director of Marketing

### Staff Assistants

CAROLYN RINGGENBERG**
Administration

PATTI BOONE
Travel and Service Programs

CECILIA DUNLAY, 2000*
Student and Career Services

JOYCE HAGLEY*
Student Recruitment and Membership

KAREN KNIGHT*
Publications

BETH LOTT**
Events and Clubs

CINDY MARQUARDT**
Membership and Merchandise

JO SCHWARZENBACH
Reception

PAT THIEDE*
Events

**How to contact us:** By phone: Toll-free 1-877-ISU-ALUM, Locally 294-6525; By mail: Alumni Suite, Memorial Union, 2229 Lincoln Way, Ames, IA 50014; By fax: 515-294-9402; By e-mail: alumni@iastate.edu; On the Web: www.isualum.org

* Annual member
** Life member
~ Student member

# The Corporate Collection

Classy and comfortable...what a great combination! The new "business-casual" Corporate Collection by GEAR for Sports features a subtle palette of colors and an exclusive Iowa State University Campanile design. Alumni Association members pay LESS! Join today and save!

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

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

Iowa State University

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

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

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

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

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

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

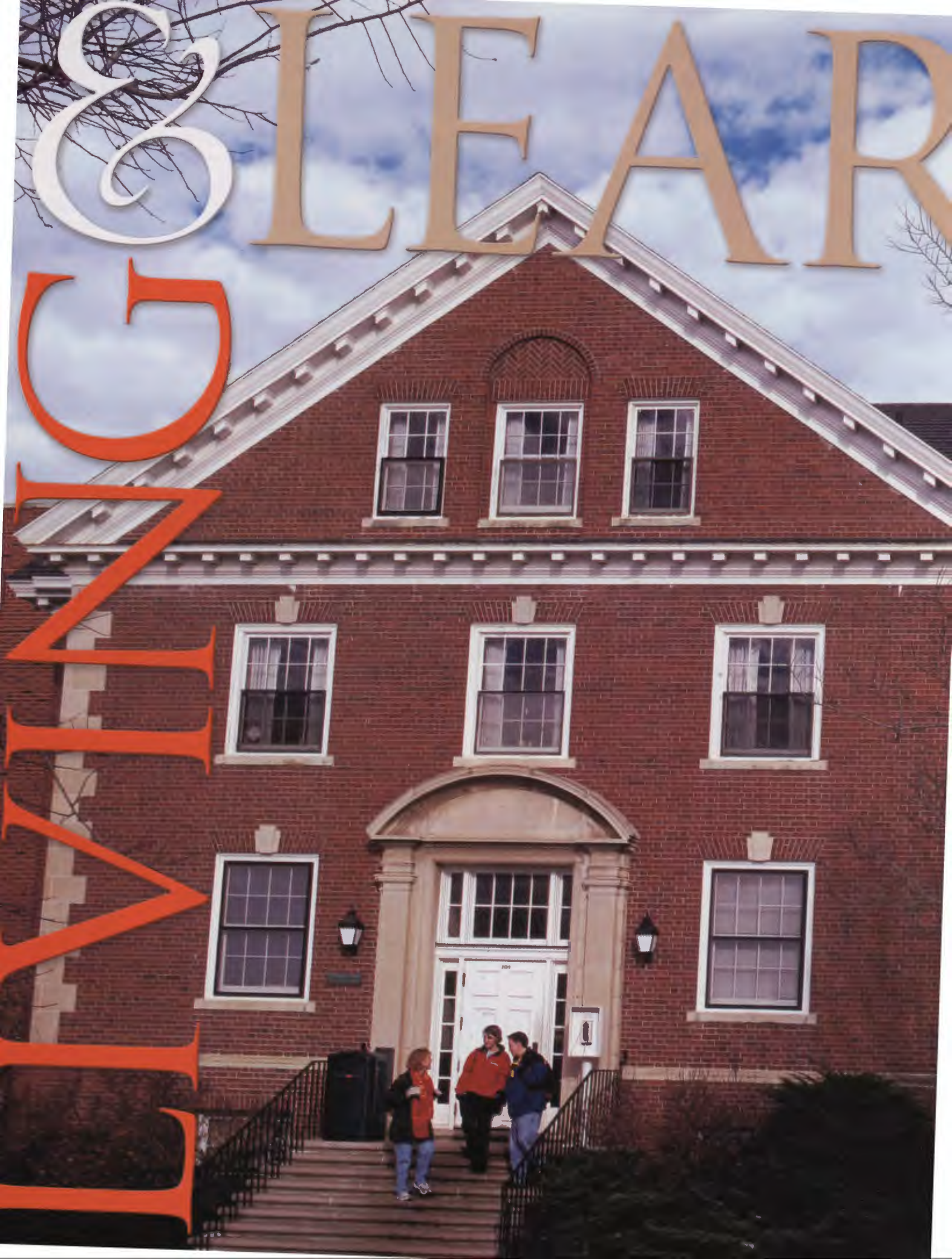
IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

**Your order. Your way.**

- on-line at www.isualum.org/merchandise
- toll-free 1-877-ISU-ALUM (locally 294-2648) 8 a.m.-5 p.m. Monday-Friday

*Keeping you connected*

# LEARN & GIVE



# LIVING at IOWA STATE

A few years ago, two services at Iowa State got two separate jolts of information. First, ISU learned that its educational services weren't meeting the needs of undergraduates. And second, ISU learned that its residential housing didn't provide what students wanted.

On the first front, Iowa State was not alone. "A series of national reports that came out were critical of higher education, and in particular, critical of undergraduate education in large research institutions like ours," says Doug Gruenewald, assistant director for academic services with the Department of Residence. Retention and graduation rates across the country were dismal, and ISU was no exception. "Thirty to 40 percent of students who entered were not graduating," says Gruenewald. "We weren't connecting with students enough."

by **Karol Crosbie**

On the second front, Iowa State was . . . well, let's put it this way: Iowa State was a little more unique. When independent consultants were hired to evaluate the residential system, their research indicated that, unlike students at other universities, ISU students didn't mention housing and the living environment as a reason that they had chosen to attend Iowa State. "The consultants told us that this was the first time in their experience that the quality of housing wasn't mentioned as a reason for attending a particular university," says Randy Alexander, director of the Department of Residence.

The two separate jolts of information prompted a surge of energy from the two separate divisions at Iowa State. But in the process of finding solutions, they became much less separate. Their objectives and solutions became intertwined, and increasingly they began using the same words to describe their goals: *Connection. Community. Sharing learning. Student centered.* ►

PHOTO BY JIM HEIDEMANN

# LEARNING COMMUNITIES connect students

Iowa State's new way of learning – **learning communities** – engages students not only in the classroom, but also in their residence halls and in their communities. Partnerships between faculty and staff in academic and student life divisions are resulting in new ways of living and learning.

The freshman year is the critical "make it or break it" time for most university students. It is during this time that they will either feel connected and supported, or lonely and isolated. They'll either leave or stay.

Take, for example, students in the College of Design. Their freshman year is a "pressure cooker," says Mark Chidister, associate dean. In addition to the tensions that plague every freshman, design students have an added uncertainty. Because of limited enrollments imposed by accreditation standards, not every freshman will be accepted into his or her initial choice of departments, and at the conclusion of the freshman year may be steered to make another professional choice.

Because design students make up a small percentage of the university's total student population (7 percent), chances are not good that students living in residence halls will "accidentally" happen to live in close proximity with other design students, and thus support each other. It's not surprising, says Chidister, that the college has a low first-year retention rate.

"So when Doug Gruenewald from the Department of Residence arrived on our doorstep and asked, 'Is there something we can do together to help College of Design students?' we began a year-long conversation," says Chidister. "What resulted was a program we call the Design Exchange – and we didn't know it then, but what we had created was a learning community."

## The Design Exchange

Remember when evening classes were a fate worse than death? Not anymore. On a cold, dark evening, approximately 45 students meet at their design studio, a large room in Helser residence hall that has been designated just for them. The students live together on the same floor at Helser, and it has taken only a few minutes to walk together to class. (A similar house and design studio accommodates 75 additional students at Linden Hall.)

On this particular night, the topic is presented by a Design Exchange alumnus, a peer who has volunteered to teach some basics of photography. There is keen interest, because students know they will need to photograph their own artwork so they can include it in the portfolios required for review and formal acceptance into their curriculum at the end of their freshman year. Mike Bartels, a freshman in graphic design, knows that only about 50 percent of students will be admitted into his program. He is the first in line for help with photographing his pen-and-ink drawing. "You want to help yourself in any way you can, and this is definitely a way to help yourself," he says.

The evening is a good illustration of the elements that make learning communities successful: proximity, place, and peers. Peers play a vital role, not only in informal teaching arrangements, but also in an intentional, paid capacity. From the time freshman design students arrive on campus, they receive one-on-one attention from peer mentors who live on the same floor and are paid by the college. In the Design Exchange, mentors share their own portfolio experiences and offer guidance and feedback.

## The Multicultural Learning Community

Not far away, another group of students is meeting for a study session in the lounge of Friley Hall, where most of them live together on one floor. In spite of the snowy night, one student wears rubber sandals, and another has wet hair wrapped up under a turban. The evening's session is led by peer mentor Rebecca Anthony, and the topic of discussion is the difference between race and ethnicity.

Members of the Multicultural Learning Community, a joint effort between the Departments of English, Interdisciplinary Studies, Residence, and the Office of Minority Student Affairs, share a common interest: the desire to explore issues related to race, ethnicity, and gender. "Be thinking about the final," Rebecca tells them. "You're going to have to write about what you think is more important to you personally when you identify yourself – your race, your ethnicity, your class, or your gender."

In addition to the weekly discussion group and formal lecture on multiculturalism, students in the learning community also attend together a required freshman English class, specially designed to extend and expand their discussion. Multiple classroom connections, in addition to shared living experiences, have helped her make friends, says learning community member Quianna Littlejohn. "When there's more than one connection, you have stronger friendships." And for Carla Bustos, it enhances learning. "It lets us go beyond the professors," she says.

The community has created a student

advisory board, which helps community members plan out-of-class activities. Fall semester activities ranged from a "Banana Split Dance," to participating in the Habitat for Humanity blitz build, to attending a concert by ISU artist-in-residence, bass-baritone Simon Estes.

The Design Exchange and the Multicultural Learning Community are two of ISU's 41 learning communities, serving 1,800 students. The original goal of the communities – to increase retention rates – has been met, says Corly Petersen Brooke, director of the Center for Teaching Excellence, who co-administers the program with Gruenewald. Two years after entering ISU in the fall of 1998, 86 percent of students who were members of learning communities are still enrolled, compared to 73 percent of students who were not members of learning communities.

But to Brooke, and to other faculty and staff involved in the communities, increased retention rates aren't nearly as exciting as the increased engagement that has resulted between faculty, staff, and students. Developing what they call "new ways of learning," faculty from different colleges and backgrounds are teaming up to link their courses and provide students with more cohesive experiences. "Reading and Writing the Land," for example, is a cross-disciplinary course, linking students from an English creative writing class with those from a landscape architecture class, to work on collaborative creative projects inspired by Iowa's landscape.

In the past, says Brooke, "Teaching has been an extremely isolated endeavor. You went into your classroom, you shut the door, and it was you and the students, and you were left alone with them. It's amazing what happens when you bring people together and begin forming communities of support. Not only are we getting faculty together from different colleges, but we're connecting with student affairs staff, who have a whole different way of looking at things."

The learning communities are resulting not only in closer relationships between faculty members, but also in closer ties with students. Brooke, who is teaching a family life class, which is linked to a freshman English class, has invited her 11 learning community members to her home for pizza parties. "When I was an undergraduate at ISU in the '60s, I can never recall being inside a professor's home," she says.

# THE HARRIMAN HOUSE MEN

## "Cooperate and graduate"

The men who lived in Friley's Harriman House in 1963 and 1964 aren't entirely clear about why they clicked 37 years ago, or why they've stayed close ever since. The friendship is a gift. Every year, 12-15 Harriman men reunite at the Big 12 Tournament and talk about the way things used to be. Remember the poker games? Remember saving up money to buy a TV for the house den? Remember buying 15 Henry's hamburgers for a dollar on Sunday nights when the cafeteria was closed?

FROM THE 1964 BOMB YEARBOOK

SUBMITTED PHOTO

And they reunite to talk about their lives today – about kids, and wives, and jobs. When the wife of one the Harriman men died last year, they gathered to attend her funeral, and to let their friend know they cared.

One of the Harriman men, Stewart Melvin, today head of Agriculture and Biosystems Engineering at Iowa State, thinks that perhaps the friendships grew from the group's common roots. "Most of us were poor farm kids – the first of our generation to go to school. We had a strong work ethic. Our families were sacrificing to send us to school, and we were pretty sure if we didn't get through college they'd disown us. Graduating was very serious business."

If today's undergraduate needs some organizational intervention to group together like-minded students, the process came more naturally in past decades. "We didn't have classes together, but we had a self-imposed studying standard. Our social life was tied to our academic life," says Melvin. "Today, unless you have a learning community, social and academic lives are separated."

Rich Mike, '64, one of the Harriman men, who is today vice president of Ruan Companies in Des Moines, remembers what he calls Iowa State's "harsh academic environment" in the '60s. "I remember sitting in a large lecture hall, and being told by the professor to look around and introduce yourself to students sitting around you, because two or three of them wouldn't be graduating.

"The slogan at Harriman House was 'cooperate and graduate.'"

"Our group started off by dipping the net into the water to see what we could come up with. After a few attempts, all that we were able to find were little minnows. They would lie there in the net, flopping helplessly, wanting desperately to be put back in so they could continue darting through the water like little speed boats. In our next attempt, we discovered a wide variety of organisms by bringing up some of the gravel and sand from the bottom of the river. Everything from snails to different kinds of beetle larva were brought up with every swipe of the net."

— from an English paper titled "Skunk River Diversity," part of a biology learning community assignment, by Nick Heitz, a freshman biology major

PHOTOS BY JIM HEEMSTRA

Jim Colbert encourages students in the Biology Education Success Teams (B.E.S.T.) to get their hands dirty – and their feet wet – in the Skunk River Navy.

Three years after former ISU President Martin Jischke committed $500,000 each year for three years for learning community initiatives, ISU is recognized as one of today's leaders. Says Vincent Tinto, an expert on collaborative learning from Syracuse University in New York, "Clearly, Iowa State is among the nation's leaders in its work with learning communities in public institutions. ISU is more proactive than most institutions, and one of the few where the administration has financially supported this initiative. I'm impressed with the quality and level of the conversations occurring about learning communities and with the energy and creativity of faculty and staff involved with the program."

## Service Learning

Many of the activities that have been built into living and learning communities to make students feel more connected are not surprising. It is not unexpected that students' experiences will be richer if they have more friends in their academic areas, or a closer relationship with teams of professors who are working together, or if they are supported by peer mentors. But perhaps more surprising is evidence that shows that students who give to their communities form closer connections, and that the experience enriches learning.

Therefore, one requirement for freshmen living in Maple Hall, the newly renovated residence hall created especially for younger undergraduates, is that they

include at least two community service experiences in the first year they live at ISU.

## 'It gets used'

One of the most popular and successful learning communities is the Biology Education Success Teams (B.E.S.T.), which links freshman English and introductory biology classes, facilitates biology students living together at Maple Hall, and uses a unique service learning opportunity, affectionately known as the "Skunk River Navy."

Students in the Skunk River Navy plant trees to stabilize the river bank, clean up the river (every year filling canoes with junk that has been discarded by careless central Iowans – everything from porta-potties to tires), and monitor the water for levels of animal and plant life. Dan Haug, a member of the B.E.S.T. learning community, says the Skunk River Navy and its professor, Jim Colbert, have enhanced his experience. "I really like Jim because he provides us with hands-on ways we can learn more. At the river, it's less cluttered with terminology; Jim focuses on context."

The research the students do on the shores and in the water of Skunk River has more meaning than arbitrary and hypothetical assignments, says Colbert, because they know that the data they are collecting is used by local environmental monitoring groups. "The students take the data collection seriously, because it gets used."

"The best part of this whole project was the actual presentation to our audience. I learned that our audience was very curious and interested about our project. I can say to myself that the presentation went very smoothly, and the audience played a vital role in keeping us motivated."

— from an essay by Doo-Wan Hong about a service learning project for a Cross-Cultural Learning Community seminar

Darlene Larsen and Doo-Wan Hong connect over a shared interest – music – at a Cross-Cultural Learning Community presentation at Green Hills Retirement Community in Ames.

PHOTO BY JIM HEEMSTRA

## Giving and receiving

When the 15 students from the Cross-Cultural Learning Community gather to chat in each other's rooms at Linden Hall, the result is a rich blend of accents, attitudes, and experiences. Doo-Wan Hong is Korean, but he grew up in Jamaica; Mahes Srinivasan is Indian but grew up in Zimbabwe; Ashley Haugland is American, and that's exactly where she grew up – in Polk City, Iowa. ("I haven't gone anywhere," confides Ashley, "and I'm in awe of these guys. I'm learning so much.")

But if communication comes easily in their circle of friends, will it come as easily if they have to work together in teams to present a program to a group of sophisticated retirees? It took some work, and work they did, says International Educational Services learning community co-coordinator, Jane Edwards. The program the students presented at two local retirement communities was based on information they had learned in one of their shared classes, Introduction to Music.

As in the Skunk River Navy experience, the skills they learned "got used." The addition of the service learning component to the course this year gave the three-year-old learning community an exciting new focus, says Edwards. "It was so much more fun for them to work on a project, knowing that they were actually going to provide a service by presenting this project."

flashback

Elm Hall, 1944: There was a high sense of community during the war years at Iowa State. Men were in short supply, and women emerged as leaders in community and campus affairs. Women boards and staffs took over publications, dramatics, and debates. They arranged lectures and forums, and organized Veishea.

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# LIVING COMMUNITIES: what students want

Folks who know J.C. "Shorty" Schilletter, ISU's residence hall director from 1946 to 1966, figure that he's been right about a lot of things. But on one thing he was wrong. In his book, *The First 100 Years of Residential Housing at Iowa State University, 1868-1968,* Schilletter writes: "The lack of rooms for students which plagued the University from the opening year, also plagued it at the opening of the fall quarter 1968 and promises to be one of the pressing problems of the next 100 years."

But a quick look at the facts shows that by the year 1997, the quantity of rooms was not, in fact, the problem. In the 10-year period between 1987 and 1997, university enrollment dropped by 3 percent. And residence hall occupancy dropped 20 percent. The numbers told a story: Yesterday's residence halls weren't working for today's students.

## A balancing act

Recently, ISU's three former and current directors of residence – "Shorty" Schilletter, Chuck Frederiksen, and Randy Alexander – compared notes about the challenges they faced in more than 50 years of combined ISU residence hall administration experience.

Although residential services was a self-supporting business (and, in contrast to other university operations, received no funds from the Iowa Legislature), it needed Board of Regents approval to raise board and room rates. For years, ISU held what was perhaps the dubious honor of having the lowest board and room rates of any university in the Big Eight. And students, university officials, and Regents members wanted to keep it that way. Schilletter remembers, with some relish, that one of ISU's vice presidents in 1957 was fiercely opposed to the amenities of the proposed, new Linden Hall. "You and your damn gracious living," he fired at Schilletter, who had proposed larger bathrooms, terrazzo floors, slate shingles, and plaster walls. And when Frederiksen tried to raise rates by 1 percent 15 years ago to begin a reserve fund for repairs and renovations,

Chuck Frederiksen, J. C. "Shorty" Schilletter, and Randy Alexander have a combined total of 55 years of directing ISU's Department of Residence.

For years, ISU held the dubious honor of having the lowest room and board rates of any university in the Big Eight.

the Board of Regents turned him down. "The paradigm of the day," he says, "was economy."

In an appropriate reflection of the school's philosophy, the Department of Residence was administered by the university's business branch, which did not, says Frederiksen, believe in "amenities and hand-holding." The administrative reporting structure changed in 1967 when the student affairs branch was created, but the change had occurred "late in the game," said Frederiksen. By then, many other colleges and universities had already established the vital connection between residences and students' degree of satisfaction with their college experience.

So by 1997, Iowa State found itself with residence halls which had deferred repairs and more traditional dorm beds than it needed. What was needed were not old-fashioned double rooms in austere, high-rise dormitories, but suite-style beds and apartments. To be precise: ISU needed 2,000 apartment beds and 1,900 suite-style beds to meet the demands of today's students.

Unlike their parents, most of today's students arrive at Iowa State unaccustomed to sharing a room. They arrive with TVs, computers, microwaves, and stereos. They're accustomed to eating what they want, when they want it. "Our students today have more discretionary income then many of us realize," says Randy Alexander, current director of residence. "Because this is a business, we have to provide a product that our customers choose to take."

But while universities and colleges across the country are making news with lavish accommodations that include jacuzzis, maid service, and swimming pools, the amenities included in ISU's new and proposed residence halls will remain comparatively conservative. While some colleges are charging as much as $8,300 for nine months of apartment living, ISU's residence halls are still a bargain. A double room in an unrenovated hall costs $2,454 for nine months. A double room in the newly renovated Maple Hall costs $2,779; a suite in Maple costs $2,910. Hawthorn Court apartments for older students cost $370 per month, including utilities. Alexander knows his market, and while Iowa's youth will pay about $400 more a year for a suite, forget the jacuzzi.

## The new neighborhoods

As far back as 1946, Iowa State students knew they needed to "shrink" the size of their school's residence halls. When a transfer student suggested that halls should be broken into "houses" – smaller, friendlier units – the suggestion was met with resistance, reluctance, and finally acceptance.

Iowa State's new neighborhoods have the same goal as yesterday's houses – but they go a step farther. They include more community center amenities, and are targeted for different age groups: the younger single student, the older single student, and student families.

PHOTO BY JIM HEEMSTRA

The new Hawthorn Court apartments cater to single, upperclass students who require less structure than incoming freshmen.

# The Maple Hall Experiment

The knowledge that freshmen need more intensive services, as they transition from dependence to independence, is not a new concept. The first director of residence hall services, Madge Irwin McGlade, wrote in 1946 in Student Housing at Iowa State College that freshmen should be given preferential treatment in their assignment of dormitories. "Thus freshmen, who are likely to be living away from home for the first time and are presumably in need of steadying influences, are usually given preference over upperclassmen."

But the concept had so faltered over the years, that when the Department of Residence unveiled its plan for a new "Community for Younger Students" at Maple Hall in the fall of 1999, it was met with suspicion and outright hostility by Iowa State Daily editors and letter-writers. "A substance-free building even for students of legal age? Room visitation limits for members of the opposite sex? A building

## Hawthorn Court

Only the name is the same. Remember when Hawthorn Court consisted of predominantly mint-green apartments for married students? They were just a cut above Pammel Court, and a common debate was whether they were worth the $20 more a month it cost to live there, compared to Pammel.

The old Hawthorn units were razed in the summer of 1999, and the first 12 units of the new complex, which opened this past fall, house 1,000 students. The four-person apartments for single upperclass students who are at least 20 years old are sunny, modern, and fully furnished, including washer and dryer, cable TV, and Ethernet connection. The second phase of the complex will be completed next fall and will accommodate 1,000 more students. Also completed will be a community center, which will include a cafe and grill, cyber-lounge, computer lab, meeting room, convenience store, and fitness room. In the center of the complex will be "The Green," a spacious grassy area the size of two football fields.

The new Hawthorn Court for older students has been created as intentionally as Maple Hall for younger students. "Older students want less structure, and want to be farther away from central campus," says Alexander. Hawthorn will have its own student governing board, which will have at least one representative on the Government of the Student Body.

flashback

The first units of Hawthorn Court were occupied in October 1956. The following excerpt is from the Iowa State Daily, summer 1956:

" . . . The name Hawthorn falls within the pattern of naming some of the college buildings, such as the women's residence halls, for trees. The Hawthorn tree is noted for its compactness, sturdiness and its brightly colored fruit. The new student apartments will embody these same characteristics through being well constructed and attractive, according to Dr. J. Schilletter, director of residence."

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that's locked after 11:00 p.m. Are you kidding us? What do you think we are, kindergartners?"

But the skepticism flew in the face of an inarguable fact: The fall that it opened, 1,178 new students listed Maple Hall as their first preference, and by July of 2000, there was a waiting list of 428 students.

In addition to slightly different rules, Maple Hall freshmen are required to take a personal growth class, join a campus organization, and donate time as a community service. Returning students must have a grade point average of at least 2.5. There are dividends, of course, to living at Maple Hall. In the fall of 1999, it was the only residence hall that offered suites. In addition, rooms have individual climate control, carpet, a sink, cable TV, and Ethernet connections. Each floor has a computer lab, and community bathrooms have been replaced with small private bathrooms.

The experiment has been pronounced an unequivocal success. Not only is it popular with students, when Maple Hall freshmen were compared to counterpart control groups, it was found they spent more time studying, had fewer alcohol-related problems, and showed a higher level of confidence in their academic skills.

# THE LAST HOUSEMOTHER

## End of an era: Claribel Larson was one of the last housemothers at Iowa State's residence halls

PHOTO BY JIM HEYNSTRA

"Mom" Larson still lives in Ames.

The photo album is close to her recliner, where she can reach it. Captioned "Mom Larson Week, December 5-9" it holds photos, letters, a dried corsage, and memories. But 91-year-old Claribel Larson doesn't really need a photo album to keep her memories fresh. She remembers well Dec. 5, 1965, when she arrived at Linden Hall to become a housemother, the surprise tea given in her honor, and the five years that followed.

The position she held was alternatively called "hall director" and "resident advisor," but the most accurate title was "housemother," for Claribel Larson was, in fact, motherly. Today she pulls out Christmas cards from her former "girls," who still write to her at least once a year. She remembers Jean and Joyce, who came down in red and blue footie pajamas every night to say good night. She remembers flicking the light switch in the lounge, when it was time for boyfriends to leave. On the entryway steps, she remembers shooing the boys away so her girls would make their 10:00 p.m. weekday curfew. "They'd be kissing and carrying on. I remember once one of the boyfriends said, 'OK, Mom Larson, you're next!'"

When advice was requested, she gave it. When boyfriends showed up shoeless in the lounge, she gently suggested that they might want to consider wearing shoes next time. When a resident wanted to spend a night or weekend away from the hall, she'd OK the plan with parents.

But times, they were a changin'. There was growing acknowledgement that the parental model that had existed since the beginning of Iowa State's residence halls had grown obsolete. Rules changed. Keycards replaced keys. Curfews were lifted. Trained ears replaced simply friendly ones, when the Office of Student Affairs was established in 1967, and professionals offered students services that ranged from alcohol education to counseling for test anxiety.

Also, there was growing awareness that the residence halls could be more than room and board and a home away from home. "We began to see that with this captive audience of students, we had a great opportunity for educational programming," says Chuck Frederiksen, director of residence halls from 1967 to 1996. "We were missing a great opportunity by using our residence halls as a laboratory for teaching only social skills."

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Linden Hall "girls," circa late 1960s.

While the new administrative philosophy made sense, the announcement to Iowa State's residence hall moms that they were to be phased out still hit hard. Larson's last year at Iowa State was at Maple Hall, but it wasn't the same. Her new charges now numbered 96, making it difficult to nurture personal relationships.

But as Mom Larson remembers those days, she does so with warm affection. "My dear," she smiles. "I was treated like a queen."

## The new Union Drive neighborhood

Some of the oldest and largest residence halls at Iowa State – Friley, Helser, and Westgate, the members of the Union Drive Association – are scheduled either for major renovation or demolition, to make way for an ambitious new neighborhood, that promises to be ISU's future "show-off" space for younger students.

The next five years will see a small part of Friley demolished, and Helser and Westgate completely demolished. Friley will receive major renovations, which will replace 1,050 traditional dormitory beds with three buildings containing 320-bed suites. A community center will include game and recreation space, convenience store, bakery, and meeting and computer classroom space.

Proposed Union Drive neighborhood.

## More endings and facelifts

Also facing demolition are Knapp and Storms Halls at the Towers. Scheduled to be renovated are Buchanan Hall for older students, and Schilletter and University Villages for married student families. Also, academic space, including classrooms, computer laboratories, and study space, will be added to most residence halls.

A kind of messiness is sure to prevail at Iowa State in coming years. There will be the dusty disorganization that always accompanies renovation and the disgruntled feelings that accompany change, as old buildings crash down and new ones spring up.

And old ideas will crash down, right along with old buildings. "Collaboration is messy," says Doug Gruenewald, describing the future of learning communities, as more and more disciplines merge ideas, classes, and communities. "Everyone is used to working with a certain kind of system and then suddenly you're saying, 'Now let's merge our systems.' There really aren't rules or guidelines or blueprints.

"So it's messy and frustrating to cross these boundaries, but it's also extremely rewarding." ■

## flashback

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By the fall of 1939, the three-year-old Roberts Hall, which was designated for freshman women, was not only filled to capacity, it was overflowing. Students were housed in the typing room, recreation room, and "coat" room. "This complicated living somewhat," writes "Shorty" Schilletter in The First 100 Years of Residential Housing at Iowa State University, "but the girls were most cooperative, and a high type of community living has been developed through the years."

# Alumni Association news in brief

### Alumni Days 2001

The ISU Alumni Association will honor members of the golden anniversary class of 1951 during Alumni Days 2001, June 7-9. All other Iowa Staters who graduated before 1951 are also invited to return to campus for reunion activities during the three-day celebration. Alumni and guests will enjoy nostalgic displays, campus tours, special performances, and other events with ISU's new president, deans, faculty, and staff. Registration materials will be mailed in late March.

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

### Get the gang together for homecoming

Webster defines homecoming as "the return of a group of people, usually on a special occasion, to a place formerly frequented or regarded as home." If it's been too long since the old gang got together, this is the year to do something about it! Alumni Association members interested in organizing a homecoming reunion for a graduating class or special group should contact the Association in writing no later than May 15. Direct correspondence to "Homecoming Reunions," and be sure to include your current mailing address and a daytime phone number and/or e-mail address. Informational packets will be mailed to reunion chairs in June. Homecoming is Oct. 20.

Web link www.isualum.org/student_programs/homecoming/

### New member services

Long-term care and senior life insurance plans are now available to alumni and friends of Iowa State through the Alumni Association. Call Seabury & Smith toll-free at 1-800-503-9230 for more information.

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

## For members only

Members of the ISU Alumni Association are invited to attend the Association's 68th Annual Meeting and Second Annual Cardinal and Gold Dinner and Recognition on May 18, 2001, at 6 p.m. at the Scheman Building, Iowa State Center. 2001 Impact Awardees – philanthropist Christina Hixson, Government of the Student Body President Ben Golding, Head Football Coach Dan McCarney, student athlete J.J. Moses, and former ISU President Dr. Robert Parks – will be honored during the evening's festivities. For more information and to register, go to www.isualum.org/events/ or call the Alumni Association toll free 1-877-ISU-ALUM (locally, call 294-6525). Space is limited.

# Rally 'round the 'Clones

"Wow!" That's about all Alumni Association staff could say in response to the overwhelming number of loyal Cyclone supporters who followed the football team to the Insight.com Bowl in Phoenix last December. More than 6,500 fans turned out for the spirit rally in downtown Phoenix (pictured). The rally, co-sponsored by ISU Athletics and the Greater Des Moines Partnership, is thought to have drawn the single largest attendance ever to an Alumni Association event. A pregame party, co-sponsored by the Alumni Association and Athletics, attracted approximately 3,000 fans to Leinenkugel's Ballyard Brewery just outside Bank One Ballpark.

The Association thanks the following supporters, organizers, corporate partners, and volunteers for making these bowl events a success:

Dodds Athletic Tours
The Greater Des Moines Partnership
MBNA America
Wohlers/Seabury & Smith
Hyatt Regency Hotel, downtown Phoenix
T.Galaxy
Bruce Van De Velde and the ISU Athletic Department
Marty Province and the ISU Cyclone Football Varsity Marching Band
Cy and the Spirit Squad
Civic Plaza Symphony Hall Terrace
Pete Taylor, spirit rally emcee
Richard Seagrave, ISU interim president
Murray Blackwelder, ISU vice president for external affairs
Jamie Stensland, chair, ISU Alumni Association Board of Directors
Coach Dan McCarney, coaching staff, and the Cyclone football team
Iowa Gov. and Mrs. Tom Vilsack
Owen Newlin, Iowa Board of Regents
Leinenkugel's Ballyard Brewery
Southwest Travel, ground transportation
Insight.com Bowl officials and hosts
Sean McLaughlin, the ISU Club of Phoenix, and other Phoenix area alumni volunteers
... and to the thousands of Cyclone fans! Thank you!

## Tips for using a headhunter

# Career Insights

**by Donald Tiernan**

**Headhunters, or recruiters, are typically used by companies having difficulty finding a good candidate or when companies want to keep job openings confidential. An ISU alum who was a successful recruiter for three years with Andersen & Associates in Marshalltown, Iowa, shares tips for using a recruiter to help land a job.**

Working with a recruiter may be something you decide to do at some point in your career. To help ensure that your experience is beneficial, keep in mind the following tips:

1. Remember that the recruiter is **not working for you.** His or her motivation is the commission he receives from the company that is hiring you.
2. Even though the recruiter is not working for you, **it is important to build a trust relationship.** Many recruiters will never meet you face to face – your relationship will be conducted exclusively over the phone. Ask enough questions so that you can evaluate whether the two of you are a good match. Some questions may include: "What kind of companies do you work for? How would you characterize their values? Are you a member of a professional association that connects you with other recruiters that might have a job that's the right fit for me?"
3. **Most recruiters specialize in specific areas** – typically computers, engineering, sales, etc. Find out what the recruiter's specialty is.
4. **Use several recruiters.** This will put you in touch with a larger number of companies in a wider geographical area. (If you do use more than one recruiter, make sure the recruiter contacts you before he contacts a company about you. This will prevent two recruiters from contacting the same company about you.)
5. **Don't assume that the recruiter will find you a job.** Keep looking on your own.
6. Once the recruiter lines up an interview, your work isn't over. **Investigate the company and plan for the interview,** just as if you had found the opening yourself.
7. **You are in control of your own destiny.** Don't be influenced by a forceful or aggressive recruiter. Nobody cares as much as you do about finding the perfect job for yourself. A recruiter is a tool, but you hold the power.
8. If you have a good experience with a recruiter, **keep that relationship going throughout your career.** It could continue to result in great opportunities.

**Visit our *expanded* VISIONS Web site for more stories and photos. It's a new feature for Alumni Association members only! Go to: www.isualum.org/news_views/VISIONS/issues.html**

### "you"@isualum.com

Show your ISU pride – and enjoy the convenience of a constant e-mail address! Members of the Alumni Association can enjoy permanent e-mail forwarding, which allows you to establish a unique and permanent "isualum.com" e-mail address. This service re-routes e-mail messages sent to "you"@isualum.com to your "real" e-mail account. Should you ever change e-mail providers, simply change the e-mail address listed during registration, and future messages are automatically forwarded to your new e-mail account. Go to our Web site and register today!

**Web link** www.isualum.org/register

### Spring shopping

Are you looking for that unique T-shirt or polo for spring and summer activities? The Alumni Association has something for everyone! Browse our Alumni Collection for a view of our Corporate Collection – apparel that says "Iowa State" in a subtle palette of colors and an exclusive Campanile design. Or, if you're a traditionalist, the Varsity Collection is for you. Select the item that says you're a Cyclone fan, and enjoy the convenience of shopping online ... and the confidence of a secure site!

Members who are registered for a username and password can access member pricing on our Web site. Or, simply make your selection and order toll-free at 1-877-ISU-ALUM or 294-2648 locally.

**Web link** www.isualum.org/merchandise

## The ISU Alumni Association – keeping you connected

*The ISU Alumni Association welcomes the following new lifetime members who joined November through December 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).*

Patricia A. Abeling
Barbara and Michael Archer
Alice and Michael Bear
Gregory J. Brinkmeyer
Brian E. Caltrider
William B. Campbell, Jr.
Charles F. Christian
Michael R. Clayton
Edna and Wayne Clinton
Renae and Darren Conlee
Jill and Gregory Conrad
Wendy Sue Current
Ann M. Davis
Stephen M. Day
Sereana H. Dresbach
Ronald E. Durham
Katherine and William Ervin
Jon C. Fahning
Nancy and Scott Feste
Adam T. Fisher
Judy K. Ford
David O. Gallas-Erb
Earl L. Gruenhaupt
Kevin R. Hansen
Sheryl and Bryan Hoy
Thomas Huenecke
Cindy and Gary Jennett
Jay F. Joblinske
JoAnn and Brian Johnson
Dennis L. Judkins
Myron T. Kelley
Maria L. King
Reed V. Landberg
F. Clark Lawrence
Dixie and Dale McMasters
Julie and Patrick Merfeld
Gwen B. Meyer
Todd J. Meyer
John S. Mikovec
Jayden L. Montgomery
Lisa A. Muenchow
Yael E. Munson
Nicole and Jeffrey Murphy
Kathleen and Justin Nemechek
Stephenie Elliott Ovrom and Paul Ovrom
Jennifer R. Raines
Kristine and Robert Sandage
Kristin and John Scheppler
Travis J. Schwartz
Nathan F. Sheeley
Mitchell J. Skinner
Kristen A. Smollen
Julie and Daniel Sokley
Mark R. Stephens
Lee M. Teras
Jennifer L. Thompson
Glen J. Tiede
Dean A. Tjaden
James Truckenmiller
Sang D. Vu
Michael J. Wagner
Jennifer J. Walker
Michelle and Matthew Wamsley
Susan and Mark Wellman
Sue and Jerome Winter
Jennifer and Daniel Wyatt
Mary L. Zamarripa

by Karol Crosbie

# Giving for the future

**Endowment gifts — gifts whose principal investment generates earnings used to support programs and scholarships — are of vital importance to Iowa State University. Endowments create a perpetual source of support by keeping the principal of the gift intact, and they often commemorate family, friends, or favorite professors.**

"Endowment gifts tie whole generations together through a common vision of Iowa State's future," says Tom Mitchell, president of the ISU Foundation. "Because their gifts endure far into the future, donors share a sense of joy and pride in knowing they have made this university a part of their own legacy."

*"Endowment gifts tie whole generations together through a common vision of Iowa State's future."*

Named endowed funds can be established in a number of categories through the Foundation: Donations of $1.5 to $2 million to support faculty chairs; $500,000 to $1 million to support professorships; $150,000 to support fellowships; $15,000 to support partial scholarships; $50,000 to support full scholarships; $15,000 to support programs; and $10,000 to support a named library endowment.

We'd like to tell you about just a few of the endowments that have played a role in helping Iowa State University become the best.

*Endowed program*

**The Gwen Dahlberg Early Childhood Education Endowment**

Gwen Dahlberg remembers with pleasure days spent in 1968, equipping a new preschool with everything a 4-year-old would need to play, grow, and learn.

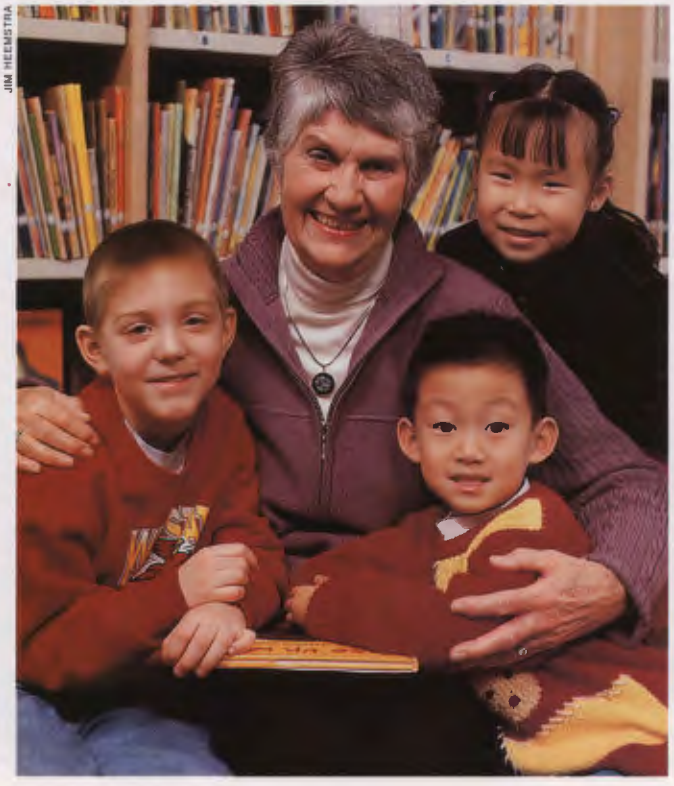
Dahlberg was beginning a new career using her 1950 ISU degree in child development. The Westminster Weekday Preschool was the first of its kind in Des Moines at the time.

She bought the best toys and equipment she could find: blocks, a water table, rideable wooden tractors, story books, and a resident guinea pig. Some of the toys and equipment were so sturdy, they are still used at the school today.

So when she heard that ISU's new Palmer Human Development and Family Studies (HDFS) Building would house the laboratory preschool, Dahlberg knew it was the perfect opportunity to fund a program that was dear to her heart. Through a $100,000 endowment, she helped ensure that the laboratory school would be equipped with essential books, learning toys – and at least one resident guinea pig or similarly fuzzy companion.

"I'm a strong believer in early education, especially for 4-year-olds," says Dahlberg. "Children are our future – and my endowment will help provide for ISU's early childhood education program."

Gwen Dahlberg, with children from ISU's Early Education Laboratory School



JIM HEEMSTRA

*Endowed chairs*

**Caldwell Endowed Chair of Chemistry**

ISU's Chemistry Department wanted to fill a vacancy with a senior-level faculty member, but the funds just weren't there. "One of the resources we looked into was the Caldwell Endowed Chair in Chemistry," says the department's chair, Patricia Thiel. "Because of its wonderful flexibility, the endowment allowed us to hire the best person for the position."

And the best person was Dan Armstrong, a researcher and teacher whom Thiel

JIM HEEMSTRA

**Dan Armstrong, Caldwell Endowed Chair of Chemistry**

calls "incredibly creative. Dan is an interactive person – when you're talking with him you can just see the sparks fly." Armstrong, who arrived at Iowa State in August 2000 from the University of Missouri-Rolla, is one of the world's leading authorities on molecular separations, and according to the *Scientific Citation Index*, is one of the most highly cited chemists in the world. His research has direct application to medical and biological processes. For example, his techniques have been used to diagnose urinary tract infections and are used to monitor fermentation processes, which are widely used in the drug, food processing, and biotechnology industries.

An endowment of over $1 million was established to honor Carlyle "Corky" Caldwell, who began his educational career at Little Rock Junior College, intending to become a medical doctor. But when the stock market crashed in 1929, his financial support crashed with it. An insightful chemistry professor at Little Rock who had graduated from Iowa State College steered Caldwell toward a career in chemistry. Caldwell had a typical graduate experience at Iowa State – putting himself through school with jobs in food science and as a food service worker. He then launched an atypical career – one that would lead him to 50 years of success at National Starch, Inc., where he would ultimately become the chief executive officer and chairman of the board.

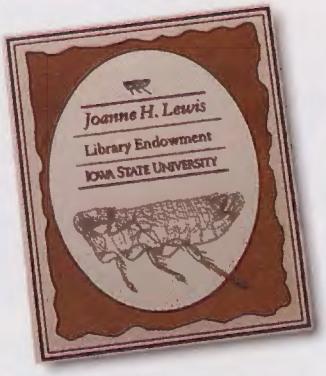
*Endowed Library Fund*

**Joanne H. Lewis Library Endowment**

Bob and Joanne Lewis were partners – not only in their marriage, but in their professional life. When Bob began building his career as an entomologist – one that would lead to world recognition as an expert on fleas – Joanne worked right beside him. She served as a field assistant for eight years in Beirut, Lebanon, where Bob began his career at the American University of Beirut, continued with him at Iowa State, where he was in the Entomology Department from 1967 to 1996, and helped him edit the *Flea Journal* for almost 20 years, providing bibliographic assistance.

"She loved libraries," says Bob. "Both of us did. When she passed away unexpectedly, it seemed right to set up a memorial in her name for Iowa State's library collection."

Bob, who served as college representative on the University Library Committee for 25 years, understands fully the library's need for funds that will enhance the library's collection. His $51,000 gift gave the library the flexibility to purchase resources in a broad range of disciplines, and the first gift funded by the Joanne H. Lewis Endowment was microfiche about the conditions of the 19th century French working class. "This material is particularly valuable to our history faculty and students, as well as to those researching and teaching in sociology, French social history, business, and women's studies," says Olivia M. A. Madison, dean of Library Services.




**One of the bookplates used to designate materials purchased from funds generated by the Joanne H. Lewis Library Endowment**

*Endowed Scholarship*

**Barbara King Scholarship Endowment for Innovation and Entrepreneurship**

There's a good reason why Barbara King would choose "innovation and entrepreneurship" as the focus of her endowed scholarship to the Department of Landscape Architecture, for it's hard to find an individual whose own career better illustrates innovation and entrepreneurship.

King is president of Landscape Structures, Inc., a multi-million-dollar business that designs and makes outdoor play and recreational equipment. She and her husband, Steve, who both graduated from ISU in 1968, started the business in their home 27 years ago. Today, their play equipment is found throughout the world. King runs a family-friendly workplace, demonstrating care and concern for her employees.

Her scholarship is awarded to fourth- or fifth-year or graduate students in landscape architecture who "demonstrate professional potential and who exhibit an entrepreneurial spirit." Preference is given to undergraduate students, women, and those with the greatest financial need.

"Barb understands that our most important investment must be in our most important resource – people," said Mark Engelbrecht, dean of the College of Design. ■

*For information about endowment giving levels, contact the ISU Foundation at 515 294-4607 or at www.foundation.iastate.edu.*

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.

# March

1 Des Moines Breakfast Club with Bob Elliot

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

3 Circle of Former ISU Alumni Association Board of Directors Presidents/Chairs event

3 ISU Family Concert, Martha-Ellen Tye Recital Hall

6-10 Women's Basketball Big XII Tournament Spirit Rallies, Kansas City

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

8-11 Men's Basketball Big XII Tournament Spirit Rallies, Kansas City

12-16 Spring Break

23 *Chicago – The Musical*, Stephens

25 Iowa State Singers concert

26 ISU "Strengthening Families" community visit, Buffalo Center

27 Alumni Travel: Paris Escapade (through April 3)

30 BeauSoleil's 25th Anniversary Tour, Stephens

# April

1 Central Iowa Symphony and ISU Symphony Orchestra concert

2-6 Senior Week

3 Alumni Travel: Alumni College in Provence (through April 11)

5 Des Moines Lunch Club with Danny O'Neill

4-6 American Indian Symposium

6 Road Scholars reception, Council Bluffs

6-7 Lil' Sibs Weekend

8 University Chorus concert

16 ISU Spring Awards Convocation

16 Alumni Travel: European Capitals by Rail (through April 30)

17 Alumni Travel: China and the Yangtse River (through May 4)

20-22 **VEISHEA**

21 VEISHEA/SAA Alumni BBQ, after the parade, south of the Campanile

24 Girls Choir of Harlem, Stephens

24 ISU "Strengthening Families" community visit, Cedar Rapids

26 ISU Symphony Orchestra concert

28 Afro-Cuban All Stars, Stephens

29 Symphonic Band and University Band concert

30 Final exams (through May 4)

# May

2 Alumni Travel: European Capitals by Rail (through May 16)

3 International Graduation Reception

3 Alumni Travel: Portugal and Spain (through May 14)

3 Des Moines "Cy's After Five" social

4 Graduate College Commencement

5 Undergraduate Commencement

5 **Commencement Lunch**

14 Alumni Travel: European Capitals by Rail (through May 28)

18 Board of Directors meeting, Alumni Association 68th annual meeting, and second annual Cardinal and Gold Dinner and Recognition

21 Session 1 Summer classes begin (through July 13)

# June

7-9 **Alumni Days**

11 Alumni Travel: Alumni College – Austria (through June 19)

18 Session II Summer classes begin (through Aug. 10)

25 Alumni Travel: Voyage of the Goddess: Paris, Provence, Rivieras (through July 8)

27 Alumni Travel: Journey on the Elbe River (through July 11)

# July

18 Alumni Travel: North Pole Expedition (through Aug. 11)

19 Alumni Travel: Holland to Hungary (through Aug. 3)

23 Alumni Travel: Alaska (cruise through July 30, land/cruise through Aug. 4)

24 Alumni Travel: Classic Scandinavia (through Aug. 4)

29 Alumni Travel: Village Life in Wales (through Aug. 6)

31 Alumni Travel: Europe's Grand Passage: Netherlands to Berlin (through Aug. 14)

## Upcoming Alumni Travel

**Aug. 15-23** Alumni College – Scotland

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

**Oct. 21-29** Alumni College – Tuscany

## Upcoming Alumni Events

**Sept. 29** Family Weekend

**Oct. 20** Homecoming

IOWA STATE UNIVERSITY
FOUNDATION

## The Iowa State family comes through again!

The Iowa State University Foundation commends Steve and Becky Smith for helping to make the College of Business Initiative become a reality. The couple from Dallas, Texas, has made a deferred gift commitment to ensure student success well into the future. Through their generosity, students will have scholarship opportunities; and new programs and professorships will create a rich educational experience. Their support and leadership is taking the College of Business to unprecedented heights.

IOWA STATE UNIVERSITY
ALUMNI
ASSOCIATION

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

ADDRESS SERVICE REQUESTED

# Limited offer!

## Official Insight.com Bowl Game-Day T-shirt

Adult sizes S-2X
Alumni Association member price: $25 (2X $27)
Non-member price: $30 (2X $32)

Youth sizes S (6-8), M (10-12), L (14-16)
Alumni Association member price: $20
Non-member price: $25

*$5 shipping and handling (plus $1 for each additional item shipped to the same address)*

Order online at www.isualum.org/merchandise or call toll-free 1-877-ISU-ALUM (locally 294-2648) 8 a.m.- 5 p.m. Monday-Friday.

*Allow 4-6 weeks for delivery.*

You asked for it! We did it! The ISU Alumni Association has received an overwhelming number of requests to sell its official **Insight.com Bowl Souvenir Game-day T-shirts.** So here's your chance! But this special offer won't last long. You must order these shirts by April 15. After that, they'll become a pleasant memory … just like the Insight.com Bowl!

The long-sleeved, cardinal red, 100% cotton tee features the "game day" design on the front and special song lyrics on the back.

**"TAKE ME OUT TO THE BOWL GAME"**

Take me out to the Bowl Game
Take me out to Bank One
We are all here 'cause we're Cyclone Fans
Cheering on ISU Football and Dan

Oh we'll root root root for the Cyclones
We know this year's not the same
'Cause it's been a LONG 22 years
Since ISU's last Bowl Game!!

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Bank One Ball Park
December 28, 2000 Phoenix Arizona

**ALSO AVAILABLE ONLINE:**
**Insight.com Bowl Championship T-shirt! Available at www.isualum.org/merchandise.**