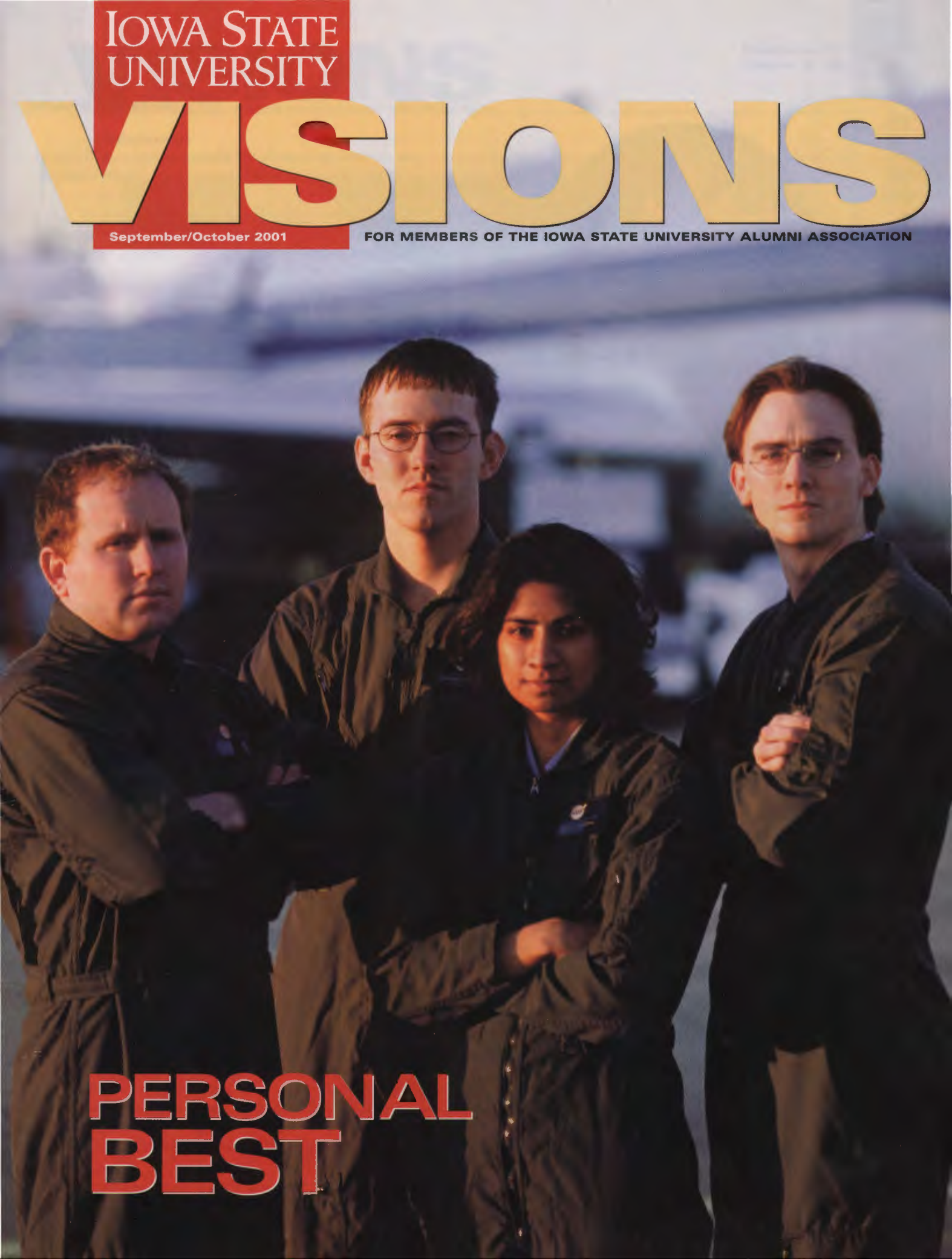
IOWA STATE UNIVERSITY

VISIONS

September/October 2001

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION



PERSONAL BEST

by Carole Gieseke

Ups and downs

"You might have heard of this plane," my friend Joe was telling me. "They call it the vomit comet."

I had NOT heard of a plane called the vomit comet. If I had ever heard of it, I was sure I would have remembered.

"You know that plane," Joe insisted. "Remember the floating scenes in Apollo 13, that movie with Tom Hanks?"

I did. "That's the plane they filmed those scenes in."

Right! I did know that plane. I just didn't know it had such a disgusting nickname.

Well, it turns out that Joe and three of his super-smart engineering pals had the opportunity to fly in that plane – officially the KC-135A – as part of this highly selective reduced-gravity student opportunity program, and they wanted me to tag along and write a story about it. It would be during spring break, he said. In Houston. At Johnson Space Center. You know, NASA and all that. Wouldn't that be cool?

Hmmm. Maybe. It was certainly worth a look. So I typed in the Web address Joe gave me (www.tossyourcookieswiththeastronauts.com) and found this information for "professional journalists" on the Texas Space Grant Consortium's Web page:

"Go to Houston and be a part of the team's 'once in a lifetime' effort to test an experiment of their own design… As a 'team member,' you will also be able to 'mingle' with other teams of students selected to participate, attend social events and experience 'astronaut encounters.'"

Ooh! Mingling AND astronaut encounters. I called Joe back and told him I was in. He said he'd come over the next morning and give me the scoop. Meanwhile, he said, I should look at the Web site again.

OK, Joe, whatever you say. So I'm clicking through the different sections: About the Program, Competition, Teams, Timeline. Oh, here's an interesting one. There's a graphic of an airplane flying zero-gravity parabolas. Over and over and over. Up, down, up, down, up, down. And I'm literally getting nauseous looking at the screen.

Next morning I tell Joe about this experience. "Carole," he says seriously, "you're not supposed to get sick just looking at it on the Web. Are you sure you want to go through with this?"

I did. I talked VISIONS photographer Jim Heemstra into going with me. I got my official FAA Class III flight physical, which included an EEG and the most elaborate vision exam I'd ever had in my life. (I couldn't figure that out. I wasn't going to fly the plane, just barf in it.) I cleared my press credentials with Johnson Space Center. I cleared my calendar.

As the time to go to Houston got nearer, I started receiving helpful "communiques" about security badges and physiological training and designating my next of kin. Communique #5, my favorite, described how the anti-nausea medication "Scop-Dex" would control "the vomit reflex" triggered by the "roller-coaster-like trajectory" flown by the "K-Bird" (AKA the vomit comet, which we were specifically told not to call it but which everyone calls it anyway.)

By golly, this was going to be exciting!

So we go to Houston and meet up with these four students who are all very bright and academically focused and rumpled and sleep deprived from driving from Ames to Texas. Then I get a phone call from the NASA doctor who wants to know what's the deal with me having asthma. I assure him that my regular doctor who gave me the official FAA Class III flight physical said I was a fine, healthy specimen for a woman my age

and that I was absolutely fine to fly, vomit, whatever. The team doc disagreed. No way was he putting me up in that "zero-G bird" with a "chronic respiratory ailment." I was grounded.

So that was the end of my astronaut career.

In retrospect, I think the team doctor was wrong. As I sat in the hangar at Ellington Field, watching the downlink video feed of Joe and the other students bravely conducting their experiment on that bucking horse of an airplane, I had a pretty good idea what would have happened if I had flown with them. I think my asthma would have been fine. I think my sinus condition would have made my head explode, either before, during, or after I tossed everything I'd ever eaten in my entire life into a giant, official, Hefty-bag-sized, NASA-issued barf bag on about the third parabola.

I was so grateful to that team doctor that I wanted to give him a hug. ■

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

September/October 2001
Volume 14 No.3

Features

Cover Story

Personal best

Iowa State students are embarking on a lifetime of becoming their best.

by Karol Crosbie and Carole Gieseke

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Getting things done on Capitol Hill

Three successful Iowa Staters share their strategies.

by Karol Crosbie

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On the cover:
Last March, four engineering students participated in NASA's Reduced Gravity Student Flight Opportunities Program at Johnson Space Center in Houston. Photo by Jim Heemstra

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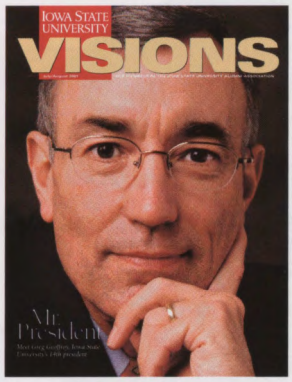
letters



VISIONS magazine encourages you, the readers, to express your opinions by writing letters to the editor. Please include your full name, class year, address, and daytime phone number. Letters chosen for publication may be edited for length and clarity. Additional letters may be viewed on the Alumni Association Web site: www.isualum.org/go/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.

Camp Marston revisited

Being a Marston Gold Medal awardee in 1992, I read with a great deal of interest your recent article ("Camp Marston: An Iowa State Treasure in Minnesota's Backwoods, *July/August 2001*). Does anybody at ISU know about Camp Dodge 1946 and ISU Freshman Engineering? I was one of this group. We lived in barracks, ate in the mess hall, and went to classes in connected barracks at the National Guard Camp Dodge just north of Des Moines for one year. As I recall, we were about 700 freshmen in engineering off campus at Camp Dodge. How many graduated four years later? I did. I don't suppose there are many of us left.

— Allen Acheson, '50
Kansas City, Missouri

"I have never forgotten Rainy Lake and that campsite. It will always hold special memories for me."

Although the letter from H.A. Leermakers on page 20 is interesting, I highly doubt that the Asian Tiger Mosquito pictured with the letter (an exotic species, recently imported into the southern United States) was there to welcome him. Perhaps an indigenous species such as the treehole mosquito (Aedes triseriatus) was the cause of his discomfort.

To an entomologist, it's like picturing black bears in the arctic instead of polar bears.

I know, I know ... no one noticed but me.

— John VanDyk
ISU Dept. of Entomology

I am writing to share our joy of seeing our Camp Marston story retold after 50 years. [I remember] that lots of visitors got stranded on Rainy Lake. I should explain that "lots of visitors" means three or four about every two or three years. It was hard to get there, and most folks had lived rough enough lives; they didn't need new experiences. I suppose Mother or the camp cook got pretty worried when the grocery supply ran down.

We plan to go to Ranier for a Dodds family reunion in August. We expect to go up the lake as far as Kettle Falls.

— J. Parry Dodds, '39, '40
Fresno, California
Son of the late Jack Dodds, Camp Marston director

My father, Professor W.L. (Pop) Foster, was, along with Professor Jack Dodds, one of the inaugural leaders of Camp Marston. Starting in 1927, our family – my mother, two brothers, and I – would join my dad at Camp Marston to spend the last half of the summer there. Even though I was only 5 years old in 1927, those memories are very vivid. For the next six years it was an annual event in my life.

We saw the camp grow progressively each year from just tents to a series of cabins, each of which bore names. All those cabins were built by the students themselves, but the combination kitchen and dining room was skidded to the Browns Bay site over the heavy ice cover on the lake during winter months. It was secured from a nearby abandoned lumber camp, as was the computation building.

We as a family always stayed in the Polaris Cabin after the students had departed. It was the nicest cabin and is the one shown on your title page of the Camp Marston article.

I have visited with several of the alumni of the Rainy Lake camp who all say the same thing: "This was the most valuable experience of my life, and I learned more than you can get out of books. I will never forget it!"

My father was killed in a tragic automobile accident while he was on his way to make a speech at the 1934 American Society of Civil Engineers conference in Chicago. I was 11 years old. In the summer of 1935, the Iowa State campers erected a flagpole near the end of the camp peninsula. It was founded on native rock, and a small brass plaque was fitted into the base. The monument was dedicated to the memory of my father, and the plaque read: "Walter L. Foster, teacher, woodsman and friend, 1882-1934."

I have never forgotten Rainy Lake and that campsite. It will always hold special memories for me.

— Jim Foster, '46
The Woodlands, Texas

Football on film?

My father, Charles K. Hill (1904-1987), played quarterback on the Cyclone football squad in the seasons of 1923-24-25, in the same backfield with the Behm brothers (and in at least one season with Jack Trice in the line). Were those players ever captured on movie (newsreel) film? The ISU Athletic Department reports that it does not have any motion-picture footage of the footballers from that entire decade, unfortunately.

But knowing that "movies" were being shot

of Ivy League football games and/or practices as early as 1902-1903, and of the University of Illinois as early as 1910, I strongly suspect that someone must have captured the mid-'20s Cyclone footballers on movie film.

It might have been a movie-newsreel company from Chicago, New York, or L.A. It might have been a print journalist (from the sports desk but equipped with a movie camera) from the Ames or Des Moines city papers. It might even have been an affluent alum or fan who in those days had purchased his own movie camera and patrolled the sidelines greedily shooting the ISU gridders in action... Or who knows who. But surely someone did!

The question now is to find who today would have saved any such moving-picture footage of the 1920s ISU football team. What a discovery that would be...

— Steven P. Hill
Urbana, Illinois

Farewell to Helser

It is with great sadness that I hear of the demise of Helser Hall. I transferred to Iowa State from junior college in 1975, and spent my two years at ISU in Woodrow House. The house system at ISU was wonderful for helping students feel like they belonged at the school. My former Woodrow housemates regularly organize reunions, and we meet every six to seven years in Ames. I realize that the new housing will offer a great setting for students, but Woodrow in my time was so enjoyable that I hate to see it go.

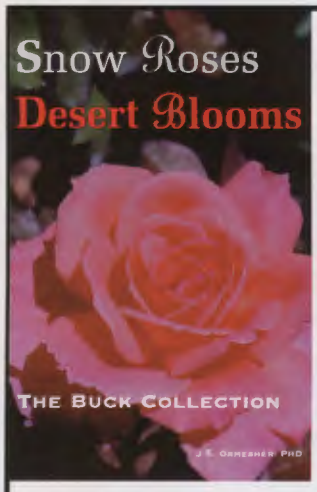
— Brad Buecker, '77
Lawrence, Kansas

Family ties

My husband and I enjoy receiving VISIONS. Living 330 miles away from Ames, the magazine helps us feel more in touch with events taking place at the university.

On the Fourth of July weekend 2000, the descendants of Jacob Wonderlich joined together for a family reunion. [We counted the number of] family members who either attended or were attending ISU or graduated from the university. There are quite a few of us! There were three Iowa Staters missing at the reunion. They bring our total to 22. We are all proud to be Iowa Staters, and we get together in Ames for football and basketball games on a regular basis. We are thankful for everything Iowa State taught us and the memories that will last a lifetime. I'm sure there will be future generations of Wonderlichs headed to ISU!

— Annalie Wonderlich-Thies, att. '91-94
Glen Flora, Wisconsin



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JIM HEEMSTRA

New signs commemorate ISU's bragging points

A SERIES OF 16 NEW BRONZE AND RED signs were installed this summer to point out significant Iowa State accomplishments, discoveries, and traditions. They include:

- First land-grant college (Beardshear Hall)
- Birthplace of the computer (Physics building)
- A faster fax (Coover Hall)
- Finest blue cheese (Food Sciences Building)
- Pure uranium (Wilhelm Hall)
- First statistical laboratory (Snedecor Hall)
- Birthplace of cooperative extension (between Catt and Curtiss Halls)
- Campaniling (Campanile)
- Largest Grant Wood murals (Parks Library)
- First land-grant home economics college (MacKay Hall)
- Round hay bales (Davidson Hall)
- First artist-in-residence (between Palmer and MacKay Halls)
- First elevated steel water tank west of the Mississippi (Marston Water Tower)
- Chemical analysis innovation (Gilman Hall)
- First vet med college (College of Veterinary Medicine and Lagomarcino Hall)
- First ag engineering degree (Davidson Hall) ■

Influential messages: What would you do?

Pork cutlets

You're buying a pork cutlet, and its package says it has been irradiated (treated with ionized radiation to kill trichinosis and other pathogens). You have just read two conflicting reports about irradiation: An advocacy group says it's a dangerous process. A scientific journal says it's perfectly safe. Which message is most likely to affect whether you pass up the irradiated pork chop?

New research by ISU economist Dermit Hayes (the first of its kind) shows that if you're like the average consumer, you'll be more influenced by the negative message and will decide not to purchase the pork chop. "Our results suggest that when advocacy groups indicate that new food technologies are unsafe, consumers avoid these foods, even if scientific bodies say the technologies are safe," Hayes said.

Sex, violence, and TV ads

One evening, you watch a violent movie – "Psycho," for example – and a shampoo product is advertised. But you can't remember the name of the shampoo. The next night, you watch Donna Reed reruns, and a shampoo – Herbal Tresses, to be exact – is advertised. There's a reason why you couldn't remember the name of the shampoo advertised during "Psycho," says new research by Brad Bushman, ISU professor of psychology. A study involving 162 men and 162 women, ages 18-54, indicated that sex and violence impair memory of TV ads. Observers of "neutral programming had a 39 percent better recall of advertising than observers of violent and sexual programming." Whether or not observers liked or disliked sexual or violent programs had no influence on their memory of commercials. ■

Holiday out
The Holiday Inn Gateway Center is now The Hotel at Gateway Center. Built in 1979 as an independent hotel by a group of investors on behalf of the ISU Foundation's Achievement Fund, the hotel became a franchise of Holiday Inn in 1981. Last May, the hotel became an independent hotel owned by the Gateway Center Associates, a wholly owned for-profit subsidiary of the Iowa State Foundation.

On the Web

Hayes' research
For further information, see http://www.iastate.edu/news/releases/2001/jun/hayes.shtml

To learn more about irradiation,
a process that ISU scientists helped to develop, go to http://www.extension.iastate.edu/foodsafety/inftox.html

Bushman's research
For further information, see http://www.iastate.edu/news/releases/2001/jun/tvads.shtml

University chops programs, services

THE REALITY OF THE 6 PERCENT REDUCTION IN STATE appropriations set in this fall, as Iowa State began chopping programs and services to balance a budget that was $15.8 million leaner than last year's. Allocation reductions affected every college and program. For example:

- The College of Education cut its talented and gifted certification program.
- The Computer Center reduced its 24-hours-a-day open hours for the first time in 20 years.
- The Counseling Center reduced its staff by 13 percent, influencing its ability to respond promptly to seriously disturbed students.
- For the first time, the College of Agriculture is charging families for 4-H and youth programs.
- Human Resources has reduced national advertising of open positions.

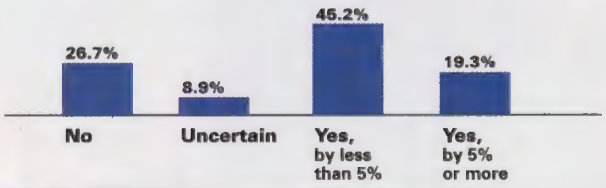
Online poll

Taking the pulse of our alumni

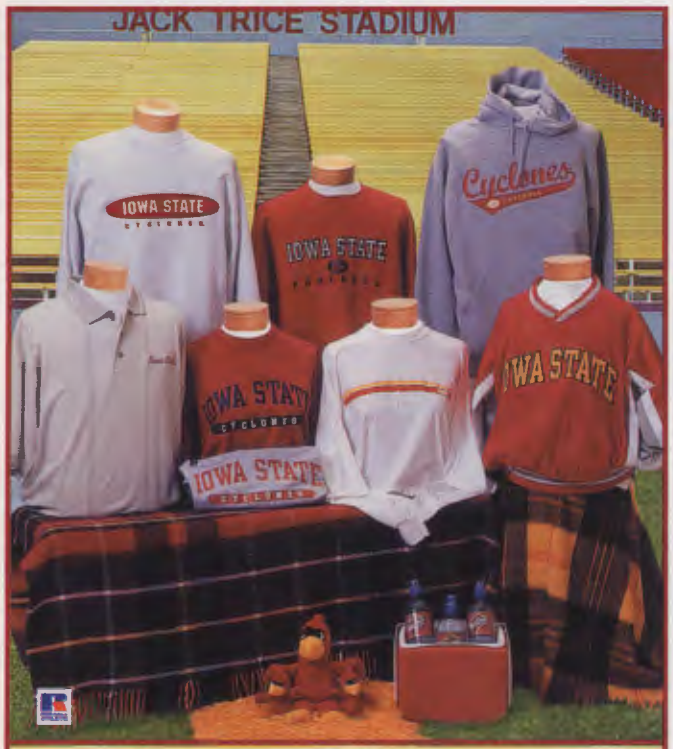
The Alumni Association's e-poll (www.isualum.org) allows us to ask you what you think – from questions that range from trivial to serious. Recently, we asked a number of questions about the value of Iowa State's tuition, and whether Iowa State should raise its rates. Here's our poll:

Tuition Hike?

A revenue shortfall by Iowa's taxpayers means a budget cut for ISU. Should the deficit be addressed by raising tuition for in-state students?



On the Web **Alumni Association e-poll**
For further information, see www.isualum.org



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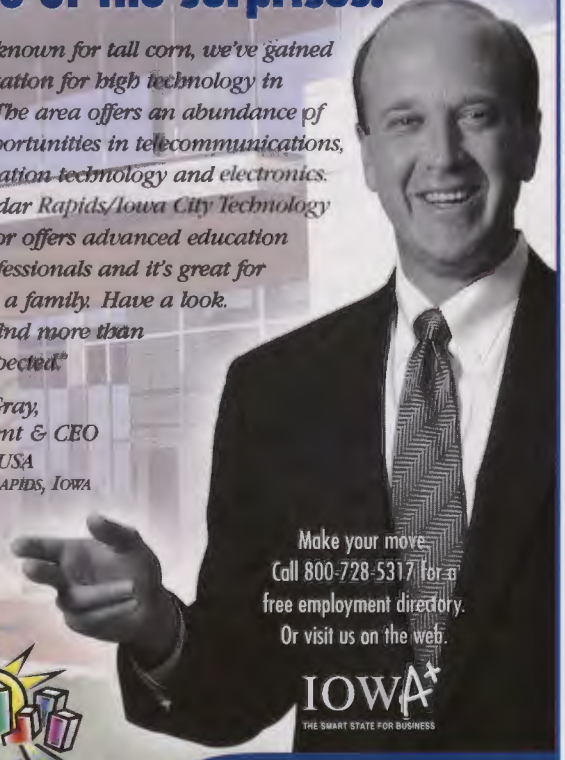

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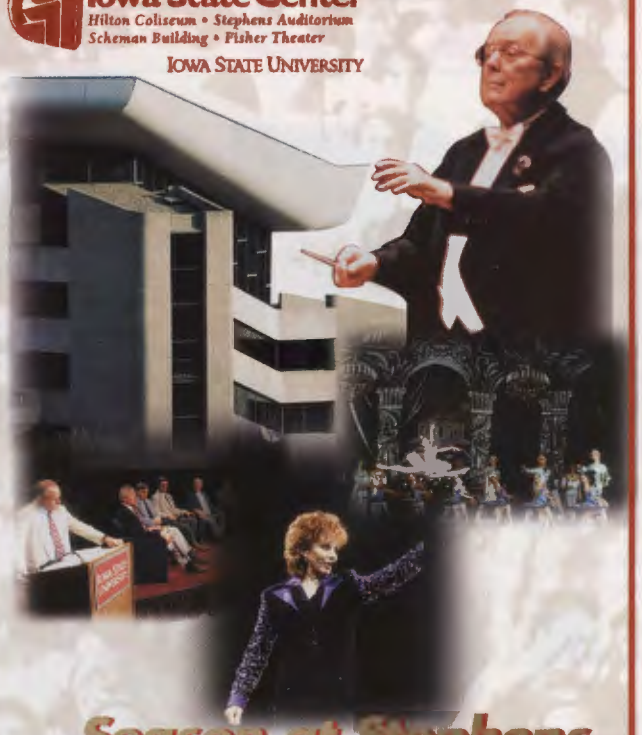

Season at Stephens

Four Bitchin' Babes
Saturday, September 22, 2001 • 7:30 p.m.

Marvin Hamlisch
Friday, September 28, 2001 • 7:30 p.m.

The Philadelphia Orchestra
Thursday, October 4, 2001 • 7:30 p.m.

Lincoln Center Jazz Orchestra with Wynton Marsalis
Friday, October 5, 2001 • 7:30 p.m.

RENT
Tues.-Thurs., Oct. 9-11, 2001 • 7:30 p.m.

Bayanihan Philippine National Dance Company
Friday, October 12, 2001 • 7:30 p.m.

Lilly's Purple Plastic Purse
Sat., October 27, 2001 • 11 a.m. & 1p.m.

My Fair Lady
Friday, November 2, 2001 • 7:30 p.m.

Goodnight Opus
Friday, November 30, 2001 • 7 p.m.

Cyrus Chestnut and Friends in A Charlie Brown Christmas
Saturday, December 1, 2001 • 7:30 p.m.

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*Special discount on Season at Stephens events for Alumni Association Members.

Going up, coming down

THE FACE OF IOWA STATE IS CONSTANTLY CHANGING, to adjust to the changing needs of students, faculty, and staff:

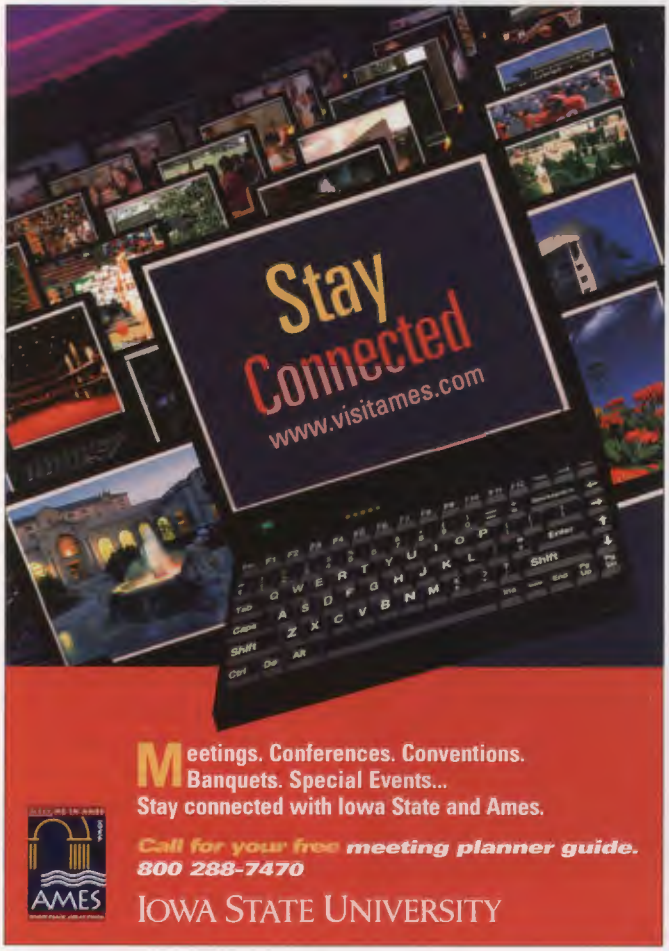
- Beardshear Hall's phase I renovation has been completed. Changes include new safety and handicap accessibility features, a new Student Answer*Center*, and new front steps. "With new lighting and entries, we're improving what has long been one of Beardshear's shortfalls: its darkness and gloominess," said ISU project architect, Steve Prater. (Past Iowa State president William Beardshear, who was – according to all accounts – neither gloomy nor dark, would be pleased.)
- The Knoll, the president's home, received major sprucing up, including a new kitchen, garage, and family room. The stately house, which has become a campus landmark and center for entertaining, was built in 1900 after President Beardshear was forced to move from his rented home.
- Osborn Cottage was razed to make way for a new building for the College of Business. One of the oldest buildings on campus, Osborn Cottage was built in 1883 as a residence for Herbert Osborn ('79) a professor of entomology. The cottage housed today's Honors Program. But while the house was "charming," says Liz Beck, director of the Honors Program, it couldn't begin to accommodate the 1,000 students who attended classes there. (Particularly burdensome was the one bathroom.) A new facility, the Martin C. Jischke Honors Building, located west of the Farm House on the edge of central campus, is scheduled to be completed in March 2002. To see an artist's drawings, go to http://www.public.iastate.edu/~honors/building/building_files/frame.htm.
- Helser Residence Hall tumbled down, and construction will soon begin on its replacement – the Union Drive Neighborhood, a new residence hall complex that promises to be ISU's newest "show-off" space for younger students. Suites will replace traditional dormitory rooms, and the complex will include a community center that will hold game and recreation space, a convenience store, bakery, and meeting and computer classroom space. Construction is expected to be completed in 2003. ■

The time is right for Petersen's *Joy*

THE TIME WAS NOT RIGHT FOR *JOY* WHEN ISU SCULPTOR-IN-residence Christian Petersen proposed it in 1939. He had created a plaster casting of a fountain with images of children playing and dancing and proposed that it be located at Brookside Park, an Ames public park. But as World War II began, metal was used for war, not art. In 1986, the College of Family and Consumer Sciences (then called Home Economics) bought production rights to the sculpture from Petersen's widow, Charlotte. But resources were limited, and *Joy* sat in storage until January 2000.

The time was finally right when the new Palmer Human Development and Family Studies Building was built, and funds were available from the Iowa Art in State Buildings to bronze the sculpture. Unveiled at Alumni Days on June 8, *Joy* is now a drinking fountain for all thirsty Iowa Staters. ■

JIM HEEMSTRA



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How do you get things done on Capitol Hill? *Three successful Iowa Staters share their strategies. Their goals are diverse: Jon Murphy, a lobbyist for Iowa State, wants to ensure proper federal funding of ISU's research projects. Holly Burkhalter, a lobbyist and activist, wants to influence U.S. policy that can diminish human suffering. Elizabeth Yetley, the country's lead scientist for nutrition, wants to use scientific research to help develop food safety and nutrition regulations.*

But if their goals are diverse, their strategies are similar: Build coalitions and relationships. Work the system. Build trust. Open doors. Understand the power of information. And love what you do.

GETTING THINGS DONE ON CAPITOL HILL

By Karol Crosbie
Photos by Rick Reinhard

Jon Murphy: Working the system

Question: What do the following Iowa State research projects have in common?

- Analyzing the chemicals in fruits and vegetables to discover why and how they help prevent colon cancer.
- Finding a way to make anhydrous ammonia used by farmers for farm fertilizer unusable as an ingredient for the criminal production of methamphetamine.
- Finding ways to transform the fiber in animal manure into a building material.
- Developing higher education for Native Americans in the form of tribal colleges.
- Researching and teaching best practices for managing animal waste in feedlots.
- Improving ways to evaluate and predict airplane safety.

Answer: They all receive significant funding from the federal government.

They are six of 67 projects described in a thick green manual that lies close at hand on the Washington, D.C., desk of Jon Murphy. Murphy, 31, is the newest member of a team that helped secure the $128.3 million of federal funds that constitute 18 percent in ISU's current budget. A '94 political science graduate, Murphy began his position as associate director of governmental relations less than a year ago and has lost no time in becoming well acquainted with those 67 projects.

He arrived on the job with an important key to success. "I understand the process," he says. "My job is to work the process." The process, of course, is the slow, lurching

journey of budget appropriations. Imagine a train – which can move only a few feet every day because each car has a team of engineers – providing input on which direction the train should take. That would be the budget appropriation process.

"It's better if it's not exciting," says Murphy. "My hope is that we have a boring appropriations process. That means it's going well." After two years working as a legislative assistant for Congressman Leonard Boswell and three years as a legislative assistant in the Iowa Legislature, there is good reason why Murphy understands the process. He knows the players on the 13 committees and the intricacies of the 13 spending bills they will produce. Most important, he knows the information that they will need about ISU's research priorities.

"You never want somebody to advocate for your issues with less than adequate information," he says. "You are going to lose if you don't give them all the information they need to make the best case possible. There are thousands of worthy projects out there; the projects that will have the most support are the ones that are understood. That's what issue advocacy is all about. It's about making your issue the most relevant, the most understandable issue out there."

'We're a community'

In spite of these "thousands of worthy projects," ISU administrators are convinced they have a leg up on many other institutions. Iowa State's most important asset, says Murphy, is the support it receives from Iowa's delegation in the House and Senate. His boss, Gary Steinke, ISU's director of governmental relations, agrees. "Iowa's senators and representatives care deeply about higher education and about the kind of research ISU has been producing over the years. When I talk to my peers, I realize we're in an enviable position. We're a team – our delegation, the scientists, the administration, everybody. We're a community.

"For example, recently every member of Iowa's delegation sent letters to the 13 subcommittees, supporting all 67 of Iowa State's initiatives. That kind of support and commitment is absolutely unheard of."

Although Iowa State has long enjoyed its relationship with its delegation, Murphy's appointment marks the first time ISU has had an office in Washington, D.C. "Jon Murphy is the face of Iowa State on the Hill," says Steinke. "We're getting our issues in front of the right people."

Another strategy that puts ISU ahead of the game is Murphy's use of information-tracking programs that give him immediate access to the day-to-day workings of Congress. "There's a reason we're called Iowa State University of Science and *Technology*," says Steinke. "We understand it, and we make great use of it."

A critical mass

Murphy often joins forces with other institutions to lobby for funding for a particular issue. "You try to build as much support from as many different people as possible so that Congress will be contacted by diverse groups – but all talking about the same thing," he says. "Building a critical mass of support – that's how you get things accomplished in Washington."

Once a funding pot of money is approved, Iowa State may be in the role of applying for a competitive grant. But Murphy is confident that ISU's research prowess puts it in a strong competitive position to receive the funds. "I'm more than happy to work with other universities and other groups to increase funding for research in areas in which ISU leads the way, because we're going to do very well in a competitive grant situation."

As the Bush administration begins to identify new research funding priorities, and as congressional debate labors on, Murphy is confident that ISU will retain its solid base of federal support. "ISU is diverse enough so that we can fit into lots of different priorities. We're lucky."

"Our main advocates on the Hill are Iowa's congressmen and senators. They are extremely helpful to Iowa State University," says ISU lobbyist Jon Murphy.

Holly Burkhalter: Harnessing emotional energy

Holly Burkhalter, advocacy director for Physicians for Human Rights in Washington, D.C., had just introduced her small daughter to a landmine survivor. Five-year-old Gracie Bofa had been polite – stretching out a small hand. She knew about not staring, even when someone has stumps instead of legs. But later, she asked her mother, "What happened to his legs?"

Her mother, who tells it like it is, said, "They were blown away." But her daughter answered gently, "Oh no, Mommy. The wind could never do anything like that."

And therein lies one of the challenges of international human rights work, says Burkhalter. "American children don't have any idea what 'blown away' can mean – other than the wind blowing a dandelion. It's not in their experience. Thank goodness."

But it is just this lack of personal experience of both kids and adults that explains why it is more difficult to sign up activists for international human rights causes than, say, for local environmental causes. "Environmentalists have been able to mobilize Americans who are concerned about what's going on in their own back yards. If Americans were losing their limbs in landmine blasts the way Somalis and Afghans and Cambodians were, we'd sign a treaty to ban landmines very quickly," says Burkhalter.

"It requires a leap of empathy and imagination that people of good will everywhere are wholly capable of."

This leap of empathy and imagination is the first step in a coalition-building process that Burkhalter says is essential for legislative change. For her, it comes perhaps too easily. The savagery of human rights abuses, no matter where they occur, is for her personally painful and intolerable. Burkhalter began her work in 1978 as a green ISU history graduate in the office of U.S. Senator Tom Harkin ('62 history) who was then a congressman and a leader in human rights work. "The powerless and exploited in America and around the world have no greater advocate and champion of basic human rights than Holly," said Harkin.

From Harkin's office, Burkhalter moved to the Committee for Foreign Affairs, and then on to a 14-year stint with Human Rights Watch; four years ago she took her current position with Physicians for Human Rights.

Harnessing and directing the energy that is released once people can imagine the cruelty inflicted on their fellow humans is the second step – a step that has been far too timid in the human rights movement, says Burkhalter.

"What really speaks to members of Congress is when the people from their own states begin making their voices heard.

> "Members of Congress are going to be only as enlightened and international and empathetic with the concerns of the world as their constituents not only allow them to be, but demand that they be."

That's when change happens. That is the most important tool, and it is the hardest one. The human rights community is woefully behind the curve in terms of creating its own grass-roots constituency," she says.

"Members of Congress are going to be only as enlightened and international and empathetic with the concerns of the world as their constituents not only allow them to be, but demand that they be."

Uniting voices

But uniting the voices of like-minded organizations into a choir that will move elected officials to action is one of the biggest challenges she faces, says Burkhalter. Identifying organizations whose priorities overlap, and agreeing on strategies – while at the same time allowing organizational autonomy – make for "a hard balancing act," says Burkhalter.

Another difficult balancing act is the role Burkhalter plays as both an insider in the legislative process, and an outsider who must sometimes criticize it. Her role as insider is essential: Members of Congress rely on non-governmental organizations like Burkhalter's for both information and solutions about the world's human rights violations. "Congress doesn't have their own investigative arm. They rely on us. We bring them information, a sense of concern and urgency, and we also bring remedies," explains Burkhalter. "If, as a human rights lobbyist, you're not pragmatic and practical, with a very clear request and a very clear sense of what is needed in terms of U.S. policy, you haven't done a good job."

Len Rubenstein, executive director of Physicians for Humans Rights, says Burkhalter has just the right combination of toughness and charm to get things done with members of Congress. "In Washington, D.C., everything is based on relationships. On the one hand, you need to maintain and preserve them, and at the same time, you have to act on principle. It can be very complicated and difficult. Holly is taken seriously by Washington hard-liners because she's smart, knowledgeable, and because people like her. But on the other hand, I've seen her take on a member of Congress – where she told him she couldn't accept what he was saying. It's a difficult thing to do. But sometimes it's required."

The insider/outsider balancing act was apparent, for example, in a campaign that Burkhalter helped organize. For the first time in its history, the International Campaign to Ban Landmines held its biannual meeting in the United States. Last spring, more than 150 landmine survivors from 90 countries arrived in Washington, D.C.

"They came from their own countries with a passion to bring the United States aboard the treaty. The U.S. has not joined the treaty, and these people are angry about it. We invited them, knowing that they were

Holly Burkhalter and Tun Channareth, a landmine survivor and activist, in front of a collection of shoes and artificial limbs, an international symbol of remembrance for children, women, and men who have lost their legs to landmine blasts. "I think there is a myth of American isolationism. I think that members of Congress themselves are a lot more isolated internationally than are their constituents. But when they hear from people who care, then our elected officials have to take another look," says Burkhalter.

going to bring that energy, and in some cases anger.

"But those of us who work on the inside knew that it could be a high-risk strategy. A message from the international community could be too harsh, or too shrill, and could actually set us back. Anger that's directed at elected officials isn't altogether helpful. What I think works best is to try to give legislators something that they *can* do."

Tactics and strategies often clashed, as the insiders – the U.S. campaign led by Burkhalter's organization – worked with the outsiders – the international activists. "I'm happy to say that we got it just right, but it didn't happen by accident. We had a lot of work to do and there were weeks of negotiating about the message. What would be an effective message that could capture the urgency and the impatience and at the same time not be something that would turn off official Washington?"

'A healthy sense of anger'

Recently, Burkhalter has brought her skills and passion to bear on an issue that has dramatically unified dozens of organizations. Spearheaded by Burkhalter, the common goal is to press for legislation that will regulate imported diamonds. Currently, American dealers and individuals have no way of knowing when they purchase diamonds that are exported by rebel forces in Sierra Leon, Angola, and the Congo. The insurgent forces use the profits from the sales to fund a regime of terror that has systematically slaughtered, raped, and dismembered hundreds of thousands of citizens, including children.

"The only reason that Americans are sentimental about diamonds is because we associate them with love," says Burkhalter. "They have no inherent worth. They are not rare, and they are not valuable. If our association somehow changes, and Americans learn that their engagement ring is now associated with death or rape …."

It is a powerful message. Burkhalter says she is deeply affected, as she watches it ignite the energies of caring people around the world. She has high hopes that legislation, which has strong support both from congressional members and from reformers in the diamond industry, will be passed this fall. Strict controls on the diamond industry will sever a significant source of revenue for terrorist rebels.

"Anger over issues that cost human lives, anger about children who lose their legs from landmines, anger about little girls who are raped in Sierra Leon. That healthy sense of anger and sorrow – that is the kind of anger that works well for you."

Elizabeth Yetley: Opening doors

Think, for a minute, of a tough issue relating to food safety and nutrition:

- How (or if) to label genetically modified food.
- Policing food supplements.
- Regulating infant formulas.
- Keeping pathogens out of foods.

If the issue relates to the safety and nutrition of the nation's food supply, it most likely falls under the bailiwick of a federal agency called the Center for Food Safety and Applied Nutrition, an arm of the Food and Drug Administration (FDA).

At the Center's scientific helm is Iowa Stater Elizabeth Yetley, who never thought she'd end up as one of the country's most influential nutritionists. With three degrees from ISU ('63 B.S. community nutrition; '70 M.S. food and nutrition; '74 Ph.D. food and nutrition), Yetley says she would have been perfectly happy as a researcher in a laboratory. But when her husband received a job with the USDA in Washington, D.C., Yetley says she "pounded the pavement and found a job here. I didn't know anything about the FDA – didn't even know they did nutrition. I've been here for 20 years, and I said I'd never stay. My boss used to laugh that they pulled me kicking and screaming to every promotion they ever gave me."

'Public policy decisions don't wait for the perfect database'

As the Center's lead scientist for nutrition, Yetley has a foot in the door of three distinct worlds. She must speak the worlds' separate languages and ultimately must open the doors and help create a common climate, as her agency develops rules for food safety and nutrition. "You have to have the ability to get people to talk together who normally don't talk together," she says.

There is, first of all, the world of the academician. Because Yetley's primary task is to help ensure that federal nutrition policy is based on sound science, she works with university researchers. These are scientists who probably have never maneuvered through the legal ramifications of their work, as it applies to public policy. And then there is the world of the politician, who is very practical. There are the separate worlds of the emotional consumer, the legal eagle, and the harassed food supplier.

"You have to have a thick skin," says Yetley. "No matter what you do, you will be criticized on both sides of the issue, so you have to believe in yourself. You have to have your management and the scientific community behind you, or else you can't do it."

Because she is herself a scientist, Yetley understands the mind-set of this particularly pointy-headed group. "Academicians always operate from this idea that, 'If I only had more data, I could give you a better answer.' The fact that you have to make a very significant public policy decision on the basis of very imperfect data is oftentimes difficult for them. So what you have to do is help frame the questions you ask them so it leads to them giving you sound advice that you can use in the public arena.

> "My job is about getting reasoned judgments, working with the best experts, and then sticking to your guns through thick and thin and lots of controversy."

"Public policy decisions don't wait for the perfect database."

'We stuck to our guns'

Not only is Yetley's negotiation between separate worlds complex, it is also emotional, as she responds to the public, who through their elected officials, demand swift change. She is well known for her leadership in the folic acid fortification story. About 10 years ago, when evidence suggested that a lack of folic acid in the diets of pregnant women was resulting in neural tube defects in their babies, there was an emotional public demand for new public policies that would prevent the problem.

"When we started the work, it was mandated by Congress that we look at it. Everybody said, 'Do something, do something,' but we didn't have the science to do it."

Yetley convened a group of experts, and they thrashed through the scientific pros and cons of requiring that enriched grain products, such as cereal, pasta, and bread, be fortified with folic acid.

"Once you put something in the food supply, you don't just affect mothers who are pregnant; you affect 283 million other people. So you have to make sure it is safe for everybody," said Yetley. For example, although fortifying food with folic acid significantly reduces infant birth defects, the supplement also has the effect of masking the manifestations of a vitamin B-12 deficiency in the elderly, a deficiency that, if undetected, can cause permanent neurological damage.

Yetley and her team developed new regulations, a complicated legal, scientific, and political process. "We were constantly under criticism, constantly pulled to the Hill to defend our position," remembers Yetley. Data now show that the program has reduced birth defects by 19 percent since the regulations went into effect in January 1998.

"We stuck to our guns in terms of sound science, something that's hard to do in decisions that are very political. I think my strength and my role has been to do just that. My job is about getting reasoned judgments, working with the best experts, and then sticking to your guns through thick and thin and lots of controversy. And then continuing to monitor the situation, to make sure you have done it right, and if you haven't, to make adjustments."

As the lead scientist for the FDA's Center for Food Safety and Applied Nutrition, Elizabeth Yetley links science to public policy. "You have to maneuver through legal frameworks that are never quite set up to do what you think is good public health policy," says Yetley.

To make things even more difficult, the sound science that Yetley insists on is being carried on in an agency that has seen steadily declining resources since about 1980. "This building was crammed to the gills when I first came; now you see lots of empty labs, lots of empty offices. It's been a steady decline," says Yetley.

At the same time that the Center's budget has gone down, Congress has mandated new programs, such as nutrition labeling and regulating dietary supplements, but without funding them. "These kinds of programs pull from available resources. Pretty soon there is nothing left."

Yetley's goal is to revitalize the Center's research program that supports the regulation of nutrition and dietary supplements. The impact of the regulation is enormous, with the food supply representing approximately 25 percent of the gross national product.

"What this agency does is very important, scary at times. You really can make decisions that make huge differences for various segments." The small baker, for example, who is required to label the nutritional components of his bread and back it up with research data, may be put out of business. Or the small juice vendor, required to implement new processing controls to ensure that the juice is free of E-coli, may find it too expensive to continue business.

But if the ramifications of regulations are, as Yetley says, "scary," so too are the consequences of insufficient controls. "What I hope doesn't happen in the United States is what seems to have happened in Europe, where the public appears to have lost confidence in the government food safety agencies. I would hope that doesn't happen here in the States, but it is a possibility."

A possibility, perhaps. But probably not without a fair amount of door-knocking (and door-pushing) by Elizabeth Yetley. ■

by Tom Kroeschell

'A dream come true'

Bruce Van De Velde is focused. Coming off a two-year span that ranks as one of the most successful periods in the 109-year history of intercollegiate athletics at Iowa State University, the new director of athletics has focused his attention on two things: building on that success, and promoting the benefits of the athletic department to the larger university community.

"We want to stress the positive bonds that make us an integral part of the university's mission," Van De Velde said. "Things are changing dramatically in Division I athletics, and it's important to have mutual support and understanding."

"It is important to build on our success."

Van De Velde is up to the challenge. A 1981 Iowa State graduate, Van De Velde worked in a wide range of athletic jobs before taking over as ISU director of athletics in November 2000. A former student assistant football coach under Donnie Duncan at Iowa State, he went on to successful tenures at Nebraska Wesleyan and Dana (Nebraska) College, before serving on Hayden Fry's football staff at Iowa. He spent six years at Kansas State as associate athletics director for football operations before moving to the University of Missouri, where he served as associate athletics director for development and executive director of the Tiger Scholarship Fund. There, Van De Velde increased Missouri's athletics fundraising by 60 percent. The Sterling, Ill., native went on to head the athletic department at Utah State, fostering record-breaking marketing and promotions revenues and overseeing a $10 million stadium expansion.

In 1999, Van De Velde went to Oklahoma, where as senior associate athletics director, he oversaw the

JIM HEEMSTRA

department's external affairs, football, men's basketball, and men's and women's golf. He also led the Sooner Club, increasing annual contributions by 80 percent and directing a $100 million capital campaign to fund facility improvements and scholarship endowments. Last fall, Van De Velde was offered the job at Iowa State. He arrived in November with wife Debbie and daughter Ashley.

"It really was a dream come true for me, to come back to my alma mater," Van De Velde said. "Iowa State was where I grew up; I had such great memories of the school and its fans."

Those memories were affirmed last December, when more than 30,000 Cyclone fans went to Phoenix, Ariz., to see Iowa State beat Pittsburgh 37-29 in the Insight.com Bowl, the school's first-ever bowl game victory and the Cyclones' first nine-win season since Theodore Roosevelt was president. Last season, the men's and women's basketball teams continued their success when the men's team won its second straight Big 12 Conference championship and the women were league post-season tournament champions and made the NCAA Tournament's Sweet Sixteen for the second straight season.

Success has also carried over to the classroom; a school-record 207 student-athletes posted grade-point averages of 3.0 or higher.

"It is important to build on our success," Van De Velde said. "Our accomplishments in football have propelled strong season-ticket sales for this fall. The expansion of our current season-ticket base is important to the future financial health of the athletic department. Reaching out to ISU alumni is vital to our long-term success."

The national media has recently focused attention on the growing fiscal challenges facing athletic departments across the country.

"What the public might not realize is that the athletic department actually funds our athletic scholarships, including full in-state and out-of-state tuition, room, and board," Van De Velde said. "Many people can relate to planning ahead to determine what college will cost for their own daughter or son. We must do the same thing for more than 400 student-athletes."

Tuition, books, room, and board expenses for Iowa State athletes will jump from $3.7 million in 2001 to more than $4.2 million in 2002.

Generating additional outside revenue is an important part of Van De Velde's answer to the fiscal future, as is the involvement of alumni and fans through season-ticket sales and membership in the National Cyclone Club. These revenues fund all of Iowa State's sports programs and operations.

"Certainly, an important factor in helping Iowa State to further its national prominence is for us to capture external support, as well as develop a business plan that encompasses the values and mission of the institution," Van De Velde said. "We are challenging our alumni and fans to respond to our call to action to increase our football season-ticket sales."

Van De Velde takes pride in the contributions the athletics department makes to the university's mission.

"We are one of the main external outreach programs at Iowa State University," Van De Velde said. "Each summer, our camps bring young people to the ISU campus. Many are making their first visit to Iowa State. A positive experience can bring them back to ISU for their college education.

"We are proud of our contributions and are ready to face our future challenges." ■

NCAA ratings

In its latest ratings of 115 NCAA Division I-A athletic departments, *The Sporting News* ranked Iowa State's athletic department seventh nationally. The criteria included graduation rates, competitive success, NCAA compliance, and fan support.

1. Stanford
2. Michigan State
3. North Carolina
4. Notre Dame
5. Purdue
6. Washington
7. IOWA STATE
8. Duke
9. North Carolina State
10. Wisconsin

How we rank

Last season, Iowa State was one of five schools to have its women's basketball, men's basketball, and football teams ranked on the final Associated Press poll of their respective seasons.

School	FB	MBB	WBB
IOWA STATE	25	10	8
Florida	10	8	14
Oklahoma	1	13	7
Notre Dame	15	19	2
Wisconsin	23	25	24

Sports Shorts

Hall of Fame class selected

The Iowa State Letterwinners Club has announced the newest members of the ISU Athletic Hall of Fame. The 2001 class will be inducted into the hall of Fame on Sept. 7. New members include:

- Bill Bergan: Track and field/cross country coach from 1971-1994
- Larry Hayes ('62 Phys. Ed.): Champion wrestler in the late '50s and early '60s
- Dave Hoppmann: All-American tailback in the early '60s
- Everett Kischer ('39 Eng.): 1938 football team co-captain and quarterback
- Jack McGuire: Swimming coach from 1942-44, 1947-49, and 1951-77; also golf coach
- John Nuttall ('91 Mkt.): Track and field/cross country champion in the early '80s
- Edith Nakiyingi ('92 Soc.): Track and field/cross country champion in the early '90s
- Johnny Orr: Men's basketball coach from 1981-1994

by Jeffery W. Johnson

Charting our future

After more than nine months of receiving input from staff and board members, alumni volunteers, students, and colleagues, ISU Alumni Association's Board of Directors approved a new five-year strategic plan during its May 18, 2001, meeting. This plan – "Tradition with a Vision" – positions the Association to better serve its key constituents: alumni, students, faculty, staff, and ISU friends.

Jeffery W. Johnson

I am excited about this plan and its promise. I believe it will serve you and assist Iowa State in reaching its goal of becoming the best land-grant institution in the nation. As you review the new strategic plan on the facing page, I feel it is very important that you connect our past with our present. It will be from this knowledge that I hope we can chart our future together.

Our beginning: The ISU Alumni Association was founded on Nov. 12, 1878; Edgar W. Stanton, class of 1872, was our first volunteer president. In the early days, the Association accepted gifts on behalf of Iowa State College through the Alumni Achievement Fund, and the organization was operated entirely by volunteers.

Who we are today: Fundraising for university priorities was assumed by the ISU Foundation in 1958. This allowed the Alumni Association to focus its efforts on its original mission that still exists today: facilitating relationships among ISU constituents, primarily through membership. According to a recent report, your Association currently ranks third among Big 12 universities in the percentage of living alumni who are alumni association members. We currently serve more than 44,000 Association members, of which 3,200 are students.

Our future plan:

1 We will strengthen our membership. Association membership ensures a lifelong connection with Iowa State. To help keep members connected, we provide you with VISIONS magazine, access to the online alumni directory, the ISU Events Calendar, the *ISU News Flash* electronic newsletter, career networking, events, travel opportunities, and many other services. Currently enrolled students – our "alumni-in-residence" – are being introduced to our staff and services while they are on campus.

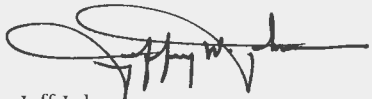
2 We will better engage ISU constituents in the life and work of the university and the Association. It is important that we provide as many opportunities as possible to help ISU alumni, students, and friends connect with Iowa State and each other. "Connections" include print and electronic communications; athletic, cultural, family, and life-long-learning events and activities; and student leadership and activities.

3 We will further develop strategic alliances – both internal and external. On campus, we will strengthen our working relationship with the offices of admissions and athletics, the colleges, ISU Foundation, and governmental relations. Working closer with these units will bring a higher level of involvement opportunities to Iowa State constituents and better utilize our collective resources. We will continue to explore off-campus partnerships.

4 We will enhance the health of the organization. As we approach our 125th birthday, we recognize that our staff and volunteer leaders have been wise stewards of resources and investments. But as the cost of doing business rises, we will review dues structures and costs associated with space, staffing, and equipment needs.

This is an aggressive plan. But Iowa State University is all about high expectations. So I ask you to partner with us as we begin this journey together. And please know that I consider it both a privilege and an honor to serve you and Iowa State.

Yours for Iowa State,



Jeff Johnson
President, ISU Alumni Association

Tradition with a vision

2001-2006 Strategic Plan

The Iowa State University Alumni Association facilitates continuing relationships among ISU constituents – alumni, students, and ISU friends. Iowa State University and its constituents are enhanced by the opportunities for understanding and cooperation across a broad range of activities and enterprises facilitated by the Alumni Association. The plan that follows presents goals and strategies to advance the mission of the Iowa State University Alumni Association.

Vision

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

Mission

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

Goal 1: Strengthen Membership

- Increase membership from 25% to 30% of alumni base.
- Increase membership retention rates from 77% to 90%.
- Increase the transition rate of Student Alumni Association memberships to NEW ALUMNI memberships from 40% to 60%.
- Increase Student Alumni Association membership from 11% to 15% of student enrollment.
- Increase Student Alumni Association membership retention rates from 57% to 75% of eligible students.

Goal 2: Engage Constituents

- Enhance outreach efforts through the active maintenance of 25 or more strategically selected networks of alumni and friends.
- Actively engage 50% of members in one or more Alumni Association activity each year.
- Actively engage 50% of Student Alumni Association members in one or more SAA activity each year.
- Increase the interaction of constituents with the Alumni Association and the university through print and electronic media.
- Actively engage 5% of targeted non-member alumni and student populations in one or more Alumni Association activity each year.
- Expand efforts to honor and recognize alumni, students, and friends of Iowa State University.

Goal 3: Develop Strategic Alliances

- Enhance and strengthen the relationship with the ISU Admissions Office.
- Enhance and strengthen the relationship with the ISU Athletic Department.
- Enhance and strengthen the relationship with the colleges.
- Enhance and strengthen the relationship with the ISU Foundation.
- Enhance and strengthen the relationship with the ISU Governmental Relations Office.
- Explore the possibilities of developing alliances outside the university.

Goal 4: Enhance the Health of the Organization

- Ensure the financial stability of the organization.
- Enhance alumni facilities.
- Ensure a strong and effective Board of Directors.
- Secure and maintain adequate staff for organization effectiveness.
- Create a consistent image for the organization.
- Ensure that the organization is technologically current.

Approved by the ISU Alumni Association Board of Directors on May 18, 2001

New board members, officers announced at May meeting

Four new members of the ISU Alumni Association Board of Directors have been elected to five-year terms.

James Anderson ('98 ind. eng.), Lake of the Hills, Ill.; Bruce Hamilton ('73 accounting), Janesville, Wisc.; Gerald Johnson ('68 farm op.), Muscatine, Iowa; and Darlene Larsen ('45 zoology, '68 MS), Ames, were officially approved as the board's new member-elected directors at the Association's May 18 meeting.

During its spring meeting, the board also:

- Adopted the ISU Alumni Association's 2001-2006 Strategic Plan
- Formed a facilities feasibility task force to study and recommend a plan to address future needs of the organization
- Approved the third-quarter financial statements
- Approved the FY2002 budget with a provision that the budget could be amended at a future date
- Reappointed Steven Mores ('67 journalism) and Jennifer Ramundt ('82 journalism) to the Athletic Council
- Appointed Ronda Cox ('64 phys. ed., '88 MS) and Donald Roehr ('61 ag. ed.) to serve on the 2001-2002 nominating committee
- Approved the slate of officers for 2001-2002: Les Omotani ('92 PhD), chair; Martha Lagomarcino Gleason ('80 el. ed.), chair-elect; Gary Hoover ('61 mech. eng.), vice chair of finance; Stan Thompson ('82 pol. sci.), vice chair of records; Jamie Lucas Stensland ('88 journalism, '93 MS), immediate past chair; Warren Madden ('61 ind. eng.), treasurer; and Jeffery W. Johnson, ex-officio.

Later in the evening, new board directors and officers were introduced at the Association's 68th annual meeting.

Future meeting dates for the Board of Directors are: Aug. 17, Oct. 19, and May 17. The winter meeting date has not yet been set.

Honors and Awards 2001

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

Highest Honor:
Distinguished Achievement Citation
Iowa State University Alumni Association

***Don A. Dillman,** BS '64, MS '66, PhD '69, distinguished professor, Washington State University, Pullman, Wash.

Charles Tze-Li Kang, PhD '84, president, National Changhua University of Education, Changhua, Taiwan.

Leah Marangu, MS '69, PhD '75, Africa Nazarene University, Nairobi, Kenya.

Norm Nielsen, MS '69, president, Kirkwood Community College, Cedar Rapids, Iowa.

***W. Lynn Watney,** BS '70, MS '72, senior scientist, Kansas Geological Survey; executive director, Kansas University Energy Research Center, Lawrence, Kan.

Alumni Medal
Iowa State University Alumni Association

***Etha Schipull Hutchcroft,** BS '47, MS '70, Ames.

Alumni Merit Award
Iowa State University Alumni Club of Chicago

Rebecca J. Klemm, MS '73, PhD '76, president, Klemm Associates, Washington, D.C.

Outstanding Young Alumnus
Iowa State University Alumni Association

***Craig T. Marrs,** BBA '84, certified financial planner, Ames.

***Kristie Ann Roehr,** BS '95, assistant brand manager, Kraft Foods Inc., Glenview, Ill.

***Troy J. Strader,** BBA '86, MS '91, assistant professor of logistics, operations, and management information systems, Ames.

ISU Faculty Citation
Iowa State University Alumni Association

Mufit Akinc, professor and chair of materials science and engineering, Ames.

David W. Lynch, distinguished professor and senior physicist, physics and astronomy, Ames.

Laurie Mareta Sanda, assistant professor of health and human performance, Ames.

Charles Bradley Shrader, professor of management, Ames.

Roger A. Smith, PhD '74, associate dean of education, Ames.

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

***Stephen A. Banyas,** BLS '91, sales representative, Trex EZ Care Decking, Roeland Park, Kan.

ISU Superior Service Award
Iowa State University Alumni Association

Carlota Dubon de Gutierrez, library assistant, College of Design, Ames.

Jackie K. Jens, veterinary technician, Laboratory Animal Resources, Ames.

***Ronald A. Manning,** BS '56, state director, Iowa Small Business Development Center, Ames.

M. Sue Proescholdt, BS '71, secretary, Department of Music, Ames.

David E. White, media technical specialist, Biomedical Communications, Ames.

Joyce Wray, secretary, Department of Political Science, Ames.

Floyd Andre Award
College of Agriculture

Jan P. Schuiteman, DVM '74, president, Boehringer Ingelheim, Sioux Center, Iowa.

Henry A. Wallace Award
College of Agriculture

Douglas Hard, BS '75, MS '78, PhD '81, vice president of regulatory affairs and public acceptance, Renessen, LLC, Chicago, Ill.

Citation of Achievement
College of Business

Barbara J. Brooks, BS '70, senior vice president, Prudential Securities Incorporated, New York, N.Y.

Susan D. Parks, BS '79, senior vice president, Gateway Business, Lake Forest, Calif.

John A. Steil, BS '60, chairman of the board, CEO, Municipal Packaging, Sun Valley, Calif.

Christian Petersen Design Award
College of Design

Rabindra N. Mukerjea, director, strategic planning & assessment, Purdue University, West Lafayette, Ind.

Design Achievement Award
College of Design

Kurt Thompson Von Sternberg, BS '80, landscape architect, Springfield, Va.

Cynthia Jo Knox, BA '85, principal at Kilter, Inc., Minneapolis, Minn.

Susan M. Cosner, MS '99, city administrator, Panora, Iowa.

John Hutton Thompson, MS '80, principal at Zimmer Gunsul Frasca Partnership, Portland, Ore.

Virgil Lagomarcino Laureate Award
College of Education

Ken Palmer, BS '64, professor of education administration, Cal Poly, San Luis, Calif.

Larry Dietz, MS '74, vice chancellor for student affairs and associate professor, Southern Illinois University, Carbondale, Ill.

Alumni Achievement Award
College of Education

Jamie Ferrare, PhD '90, senior consultant, Academic Search and Consultations Service, Washington, D.C.

*** Denotes Alumni Association Membership**

attend

Alumni and friends are invited to **attend the Homecoming Weekend Alumni Honors and Awards Ceremony,** at 7:30 p.m., Oct. 19, in the Benton Auditorium, Scheman Building, Iowa State Center.

To submit **nominations for 2002 awards,** call 1-877-ISU-ALUM (locally, call 294-9515). Nomination forms are also available on the Web. The deadline for nominations is Dec. 1, 2001.

ISU Alumni Association presents Impact Awards

Front row: 2001-2002 ISU Alumni Association Board of Directors Chair Les Omotani, 1999-2001 Board Chair Jamie Stensland; Julie Myers, Jane Stautz. Second row: Professor of Agriculture Harold Crawford (for Robert Parks), Murray Blackwelder, Diane Blackwelder, Jan Seagrave, Ben Golding, J.J. Moses, ISU Alumni Association President Jeffery W. Johnson. Back row: Richard Seagrave, Dan McCarney, Glen Mente.

More than 220 members and friends of the ISU Alumni Association attended the Association's second annual Cardinal and Gold Dinner and Recognition held on May 18 at the Iowa State Center.

The program, "What a Year to be an Iowa Stater," featured a state-of-the-university address by interim ISU President Richard Seagrave and recognition of "Strengthening Families" host families by College of Family and Consumer Sciences Dean Carol Meeks.

The Association honored key alumni volunteers during the ceremony. These volunteers included retiring Board of Directors members Glen A. Mente ('61 animal sci., '63 MS), Julie Myers ('00 marketing), and Jane Siggelkow Stautz ('84 ag.); retiring Honors and Awards Committee members Patricia A. Jester ('64 FCS) and Josephine M. Moreno ('95 PhD), and Memorial Union Board of Directors members Cynthia Talley Stark ('80 business) and Douglas Bass ('83 ag. business). New ISU Alumni Association Board of Directors members, officers, and committee members were also introduced. (See related story on page 19.)

The highlight of the evening was the presentation of Impact Awards to individuals who have enhanced the visibility and involvement of ISU alumni and friends in the life and work of the university and Alumni Association. Honored were head Cyclone Football Coach Dan McCarney, ISU President Emeritus W. Robert Parks, and students Benjamin Golding and Jerry James "J.J." Moses, Jr. Special impact awards were given to Seagrave ('59 MS, '61 PhD) and his wife, Jan ('59 FCS), and to outgoing ISU Vice President of External Affairs Murray Blackwelder and his wife, Diane.

Outstanding Young Professional

College of Business

Kristi Gimmel-Becker, MS '95, director of career center, Augustana College, Rock Island, Ill.

Marston Medal

College of Engineering

James R. Katzer, BS '64, manager, strategic planning & program analysis, Exxon Mobil Research and Engineering Company, Annadale, N.J.

Professional Achievement Citation in Engineering

College of Engineering

Sidney C. Banwart, BS '68, vice president, Caterpillar, Inc., Peoria, Ill.

Robert J. Bernhard, BS '73, PhD '82, professor, director, Ray W. Herrick Laboratory, Purdue University, West Lafayette, Ind.

Gerald K. "Skip" Fehr, BS '59, MS '64, PhD '66, executive vice president and chief technology officer, Integrated Packaging & Assembly Corp., San Jose, Calif.

Glynis A. Hinschberger, BS '76, MS '77, owner, Griffin Broadband Communications, Roseville, Minn.

Professional Achievement Award in Family and Consumer Sciences

College of Family and Consumer Sciences

Barbara Ferguson Harland, BS '46, professor of nutritional sciences, Howard University, Washington, D.C.

Kathleen Warner, BS '69, lead scientist, food quality and safety research unit, National Center for Agricultural Utilization Research, USDA, Peoria, Ill.

Helen LeBaron Hilton Recognition

College of Family and Consumer Sciences

Beverly B. Everett, BS '47, New Sharon, Iowa. (Awarded posthumously.)

Nancy Byal, BS '65, executive food editor, *Better Homes and Gardens*, Des Moines, Iowa.

Citation of Merit

College of Liberal Arts and Sciences

James J. Renier, PhD '55, retired chair and CEO, Honeywell, Inc., Loretto, Minn.

Stephanie Wells, BS '75, chief standardization and project pilot, shuttle trainer airplane for NASA, Johnson Space Center, Houston, Texas.

Distinguished Service Award

College of Liberal Arts and Sciences

James "J. D." Beatty, BS '64, chief of staff, office of the president, University of Colorado System, Boulder, Colo.

Stange Award for Meritorious Service

College of Veterinary Medicine

Ci Sheng Chiang, DVM '48, Zhejiang Af University, Hang-Zhou Zhejiang, China.

Gregory F. Grauer, DVM '78, professor and head of clinical sciences, Kansas State University, Manhattan, Kan.

Thomas A. Russell, DVM '62, Riser Animal Hospital, Skokie, Ill.

William P. Switzer Award in Veterinary Medicine

College of Veterinary Medicine

Steve Menke, DVM '76, owner, Ottumwa Vet Clinic, Ottumwa, Iowa.

Memorial Union Service Medallion

Iowa State University Memorial Union

Julia Faltinson Anderson, BS '41, Ames.

Sandra J. Tieg, BS '83, Jewell, Iowa.

Note: Only ISU degrees are listed

On the Web **Awards nominations:** For further information see www.isualum.org/go/nominate

*** Denotes Alumni Association Membership**

Come back to campus for these fall events

Homecoming 2001

This fall, students and alumni will be "Living the Cyclone Moment" during Homecoming Week, Oct. 14-20. Topping the list of activities is the Alumni Association's annual pregame party, beginning three hours before the Cyclones vs. Oklahoma State football game. The event will include performances by the ISU spirit squad, alumni band, food, prizes, friends, and fun. Look for the alumni tents located at the southwest corner of the Iowa State Center parking lot.

Homecoming Week will be filled with all the activities you remember as a student: Yell-Like-Hell competition, lawn displays, pep rally, and mass campaniling. The Homecoming Central Committee will also present a parade on Friday night, and Government of the Student Body will sponsor its second-annual Fall Gala Saturday after the football game. The fourth-annual Habitat for Humanity Blitz Build community service project will take place throughout Homecoming Week, and an all-alumni golf outing will be held on Sunday.

All alumni are encouraged to attend Homecoming activities, of course, but several special groups are planning reunions this year:

- Meeker House residents from 1968-1972
- 1994 English educators
- Knapp Hall residents
- Homecoming Committee members from the 1950s

For more information, call toll-free 1-877-ISU-ALUM (or 294-2648 locally), and check our Web site frequently for updates and additional reunion groups.

Family Weekend

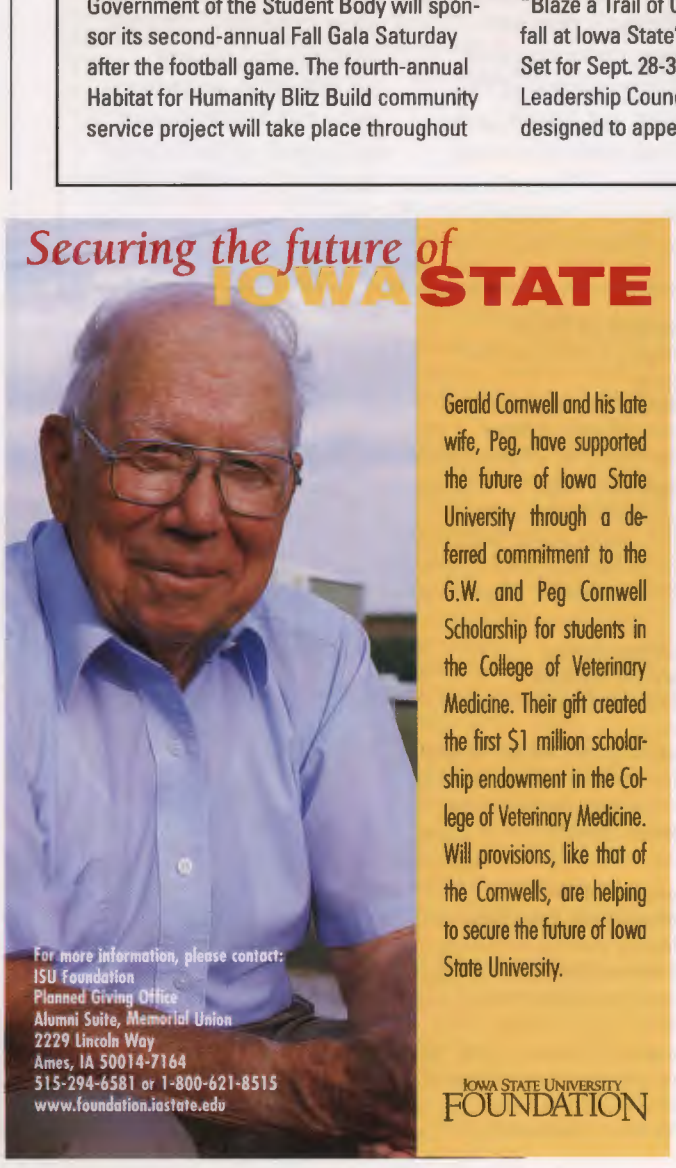
"Blaze a Trail of Cyclone Tradition" this fall at Iowa State's Family Weekend. Set for Sept. 28-30, the Student Alumni Leadership Council-sponsored events are designed to appeal to every member of the Cyclone family.

Activities include the annual Family Weekend tailgate, a football game against the Baylor Bears, a performance by hypnotist Steve Mead, Casino and Family Fun Night, and a Sunday brunch in the residence halls. On Sunday afternoon, families may choose to attend a soccer or volleyball game or the 300-voice Collage of Choirs concert. A Parents Association raffle will be held, with the top prize of one $3,116 scholarship. For more information, call 1-877-ISU-ALUM (294-8488 locally), or our Web site.

On the Web

Homecoming pregame and reunions:
For further information, see www.isualum.org/go/events

Student Homecoming events and Family Weekend:
For further information, see www.isusalc.org



JIM HEEMSTRA

Ruth VanRoekel Carey greets Jacqueline Booth Hennager-Schmitz, Esther Breckenridge-Blackburn, and other 1951 classmates at the campanile picnic.

Alumni return to campus

More than 250 alumni returned to campus in June for tours, a picnic under the campanile, a play, dinners, and dancing. This year, Alumni Days honored the class of 1951. The class has taken a special interest in the preservation of campus landmarks and has supported the preservation of the *Marriage Ring* sculpture by Christian Petersen. If the class gift goal of $50,000 is raised, it will provide for new plumbing and landscaping. More than $33,000 has been raised to date. Alumni interested in donating may call 515-294-8418. Also included in Alumni Days was a seminar on the "Restoration of Campus Landmarks," in which a panel of university officials discussed how and why some buildings are restored and others are not. Watch for coverage of this issue in a future VISIONS.

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

The Alumni Collection

Fall / Winter 2001

From the cover

Vintage Iowa State

Show your Cyclone spirit with collegiate classics from Tailgate® Clothing, Inc. These comfortable, casual shirts and hats are perfect for fall activities and are sure to please every Iowa Stater on your holiday gift list!

New! Kids' sizes

Old School T-Shirt
100% heavyweight cotton jersey. Embroidered felt applique. Available in cardinal or gray. #AP070 Adult sizes S-3X $27 **Member price $23** Toddler and youth sizes (gray only) 6-12 mo., 12-18 mo., 18-24 mo., 7-8, 9-10, 11-12 $26 **Member price $22**

Long-sleeve T-Shirt
So soft you'll think you've worn it forever. Oversized fit, relaxed bottom and cuffs, and felt embroidery. 100% cotton jersey. Gray. #AP030 S-3X $48 **Member price $41**

New! Kids' sizes

Old School Sweatshirt
Oversized fit, relaxed bottom and cuffs, felt embroidery. 13.5 oz. heavy fleece, 90% cotton, 10% polyester, pre-shrunk. In cardinal or fall gold. #AP020 S-3X $70 **Member price $60** Toddler and youth sizes (cardinal only) 6-12 mo., 12-18 mo., 18-24 mo., 7-8, 9-10, 11-12 $50 **Member price $40**

Letterman's Hat
100% cotton twill. Weathered wash. Exclusive "Alumni" insignia. Adjustable back. In cardinal or fall gold. Cardinal hat is also available in toddler and youth sizes, without "Alumni" embroidery.
#AP030 Adult $22 **Member price $18**
Youth (age 5+) $19 **Member price $16**
Toddler (age 1-4) $19 **Member price $16**

Kids' sizes are now available in the Old School Sweatshirt, T-Shirt, and Letterman's Hat.

New!

Hooded Sweatshirt
Incredibly soft, 100% French terry. Weathered "ISU" screen print. In fall gold. #AP021 S-3X $60 **Member price $50**

◀ Year-round comfort

These versatile ISU polos are great-looking any time of year.

Piqué Polo
100% cotton. In red, navy, or white. Women's also available in butter yellow. #AP010 Men's S-XL $40 (2X-3X $43) **Member price $36 (2X-3X $39)** Women's S-XL $40 **Member price $36**

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

Women's Sleeveless Polo
100% combed cotton. In red, navy, white, and butter.
#AP013 S-XL $36 (2X $39)
Member price $32 (2X $35)

Piqué and sleeveless polo colors

Limited quantities!

Reflections of Iowa State
Treasure the past, celebrate the present with *Reflections of Iowa State*, the Alumni Association's book of campus photography. Order yours today! (See special shipping note on order form.)
#AC200 $34.95
Member price $29.95

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

Also available:

Campanile poster
24" x 36" poster of Iowa State's most beloved landmark. #AC016 $10
Member price $7

Cats Meow Collectibles

Authentic hand-crafted wooden miniatures of ISU landmarks.

Morrill Hall #CO107 $15.90 **Member price $13.90**
Marston Water Tower #CO110 $15.90 **Member price $13.90**
Catt Hall #CO105 $15.90 **Member price $13.90**
The Farm House #CO101 $15.90 **Member price $13.90**

The Knoll #CO109 $15.90 **Member price $13.90**
Campanile #CO102 $15.90 **Member price $13.90**
Fountain of the Four Seasons #CO106 $11.90 **Member price $9.90**
Memorial Union #CO103 $15.90 **Member price $13.90**

C.Y. Stephens #CO112 $16.90 **Member price $14.90**
Parks Library #CO111 $15.90 **Member price $13.90**
Beardshear #CO104 $15.90 **Member price $13.90**
MacKay Hall #CO113 $16.90 **Member price $14.90**

◀

Just for kids

Denim Overalls
100% cotton denim overalls. In infant and youth sizes. Infant sizes feature inseam snaps. #AP003 Youth sizes 2, 4, 5-6; Infant sizes 6 mo., 12 mo., 18 mo. $34
Member price $29

ISU Flag
3' x 5' flag made of 200 denier, UV-resistant nylon, lock-stitched for durability. #AC052 $57
Member price $50

ISU Banner
28" x 42" tricolor ISU Cyclone banner. Nylon. #AC053 $32
Member price $28

▲ Cheer on the Cyclones ... with ISU gear that's perfect for the big game!

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

Cross Grain Sweatshirt
Soft, 95% cotton Lee® cross grain sweatshirt. In red, navy, or gray heather. #AP022 M-XXL $35
Member price $30

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

Stadium Jacket
3/4-length jacket has a 100% nylon faille face with anti-pill fleece lining, detachable fleece-lined hood, 2-way zip-front, and ribbed cuffs with Velcro cinch closure. In red. #AP057 S-XL $142 (2X-3X $145)
Member price $130 (2X-3X $133)

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

Cross Grain Sweatshirt colors

Squall Jacket colors

Fleece Vest and Jacket colors

Diploma Replicas
A brass replica of your ISU diploma or other document. Note: Please send a good-quality photocopy of document with your order.
9" x 12" Brass on Walnut #AC001 $79.95
Member price $69.95
11" x 14" Glass 'n' Brass with gold frame and choice of red or black mat. Please note color preference on order form. #AC001 $119.95
Member price $99.95

◀ From office to home
Our Friday-casual line takes you into the weekend!

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

Crew-neck Sweater colors

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

Henley Sweater
Shaker stitch with ribbed neck, cuffs, and bottom band. 55/45 ramie/cotton blend. In red, navy, or butter. #AP055 S-XL $71 (2X $74)
Member price S-XL $66 (2X $69)

Henley Sweater colors

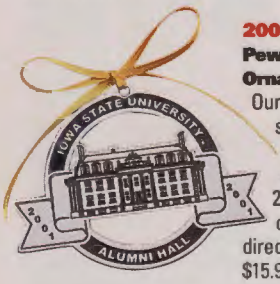
Long-sleeve Shirt
100% cotton, wrinkle-resistant, long-sleeve shirt with button-down collar. In brick red, navy, or khaki. #AP056 S-XL $62 (2X-3X $65)
Member price S-XL $54 (2X-3X $57)

Long-sleeve Shirt colors

New!

Bells of Iowa State CD

Iowa State Carillonneur Tin-shi Tam plays the music that has become an enduring tradition to generations of Iowa Staters on this new CD. A portion of the proceeds go to support the Stanton Foundation's Carillon Student Scholarship Fund.
#AC500 $23 **Member price $19**



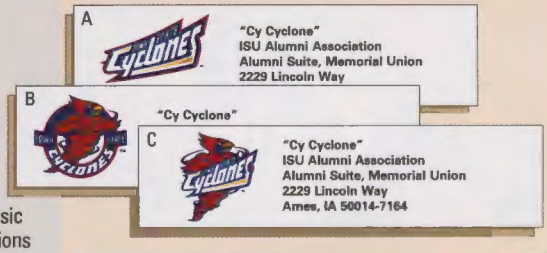
2001 Collectible Pewter Holiday Ornament

Our collectible ornament series continues with this depiction of Alumni Hall, dated 2001. To order this item, call the manufacturer directly at 1-800-338-4059. $15.99 **Member price $14.99**

Return Address Labels

Self-adhesive labels, with up to 5 lines of personalization. There is no shipping and handling charge on this item. #AC030 2 sheets (120 labels) $7 **Member price $6**
4 sheets (240 labels) $12 **Member price $10**
10 sheets (600 labels) $25 **Member price $20**

For more design choices, order your labels online at:
www.isualum.org/merchandise/labels



ISU Events Calendar

The 2001-02 calendar (Aug.-Aug.) features full-color photographs spotlighting the traditions and history of Iowa State. 12 3/4" x 9 3/4". #AC060 $10
Member price $8

Campus Prints

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

Campanile

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

Carrie Chapman Catt Hall ("Old Botany")

Limited edition. Signed, numbered. Trim size 24" x 18." Image size 18" x 15." #AC011 $75
Member price $65

Marston Hall

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

Order form

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CITY STATE ZIP

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Ship to (if different):

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Address _____

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CITY STATE ZIP

I am a current member of the Alumni Association. ❑ Yes ❑ No

ITEM NO.	PRODUCT NAME/DESCRIPTION	SIZE	COLOR	"ALUMNI" EMBROIDERY?	QTY	UNIT PRICE	TOTAL PRICE

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❑ Check enclosed, payable to ISU Alumni Association
❑ Charge to: ❑ MasterCard or ❑ Visa

No. _____

Exp. date _____

Signature _____

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(U.S. only. Call for overseas charges.)

If you order: 1 item **Add:** $ 5.00
2 items $ 7.50
(For each additional item, add $2.50 additional shipping and handling)

* Postage and handling is INCLUDED in the price of return address labels. Shipping and handling for ***Reflections of Iowa State*** is $7.00 for the first book and $1.00 for each additional book shipped to the same address.

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Shipping & Handling*	
Alumni Association Annual Membership $45	
TOTAL	

CP-02

To order return address labels, please print up to five lines:
Logo choice
❑ A
❑ B
❑ C

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With credit card, FAX to **515-294-9402** or call toll-free **1-877-ISU-ALUM** (877-478-2586) 8 a.m.-5 p.m. Mon.-Fri. (Central time). Locally, call 294-2648.

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

To order by mail, send form with full payment to:
ISU Alumni Association
Alumni Suite, Memorial Union
2229 Lincoln Way
Ames, IA 50014-7164

Thank you!

Your order. Your way. • Order online: www.isualum.org/go/merchandise • Call toll-free 1-877-ISU-ALUM (locally 294-2648), 8 a.m.-5 p.m. Monday-Friday • By mail with this order form **Prices good through June 30, 2002**

Marketing yourself

Career Insights

by Amy Williams, '98

American workers will have eight to 10 jobs in their working lives. Ten percent of the U.S. workforce switches jobs each year. What does this mean to you? It means that if you are not currently seeking a new job or starting a new career, there's a good chance that you might be in the near future. In fact, a national survey by career services firm Lee Hecht Harrison found that more than 25 percent of America's workforce explored a job change in 1999.

Sell yourself

In this fast-paced world of career change, your best preparation for the future is learning to market yourself. Just as in marketing a product or service, the most important aspect of self-promotion is to broadly identify your competitive advantages (i.e., your skills and interests). Don't sell yourself short when making this list! Start by writing all of the activities you enjoy and narrow it down to determine jobs best suited for your abilities.

Once you have targeted your dream jobs, the next step is to develop a strong résumé. Think of a résumé as your personal advertisement – you only have seconds to make an impression on your audience, so you must show them your unique skills as quickly and succinctly as possible.

While it is important to include your education and training in a résumé, remember that this not only includes formal education but also any professional training you have gained. Think about the seminars you attended or on-the-job training you received. Be sure to list those experiences which would be valuable in your new job.

Network, network, network!

The old saying, "It's not what you know, it's who you know," still holds true in today's workplace. While it will not land you that dream job, networking will get your foot in the door and make you stand out from the stack of applicants.

Networking simply means to collaborate and converse with others, both professionally and personally. Your peers act as a network to help you work through challenging issues. This same group can be just as helpful when seeking a new job opportunity. Professional associations, community groups and social clubs are great ways to develop peer relationships. Job openings are often announced at these gatherings or filled through selective phone screenings of people within the network.

The home stretch

When you go for that final interview, remember to exude confidence. Be sure to have researched the company so you can interview them while they interview you. This not only puts you more at ease, it also gives you more insight into the organization and shows a level of interest that will set you apart. Most importantly, know your résumé inside and out.

If you have done your homework and marketed yourself effectively, you'll be well on your way to a new career.

Amy Williams is a business partner in human resources for the Iowa Health System. She is a 1998 ISU graduate in speech and communications.

On the Web

ISU Alumni Association Career Services: Developing a strong peer network: www.isualum.org/go/career

ISU Career Placement Services: Information from Iowa State's college placement offices: www.public.iastate.edu/~career_info

Iowa Smart Career Move: Information on career opportunities in Iowa: www.smartcareermove.com

Career Journal: Career news, statistics and advice: www.careerjournal.com

Task force formed to evaluate space needs

More than 120 years ago, offices of the fledgling Iowa State Alumni Association were housed in Alumni Hall. In 1928, the Association relocated to the Memorial Union. Since that time, the number of graduates served by the Alumni Association has increased dramatically, and the services provided by the Association have continued to expand.

Today, the ISU Alumni Association is still housed in the Memorial Union, and the organization is pushing the limits of its space, which has been historically shared with the ISU Foundation. In May of 2001, the Board of Directors formed a facility feasibility task force to begin looking into future space needs and options for the Association. The committee involves board members, staff members, a university liaison, a student, and alumni at large. The committee will assess space issues, staff and alumni needs, and location.

The ISU Foundation conducted a similar review and recently announced its plans to move to a new location south of the main campus on Elwood Drive.

Watch for updates in future issues of VISIONS.

PERSON

INQUIRING GROWING ASPIRING COMPETING LEARNIN

PHOTOS BY JIM HEEMSTRA

One of Iowa State's most oft-heard phrases these days is "engaging students." But the fact of the matter is, they engage us! We are inspired, as we watch them simultaneously compete and collaborate – pursuing their own personal best and building connections with peers, professors, and alumni. As we highlight their accomplishments in the coming year, there is much to be proud of. Undergraduates are making new inroads in the world of scholarly research, as illustrated by the following stories about four engineering students who contributed to NASA's experiments in zero gravity, and a zoology student whose name appears on a patent for a new bee insecticide. Students are also using their undergraduate experience to discover truths about themselves and help bring out the best in their peers, as illustrated by our story about an industrial engineering sophomore.

Expanding, seeking, and exploring, Iowa State students are embarking on a lifetime of becoming their best...

AL BEST

LEADING UNDERSTANDING DISCOVERING **BECOMING**

IOWA STATE UNIVERSITY

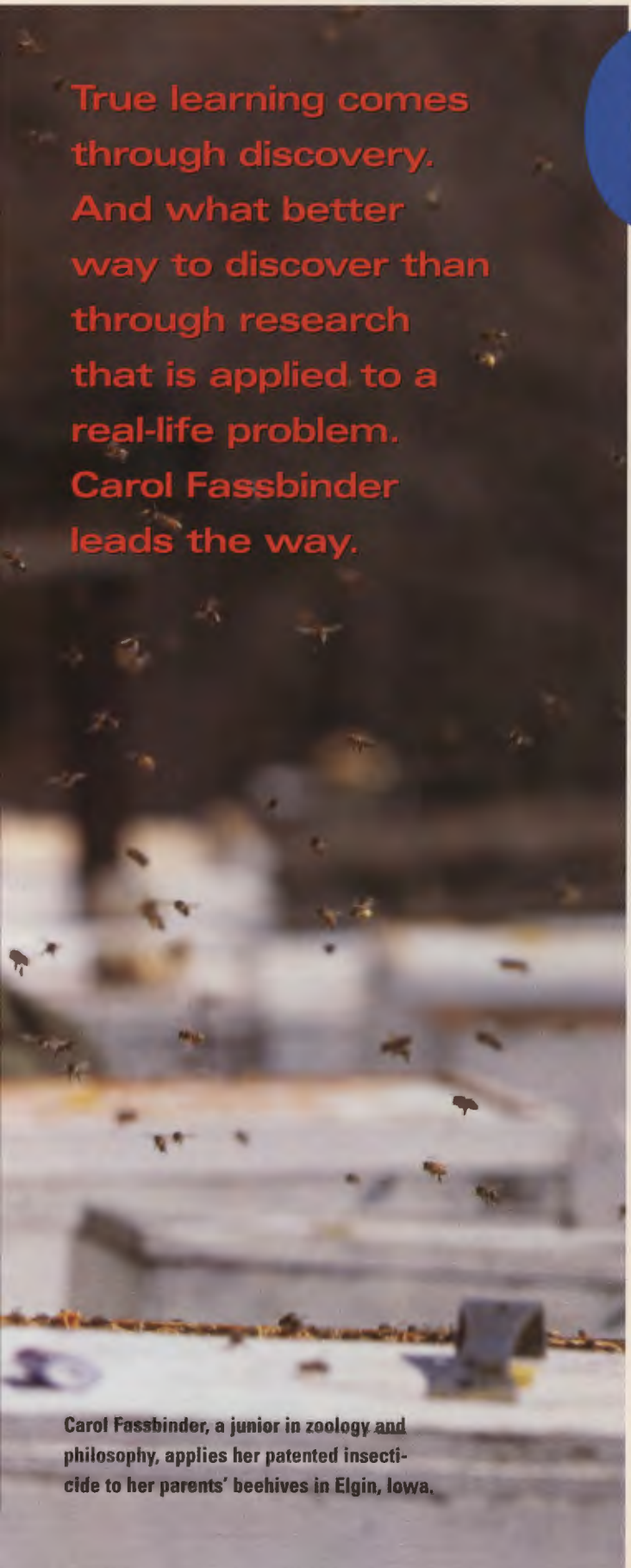
Students are in the spotlight this year as Iowa State focuses its university-wide theme on "challenging students to become their best."

"Iowa State has a lot to be proud of in terms of the accomplishments of our student body and the services the university provides for them," said Thomas Hill, vice president for student affairs. "We are challenging students to become their best. More importantly, Iowa State students are stepping up to meet the challenge."

The yearlong student focus will include lectures by Nobel Peace Prize recipient Lech Walesa and others, community visits, building dedications, and special events. As part of the celebration, VISIONS will highlight student programs and achievements in each issue during the 2001-2002 academic year.

SEEKING A SO

LUTION



True learning comes through discovery. And what better way to discover than through research that is applied to a real-life problem. Carol Fassbinder leads the way.

Carol Fassbinder, a junior in zoology and philosophy, applies her patented insecticide to her parents' beehives in Elgin, Iowa.

BY KAROL CROSBIE

Carol Fassbinder knows honeybees. She knows the wonder of watching the tiny creatures dance for each other, as they communicate the discovery of a particularly wonderful field of flowers, or a new home. She knows that they can precisely sense the every need of their queen bee, by reaching out their antennae and "reading" the story her chemicals tell.

Carol knows that the bees can read her own moods, as well – can tell if she's tense, or if she's serene. She knows which flowers the bees will seek out, and knows that honeys are as different as wine, from sweet basswood honey to bitter dandelion honey.

She also knows the frustration and sorrow that comes when she sees bees – the sole source of her family's livelihood – born with their wings crumbled and bodies stunted. She understands the power of a voracious, parasitic mite that has fastened itself to the bees she loves, threatening to wipe them out.

But the ISU junior has her own kind of power: curiosity, competitiveness, and a love for nature – which combine to make her an effective warrior against her microscopic enemy.

Her parents, ISU graduates Bob and Kathy Fassbinder, who keep 2000 hives in Elgin, Iowa, knew that Carol would be a problem-solver when she was only three years old. It had been a bad day for Bob Fassbinder. His two sons scattered when he came in from the bee yards, hurling directives and recriminations. But tiny Carol marched up to her father. "Daddy," she said, looking him in the eye, "it's not really that big a deal."

Raising kids and bees in northeast Iowa has been a good life, says Bob Fassbinder. "When you raise bees, you learn about so many facets of nature. Bees truly are beautiful creatures. It's been a constant learning adventure." Planted firmly in the middle of the adventure was Carol, whose childhood summer days were spent playing in the flowers of the bee yards. One of the crates Bob uses today is embellished with the proud inscription, "Made by Carol: age four."

As she grew older, she moved into helping manage every aspect of the family business. Although each bee will only make a teaspoon of honey in its lifetime, together the Fassbinder's 2000 colonies produce as

SEEKING A SOLUTION

"If the bees leave our hives and go off into the woods, they'll be dead within two years because of the parasites."

– Carol Fassbinder

much as 23 pounds in a day. Carol's summer days were spent in the company of bees – lifting thousands of crates and moving frames, applying mite insecticide, drying the honey, loading it into a centrifuge, and storing it in 55-gallon drum barrels. She learned to avoid "bad situations," when the bees try to take back their honey. Yes, she was stung, but she learned in the process. "You learn calmness under pressure."

Intensely competitive, Carol began succeeding in high school athletics. But a bad fall during a basketball game resulted in a fractured vertebrae, and an end to competitive sports. "I had to do something else," she remembers. "I wanted to excel at something." Excelling was hardly the issue; Carol was a 4.0 student. What she wanted was competition. And what she found was a time-honored and competitive tradition: the science fair.

'Like squirrels on our backs'

Her science fair project was a natural one. The past 10 years had seen a decimation of wild and kept bees by two tiny parasitic mites. In Iowa, the number of bee colonies had gone from 200,000 to 30,000. Throughout the country, beekeepers reported similar die-offs: 40 percent in Delaware, 53 percent in Pennsylvania, 90 percent in Maine. Because nearly 90 percent of U.S. crops rely on honeybees for pollination, farmers felt the effects of the bees' decline; the value of their pollination is estimated at $10 billion every year.

The culprits are two mites: tracheal mites that infect the breathing tubes of bees and varroa mites that attach themselves to their victims' backs. "You can see as many as six or seven mites on the back of one bee," says Carol. "In relation to our bodies, it would be like having squirrels on our backs, sucking our blood."

The varroa mite, which originated in India, has spread around the world through commercial transport of bees and queens and cross breeding. "It makes you realize what an impact humans can have on the environment," says Carol. The mite reproduces in the cap cells when the bees are developing from the egg to the larva, living off the fluid of the bee. The Indian bee, which has a shorter amount of time between egg and hatching, was better able to resist the effects of the mites, Carol explains.

What better project for a science fair than to develop a new insecticide? The only registered insecticide available was a phosphate-based one that was not only toxic to humans if it made its way into the honey, but which was losing its effectiveness because the mites had adapted to resist it.

The 13-year-old contacted Joel Coats, chair of ISU's Entomology Department. She knew that the department was studying a class of natural plants with essential oils (oils with a scent, such as clove, mint, and cedar) as insecticides. Might one of the compounds work on mites?

The Fassbinder family and thousands of bewildered bees suffered through the experiments that followed. Carol remembers putting spearmint oil on the colonies. "I didn't know what levels to put on, but I put 15 ml. and 30 ml., and the bees evacuated the colonies. About 85 percent of the bees were out, spinning in circles. Spearmint was a neurotoxin to the mites – but it also affected the bees."

"It's the classic challenge," says Coats, her mentor, "to find the magic bullet that will kill the parasite but not the host."

Together, the high school student and her teacher studied and tested compounds – from lavender, caraway seed, laurel, bay, and dozens of others. "Carol has absolutely incredible drive and curiosity that make her attack a challenge like this with great intensity, and she hasn't let up," says Coats. Carol won a $20,000 scholarship from the Intel Talent Search to double major in zoology and philosophy at ISU, and continued her close

work with Coats at Iowa State, where he serves as a mentor for her Honors Program research project. Graduate student Justin Frodnitzky has also been involved in the project.

International recognition

Four successful compounds emerged, and Carol is co-owner of a patent filed by the ISU Research Foundation for a natural insecticide for the varroa parasite. The compounds reduce the mite population in tested settings by about 60 percent in the preliminary field tests. Improved delivery techniques and timing are the goals for her next project.

Carol has received multiple international awards and has been invited to present her research to scientific audiences in London, Japan, and Germany. In October 2000, she received the grand award of the Worldwide Young Researchers for the Environment Competition, in which she competed against 140 young scientists from 73 countries. This summer, she completed an internship in southern Germany with the Nestlé Corporation. Her research and international awards

Growing up on a bee farm of 2000 hives, Carol Fassbinder has been involved in every aspect of beekeeping. Helping her family eliminate the scourge of bee mites was her motivation for researching and developing a successful insecticide.

have gained her media attention from *USA Today*, the *New York Times*, *Good Morning America*, *London Financial Times*, *Ladies' Home Journal*, and the *American Bee Journal*.

Since she has been at Iowa State, Carol says her own personal philosophy regarding the natural world has grown stronger. Guided by parents and a childhood that reinforced the interconnectedness of life, and by new ideas gained from classes that explored the works of environmentalist philosophers, Carol says she has a new understanding about herself.

"Mainly in the past year, I realized something. I love nature. This work that I have done with the honey bees has been my own attempt to preserve one part of nature. There is no task that is more important."

EXPANDING T

A once-in-a-lifetime experience opened up for Thomas Cauley III, Joe Hynek, Sibil Joseph, and Jason Schmid when their research project was accepted into NASA's Reduced Gravity Student Flight Opportunities Program. At Johnson Space Center last March, the team joined the elite ranks of astronauts and scientists who have conducted sciéntific experiments in zero gravity.

HE UNIVERSE

Jason Schmid (far right) and Sibil Joseph give last-minute advice to Joe Hynek (far left) and Thomas Cauley before they board the KC-135A.

BY CAROLE GIESEKE

The hangar at Ellington Field is eerily quiet. The constant shriek of jet engines has subsided, and small groups of scientists and engineers are speaking in hushed tones.

Four Iowa State students are working wordlessly, with the intensity that only an impending deadline can create. Jason Schmid and Joe Hynek are filling a tank with water, checking carefully for leaks. They look at each other, nodding. The seal holds. Seconds count. Hynek still needs to reprogram the computer before the demonstration can begin. Across the table, Thomas Cauley III is frantically scrawling mathematical notations onto a yellow legal pad – last-second recalculations for a last-minute design change. Sibil Joseph is preparing the workspace, storing tools and supplies, and removing the debris that has accumulated in the four days since they arrived in this hangar. There has been little time for appearances, but now time is running out.

A group of serious-looking inspectors is heading this way. It's the Iowa State team's turn to demonstrate an experiment with zero-gravity applications that could some day benefit the space program. NASA's Test Readiness Review team will check the experiment for personal safety, aircraft safety, and project readiness. This is the moment the team has been working toward for seven months.

Cauley takes a deep breath and begins.

"All right. Well, our experiment is to determine if acoustic radiation pressure can knock small bubbles off of these two faces here." He points at small metal plates inside the tank that his team members have just filled with water. "One is a polished surface; the other is a sand-blasted surface. That's to simulate various surfaces within tanks or pipes."

The inspectors nod. How does it work?

As Cauley explains the experiment, the inspectors question every surface, material, and movement. How much heat will it produce? How will the data be recorded? What do the students expect to observe? How many people does it take to operate the system? What if both operators get sick? Is it automated?

Cauley is confident. "I can go over the operation procedures, and Joe will demonstrate while I describe."

EXPANDING THE UNIVERSE

Hynek crouches into position, and Cauley explains the process.

The inspectors continue to question. How sharp are the corners? Will the "shaker" be wearing gloves? How much does this thing weigh? How is the spring system constrained? Where will the camera be mounted?

One member of the inspection team has taken notes. "So what I have down is there's an issue with the ventilation. We might ask you to put some screening on it. And you need to be wearing gloves."

"Other issues?" There are none. "Sounds good. Thank you very much. North Carolina, you're up next."

The relief on the faces of the Iowa State team is immense. "We passed with flying colors."

"They told us that we're about to join a small group of people in the world who have experienced weightlessness. There are only three planes in the world that do the parabolic maneuvers. So we're going to be in a league with the astronauts."

– Joe Hynek

The road to Johnson Space Center

Last March, Iowa State's four-person zero-gravity team was part of NASA's Reduced Gravity Student Flight Opportunities Program. The program has been operating at Johnson Space Center since 1995 to provide educational experiences and to involve students in research areas of interest to NASA.

Key to the program's success has been the allure of the KC-135A reduced-gravity aircraft, a military version of the Boeing 707. Dubbed the "vomit comet" because its flight patterns induce a vomit reflex in many passengers, the zero-G plane gained exposure in the mid-'90s when it was used to film the weightless flight scenes in the film *Apollo 13*. University teams involved in the student flight program experience up to 40 brief periods of weightlessness as the aircraft performs parabolic maneuvers over the Gulf of Mexico. During each period of reduced gravity, student teams conduct experiments in a unique, weightless condition not available to earth-bound researchers.

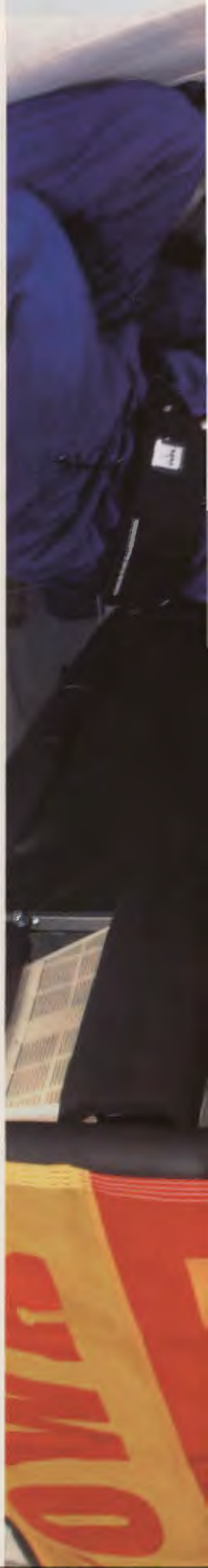
Hynek first learned about the program last fall, and he rallied Cauley, Schmid, and Joseph to form a team. Hynek's experience in computer engineering complemented the background of the other team members, all mechanical engineering majors. The team decided to design an experiment that would reflect their interests and have applications for the space program. They knew that NASA would be evaluating their project for its investigation of novel or interesting phenomena and on its scientific merit.

"We went idea shopping around the university," said Schmid. "We asked everyone we knew if anyone at Iowa State was working with microgravity."

The group ended up with a project that would study the phenomena of acoustic manipulation of objects in water. Research applications could be applied to mixing and separating particles in liquids and to removing air bubbles from fuel in space.

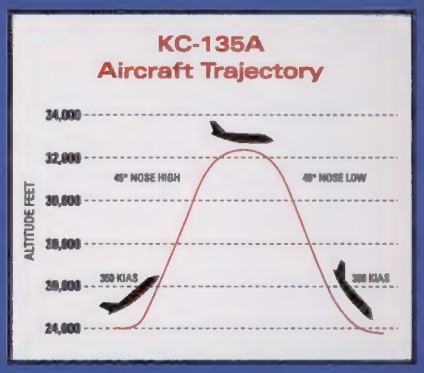
On Dec. 15, the team's application was accepted for the spring 2001 Reduced Gravity Student Flight Opportunities Program.

"When we heard about our acceptance into the NASA program, we were just thrilled," said Hynek. "I immediately called up the Iowa Space Grant Consortium and told them we had just been accepted. It was the same day that they were having a meeting to allocate funds. They ended up giving us a $6,000 grant."



Thomas Cauley and Joe Hynek are exhilarated as they experience weightlessness for the first time. Behind them is Drew Nash, a 1998 ISU graduate who works with NASA's reduced gravity program.

PHOTO COURTESY OF NASA



The closest thing to being in space

Called the "weightless wonder," NASA uses the KC-135A to train astronauts and test equipment for orbit. Zero gravity is achieved by flying a specific parabolic trajectory to provide brief periods of weightlessness. Flying at an altitude of 24,000 feet over the Gulf of Mexico, the plane flies up at a 45-degree angle, over the top, and then down at 45 degrees in a free fall that lasts for about 25 seconds on each flight's 30-40 parabolas. The free-fall that gives passengers the feeling of weightlessness is followed by a brief, heavy feeling of 1.8 times normal gravity as the plane pulls through the bottom of the arc. The constant switching from zero G and 1.8 G often makes people queasy, earning the KC-135A the nickname "vomit comet."

Since 1959, the Johnson Space Center's reduced-gravity program has provided a weightless training environment for researchers. Originally used solely for astronaut training, the KC-135A has recently been used to provide other researchers (NASA, government, academic, and commercial) with an opportunity for testing reduced-gravity experiments. The Texas Space Grant Consortium administers the program.

In addition to the Iowa Space Grant Consortium funding, the students received financial support from the ISU Mechanical Engineering Department and from a number of individuals and companies in Ames.

"Whenever we mentioned NASA and described what we were doing, people were very willing to give us money and supplies," said Cauley.

At Ellington Field

In mid-March, the team traveled to Ellington Field at Houston's Johnson Space Center. Before taking their project aboard the KC-135A, they had to assemble the 230-pound steel frame, which would eventually hold 200-plus pounds of electronic equipment. They had to cover and seal the water tank, program the computer, and add padding to every edge of the frame. Everything had to be tested and retested.

But meanwhile, the team had to prepare itself to ride on the "zero-G bird." Each of the 13 participating teams went through safety briefings, motion sickness videos, physiological training, and a ride in the oxygen chamber.

The day before the Iowa State team's first flight (each team flew its experiment twice), NASA inspectors conducted their Test Readiness Review, and the experiment was loaded onto the KC-135A.

From the outside, the KC-135A looks like an ordinary 707, but the interior looks nothing like a commercial aircraft. A few seats remain at the rear of the plane, but the cargo area is open, covered floor to ceiling with white foam padding. Straps and rings are provided to tie down people and equipment.

After being loaded onto the plane, ISU's experiment was bolted securely to the floor. The team made last-minute adjustments to the computer, mounted the video camera, and hung an Iowa State banner. Before leaving Ellington Field, the team was fitted with flight suits and issued airsickness bags.

Drew Nash (center) debriefs Joe Hynek and Thomas Cauley following their flight.

'It's good to see Cyclones down here'

The Reduced Gravity Student Flight Opportunities Program has been open to university students across the nation for five years. As of fall 2000, no team from an Iowa university had ever been represented in the program.

ISU alumnus Drew Nash wanted to change that. Nash had been involved in a co-op program with NASA/Johnson Space Center during the summer while he was a student at Iowa State. When he graduated in 1998 with a bachelor's degree in mechanical engineering, NASA hired him full time as a test director for the KC-135A. Nash now works directly with the Reduced Gravity Student Flight program, and last year he told some of his former engineering professors that he thought Iowa State students ought to be involved.

"We first heard about the program because of a letter from Drew Nash," said team member Joe Hynek. "So I went to work thinking about it."

Nash continued to encourage the fledgling ISU team and was clearly proud to have his school represented at Johnson Space Center during the spring of 2001.

"It's about time," he said, wearing a red Iowa State hat with his blue NASA flight suit. "It's good to see Cyclones down here. I want to see them here every year."

The 'weightless wonder'

Flight day finally arrived. In the early-morning light, teams nervously pulled on flight suits, swallowed anti-nausea medication, checked their pockets, took pictures of each other in front of the plane, and gave each other final words of advice and luck.

Teams were divided into flight crews and ground crews. The next day the roles would be reversed. As Hynek and Cauley boarded the plane, Schmid and Joseph remained on the ground, where they watched the KC-135A taxi, lift off, and disappear on the horizon, heading toward the Gulf of Mexico.

Inside an administrative office building, television monitors were set up for the ground crews to watch their team members on a live downlink. Everyone cheered when the plane went into its first parabolic maneuver and students began to float, tumble, and spin. By parabola number three, the students settled down to the business of

running their experiments. By the eighth parabola, some students began to feel the effects of the alternating double gravity and zero gravity on their systems, and airsickness bags were pulled out. Some students became so ill that they were removed from the cargo area and strapped in seats at the back of the plane for the duration of the flight.

Cauley and Hynek were airsick but were able to perform their experiment. During each brief period of microgravity, Hynek shook the water tank and Cauley operated the acoustic transducer. In zero gravity, the bubbles created by shaking the tank hung in the water and were clearly dislodged by ultrasonic waves. "We can see the bubbles being pushed around by the transducer!" Hynek shouted excitedly during the flight. "This is so cool!"

After the plane returned to Ellington Field, John Yaniec, lead KC-135A test director, questioned teams about their experience. Most groups reported "good data." The team from Alabama had a tough time since one team member spent the entire flight lying on the floor. An Arizona State team member projectile vomited on his partner, causing a chain reaction of airsickness on the plane.

After the reports, Yaniec told flight crews to relay information to their teammates who would be flying the next day.

"If you did anything that was a failure – if some of the things didn't work the way you planned – you learned something," he said. "None of you has experienced working in the microgravity environment before, so it's a learning experience. I've had people with multi-million-dollar packages on the aircraft and nothing worked, but they learned, and they came back. So pass the information on to your teams, and tomorrow will be an even better day for the research."

Cauley and Hynek were visibly weak from the flight, but enthusiastic about the experience.

"It was pretty awesome," said Hynek. "You don't realize at first what's happening when it switches to free floating. I pushed off with my feet and just shot up to the ceiling. It was really neat. During the first three parabolas we just kind of jumped around, then we got serious and started doing the experiment."

"It's hard to describe," said Cauley. "The biggest thing is that when you get back on land, earth gravity feels funny." In retrospect, Cauley and Hynek agreed that the experiment would have been easier to administer in zero gravity if it would have been fully automated. Simple manual tasks became laborious aboard the KC-135A.

"But I think even though this was our first year here, the experiment we chose and the way it ended up was top caliber," Cauley said. "It was on par with all the other experiments on the plane."

An Iowa Stater in the pilot's seat

Just four pilots are certified to fly NASA's KC-135A zero-gravity airplane. One of them is Stephanie Wells.

Wells, a 1975 ISU graduate, spent 10 years as a KC-135A co-pilot before becoming pilot-in-command. She was one of the first women accepted for flight training by the U.S. Air Force after graduating from Iowa State with a degree in meteorology. She was an Air Force weather officer and flew Desert Storm missions and other overseas assignments before joining NASA in 1986 as a staff pilot.

As a NASA pilot, Wells trains pilot astronauts and flies the KC-135A. She's enthusiastic about the Reduced Gravity Student Flight Opportunities Program.

"It's awesome," she said. "It's a heck of an opportunity. It's time consuming, and there's competition, but there's a real good chance to get into the program."

Meeting with the Iowa State team in March, Wells told the students that although flying the KC-135A isn't particularly dangerous, it's different than flying "straight and level."

"You approach the maximum speed on every maneuver," she said. "The risk is getting too 'nose-down' and getting too high a speed and too high a G pulling out. That's probably the biggest danger of it."

So how did she learn the KC-135A's special parabolic, zero-gravity inducing maneuver?

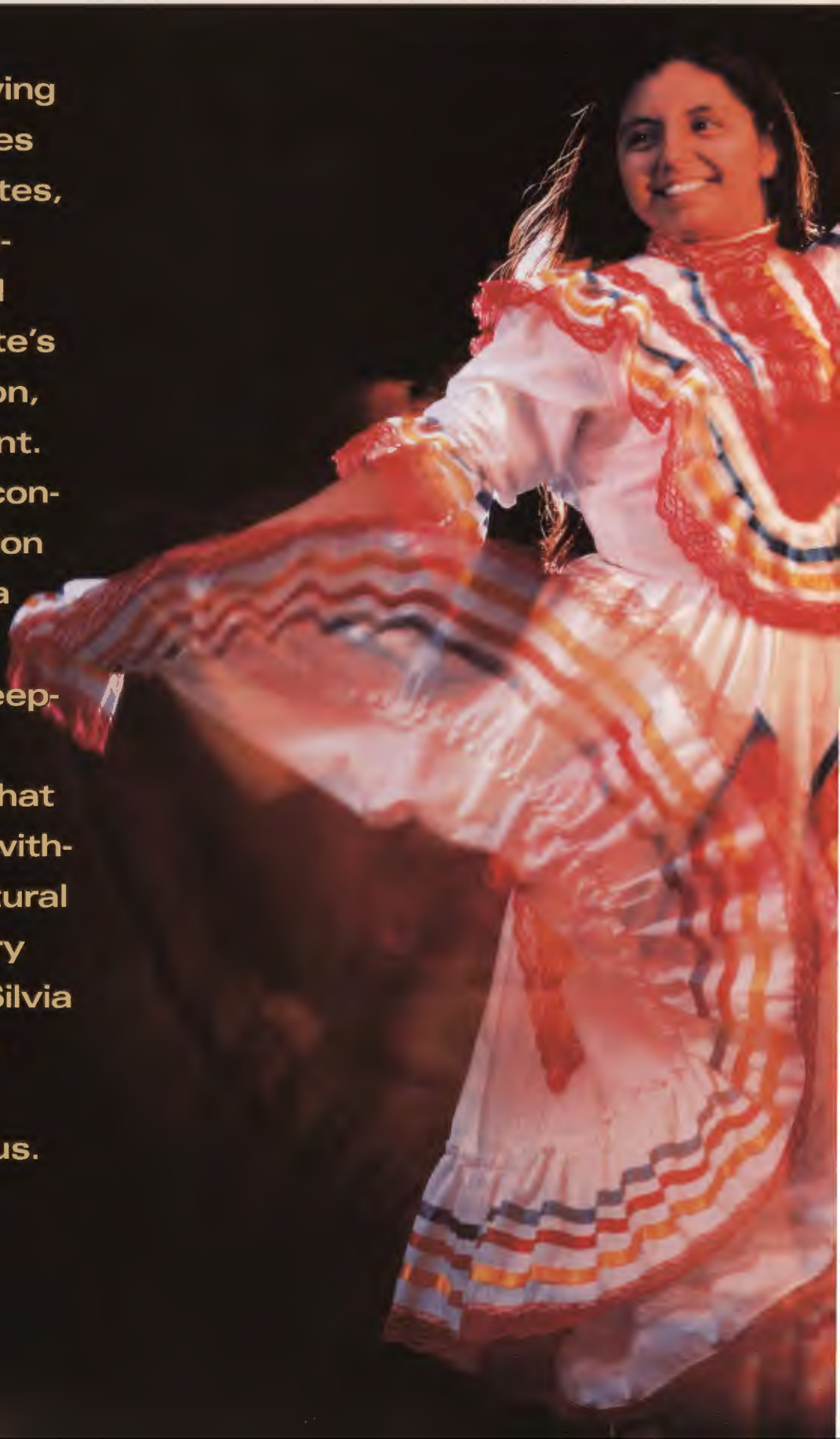
"I just went up and did it," she said.

Iowa State students meet with Stephanie Wells, a 1975 ISU graduate, on their first day at Johnson Space Center. Wells is one of only four pilots currently certified to fly the KC-135A.

On the Web
Johnson Space Center
For further information, see www.jsc.nasa.gov/

EXPLORING A

The fastest-growing group of minorities in the United States, Latinos still represent a very small part of Iowa State's student population, at only 1.5 percent. The melting-pot concept of assimilation is giving way to a different way of thinking about keeping alive cultural traditions. But what happens when, within a minority, cultural traditions are very different? ISU's Silvia De La Cruz helps support other Latinas on campus.



HERITAGE

Silvia De La Cruz uses dance to express her pride in her heritage. A sophomore in industrial engineering, Silvia has helped other Latinas on campus form new connections and understanding.

BY KAROL CROSBIE

What does it mean to be Latino? Is it your family traditions? Your ancestry? Your language? Silvia De La Cruz, an industrial engineering sophomore, has used her own journey toward understanding to help support other Latinas at Iowa State.

As often as twice a week, the fledgling colony of Sigma Lambda Gamma women – a sorority of Latinas that Silvia organized last year – meet to talk about both their similarities and their differences. The purpose of the women in the newly revived sorority colony (which will soon become an official chapter) is to broaden and extend understanding of both their own and other cultures. And to tackle some tough questions.

When Hispanics arrive at Iowa State, many go through a kind of identity crisis, says Silvia. It is one she knows well. In middle school in Des Moines, there were few other Latinas, and although she identified herself as Latina because of her family, her peer affiliation was with Caucasians. But when she went to East High School, all of a sudden, her peer group was much more heavily Latina. "I felt as if I didn't fit in," says Silvia, who was born in the United States, but whose parents are Mexican. "Like I wasn't Latina enough.

"I tried to change. You know – wear my hair differently and talk differently. But then I felt like I was being fake, because I wasn't being myself. And then I realized there is no such thing as being Latina enough. There is no real definition. Everybody is different – and it's all in your cultural traditions and how you were raised."

When she arrived at Iowa State, Silvia's connections with other Latinas gave her both understanding and a new resolve to help others, as they struggled to fit in. As she shared childhood stories with other Hispanics, she began to understand that her father and mother's parenting styles – which had once seemed only peculiar, personal, and annoying – were actually a reflection of values that were deeply cultural.

"My family did everything together. I would go to the mall and see other kids alone with their friends. I would be with my parents, and I was like, 'That's not fair.' I felt that there was something different and I didn't understand why, and it separated me.

"But in high school, my parents would always be there

for every event or award ceremony. And when I saw that other parents didn't do that, I started to see how my difference – the unity in my family – was a benefit."

A path to Iowa State

Silvia's path to Iowa State began in the eighth grade, when she was recruited to enroll in Science Bound, ISU's precollege program for ethnic minority students in Des Moines public schools who show potential in science and mathematics. Counselors and teachers at her high school, and faculty and staff from ISU coached, counseled, taught, and inspired.

She took regular trips to ISU, and in the summer of her junior year she participated in an internship with the maintenance staff at the Memorial Union. She remembers an important lesson. "We were helping our supervisor repair an old air conditioner that someone had donated. He told us that sometimes engineers design something, but they won't necessarily have the customer in mind, and it's hard to repair it."

"There's a sculpture on campus called Border Crossing. *When I see that man carrying his wife and child, I think about the struggle that these people had, to come to the United States for a better life. It represents all the struggles that we face every day."*

– Silvia De La Cruz

Her decision to major in industrial engineering at ISU was a natural one. Her first year, she benefited from ISU's programs to keep her on board. She was a freshman, she was Latina, she was majoring in Industrial Engineering, and she was wanted. But she knew that when she became a sophomore, many of the programs would fall off. "You're just kind of left alone."

'You just feel mixed up'

When she began organizing Sigma Lambda Gamma, she was struck anew with the diversity of her culture. Some of the Latina heritage is Spanish, some African, some Mexican, and some indigenous Indian.

"Some of the girls are from Puerto Rico. And some are from small, rural towns where there aren't any Hispanics, so they don't know Spanish. So when we would speak Spanish, they would feel left out. They would feel that they weren't Latina enough."

At the same time that Silvia and her Latina peers were experiencing differences, they were learning about their shared history – some for the first time. "A lot of us were taking Chicano studies and it was kind of a shock. We learned about all the people who have fought injustices for our culture and about the hardships that our ancestors have gone through.

"You feel overwhelmed. It's hard at first, because you don't know what to do. You just feel mixed up. You're like, 'Where have I been? How come I didn't know this before?' And then you feel anger. How could people do this to our culture?"

But with knowledge and anger came understanding and pride. As the women shared their stories, they began to identify the cultural values that they honored: faith, religion, family. "We value our families with a passion," says Silvia. "Our families are everything to us." They began to acknowledge that their differences were OK. Who cared if some had blond curls, didn't know Spanish, didn't know how *menudo* was prepared (or even what it was). They celebrated similarities and explored differences.

This year, the sorority plans to extend its understanding to others, through food, story telling, and drama. They have plans to mentor high school Hispanic students. Silvia is a skillful dancer and will use her art to make new connections.

Silvia's mother, Maria De La Cruz, cares for Silvia's baby, Josefina, while Silvia takes engineering classes during the week.

'Family is everything'

Last December, Silvia gave birth to a daughter, Josefina. Silvia's mother cares for the baby at her home in Des Moines during the week, while Silvia attends classes and lives in the residence halls. She is fiercely determined to finish her engineering degree. "Whenever I think, 'Why am I here?' I just think about my daughter."

And it is also for her daughter that she cherishes her traditions, culture, and history. "I am here in college because of the work of my people, and because of the hardships they faced. They sacrificed so that we could be proud of our culture, so that we could speak Spanish out in the street and not feel embarrassed, so we could eat our traditional meals and not feel ashamed, so that we wouldn't be embarrassed when we're seen with our families, all together.

"Family is everything."

by Carole Gieseke

Students help Iowa State become its best

As Iowa State begins its year-long celebration of "challenging students to become their best," we acknowledge that students are involved in helping Iowa State become ITS best. Here are three examples of how students support, enhance, and give back to Iowa State.

Student Foundation Committee

Nate Brinkley likes people. He likes talking to people. So the Iowa State senior found a perfect niche as chair of the Student Alumni Leadership Council's Student Foundation Committee, a role that allows him to get to know a wide variety of Iowa State alumni and supporters.

"I get a kick out of talking to people about how things have changed at Iowa State," Brinkley said. "I think alumni enjoy hearing what campus is like today, from the student's point of view."

> **"It feels good to give to Iowa State. It gives you more of an ownership in the campus when you go back to it."**
>
> **– Andy Lashier**

Bringing the student perspective to ISU Foundation events is one of the main roles of the 11-member Student Foundation Committee. The students host alumni on campus and travel to special Foundation events across the country. Each Saturday during football season, the students volunteer their time to visit with guests in the Jacobson Building. They assist the Foundation staff with groundbreakings and building dedications. They work at Order of the Knoll events and presidential receptions.

Courtney Constable and Nate Brinkley talk to Steve Mores '67, an ISU Foundation Governor, at a presidential reception at Gateway Center in Ames.

His committee works hundreds of hours a year, said Brinkley. But he's not complaining.

"It's really an honor to be chosen for this committee," he said. "You get to meet interesting people and be involved in things most students just hear about."

He said the committee is made up of students with outgoing personalities who are actively involved on campus and enthusiastic about Iowa State.

"They really are the best of the best," he says.

Graduating Class Gift

For more than 100 years, Iowa State's graduating classes have been leaving their marks on Iowa State. Walk on campus, and you'll see them: benches, flagpoles, artwork, and fountains. These and other class gifts have become lasting memories of the students who have attended Iowa State.

"The graduating class gift is a way to add something to the university, a way to leave a legacy," said Brian Kish, director of annual giving programs. "It's a long-standing tradition."

Iowa State students are generous in their giving to the class gift, with a 35 to 40 percent response from students who are contacted, Kish said. "Participation is very good on a national average for public schools."

Students have the opportunity to vote for the class gift they wish to sponsor. Recent gifts have contributed to the restoration of Christian Petersen's *Fountain of the Four Seasons* in 1998, a new seating area at Lake LaVerne in 1999, and additions to the Children's Garden at Reiman Gardens in 2000 and 2001.

Tony Fischer, a chemistry major from Neola, Iowa, was the 2001 class volunteer. Fischer worked as a liaison between the Foundation and the ISU Alumni Association's Senior Class Council. He reviewed proposals and helped narrow down the gift choices on which members of the graduating class would vote.

"People were positive about the choices we presented," Fischer said. "That was reflected in how the voting went. Each of the gifts received nearly the same number of votes. The Children's Garden won by a very small margin."

Brianne Veach donated to the class of 2001 gift to the Children's Garden.

"I like children," said Veach. "I'd never thought

Class of 2001 graduates Brianne Veach, Shyam Kumar, and Emily Greazel spend time in the Reiman Children's Garden with Johnnie and Paul Hadish and Rachel Eppert. All three recent ISU graduates made pledges to the Children's Garden class gift fund.

much about the importance of the class gift, but I decided that I would give what I could. Every little bit helps."

Fischer said it was gratifying to see a tangible outcome, but he said that wasn't the most important aspect of the class gift.

"The act of giving is more important than the gift," he said. "Making a connection to the university is important to students, and having some sort of tangible landmark to show for it is nice. But the gifts don't all have to be tangible. Some class gifts have been to scholarship funds. Some gifts have more grandeur than others, but they're all important."

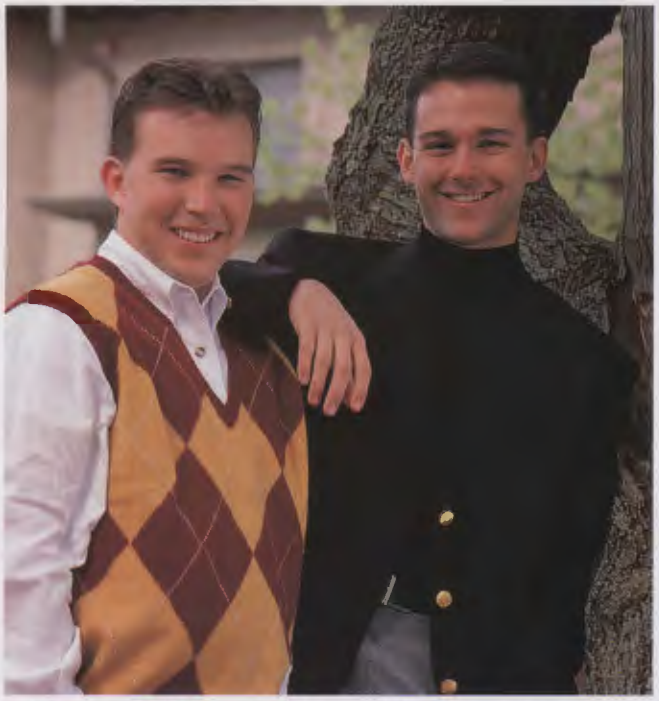
Order of the Knoll

When Andy Lashier and Todd Swanson became members of the Order of the Knoll in 1998, they made history.

Swanson and Lashier were the first current ISU students ever to join the Order of the Knoll, Iowa State's premier giving club, using their own financial resources. (Since then, John Hamilton and Chad Dummermuth have made Knoll-level commitments.)

The students' $15,000 pledges – to be paid over 10 years – are unusually generous for such young donors.

"I decided to contribute to Iowa State because, for me, the best time to say thank you is right after you receive the benefits, and my four years at Iowa State were the greatest of my life," Lashier said when he made his pledge in 1998.



Andy Lashier and Todd Swanson made history in 1998 when they became the first current ISU students to join the Order of the Knoll using their own financial resources.

Today, Lashier is actively involved as an Iowa State donor and alumnus. "I enjoy getting back to campus as often as I can," he said. "I want to be involved in the Foundation in any way they need me, and to keep giving something back financially."

Swanson said he has never regretted his gift commitment. "Looking back, I had just gotten a good education that was essentially underwritten in part by the state, and I wanted to give something to the university to say thanks for doing that."

It's important to establish a giving pattern as a student or young graduate, Lashier said. "For me, it doesn't feel right to take home 100 percent of my paycheck. It feels good to give to Iowa State. It gives you more of an ownership in the campus when you go back to it."

Swanson believes the size of the gift is unimportant. "It's important to get into the habit of giving," he said. "It's easy to put it off and say, 'I'll support something next year.' The most important issue is that people find a way to give back to the institution they feel strongly about." ■

On the Web **ISU Foundation**
For further information, see www.foundation.iastate.edu

calendar

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Here's a sampling of upcoming events on the ISU campus and of alumni events across the country and around the world. Events are subject to change. For more information, visit the Alumni Association Web site: www.isualum.org or call toll-free 1-877-ISU-ALUM.

September

5 Ames/ISU Ice Arena dedication
6 President Geoffroy's visit to Des Moines
7 President Geoffroy's visit to Central Iowa
7 Legacy Migration
7 Hall of Fame
8 Hoover Hall groundbreaking
8 Student Health Center dedication
8 Cyclone football home opener vs. Northern Iowa
13 Des Moines Breakfast Club
15 Cyclone football vs. Iowa
15 Reiman Gardens dedication
19 SAA T-Shirt Day
22 Cyclone football at Ohio, with Alumni Association pregame event
22 Season at Stephens: Four Bitchin' Babes
24 President Geoffroy's visit to Waterloo
28 Order of the Knoll Gala

28-30 **Family Weekend**

28 Season at Stephens: Marvin Hamlisch
29 Cyclone football vs. Baylor (Educators' Day)
29 Gerdin College of Business Building groundbreaking
30 Collage of Choirs

October

4 Season at Stephens: The Philadelphia Orchestra
5 Student AnswerCenter dedication
5 Season at Stephens: Lincoln Center Jazz Orchestra with Wynton Marsalis
5 SAA Spirit Rally

6 **Installation of 14th ISU President Gregory Geoffroy**

6 Cyclone football at Nebraska
8 President Geoffroy's visit to Sioux City
9-11 Season at Stephens: *Rent*
11 Des Moines Lunch Club
12 Season at Stephens: Bayanihan Philippine National Dance
13 Cyclone football at Missouri, with Alumni Association pregame event
16 Alumni Travel: Crown Jewels of the East and West (through Nov. 6)

19-21 **Homecoming Weekend**

19 Alumni Association Honors and Awards Ceremony and Banquet
19 Alumni Association Board of Directors meeting
20 Family of the Year Reunion
20 Cyclone football vs. Oklahoma State, with Alumni Association pregame event
20 Carver Co-Lab groundbreaking
21 Alumni Travel: Alumni College in Tuscany (through Oct. 29)
27 Cyclone football at Texas A&M, with Alumni Association pregame event
27 Season at Stephens: *Lilly's Purple Plastic Purse*

November

2 Season at Stephens: *My Fair Lady*
3 Student Services Building dedication
3 Cyclone football vs. Kansas State
5 President Geoffroy's visit to Cedar Rapids
8 Des Moines Breakfast Club
10 Cyclone football vs. Colorado
10 Applied Science Center groundbreaking
17 Cyclone football at Kansas, with Alumni Association pregame event
18 Alumni Travel: Alumni College in Tuscany (through Nov. 26)
19-23 Thanksgiving break

21-25 **Alumni Association trip to Las Vegas Invitational**

28 Festival of Lights
30 Season at Stephens: *Goodnight Opus*

December

1 Season at Stephens: Cyrus Chestnut and Friends in *A Charlie Brown Christmas* concert
21 Graduate College Commencement
22 Undergraduate Commencement
22 Alumni Association Commencement lunch

January

6 Alumni Travel: Copper Canyon and the Sea of Cortez (through Jan. 13)
10 President Geoffroy's visit to Council Bluffs
11 Alumni Travel: Cuba (through Jan. 17)
12 Alumni Travel: Amazon Exploration (through Jan. 20)
13 Season at Stephens: *Ragtime*, with Alumni Association members-only pre-show reception
31 Season at Stephens: *Buddy: The Buddy Holly Story*

IOWA STATE UNIVERSITY
FOUNDATION

www.foundation.iastate.edu

Thanks to the people who challenge Iowa State students - with their support.

Every day, Iowa State University students can seize opportunities to learn, lead and succeed, thanks to the generosity of Iowa State alumni and friends. Their gifts to the Iowa State University Foundation enable the University to challenge students to become their best. From scholarships to speakers, outstanding faculty to teaching facilities, the extraordinary opportunities they create equip Iowa State students for lifelong success. To these generous donors, we say *thank you* - for empowering our students and supporting Iowa State's aspiration to become the best land-grant university in the nation.

IOWA STATE UNIVERSITY
ALUMNI
ASSOCIATION

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

ADDRESS SERVICE REQUESTED

Join the crowd!

You supply the spirit ...
let the Alumni Association provide the meeting place

We know that Iowa State fans are the best fans in the Big 12, and we know you'll be following the Cyclones as they pursue another record-shattering football season in 2001. So we've planned six special football weekend events – at home and on the road – for you to gather with other Iowa Staters and show your true colors: **cardinal** and **gold!**

2001 Alumni Association Pregames

Cyclone Football at Ohio University
- September 22, 3 hours prior to kickoff
- Pepsi Tailgrate Park, Athens, Ohio
- Tailgate party buffet, spirit squad, prizes
- RSVP by Sept. 14

FAMILY WEEKEND
Cyclone Football vs Baylor
- September 29, 2 1/2 hours prior to kickoff
- Iowa State Center parking lot (SW corner), Ames
- Tailgate open to all ISU students and their parents
- RSVP by Sept. 14

Cyclone Football at Missouri
- October 13, 3 hours prior to kickoff
- Tiger Tent Area, Columbia, Missouri
- Tailgate party buffet, spirit squad, prizes
- RSVP by Oct. 5

HOMECOMING
Cyclone Football vs. Oklahoma State
- October 20, 3 hours prior to kickoff
- Iowa State Center parking lot (SW corner), Ames
- Tailgate party buffet, alumni band, spirit squad, prizes
- RSVP by Oct. 12

Cyclone Football at Texas A&M
- October 27, 3 hours prior to kickoff
- The Grove, College Station, Texas
- Tailgate party buffet, spirit squad, prizes
- RSVP by Oct. 19

Cyclone Football at Kansas
- November 17, 3 hours prior to kickoff
- Adams Alumni Center, Lawrence, Kansas
- Tailgate party buffet, spirit squad, prizes
- RSVP by Nov. 9

Alumni Association membership includes discounted rates for all of these great events! For more information, pricing details, and to register for these events, go to www.isualum.org/go/events or call toll-free 1-877-ISU-ALUM (locally, call 294-4557).