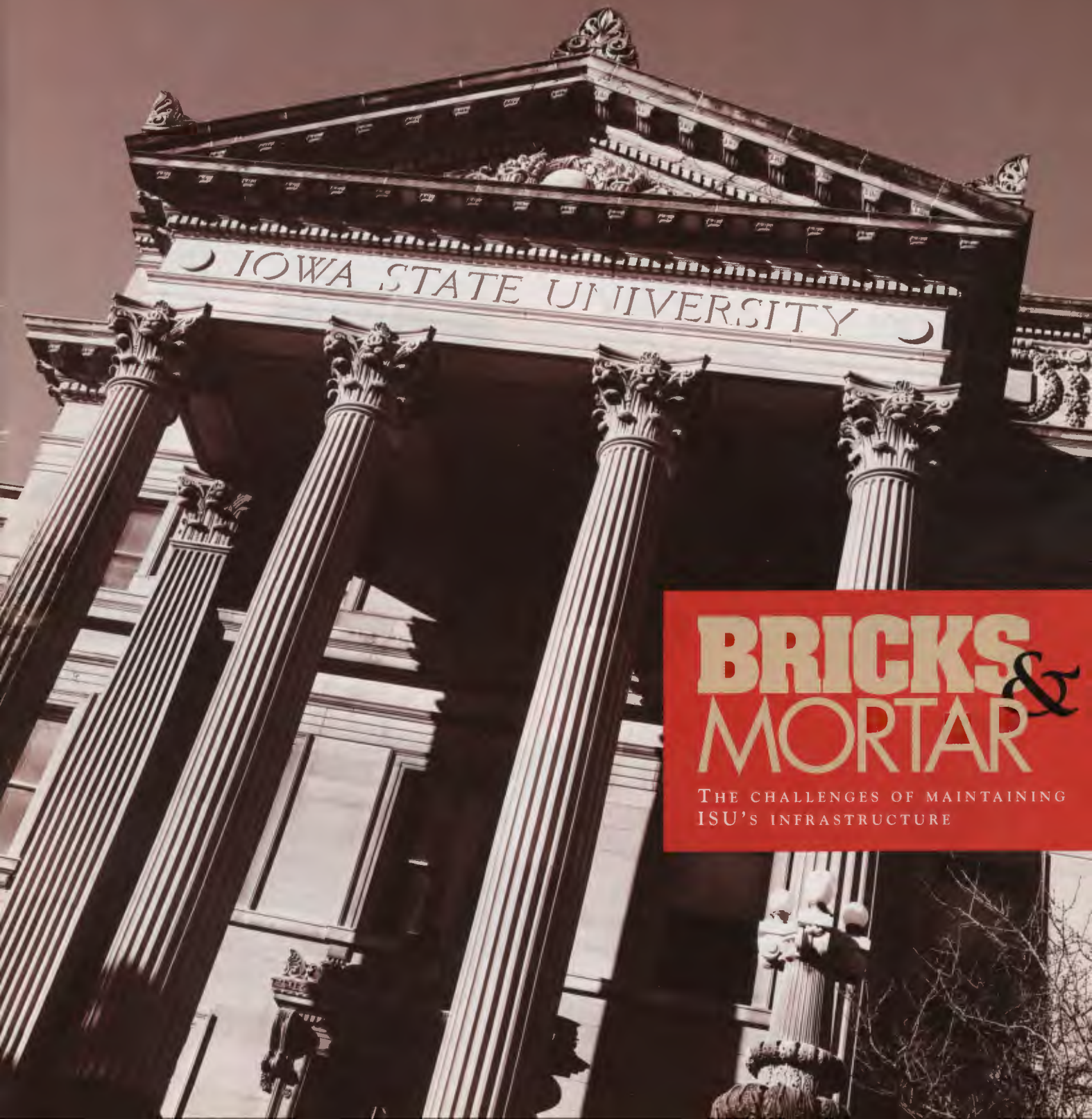
IOWA STATE UNIVERSITY

VISIONS

Spring 2002

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION



BRICKS & MORTAR

THE CHALLENGES OF MAINTAINING ISU'S INFRASTRUCTURE

by Carole Gieseke

What's in style? Don't ask me

I've always been hopelessly untrendy. In fact, if something is popular, I generally do my best to avoid it.

All through high school, college, and my early married years, I never went to a hair styling salon. Why should I? I wore my hair long and straight, parted down the middle. My sister trimmed my split ends, and that was the extent of my hairstyle maintenance. Everyone else I knew was cutting, curling, and coloring their hair in whatever style was fashionable at the time (think Farrah Fawcett and Dorothy Hamill).

About the time long, straight hair came back in style, I cut mine and got a perm.

I guess it just takes me awhile to catch on. Take capri pants, for example. When grown women started wearing them two or three years ago, I thought they looked ridiculous. I'm thinking, "Hey, lady, your pants are too short!" But everyone was wearing them, and finally last summer I thought, well, why not? They'd be more flattering than shorts and cooler than pants. Of course, by then I couldn't find any because apparently they are no longer in style.

My teenage daughter gives me fashion advice sometimes. It usually goes something like this:

"What do you think of this outfit?"

"It's fine if you want to look like somebody's MOM."

"So what should I wear?"

She returns with a shirt from her own closet that looks like it would fit a two-year-old, assuring me it will "stretch."

I go with the mom look.

Maybe I'm just stubborn when it comes to fads. I waited until I was nearly 30 before I got my ears pierced (just the basics: once, in each lobe). I didn't color my hair until last winter, and I only did it then because I had a colossal case of cabin fever and I thought going blonde seemed like a pretty good cure for the winter blahs. Besides, my husband was out of town and news of the $160 I spent on the new 'do could wait until he returned.

Hot new trends somehow elude me. Gameboy? Playstation? I thought they were the same thing. No interest whatsoever. *Harry Potter?* Not interested. The TV show "Survivor"? Not interested. "Weakest Link"? "Who Wants to Be a Millionnaire"? I'm just wracking my brain trying to remember all the shows that everyone seems to watch except me. I'm just not interested.

I finally got a cell phone, and I bought myself a pair of Dr. Martens. I thought those were pretty trendy. And I have been wanting to get a tattoo for awhile now. Just a little bitty tattoo on my foot. I actually went to a tattoo parlor once, and the dreadlocked, tattooed, tongue-pierced owner of the shop told me it was a bad idea. He turned me down! I had cash and everything. Sheesh! Do I have a sign around my neck that says "pathetic and uncool"?

When we began working on the student trends story for this issue, I knew VISIONS couldn't count on me to identify "hip" fads. We needed to go to the source for the truly hot stuff. I found Justin Kendall, a student writer for *Ethos* magazine on campus, and I gave him a list of trends I thought he might want to hunt down. He kept bringing back different things. "What about coffee shops? Aren't those trendy?" I asked him. "Not for students," he scoffed, implying, I assume, that they're only in fashion for those, like me, who are chronologically challenged.

"What about really bright blue and green and yellow hair?" I asked. "Oh, that's so 1999," he replied. "Beepers?" Apparently everyone has them, so they've passed "trend" status and become commonplace, like cell phones and pierced ears (both of which, you'll remember, I actually have).

The biggest problem with reporting on campus trends in a quarterly magazine is that by the time you read the story, chances are some of the trends have passed.

And that will be my cue to latch onto them with a vengeance. ■

ILLUSTRATION: SHARON WATTS

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

Spring 2002
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Features

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Cover Story

Bricks and mortar

In the beginning, there was the Farm House. The original builders of ISU's first building could not have known how much the campus would change in more than 140 years. So, too, is our current vision limited. Find out about the challenges involved in maintaining Iowa State's existing facilities and building for the future.

by Karol Crosbie

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Annual Report

Tradition with a vision

Today's ISU Alumni Association is committed to serving the university and its alumni, students, and friends and to helping ISU become the best land-grant university in the nation.

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The 'In List'

Meet Genevieve, Sam, Whitney, and Boonie. They're hip, they're edgy, they're oh-so-cool. And they're just a few of the students who are setting the popular culture trends on the ISU campus.

by Justin Kendall

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'Everyone was here for the team'

Cyclone fans storm Shreveport, La., for ISU's second bowl game in as many years.

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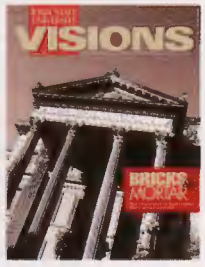

On the cover:
The price tag for replacing Beardshear Hall's steps in 2001 was approximately $200,000 – nearly half of the original cost of the building. In 1906, the cost to build Beardshear Hall was $415,502. Photo by Jim Heemstra

Printed with soy ink on recycled and recyclable paper.

letters

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

The faculty

The January/February issue of VISIONS was very well done. As a faculty member at several institutions during my career, I found the piece on ISU faculty exhilarating ("The faculty: Adventurers. Innovators. Superstars.") As an undergraduate, I was challenged by many who were dedicated to teaching and caring about myself and others. Especially memorable were Professors Kunerth and Fox in journalism, Professor Feinberg in English, and Professor Petersen in history. They each contributed to my personal and academic growth, and I owe a debt to them and to the university for their gifts. They shaped my own teaching and administrative career.

"These faculty contributed to my personal and academic growth, and I owe a debt to them and to the university for their gifts."

I am particularly impressed with the diversity of persons in ethnicity, gender, and age. Congratulations to faculty, department heads, and deans who have made this possible.

— Tom Goodale '62, '71
Wilmette, Illinois

Although I have many great memories of my time at Iowa State and all of my wonderful professors, one of my most memorable would have to be Dr. Duane Enger. Although I only had one genetics class with him, his teaching and personality has influenced me to this day.

— Allie Yungclas, '99
Windsor, Wisconsin

When I first started Iowa State as a freshman in 1974, I wasn't sure which major area of study to pursue. I knew I wanted to study mathematics, biology, botany, or entomology. The advisor that was assigned to me was a professor whose name was Alan Heckenbach.

I needed a "major" and "minor" area of study. Professor Heckenbach knew I liked math because he was my instructor for several experimental calculus classes. His opinion was that I should continue studying math but that I should concentrate on a minor in computer science. He said this would help me with respect to getting a job.

During my senior year, a company called IBM came to campus and eventually offered me a job in – you guessed it – computer science. I couldn't decide what to do. Professor Heckenbach told me to take the job and give it a year. If I didn't like it, I could return to Iowa State to pursue a Ph.D. in mathematics.

It's almost 24 years later, and I am still at IBM. If Professor Heckenbach hadn't been my instructor, I wouldn't be the person that I am today.

— Robert A. Antol, '78
Poughquag, New York

Dr. John Wong is advisor for AMSISU, the Association of Malaysian Students at Iowa State. His hands-off but encouraging and insightful approach to helping students grow is extremely effective in allowing students to transform from a willing, but hesitant participant to one who's confident, assured, and at ease by the end of his or her involvement with AMSISU during their academic stay at ISU.

John is perhaps one of Iowa State University's "hidden treasures" that seldom get to glitter, but when discovered, has a tremendous amount of wealth to share.

— Choy Leow, '86
Burnsville, Minnesota

The late Dr. Harvey Diehl of the Chemistry Department was the most charismatic teacher of my ISU experience. His most memorable quote, given to our freshman chemistry class was, "If you learn everything there is to know about a subject, pretty soon someone will be paying you for your knowledge."

— Paul Corzatt, '74
Greeley, Colorado

Editor's note: You can read more "faculty stories" online at www.isualum.org/go/facultystories.

Reaching out

I just received my January/February VISIONS at my Operation Enduring Freedom deployed location.

You asked if anyone was aware of other alumni who have been directly affected by the 9/11 attack. I can say that the events of 9/11 directly affected me and my family. Fourteen days after the events of 9/11, I found myself hopping a plane, leaving my family, and deploying to a classified location in Southwest Asia. My task, along with my team of Air Force civil engineers, was to build a tent city capable of sustaining over 1,000 personnel.

I am proud of our nation's ability to quickly respond to the horrific acts of Sept. 11. I look forward to going home in a few weeks. If I'm lucky, I'll be home before my daughter's sixth birthday. Unfortunately, my wife, who is also an Air

Force officer, is expecting to deploy to the same area just as I arrive home. We may literally be two planes passing in the night. I have no complaints – this is my job, this is my life. I just pray we can make this a better and safer world for our children.

— Maj. Timothy Fuller, USAF, '90
Melbourne, Florida

A different view

It was with great interest that I read the letter from a four-year Firkins House resident lamenting the demise of Clybe Williams Field and Helser Hall (Letters to the Editor, *January/February 2002*). Although my time at ISU and feelings are most likely very similar to his, my conclusion is quite different.

My roommate and I occupied the same dorm room in Helser Hall for our entire four years. We loved the fact that Clyde Williams was at our back door and it took all of one minute to get from our room to the student entrance gate.

My roommate and I both understand the reasons that these buildings are gone. Both of these structures had been passed over by progress, and neither was of great historical or architectural significance to the university. I work with several ISU engineering and architectural alumni, and although we often discuss ISU, never have we discussed the architectural merits of either of these structures.

When I next visit ISU, Helser Hall and Clyde Williams both will be gone, but my memories will still be there of the people and life's events that took place there. They can't tear my memories down.

— Brian Ralston, '78
East Peoria, Illinois

We're glad you asked

Several readers asked us to list the names of the faculty members who illustrated the cover of the January/February issue of VISIONS. They were, clockwise from top left: Jane Cox, associate professor of theatre; Valerie Sheares, assistant professor of chemistry; Steve Russell, associate professor of electrical and computer engineering; Corly Brooke, associate vice provost, center for teaching excellence; and Don Sakaguchi, associate professor of zoology and genetics.

Correction

In the January/February issue, it was incorrectly stated that Charles Tze-Li Kang (Alumni Profile) received his Ph.D. in industrial engineering. His degree is in industrial education and technology. It was also stated that Richard Seagrave was a distinguished university professor of chemistry ("Great expectations: Raising the bar for today's faculty"). He is actually a distinguished professor of chemical engineering. We regret these errors.

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FIRST WOMAN APPOINTED ISU DEAN OF AGRICULTURE

Merle Pierson ('64 biochemistry) has been appointed deputy under secretary for food safety for the U.S. Department of Agriculture, the second-ranking federal official concerned with food safety. The USDA's top-ranking position for food safety was formerly held by ISU's new dean of agriculture, Catherine O'Connor Woteki.

In January 2002, Catherine E. O'Connor Woteki assumed duties as ISU's ninth dean of agriculture, the first woman in ISU's history appointed to this position. Woteki comes to ISU from the College of Agriculture and Natural Resources at the University of Maryland, College Park, where she was senior research scientist. She was previously a professor of nutrition and food safety at the University of Nebraska.

A nutritional epidemiologist, Woteki researches food safety and nutrition policy, chronic disease prevention, and population health surveillance and monitoring. Appointed by President Clinton, she was the U.S. Department of Agriculture's first under secretary for food safety, where she served from 1997 through January 2001.

The college has been searching for a dean since David Topel stepped down from the position in early 2000. Richard Ross has served as dean for the past two years. ■

On the Web **Complete news release**
http://www.iastate.edu/~nscentral/releases/2001/nov/agdean.shtml

ISU officers to carry stun guns

The Board of Regents, State of Iowa, has given the go-ahead for Iowa's three regents universities – ISU, University of Iowa, and UNI – to arm their public safety officers with taser stun guns.

In the past, officers have used only pepper spray and expandable batons when they are in danger. They are not permitted to carry traditional firearms.

The stun guns allow officers to incapacitate dangerous individuals without harming them. The taser stun weapon uses compressed nitrogen to shoot two small probes with fine, insulated wires up to 21 feet. When the darts contact the perpetrator, the weapon transmits electrical pulses along the wires into the person's body. The person instantly loses neuromuscular control and feels dazed and off balance from between a few seconds to a few minutes.

An e-poll conducted by the ISU Alumni Association indicated that 87 percent of respondents agreed or strongly agreed that ISU's offices should be armed with tasers. More than 600 alumni and friends participated in the poll. ■

ISU GOES wireless

You're sitting on the steps of Beardshear, waiting for the bus, and you want to check your e-mail. So you pop open your laptop computer and take a look. Or maybe you're at the Hub and want to check an upcoming assignment. No problem. ISU has begun installing a wireless infrastructure, which will give computer users the same kind of mobility as cell phone users. Sixty access points, which transmit radio waves, have been installed in classrooms, and installation has begun on outside areas. Wireless computing not only offers students ease and convenience, it also enhances learning opportunities. For example, a professor addressing a classroom of students with laptops could ask them to work a problem online, and receive instant feedback on whether they understood the problem. ■

4-H celebrates its 100th birthday

A lot has changed in 100 years. In the early 1900s, 4-H sponsored corn-growing contests for the boys and canning contests for the girls. Today's 4-Hers present a youth development policy to lawmakers in Washington, D.C. But core philosophies remain the same. The four "Hs," which Iowa State President R.A. Pearson helped develop in 1927, are memorized by youth throughout the nation. Today, more than 6.8 million kids and 44 million alumni can recite: "My head to clearer thinking; my heart to greater loyalty; my hands to larger service; my heart to better living."

In Iowa, 4-H has been under the direction of Iowa State's Extension Service since shortly after Extension was formed in 1906. ISU extension specialists are heavily involved in the 4-H centennial celebration. As a birthday present to themselves and to the nation, 4-H youth and leaders developed a youth development policy.

"Although many other countries have a national Young American Act, the United States doesn't have a national youth development policy, passed by Congress," explained Brenda Allen, ISU 4-H program assistant. The policy report was the result of more than 3,000 "conversations" that took place first on county levels throughout the country, and then on state levels. The conversations culminated in a report to Congress in February 2002. ■

VEISHEA celebrates 80TH year

VEISHEA – the long-standing, student-run spring event – turns 80 in 2002.

"This year is a special year," said Jen Fritz, VEISHEA 2002 general co-chair. "We will honor VEISHEA's extensive history by recognizing the 80th anniversary during the events."

The official theme for this year's spring activity, scheduled for April 19-21, is "Celebrating Student Success," a spin-off of this year's university theme "Challenging Students to Become the Best."

"The theme is meant to focus on the success of Iowa State students as the result of Iowa State's quality education," said Mark Ringkob, co-chair. "VEISHEA is really a showcase of Iowa State."

Student committees involve more than 300 student volunteers. Alumni are invited to a barbecue after the VEISHEA parade on Saturday, April 20 (see page 46.) ■

On the Web **VEISHEA**
www.veishea.org.

ISU continues to rank in the top 10 for its enrollment of National Merit Scholars and National Achievement Scholars. In 2001, Iowa State enrolled 110 National Merit Scholars, ranking 7th in the nation among public universities. ISU ranks 5th among public universities enrolling National Achievement Scholars.

This just in:

Animal feed lot air quality needs regulation

The state of Iowa should develop quality standards for the air surrounding concentrated feed lots.

That was the conclusion of a new report co-authored by ISU and the University of Iowa. The study, conducted at the request of Iowa Gov. Tom Vilsack, recommends standards for measuring hydrogen sulfide and ammonia at the property line of concentrated animal feeding operations and at a residence or public use area.

Hydrogen sulfide and ammonia – both pulmonary irritants – have been measured near livestock operations at potentially harmful levels. Odors from concentrated feedlots were reported to be associated with increased eye and respiratory symptoms from nearby neighbors. In addition to air quality, the report also covers water quality, worker health, antibiotic resistance, "greenhouse gas" emissions, socioeconomic impacts on rural communities, and livestock epidemic and disposal issues. The study group authoring the report was co-chaired by Richard Ross, former dean of ISU's Colleges of Agriculture and Veterinary Medicine, and by James Merchant, dean of the University of Iowa College of Public Health.

On the Web **Air quality study**
www.public-health.uiowa.edu/ehsrc/CAFOstudy.htm

Vice president position to remain unfilled

The position of vice president for external affairs will remain unfilled because of budget cuts facing ISU. The position formerly held by Murray Blackwelder (now at Purdue University) has been filled in an interim capacity by Ben Allen, former dean of the College of Business, since July 1.

"The vice president for external affairs has played a key role in the advancement efforts of Iowa State University over many years," said ISU President Gregory Geoffroy. "I am confident that the units within external affairs can continue to serve the university well without the structure of the vice president's office. This change will save money as we make required budget cuts in response to the state's financial condition."

External affairs units will be reassigned to other university offices beginning July 1, 2002. University Relations, University Marketing, Intercollegiate Athletics, and the ISU Alumni Association will report to the Office of the President. The Iowa State Center, WOI Radio, and University Museums will report to the Office of the Vice President for Business and Finance. Reiman Gardens will report to the Provost. ■

Splendor of the Iowa Skies

Astronomy buffs and folks who just love the night sky will want to check out a new calendar, developed by ISU's Department of Physics and Astronomy. The calendar features the sights visible to the telescope at ISU's Fick Observatory, a state-of-the-art astronomical observatory used for research and teaching. The calendar marks the dates of astronomical events, such as meteor showers, and lists the best viewing times for specific planets and stars. ■

On the Web

For more information about the calendar
http://www.public.iastate.edu/~sdk/fick

To order the calendar
https://www.ubs.iastate.edu

George Washington Carver receives Iowa's highest award

George Washington Carver, arguably ISU's most famous alum, in February received the Iowa Award, the state's highest citizen award. The award – the third given to an ISU alum in the past 10 years – was presented by Iowa Gov. Tom Vilsack. (Past alumni recipients include Carrie Chapman Catt, suffragist, and John Vincent Atanasoff, who invented the first electronic digital computer.)

The Iowa Award medal was presented to Ronke Lattimore Tap ('94 animal science; '97 MS psychology) an ISU Carver scholar, who in turn presented the medal to William Jackson, superintendent of the Diamond, Mo., Carver National Monument, where the medal will be on permanent display.

Included in the day's festivities was a performance of the one-person play, *Listening to the Still Small Voice: The Story of George Washington Carver,* written and performed by ISU alumnus Paxton Williams ('00 political science).

Two ISU programs highly ranked by media

Two ISU programs recently received high marks from professional magazines. Iowa State's meat and poultry-related education programs were recently ranked second in the nation by *Meat and Poultry Magazine*. The magazine ranked Texas A&M No. 1. And when *Design Intelligence* magazine asked 300 interior design firms which schools produce the best graduates, ISU was ranked in the top 10. ■

Cyclone fans

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BRICKS & MORTAR

THE CHALLENGES OF MAINTAINING ISU'S INFRASTRUCTURE

In the beginning, there was the Farm House. The small, brick house stood alone in the middle of a prairie that would one day become the Iowa State University campus. The groundwork had been laid. The federal government's Morrill Act had given birth to the concept of the land-grant college, and the Iowa Legislature – the first to take advantage of the new law – had appropriated $3,275 for the construction of Iowa State College's first building. Construction of the Farm House began in 1860 and ended in 1865, the same year that the Civil War ended.

The building – which was both home and office building – represented the crossroads of two eras: one that was ending and one that had just begun. On the one hand, the Farm House symbolized the beginning of education and research that would transform the country's rural beginnings into modern agricultural education.

On the other hand, the house was built using pre-industrial-age techniques and materials. Farmers donated their time to chop timbers and make bricks for Iowa State's first building. Local craftsmen smithed nails and other hardware. Horses, mules, and oxen hauled materials and dug cellars.

The early planners and builders could not have known that 137 years later, the first little building would still be standing. Today a museum, the Farm House is Iowa State's oldest building, and one of its most beloved. Chances are, early planners didn't speculate about how the building would be used 100 years in the future, and how it would be maintained.

In some ways, things are a lot different today when a new Iowa State building

◆ ◆ ◆

BY KAROL CROSBIE PHOTOS BY JIM HEEMSTRA

is created. But age-old challenges persist. Just as the original builders could not begin to know what the next 100 years would bring, so too is our own vision limited. Today's engineering labs may be as outdated in 100 years as the Farm House's wood-burning stoves are today.

When a building is created, we do everything we can to ensure that it will live a long, healthy, and useful life. But we can't, of course, anticipate exactly how things will turn out. And then – just like the farmers who created the Farm House – we take a graceful leap of faith.

The Farm House: When fates are aligned

The story of how the Farm House was preserved and transformed from a residence for ISU agriculture deans into a museum is also the story of the correct alignment of the fates.

The last dean of agriculture to occupy the house was Floyd Andre, and after he and his family moved out in 1970, the house stood empty. A national historic landmark, the house had fallen into disrepair. One of the original beams – hand-hewn by volunteer farmers in the 1860s – had collapsed, and the ceiling was coming down in the parlor.

There was talk of razing the old building. But the time was right for a rebirth. The country was preparing for its 200th birthday, and a sense of pride in American heritage had never been greater. "The decision to preserve the Farm House at ISU and the old state capital building in Iowa City were made almost simultaneously," recalls Lynette Pohlman, director of University Museums. "They were both the founding sites of their institutions, and the decision was made against the backdrop of the coming of the nation's bicentennial, when many communities and states were preserving their heritages. It was a national epiphany of the historic heritage of a young nation."

> "I'm an old farmer. And I say if you don't fix the barn door, the barn will fall down."
>
> STATE SEN. JOHN JENSEN

Today, Farm House historians aren't quite sure how much it cost to renovate the old structure in 1973-76. A federal grant of $20,000 paid only a portion of the costs, and the balance of the funds, as well as all of the museum's antique furnishings, were donated by alumni and friends, says Pohlman.

The Farm House Museum opened its doors on July 4, 1976, on the nation's 200th birthday, with an American flag flying from its front porch. The tradition stuck, and today the flag flies whenever the museum is open to visitors.

When major work was again needed in the late 1990s, the value of the museum was clearly understood. The vision of the planners of the 1970s had been realized. The museum attracts more than 8,000 visitors every year and is one of the first ways that Iowa State reaches out to K-12 students. It is a laboratory for architects, interior designers, and landscape architects to study historic interiors and landscapes. Its historic significance is "hefty," says Pohlman. "It's the first building built at Iowa State; it's the site of the first model farm in the world; it's the first land-grant building built in the nation."

As had been the case in 1976, the building's most recent renovation was highly

CATT HALL

dependent on private gifts. Nearly half of the $350,000 price tag to fix the roofs, reconstruct two porches, and replace the building's stucco was paid with private funds from alumni and friends.

Environmental conditions (call it fate if you will) had been just right for the restoration of the old building. The strong preservation climate of the '70s, undebated historic significance of the building, and a clear vision for the building's purpose, suggest that the Farm House might be with us for another 100 years.

Morrill Hall: In search of a vision

The fates have not been as kind to Morrill Hall. Things started going seriously wrong in 1973, when the building's brick exterior was sandblasted. Caretakers had noted that the bricks, which had been created from Iowa clay, were highly porous. By sandblasting them, they hoped to clean the surface, and then apply a sealer to keep out moisture. Far from the improving the bricks, ISU's specialists now understand that the process badly damaged them, leaving them even more vulnerable to moisture. A leaky exterior resulted in a ruined interior. The building has sat empty since April 1998, when its last tenants moved out. Restoration is not practical, say administrators.

"Morrill Hall is in a situation that makes restoration difficult," says ISU President Gregory Geoffroy. "In its 112-year history, the building has never had any major remodeling, upgrading, or improvement. Recently, I asked some external consultants for an assessment. They identified a number of serious problems, but concluded that the building was structurally sound and salvageable. However, any serious restoration project would require the interior of the building to be rebuilt with a completely new utility infrastructure and brought up to current code and accessibility requirements."

Warren Madden, ISU's vice president for business and finance, agrees. "Morrill Hall would have to be primarily a replacement project. There is little there that can be restored. When more than half of a building's replacement value must be replaced, general construction standards recommend seriously considering replacing the building with new space."

The building could, however, be torn down and rebuilt in its current location. The administration has not ruled out this possibility. But Geoffroy says that when he has asked ISU's deans and vice presidents which of their programs would be well suited for the space, everybody is stumped.

Which is not to say that students, faculty, and alumni haven't been floating ideas for years. The old building has served as an idea laboratory for many programs. Last year, an architecture student organized a Morrill Hall design competition for students. Perhaps the building could be a bed and breakfast, and serve as a student laboratory for ISU's restaurant and hotel management program. Perhaps it could be a multicultural center. Or perhaps a faculty lounge. How about a new home for the Alumni Association? Or a museum? Perhaps it could be a center for off-campus students, complete with lockers, a lounge, and a daycare center. Last month, President Geoffroy asked for ideas for uses for Morrill Hall that might generate financial support from alumni and friends. (The submission deadline was March 15, but ideas may be read at www.iastate.edu/~president/morrill/comments.html.)

Of course, if you're going to spend $8.6 million (the approximate price tag to rebuild Morrill Hall in its current location) to create a "new" building, you want it to be right.

And the current location of Morrill Hall is far from perfect for today's needs. It is on prime real estate – the center of campus – but the building is relatively small, and with no convenient parking. The building's topography – its steep slope – makes handicapped accessibility a significant issue to solve, says Madden.

One of the most pressing needs on campus is for classroom space, but the building isn't well suited to accommodate a maximum number of students, Lynn Seiler, associate director of Facilities, Planning, and Management, told alumni at a panel discussion on historic preservation presented during Alumni Days in June 2001. "So what we have considered are regular office spaces, conference rooms work rooms – a typical office environment."

The administration has also not ruled out the possibility of rebuilding Morrill Hall in a different location. But that decision would not come without an aesthetic price to the campus. The building visually anchors the central campus quadrant, says Mark Stankard, assistant professor of architecture. The beauty of a college campus lies in the relation of buildings to each other, he says. "You're not only designing buildings, you're designing the outdoors; spaces are designed based on the edges of buildings. Structures are not isolated, autonomous objects; they contribute to the entire structure of the campus."

Who will pay?

Perhaps it is the lack of a vision that has made fundraising for the old building difficult. The building was part of the university's Partnership for Prominence campaign, conducted from 1988 to 1993, but the campaign sparked no major gifts. "Some givers treasure that building, but when it comes down to making a decision, they are more inclined to give money toward students and scholarships," says Phyllis Lepke, senior vice president and chief operating officer of the ISU Foundation.

An essential ingredient for successful fundraising is a lead donor, who gives momentum to fundraising, say development professionals. Although alumni and friends have pledged amounts of between $100 and $5,000, a lead gift of $1 to $2 million would be needed to launch the process. "The absence of a lead donor is of concern for any Morrill Hall reconstruction. The ISU Foundation does not feel that it should accept gifts for a project that we are uncertain would be realized," says Lepke. Morrill Hall was eighth on the Regents' list of priorities for 2001, and there is little hope that the state will ever make it a top priority. "I can't imagine that the legislature will give money for Morrill Hall," says Sen. Johnie Hammond, who has represented Ames in the Iowa Legislature since 1983.

When is it time to go? A tale of two buildings

Just as sometimes the time is right for a building to be restored, sometimes the time is right for it to pass quietly on. Take, for example, old Music Hall. In 1978, it was the second oldest building on campus. Built in 1870, it was constructed only five years after the Farm House. Once the home of Edgar Stanton, one of Iowa State's founding fathers, the charming cottage had become one of the homes of the Music Department. But housed in five separate locations, the music faculty and students had ceased to be charmed by the cottage. When state legislators were invited to inspect the building, they took one look at the crumbling foundation in the basement, and nervously demanded, "Let us out of here!"

> "This campus is better maintained than many other university campuses. There's a confidence that somehow we will find the money to maintain our facilities."
>
> ISU President Gregory Geoffroy

The building was razed in the summer of 1978 to make room for a new music building, which would sit up on the hill overlooking Lake LaVerne, just where old Music Hall had been. And was there a public hue and a cry over the building's death? "Heavens no," remembers Laurence Burkhalter, who was music department chair at the time. The benefit of replacing the old building had been clear.

Old Music Hall was one of a group of cottages on campus which collectively had historic significance, says Pohlman. "There was discussion at the time about whether we should preserve all of our residential cottages. We had a historic residential home for every decade in the 19th century, beginning with the Farm House. If we had done that, we would have had a very unique architectural historic record of the cottage style throughout the last part of the Victorian era." The most recent cottage to be razed was Osborn Cottage, torn down last summer to make way for the Gerdin Business Building, the new home to the College of Business.

Pohlman understands why the cottages had to give way. "Ninety-eight percent of what once existed, no longer exists. You have to honor your past, but you can't let it control your future, especially when you're responsible for the intellectual power for the university. You learn from the past, but you can't stay there. You have to move on."

But Morrill Hall does not seem destined to go quietly into anyone's good night. Decisions will be difficult, because the crumbling old building strikes a chord with many Iowa Staters. And why is this the case? Why do so many people care?

Pohlman laughs when she gives her theory. "Beauty is important to Iowa State. But we can hardly say that without choking on it, because it's not a practical concept.

"We're an aesthetic group of people, and we just have a hard time saying that beauty is as important as historical issues, or educational issues, or practical issues. The beauty of Morrill Hall speaks to us intuitively and emotionally. But it's not practical. There's the conflict, and we haven't figured out how to resolve it."

Stankard believes Morrill Hall speaks to Iowa because of the specific nature of its beauty. The exposed brick of the building – uncovered by marble or granite – is a uniquely American architectural style, called Richardsonian Romanesque. Although Morrill Hall lacks the historical significance of Farm House, its architecture is unique on campus. The sloped roofs and warm brick color are friendly, warm, and comfortable. "It's trying to be both a

mansion and an institutional building. Even though it's big, it appeals to the scale of the body; it is kind of a friendly giant," says Stankard.

Alumni, faculty, and staff also respond to the fact that the building is the namesake of the Morrill Act, the historic legislation that made possible land-grant institutions like Iowa State. Hundreds of alumni wrote to VISIONS magazine, responding to an article that posed the question: "What should we do about Morrill Hall?" Among them was Neil Baumhover, '97 graphic design. "'Land-grant' has been a buzz term for years at Iowa State. Throughout my schooling, my three older brothers who went to ISU and I were all reminded what a wonderful opportunity we had as Iowa boys to be attending this land-grant institution. It's a legacy that will forever be shared by the whole family! So why should Iowa State allow the fountainhead of the land-grant philosophy crumble? It's like allowing the U.S. Constitution to disintegrate."

Catt Hall: From 'hotel' to point of pride

Old Botany, first named Agriculture Hall when it was built in 1892, was scheduled to be razed three times. "We promised President Parks we'd tear it down when we built Bessey Hall," remembers Dean Morton, university architect. "But we needed it for psychology, so we put off Dr. Parks." It was used as temporary housing when Agronomy, Carver, and MacKay Halls were built. "We'd finish a building and Dr. Parks would say, 'Surely you'll tear it down now?' and we said we'd still postpone it. It was like a big hotel."

By 1985, when the third demolition was scheduled to take place, the building's interior was a mess. "It was worse than Morrill Hall," remembers Morton. "You went to the top floor and there was a place that had dropped about a foot; it went into a hole. The walls were crushed, and you couldn't open the doors."

But unlike Morrill Hall, the building's exterior was in good condition. And unlike Morrill, the Legislature appropriated $5 million for its renovation. The building was gutted, but its exterior held strong; only one percent of the original bricks had to be replaced. The building's limestone is expected to last another 100 years.

Unlike Morrill, the building's purpose was clear: to house the College of Liberal Arts and Sciences, the Philosophy Department, and the Carrie Chapman Catt Center for Women and Politics.

Although the building's Plaza of Heroines – a fundraising project in which alumni and friends honored a loved one by buying a brick in her name – caught the imagination of thousands of donors, private fundraising was insufficient to cover the necessary $4 million-plus to renovate the building. Less than 20 percent of the cost of the building's renovation came from private fundraising; the balance came from university funds.

The Campanile: Endowment assures permanence

The Campanile, currently the only structure on campus with an endowment to provide for its entire care and upkeep, has had a dramatic past. Although the story of its preservation is a heart-warming one, it's not a stewardship model that fundraising professionals particularly recommend.

> "There are people who believe it is a state responsibility to pay for our buildings' upkeep."
>
> WARREN MADDEN, ISU VICE PRESIDENT FOR BUSINESS AND FINANCE

Public attention to the plight of the Campanile and its carillonneur (the musician who plays the bells) began on Sept. 19, 1991, when Kenn McCloud, operations manager and morning disk jockey with KCCQ-FM in Ames, heard that budget cuts were preventing the Music Department from replacing the university's retiring carillonneur. Students and townspeople had been urged to volunteer their talents to play the bells, but to ensure that part-time and guest musicians play the bells for the next year, $10,000 was needed.

So McCloud – with a cot, blankets, and other meager provisions – locked himself in the Campanile, vowing not to come out until he had raised $10,000. Over the next five days and nights, students and townspeople brought the indefatigable DJ hamburgers, pizzas, and dollars. Publicity was sentimental, unrelenting, and sometimes negative. "So what kind of dim bulbs are running things here at Iowa State?" yelped a *Des Moines Register* editorial. "If they can't figure a way to save their carillon, they're going to be eaten alive in the rest of this budget mess." And an *ISU Daily* student editorial scoffed, "Maybe next the eerie zodiac in the Memorial Union will be removed because it costs too much to keep it clean."

Alumni from across the country began hearing the story. One of them was Tom Sutherland, an ISU alumnus (M.S. '56, Ph.D. '58 animal science) who had just been released after more than six years in captivity in Lebanon. In one of his first press conferences after his release, Sutherland mentioned the bells of Iowa State. His comments reached the pages of the *New York Times* and other national papers.

"I was very, very moved when I heard on *Voice of America* a recording of the bells of Iowa State, which I particularly appreciated hearing when I was a student there on campus," Sutherland said. "So when I heard them ring out 72 bells on the occasion of my seventy-second month [in captivity], I was extremely happy. So to Iowa State, I would say, 'Keep the bells ringing!'"

At the end of five days – with the help of a local McDonalds, which matched the dollars that were pouring in – McCloud raised $10,700.

But the public did not realize that money to pay a carillonneur was the least of the university's worries. Built in 1899, the Campanile needed major renovation and repairs. The tower's roof, bricks, and arches needed repair. The bells required new clappers and a new transmission system. The cabin area needed new lighting and climate control. The price tag would be $350,000.

"Bucks for Bells" had set the tone, and major gifts began to emerge. An alumnus read about the story and asked what was needed to complete a campaign, begun by the Foundation's Partnership for Prominence, to restore the tower and bells. The alumnus, who wished to remain anonymous, donated $87,000. Shortly after this, another anonymous $1 million donation was received. The donor wanted to assure that the Campanile would never again reach such a point of serious physical deterioration.

The endowment is critical to the Campanile's future. Because, say fundraising professionals,

although locking yourself in a tower and begging for bucks can work, it can only work once. Donors respond to successes, not crises. "You don't raise money by going out and saying, 'Oh, woe is us, we got ourselves in this terrible bind,'" says Lepke. "Instead, you raise money by saying, 'Here's a vision we have. Here's what we could do for students. Here's how we could support the faculty.'"

Maintaining ISU's buildings: Two landlords?

The words of the late Ray Bailey, a member of the Board of Regents, State of Iowa from 1969-81, are remembered fondly by some ISU administrators. Bailey, himself a donor to ISU, believed that if state universities had the wherewithal to find and encourage loyal alumni and friends to donate funds for new buildings, that the Iowa Legislature – which assumes ownership of all university buildings, regardless of who paid for them – ought to provide funds for their ongoing maintenance.

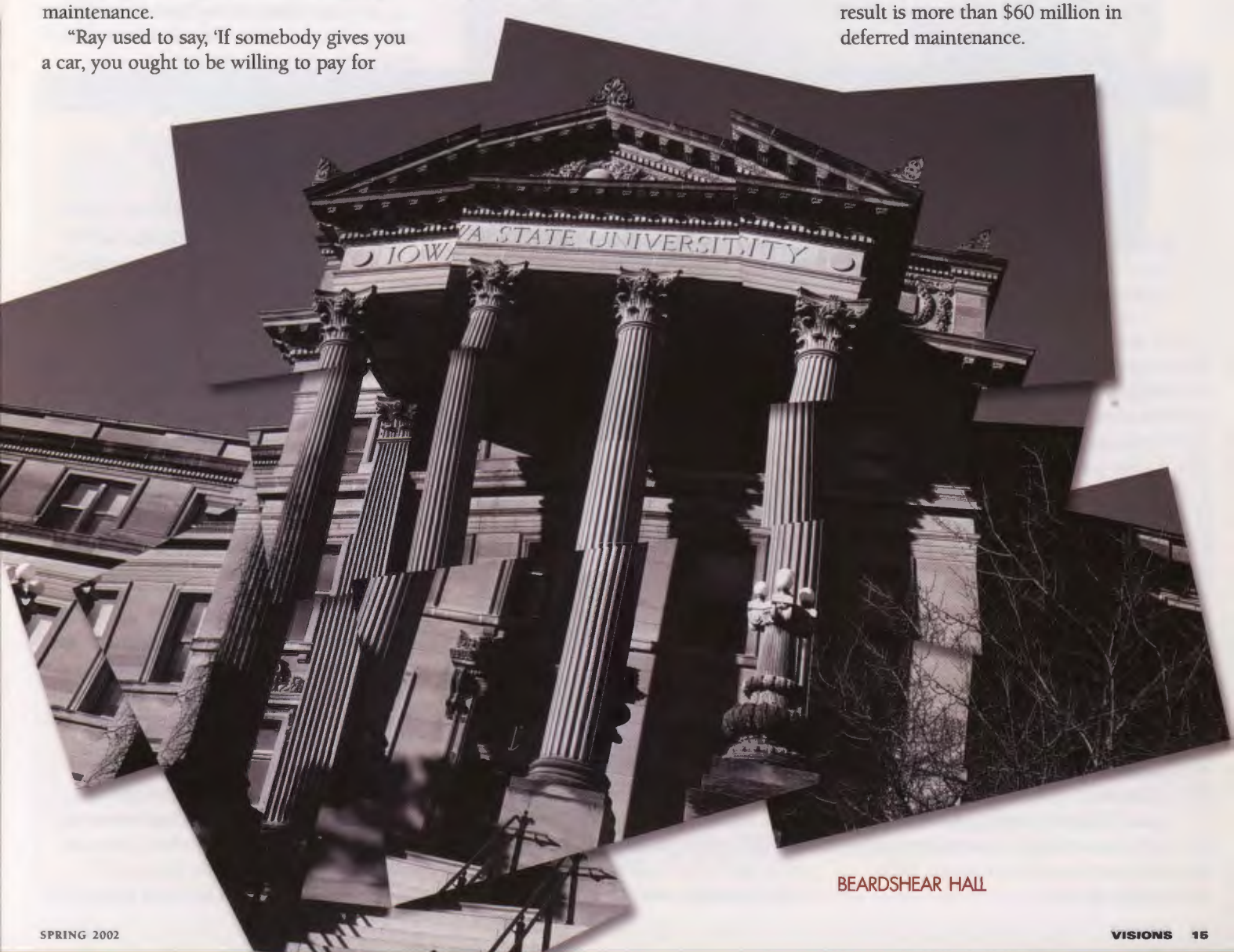
"Ray used to say, 'If somebody gives you a car, you ought to be willing to pay for the gas,'" remembers Warren Madden, vice president for business and finance. "There are people who believe it is a state responsibility to pay for our buildings' upkeep."

But other viewpoints – fueled by a faltering economy – have prevailed. The first buildings built entirely by private gifts were those in the Iowa State Center complex. Built in the late '60s and early '70s, Stephens Auditorium, Fisher Theater, and the Scheman Conference Center were made possible by private gifts; Hilton Coliseum was built with student fees. "Of all the things that have changed Iowa State, the Center has probably had as much impact as anything," says Madden. "Culturally, it moved us from being a cow college to a cultural mecca."

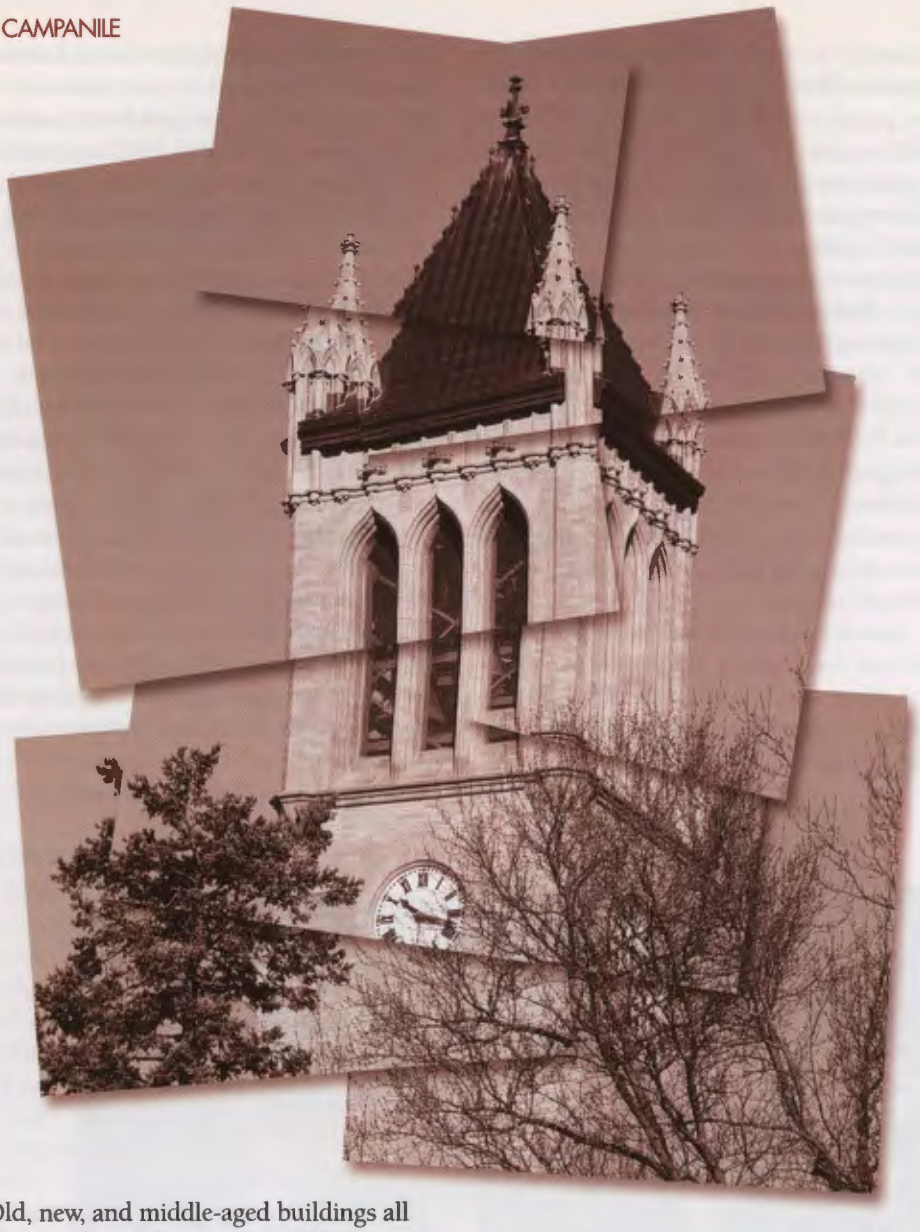
Like all of ISU's facilities, the Center became the property of the state of Iowa. But when the university asked the state to help with maintenance costs, the answer was, "This is your baby."

In the years since its birth, the Center has required expensive maintenance. A good portion of it was paid for by insurance money from the flood of 1993, says Madden. But challenges remain. Scheman needs new media facilities. The stadium needs new restrooms, handicapped seating areas, new stairs, and new seats. Approximately a mile of handrails, constructed before the implementation of current codes, need to be replaced. These, and other deferred maintenance projects, will cost more than $5 million. "We don't have the capital on hand," says Mark North, Iowa State Center executive director. "The projects just keep getting pushed to the back burner."

"The Center is showing its wear," says Madden. And it is not alone. Madden estimates that annually, every building should receive at least one to two percent of the cost of the building for maintenance and repairs. Instead, state funding pays for only one-half of one percent. The result is more than $60 million in deferred maintenance.



BEARDSHEAR HALL



Old, new, and middle-aged buildings all need repair. Beardshear's original 100-year-old windows are so ill-fitting that gaps allow entrance to whistling wind in the winter and angry wasps in the summer. A year ago, a stone panel weighing several hundred pounds fell from Carver Hall. When a piece of the parapet from the roof of Gilman Hall fell off, the *ISU Daily* student newspaper responded with a cartoon showing the broken piece, and the outline of where an unfortunate student might have been. In February, a chunk of ceiling came loose and nearly fell on a design student working in the Armory. And the list goes on: Pearson Hall needs new restrooms and handicapped accessibility. Most of the buildings' joints need to be recaulked, says Dean Morton, ISU architect.

"It's not like we're doing nothing. We are doing these things," he says. "But we're not doing them quite fast enough. We're not keeping ahead."

A surge of state interest in investing in the maintenance and repair of Regents buildings occurred in 1994, when legislation provided for an infrastructure fund, set up exclusively to support the state's buildings and funded by gambling revenue. When the fund was first established, it provided as much as $150 million, annually dispersed to various state institutions.

But since then, declining state revenues have prompted the Legislature to dip into the fund for other purposes. The fund has dwindled considerably; last fiscal year it was down to $98 million – less than half of what had been requested that year. "We've misused the fund, in my mind," says Sen. John Jensen, co-chair of the Subcommittee for Transportation, Infrastructure, and Capitals, which administers the fund. "We try to help with day-to-day maintenance at the universities. And we've been trying to help with major overhauls. But when they keep taking money out of the infrastructure fund, we can't do it.

"I'm an old farmer. And I say if you don't fix the barn door, the barn will fall down," says Jensen.

But his colleague, former co-chair of the committee, Sen. Mary Lou Freeman, sounds less sympathetic. "Somehow, before you build a building, you have to plan ongoing costs. If this isn't happening, it's irresponsible. My experience with the Regents is that they love new buildings, but to put money into something that doesn't show – this isn't a top priority."

A review of the Regents' top funding priorities for the past five years, however, does show that maintenance and repair has been a top priority for Iowa State. Top funding priorities have included fire and environmental maintenance and repair, upgrading of various classrooms and auditoriums, and renovation of Gilman Hall.

Gilman is a good example of what can be done when money from the state's infrastructure fund is available. More than $30 million has come from the fund to repair the building's outdated and inefficient heating, cooling, and circulation system.

"Gilman Hall houses chemistry – one of ISU's best academic programs – and has 3,000 students in and out every day who work with chemicals. The building had serious environmental, health, and safety issues. Is that a higher priority than Morrill Hall and should it be? My answer is yes," says Madden.

Infrastructure challenges are likely to increase in the coming years. A darkening economy, which began in Iowa well before Sept. 11, has resulted in decreased tax revenue and a draconian budget for state institutions. Iowa State reduced its 2000-2001 budget by 6 percent, and two additional mid-year de-appropriations have been mandated, chopping additional millions from the already-skeletal budget. Consequently, many deferred maintenance projects have been put on hold.

Given the choice between cutting people, and postponing building repairs, the university has chosen the latter. "If we hadn't reduced and eliminated some building projects," said Madden, "we would have had to identify $7 to $8 million in layoffs. Operationally, the university is a people organization. We spend 60-plus percent of our resources on salaries and people. So when you start to set priorities, people are the focus."

But buildings are, in fact, just homes for

> "It's not like we're doing nothing. But we're not doing them quite fast enough. We're not keeping ahead."
>
> DEAN MORTON, ISU ARCHITECT

people, and today's student enrollment is at an all-time high. Is the Legislature's track record of investing in infrastructure an indication that they believe Iowa's universities should begin to limit their enrollments? "I have not heard my colleagues say that enrollment should be limited," says Sen. Hammond.

And buildings are also homes for programs. Most state leaders recognize the importance of new programs and technologies, which are essential to Iowa's development in a changing society. Increasingly, however, higher education programs are funded by non-state sources; only one third of Iowa State's total budget comes from the state. "Some land-grant universities say they have evolved from being 'state supported,' to 'state assisted,' to 'state located,'" says Madden. The gap between blossoming programs and aging buildings may reflect this significant shift away from state support. The state may be increasingly challenged to house programs funded by private and corporate sources.

State infrastructure challenges are not unique, nor are they debilitating, say ISU administrators. "This campus is better maintained than many other university campuses," says ISU President Geoffroy. "There's a confidence that somehow we will find the money to maintain our facilities." But can Iowa State's infrastructure indefinitely continue to grow an average of 100,000 square feet every year? Limited resources and limited space dictate that the old must make way for the new.

"In designing a campus, I think Iowa State has done a good job integrating the old with the new," says Lynette Pohlman. "We have a cohesive, beautiful campus. It hasn't been done willy-nilly. Having said that, we want Iowa State to be a university of today – a global institution. You don't do that by having your thought processes always in the past."

The issues facing ISU's decision-makers regarding the university's infrastructure are complex – a web of interconnected strands which are simultaneously emotional, financial, aesthetic, historic, and practical. One hundred years from now, when our decisions have become history, it may become clear that we employed both wisdom and faith, as we built up and tore down in the 21st century. ◆

PRESERVING IOWA STATE'S ART: PLANNING AHEAD

Iowa State's public art sets the aesthetic tone on campus as much as does the university's architecture. And it faces many of the same challenges.

There was little doubt in museum director Lynette Pohlman's mind: Iowa State's most treasured works of art were deteriorating. When, in the late '80s, she took an inventory of the sculptures of Christian Petersen, ISU's sculptor-in-residence from 1934 to 1955, she predicted that many of his sculptures would not last longer than 10 years if they were not repaired and cleaned. The surface of the sculptures was deteriorating from mold and water damage. Paint was flaking from murals. Antiquated water systems in the fountains were causing permanent damage.

A campaign – part of the university's "Campaign Destiny: To Become the Best" – raised $1 million between 1996 and 2000, and Petersen's sculptures were given new life. Sixteen major works of art were restored, and estimates are that they will live another 1,000 years, if they are maintained. "The conservation project for Petersen's works was more easily funded [than other campus art] because people had a soft spot in their hearts for his art," says Pohlman.

A campaign to raise a $250,000 endowment to provide for the ongoing maintenance of ISU's other works of art has been going more slowly. Five years after it began, the fund is at $75,000.

CHRISTIAN PETERSEN'S *THE GENTLE DOCTOR*

Why is the effort slow going? "I think the public expects that once the university has constructed something, it's not the public's role to provide care, maintenance, restoration, and conservation – whether it's a building, or a sculpture," says Pohlman.

That has become Pohlman's expectation as well. Now, when most public works of art are added to ISU's collection, 10 percent of their value is added to an endowment that, collectively, will care for the works throughout their life. "Art on campus has three components: acquisition, maintenance, and education. If we can't do all three of those, then, quite frankly, we should not be acquiring the art," says Pohlman.

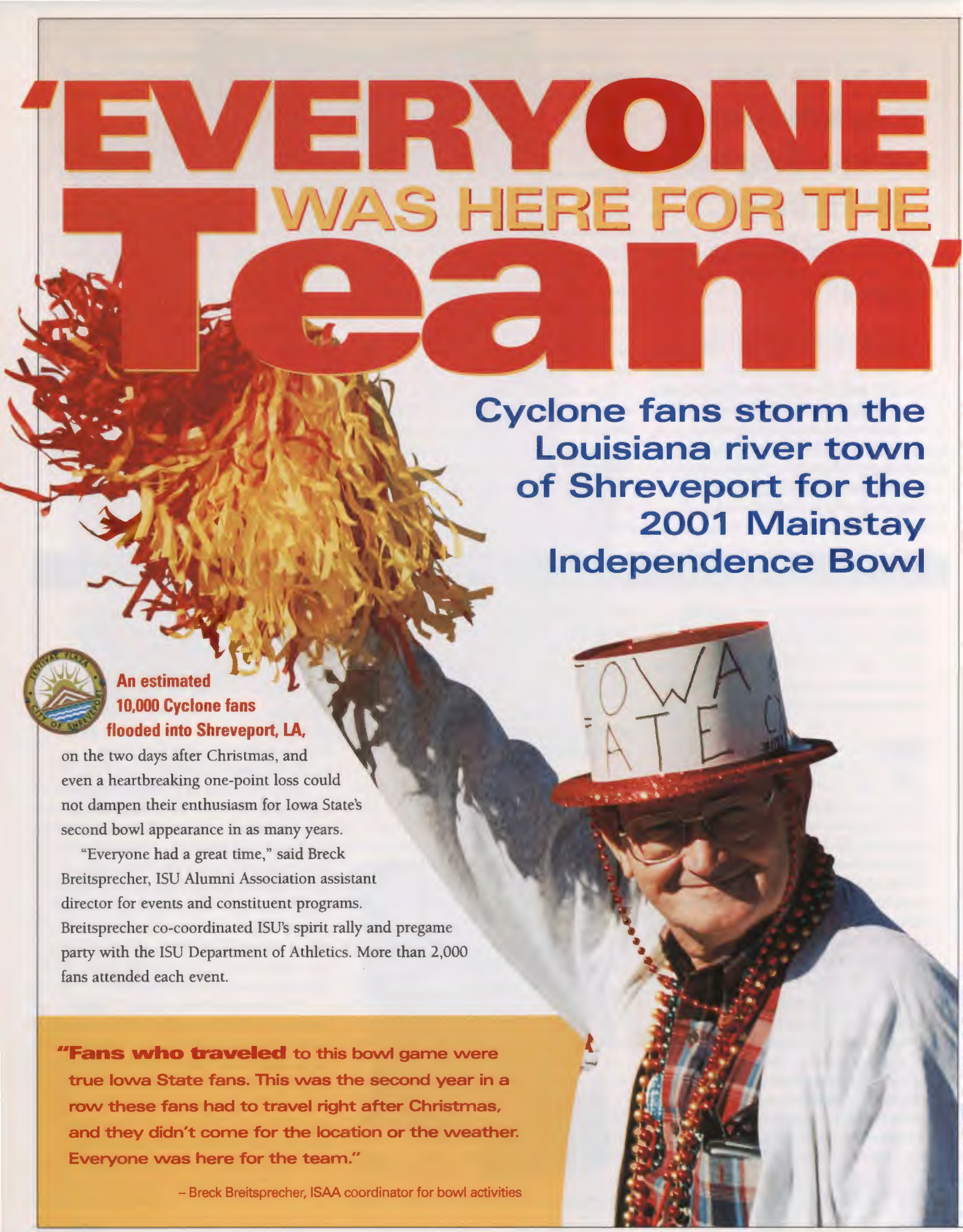
If University Museums could spend between $15,000 and $25,000 every year to maintain its total art collection, expensive conservation and restoration projects, such as those required for Petersen's sculptures, could be avoided, says Pohlman. "If you wash them down, wax the bronzes, and tuck point them, you won't need major conservation."

'EVERYONE WAS HERE FOR THE Team'

Cyclone fans storm the Louisiana river town of Shreveport for the 2001 Mainstay Independence Bowl

An estimated 10,000 Cyclone fans flooded into Shreveport, LA, on the two days after Christmas, and even a heartbreaking one-point loss could not dampen their enthusiasm for Iowa State's second bowl appearance in as many years.

"Everyone had a great time," said Breck Breitsprecher, ISU Alumni Association assistant director for events and constituent programs. Breitsprecher co-coordinated ISU's spirit rally and pregame party with the ISU Department of Athletics. More than 2,000 fans attended each event.



"Fans who traveled to this bowl game were true Iowa State fans. This was the second year in a row these fans had to travel right after Christmas, and they didn't come for the location or the weather. Everyone was here for the team."

– Breck Breitsprecher, ISAA coordinator for bowl activities

Head Coach Dan McCarney, the Cyclone football team, pep band, spirit squad, ISU President Gregory Geoffroy, and other VIPs rallied the crowd at Festival Plaza in Shreveport the night before the MainStay Independence Bowl. Unseasonably chilly weather didn't prevent Cyclone fans from flocking to the event and swarming the city afterwards.

"Shreveport was not prepared for Iowa State fans," Breitsprecher said. "They were blown away. All the restaurants were filled with Iowa Staters. There were lines everywhere."

Iowa State fans – 300 of whom traveled with the ISU Alumni Association – took advantage of Louisiana's cajun cooking and Shreveport's casino gambling. They returned to Festival Plaza on game day to the pregame party with the ISU Marching Band, spirit squad, and Cy. They cheered for the team as the Cyclones led the Alabama Crimson Tide

GARY CLARKE

throughout most of the game, only to lose by one point in the final moments.

The Cyclones (7-5) were trying to gain some recognition by playing in back-to-back bowls for the first time in 23 years.

Head coach Dan McCarney put the loss in perspective. "Nobody's going to take away what we did this season. Slowly but surely, we've garnered a lot of respect for our program. We're building a program we can be proud of."

"We win together and lose together, and we are a family. I'm really proud to represent the Big 12."

– Dan McCarney, ISU head football coach

"We had a great time in Shreveport. We took the kids to the alumni parties, the Imax theater, the science museum, and botanical garden. It was fun exploring the area."

– Nancy Adams, '55, who traveled to Shreveport with her husband, Bruce, their two sons and daughters-in-law, and two of their grandchildren

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Tradition with a Vision

2000-2001 Iowa State University Alumni Association Annual Report

Founded in 1878, the Iowa State University Alumni Association is steeped in the tradition of **serving, engaging, and connecting alumni, students, and friends** of Iowa State. Throughout its history, the Alumni Association has adapted to the ever-changing needs of its constituents, while remaining true to its purpose. Today's ISU Alumni Association is committed to serving the university and its alumni, students, and friends and to helping Iowa State University become the best land-grant university in the nation.

IOWA STATE UNIVERSITY
ALUMNI ASSOCIATION
Founded in 1878

The year in review

I am deeply honored to have been chosen to serve Iowa State University as its 14th president this past year. As the leader of a university poised to become the best land-grant university in the nation, I have the honor and privilege of working with many of this country's most outstanding and talented faculty, students, and staff as well as serving a proud and loyal community of alumni.

As I have traveled throughout the state and the country, I have been enormously impressed with the quality of the alumni I have met. ISU alumni are warm, friendly, and genuine. The tradition and vision of the Iowa State University Alumni Association ensures that alumni, students, and friends of Iowa State will remain connected to this university in a meaningful and productive way.

One of my priorities as president is to have Iowa State become a more fully engaged university, a university that is more connected and involved with the people we serve. The Alumni Association serves a key role in allowing us to reach this goal.

It is an honor to be a member of the Iowa State family in a diverse community of students, faculty, staff, and alumni. I am ready, eager, and excited to lead this university in fulfilling its mission. With your help, Iowa State can, indeed, achieve its aspiration. Thank you for your continued support.

Gregory L. Geoffroy
President, Iowa State University

Jeff Johnson seeks input from Beth Morrs ('84 adult home economics education) on a number of new Association publications and projects.

The year 2000-2001 has left me with many memories: increased enrollments, record fundraising, successful athletics, and dedicated leaders. I am extremely appreciative of the hard work and dedication demonstrated by Jamie Lucas Stensland, Board of Directors chair from 1999 to 2001. Jamie successfully led us through our leadership transition and assembled a great strategic planning team chaired by Martha Lagomarcino Gleason, 2001 vice chair.

I'd like to add a special thank you to outgoing board members Glen Mente, Jane Siggelkow Stautz, Mary Beukema Harms, and Julie Meyers. I would also like to express my appreciation of the support given to this Association by former Vice President of External Affairs Murray Blackwelder and his wife, Diane; to former ISU President Martin Jischke and his wife, Patty; and to interim ISU President Richard Seagrave and his wife, Jan. Thank you all for working with us to arrive at this point of success and renewed confidence.

We now move from reflection to making bold steps for the future. We will focus our resources, continue to review past practices, and strategically collaborate. Through these steps, the partnerships we build with our colleagues in the colleges, Athletics, Enrollment Services, the ISU Foundation, our many clubs around the country, and our members will better position the Association for the future.

Iowa State and the Alumni Association are ready to move to the next level because we have the greatest volunteer board, being led in 2001-2002 by Chair Les Omotani, the best staff, and the right leadership in ISU President Gregory Geoffroy and his wife, Kathy.

Continue to work with us, stay a member, buy season tickets, give generously, and encourage others to follow your lead!

Jeffery W. Johnson
President, ISU Alumni Association

I like the word "engage." Perhaps it's because it brings back fond memories of a cold, rainy football Saturday in 1987 when my husband, Rob, proposed to me on the Iowa State football scoreboard in front of a record crowd of Cyclone and Hawkeye fans. He knew there was no way I'd say "no" dressed in my favorite outfit (my cheerleading uniform) at my favorite place (Cyclone Stadium) doing my favorite thing (cheering for the Cyclones) surrounded by my best friends (cheerleading teammates and ISU fans) at the biggest game of the year (Iowa State versus Iowa). I said "yes," and the rest is history.

Where am I going with this? In your Alumni Association's new strategic plan, the word "engage" is used more than any other single verb in the document. I like this word, because when you're engaged to someone – or with something – you are totally committed and a part of a positive energy. You put your heart and soul into it. You believe in it. I think that describes the commitment that alumni, students, and friends have for the ISU Alumni Association and for the university.

Your ISU Alumni Association Board of Directors and the Strategic Planning Committee, led by Martha Lagomarcino Gleason '80, deserve a big thank you for the thoughts, ideas, and energies they poured into the new strategic plan. It is one of the most important pieces of work your Board of Directors adopted in the last year, and it is a plan that will guide your Association to a new level of greatness.

Say "I do." Become engaged with your ISU Alumni Association. It is a relationship filled with the traditions you remember and an exciting vision for the future.

Jamie Lucas Stensland '88, MS '93
Board of Directors Chair 1999-2001

On the cover

Janet Beer,** *friend of Iowa State*
Dick Snyder,** *'51 Industrial Edu.*
Gary Warning,** *'74 Industrial Admin.*
Marsha Dies,** *'88 Mathematics*
Mike Todd,~ *Senior, Electrical Eng.*; Student Alumni Leadership Council
Emily Dies, *ISU legacy*; five-year-old daughter of ISU graduates Marsha and Darren Dies
Denise Wilkes,~ *Sophomore, Early Childhood Edu.*; Student Alumni Leadership Council

Membership Key:
* Annual member
** Life member
~ Student member

2001 Iowa State University Alumni Association Board of Directors

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PhD Ed. '92
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West Des Moines, Iowa

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Elem. Ed. '80
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Vice Chair of Finance
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Warren Madden**
Ind. Eng. '61
Treasurer
Ames, Iowa

Jeffery W. Johnson**
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ISU Alumni Association
Ames, Iowa

Directors

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Woodbury, Minnesota

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Soc. PhD '95
Ames, Iowa

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Comp. Eng. '89
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Bruce Hamilton**
Ind. Admin. '73
Janesville, Wisconsin

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FCS '56
Des Moines, Iowa

Barbara Smith Kinney*
FCS '58
Des Moines, Iowa

Marcia Klindt**
Ag. '90
Des Moines, Iowa

Choy Chun Leow**
Arch. '85, MAR '88
Burnsville, Minnesota

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Phys. Ed. '72
Rochester, Minnesota

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Ind. Eng. '83
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Home Econ. '78
Rockwell City, Iowa

Ned Skinner**
Ind. Admin. '74
Johnston, Iowa

Beverly Soshea*
Dietetics '52
Edina, Minnesota

Ex-Officio Members

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Cathy Thompson Curtis*
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College of Education

David Gieseke*
College of Liberal Arts & Sciences

William D. Hoefle**
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College of Veterinary Medicine

Eric Hoiberg
College of Agriculture

Kristin Littlejohn*
College of Engineering

Dynette Mosher**
FCS '81, MEd '84
College of Family & Consumer Sciences

Brenton Saron~
President, Student Alumni Leadership Council

Elected in 2001

James E. Anderson**
Ind. Eng. '93
Lake in the Hills, Illinois

Gerald F. Johnson**
Farm Op. '68
Muscatine, Iowa

Darlene Larsen**
Zoology '45
Ames, Iowa

Board Term Completed in 2001

Glen A. Mente**
An. Sci. '61, MS '63
Muscatine, Iowa

Jane Ann Siggelkow Stautz**
Ag. '84
Indianapolis, Indiana

Mary Beukema Harms**
Adv. '73, Dsgn. '79, MS '89
Ex-officio, College of Business

Julie Myers*
Mkt. '00
Ex-officio, Student Alumni Leadership Council

Tradition with a Vision

The ISU Alumni Association 2001-2006 Strategic Plan

In 2000-2001, the ISU Alumni Association undertook a journey of self-discovery. The organization looked at its history, its constituents, its purpose, its infrastructure, and its goals for the future. The result? A comprehensive, five-year strategic plan, entitled *Tradition with a Vision*.

As we move into the new century, we believe it is more important than ever to embrace the traditions that make Iowa State University what it is today – and to look forward with a clear vision of what the university and the Alumni Association can become in the future.

The Alumni Association's role of facilitating continuing relationships among alumni, students, and friends of Iowa State is enhanced by limitless opportunities for understanding and cooperation. We've set lofty goals for the next five years, and we invite you to review our 2001-2006 Strategic Plan on the following pages.

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

Overarching Goals

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

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.

Snapshot: Who belongs?

Total Membership

Total Alumni Association members:	43,000
Total living alumni:	175,000

First-time members joining the Alumni Association in 2000-2001: **2,508**

Life (installments):	37
Life (fully paid):	21
Annual:	1,005
Student:	1,445

Membership in the Student Alumni Association

1996-97:	780
1997-98:	2,583
1998-99:	2,916
1999-00:	2,860
2000-01:	3,106

Membership by Affiliation

Alumni:	78.2%
Students:	11.4%
Non-alumni friends:	10.4%

"When I got a membership solicitation after receiving my last free copy of VISIONS, I almost threw it away. Then I realized that I was not supporting my university at even the most minimal level. So I decided to renew my membership and increase my connection with the Alumni Association. I think all alumni should be supportive of their university."

Scott Heuchelin*
'92 MS, '97 PhD Plant Pathology
Kelley, Iowa
Lapsed October 1996 and rejoined February 2001

VISIONS strengthens membership

VISIONS magazine was created by the Alumni Association in 1988 to inform, entertain, and better connect members of the Association to Iowa State University. The magazine quickly became the most popular benefit of membership. When the Alumni Association Board of Directors made the decision 10 years later to begin mailing VISIONS to all alumni, parents, and select friends of Iowa State, it was with the belief that by communicating more broadly, the Association would enhance the image of the university and strengthen the Association's position as the lifetime link between the university and its alumni.

A business plan for funding the expanded circulation was put into place. However, after 10 free issues, revenue could not sustain the expense of mailing VISIONS to nearly 162,000 households.

The overwhelming factor in the Board of Directors' decision in October 2000 to return VISIONS to its status as a member benefit was annual member retention. Market research showed that of all "lapsed" annual members during this time period, half of them were surprised to be told that their membership had lapsed. The reason they believed they were still members? They still received VISIONS magazine. Even after two years, the publication remained firmly connected to the concept of membership.

Non-members received their last free issue of VISIONS in January 2001, with a cover wrapper explaining the change and an opportunity to join the Alumni Association. The result: Membership increased by 1,881 within the next few months.

Association President Jeff Johnson said, "Returning VISIONS to a member benefit has allowed us to maintain our fiscal integrity, be responsible to our members, and sustain the overall financial health of the organization." ■

New member benefits implemented in 2000-01:

- Expanded broadcast of *ISU News Flash* e-newsletter
- Early-bird single-game athletic ticket sales
- Members-only activities prior to Iowa State Center cultural events

Goal 2: Engage constituents

- Enhance outreach efforts through the active maintenance of 25 or more strategically selected networks of alumni and friends.
- Actively engage 10% of targeted 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.
- Establish the Alumni Association as the keeper of university traditions, both established and emergent, among our constituents.
- Expand efforts to honor and recognize alumni, students, and friends of Iowa State University.
- Provide leadership opportunities for current ISU students.

Alumni Days engages special group of alumni

Engaging constituents – or, simply put, connecting people – is something the Alumni Association has always done. One group of alumni that is especially delightful to "engage" is the 50-year class and other alumni who come back to campus each year for Alumni Days.

The 2001 Alumni Days reunion was important, because it signaled a change in the way the event is organized. For the first time, all alumni from classes graduating 50 years ago or more were invited to Alumni Days. In the past, only the 50-year class, 55, 60, 65, and so forth were invited. Stephenie Elliott Ovrom, director of events and constituent programs for the Alumni Association, said she expanded the reunion to connect more people to the event. More than 250 people attended Alumni Days 2001.

A chance grouping of women in Birch Hall in 1947 blossomed into what is now a 50-plus-year friendship. Of the women who met at Iowa State that fall, 10 of them continue to keep in touch at least once a year. The opportunity to gather at Alumni Days 2001 brought four of them back to campus: Marge Lindsay Milton, Patricia Close Rudolph, Joyce Wilcke Lenz, and Janet Sutherland Aronson. The four gathered on the Farm House porch to look at an old *Bomb*. "The reunion was just wonderful," Lenz said after the event. "We thoroughly enjoyed seeing each other. Nobody had changed a bit!"

"Five years is too long to wait when you have relationships with people and you want to stay in touch," Ovrom said. "This is a special, unique group of alumni, and I don't want to have to 'meet' them every five years; I want to *know* them. And I want them to know each other."

An expanded invitation list for Alumni Days 2001 marked a shift in what Ovrom hopes to be a trend toward more inventive reunions.

"If people are going to come back every year – and we want them to – we have to offer them more creative programming. We want to offer educational seminars, new group activities, and tap into our campus experts more. There will always be a Gold Medal Dinner and campus tours, of course, but we want to offer some new activities each year. We really need the help of this group of alumni to give us their input to make this a better annual event. It's really their reunion – we're just facilitators." ■

Reaching out

... to families Former recipients of the Parents and Family of the Year recognition were officially inducted into a newly formed Family of the Year Society during Family Weekend, Oct. 7, 2000. More than 85 family members returned for the event. The award, event, and society are all sponsored by the ISU Alumni Association.

... to Iowa communities In 2000-2001, the College of Family and Consumer Sciences, Extension Service, and Alumni Association co-sponsored a series of community visits throughout Iowa to spotlight effective community partnerships that strengthen families and communities. The visits supported the university-wide theme, "Strengthening Families to Become the Best."

... to former leaders On March 3, 2001, former executive directors of the Alumni Association and presidents of the Board of Directors came together to meet, plan, socialize, and form a new organization: The Circle. The group will work alongside the Association staff and board in an advisory capacity.

Snapshot: Who belongs?

Where members live

Iowa:	47.0%
Out of state:	52.0%
International:	1.0%

Members by gender

56% male
44% female

Members by decade of graduation

1910s	.003%
1920s	.17%
1930s	2.0%
1940s	6.3%
1950s	10.1%
1960s	14.0%
1970s	22.0%
1980s	25.2%
1990s	17.8%
2000s	2.6%

**First degree, by percentage*

Members by college

Agriculture	19.1%
Business	5.8%
Design	2.4%
Education	6.1%
Engineering	23.1%
FCS	14.3%
LAS	25.2%
Vet Med	3.4%
Interdisciplinary	.5%

Goal 3: Develop strategic alliances

- Enhance and strengthen the relationship with the ISU Enrollment Services.
- Enhance and strengthen the relationship with the ISU Athletic Department.
- Enhance and strengthen the relationship with the ISU 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.

2000-2001 ISU Alumni Association athletics events and benefits

- Football pregame parties at Iowa and Colorado, fall 2000
- Homecoming Tailgate, October 2000
- Family Weekend Tailgate, October 2000
- ISU Club basketball gamewatches nationwide (coordinated through a Gamewatch Guide inserted in the fall 2000 issue of VISIONS), winter 2000-01
- Insight.com Bowl spirit rally and pregame party, December 2000
- Women letterwinners reception, luncheon, and ceremony, January 2001

- Men's and women's Big 12 basketball spirit rallies, March 2001
- Men's and women's NCAA basketball spirit rallies, March 2001

- Members-only earlybird single-game ticket sales for football and men's and women's basketball tickets available online before going on sale to the general public

More than 6,500 fans attended the Insight.com Bowl spirit rally in Phoenix. The event was co-sponsored by the ISU Alumni Association and Department of Athletics.

Alliance with athletics: A win-win situation

When the ISU Alumni Association teams up with the Department of Athletics, everybody wins.

"Working together benefits both organizations," said Joan Bowles, an assistant director of athletics. "But more than that, it benefits the fans. It benefits National Cyclone Club members, alumni, friends, and the entire university."

The two organizations worked cooperatively on events throughout the year, but the largest, most visible activities were the Insight.com Bowl events in December 2000. More than 6,500 fans turned out for the jointly-sponsored spirit rally in downtown Phoenix. A pregame party the following day attracted approximately 3,000 fans.

"It was just fantastic to see that many Cyclone fans turn out for our events," said David Orth, Alumni Association coordinator of the events. "Plus, it was great teaming up with Athletics to get the job done."

Bowles said the partnership is just natural. "If we didn't work together, we would be planning similar events, often for the same people in the same location. It just makes sense to combine forces and have one large, successful event."

Alumni appreciate the combined efforts of the two organizations. Brian Hurley, a 1991 accounting graduate from Johnston, Iowa, is both a life member of the Alumni Association and a member of the National Cyclone Club.

"I'm tied to the university more through athletics than any other way," Hurley said. "I see the Alumni Association getting involved in the bowl charters, Big 12 spirit rallies, bowl events – it's all part of the tradition." ■

Goal 4: Enhance the health of the organization

- Ensure the financial stability of the organization.
- Enhance Alumni Association 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.

More than 90% of the ISU Alumni Association operating budget of $2.6 million is self-generated. Member dues make up the majority of Association revenue (42%); the remainder comes from event fees, sales, royalties, and earnings on investments.

Current ISU Alumni Association Staff

Professional Staff

Jeffery W. Johnson**
President

Diane Van Wyngarden**
JIMC '92
Vice President and Director of Membership and Marketing

Jan Breitman**
Director of Alumni Travel and Service Programs/Assistant to the President

Carole Gieseke*
Director of Communications

Julie Larson**
MS Higher Ed. '84
Director of Student and Career Programs

Stephenie Elliott Ovrom**
MS Ed. Leadership/Policy Studies '99
Director of Events and Constituent Programs

Breck Breitsprecher*
Assistant Director for Events and Constituent Programs

Dave Critchlow**
Speech Comm. '91
Assistant Director for Web Communications

Karol Crosbie**
English '72, JIMC '78, MS '86
Assistant Director for Communications

Scott Dahl**
Marketing '90
Assistant Director for Marketing

B. Ellen Dunseth
MS Higher Ed. Admin. '00
Assistant Director for Student Programs

David Orth**
JIMC '87
Assistant Director for Clubs and Events

Staff Assistants

AshLea Anderson*
Communications

Cecilia Dunlay*
Liberal Studies '00
Student and Career Services

Joyce Hagley*
Student Recruitment and Membership

Karen Knight*
Travel and Service Programs

Beth Lott**
Events and Clubs

Cindy Marquardt**
Membership and Merchandise

Carolyn Ringgenberg**
Administration

Jo Schwarzenbach*
Reception

Pat Thiede*
Events and Constituent Programs

The Alumni Suite in the Memorial Union is a hub of activity for alumni, students, and friends of Iowa State as the Alumni Association staff prepares for events, organizes activities, and manages a wide variety of programs. On any given day, office visitors might include current students picking up membership packets, alumni signing up for travel tours or updating their alumni records, and friends from the community dropping by to order merchandise.

People + space = service

The Alumni Association has made its home in the Memorial Union since 1928. Over the years, the work of the Alumni Association has remained the same: developing relationships and maintaining connections between ISU, its alumni, students, and friends. But the scope has changed considerably. Today, ISU alumni total more than 170,000, and the student population has grown to more than 27,000.

These growing numbers create challenges for a staff that has not grown proportionally to meet the demands of alumni, students, and the university, and an office space that has remained constant for many years.

The decision by the ISU Foundation to relocate to a larger facility south of campus – freeing up shared office space – prompted the Association Board of Directors and staff to begin analyzing Association facility needs. In May 2001, the board formed a Facility Feasibility Task Force and engaged the expertise of Hammel, Green, and Abrahamson, Inc. (HGA) of Rochester, Minn., to help review the Association's current and future space needs.

Early information returned by the architects indicated that the current square footage of Alumni Association facilities (5,872) fell far short of the needed square footage (21,840).

The report stated, "To best serve its constituents, Alumni Association staff and leadership require a facility that is accessible, supports required space needs, and establishes a visible home."

During this fiscal year, a plan was also approved by the board to expand the size of the staff to more efficiently serve the increasing numbers of alumni, students, and friends.

Association President Jeff Johnson said, "As we approach this organization's 125th anniversary, we recognize that the cost of doing business rises, and we must address costs associated with space, staffing, and equipment needs. In 2002, we hope to increase our staff size and finalize a facilities master plan in order to serve our ever-growing constituents and the university." ■

Statements of Activities and Changes in Unrestricted Net Assets

Years ended June 30, 2001 and 2000

Revenues	2001	2000
Contributions:		
Annual dues	$ 536,996	$ 515,701
Life memberships	313,797	332,961
University support	174,978	164,868
Foundation support	100,000	100,000
Gift support	122,542	74,267
Total contributions	1,248,313	1,187,797
Earnings:		
Interest and dividend income	188,741	132,825
Net unrealized gains on investments	(581,001)	442,415
Equity in loss of University Systems Technology	-	(7,578)
Sales and royalties	905,031	747,071
Activity and event fees	110,245	124,284
Miscellaneous income	51,392	6,519
Total earnings	674,408	1,445,536
Total revenues	$ 1,922,721	$ 2,633,333
Expenses		
Membership and income development	$ 511,267	$ 484,800
Alumni events	232,018	206,420
Alumni services	84,563	81,980
Constituent relations	219,891	226,534
Publications	738,192	643,322
Student programs	154,177	153,122
Career programs	55,265	46,414
Administration	608,978	564,151
Fundraising	18,183	18,215
Total expenses	$ 2,622,534	$ 2,424,958
Increase/decrease in unrestricted net assets	(699,813)	208,375
Unrestricted net assets at beginning of year	2,703,913	2,495,538
Unrestricted net assets at end of year	$ 2,004,100	$ 2,703,913

Statements of Financial Position

June 30, 2001 and 2000

Assets	2001	2000
Cash and cash equivalents	$ 4,023	$ 89,362
Receivables:		
Accrued investment earnings	56,068	40,136
Royalty	-	117,387
Other	-	758
Prepaid expenses	25,154	37,068
Investments managed by Iowa State University Foundation:		
Long-term Endowment Pool	3,926,348	3,732,199
Short-term Building Pool	1,779,519	2,856,669
Total Investments	5,705,867	6,588,868
Office furniture and equipment	214,856	212,489
Less accumulated depreciation	162,031	133,184
Net office furniture and equipment	52,825	79,305
Cash value of life insurance	4,924	4,531
Deferred endowment campaign costs	-	18,183
Total assets	$ 5,848,861	$ 6,975,598
Liabilities and Net Assets		
Accounts payable and accrued liabilities	$ 163,330	$ 210,205
Deferred revenue	3,332,591	3,800,000
Unearned dues	348,840	261,480
Total liabilities	3,844,761	4,271,685
Unrestricted net assets	2,004,100	2,703,913
Total liabilities and net assets	$ 5,848,861	$ 6,975,598

"Our $2.6 million budget is an investment in the future of this university, its alumni, students, and friends."

– Jeff Johnson, ISU Alumni Association president

Mary Scheve, a life member of the ISU Alumni Association, laughed when we asked if she was a frequent user of her Cyclone platinum card. "My husband thinks I probably use it more than any other alum," she joked. A 1983 accounting graduate, Scheve used the card for many of her holiday purchases this year.

The card is a valuable source of revenue for the Alumni Association. Each time a new account is opened, an account is renewed, or the card is used to make a purchase, MBNA America Bank pays a royalty to the Alumni Association at no additional cost to the cardholder. In addition to dues income, the ISU card is an important source of revenue for the ISU Alumni Association, along with merchandise sales, group insurance, activity and event fees, and the travel program.

How to contact us:

By phone Toll-free 1-877-ISU-ALUM
Locally 294-6525

By mail Alumni Suite, Memorial Union
2229 Lincoln Way
Ames, IA 50014

By fax 515-294-9402

By e-mail alumni@iastate.edu

On the Web www.isualum.org

The 2000-2001 ISU Alumni Association Annual report was prepared by the Alumni Association communications staff: Carole Gieseke, editor; Jim Heemstra, photographer; Mauck+Associates, design; Jeff Johnson, publisher.

A lifetime commitment

The ISU Alumni Association salutes the following new life members who joined the Association between April 1 and December 31, 2001.

Steven L. Ackerman
Brett F. Adams
Barbara L. Andersen
Julie M. Anderson
Mary and David Anderson
Matthew D. Anderson
Janet and Roger Arnold
Jeanne and Nels Backlund
Susan and David Bailey
Amanda J. Bare
Kyle T. Barnhart
Adam D. Batcheller
Lisa and Neil Baumhover
Larry E. Becker
Jeannine A. Beer
Darcy and Daniel Bemus
Danielle and Kole Berg
Linda and Roy Bertolet
Mona Bichel
Diana and Randall Bloom
Bruce W. Blythe
Ellen and Kenneth Boeke
Signe and Jonathan Brackmann
Lawrence D. Brandel
Mary and Dean Brennan
Babette and C. Robert Brenton
Jason O. Britton
Jennifer and Aaron Bruner
Metin Caglar
Pamela and Sean Campbell
Paul T. Campbell
Jill M. Carson
Jane and Richard Carter
Beth and Norman Cheville
Arcintina and Victor Clark
Pam and Terry Cobb
Ronald A. Coles
Lisa M. Connelly
Dennis C. Coonan
Melissa and Rodney Copple
Janelle J. Cornell
Ronald G. Cornish
Darrin L. Coy
William D. Cue
Robert L. Cupples
Steven Crowl
Dawn and John Cunningham
Kristina and Charles Davis
Linda and Robert Dawson
Ruth F. Dawson
Jane and James DeLay
Kyle W. DeVries
John F. Dewey
Amy R. Dippel
Bryan R. Doty
Darryl L. Downs
Cheryl and Charles Eberle
Rose Mary Erusha
Joyce and Norman Farrington
Ann M. Feldpausch
Amy M. Feller
Brent Fitzpatrick
Rachel and Timothy Fjelstad
James L. Folkerts
Marybeth Foster
Judith and Marlin Frank
Marian and Jack Frost
Nancy L. Gabriel
Jason T. Gates
Brian K. Gelder
Elaine J. Gifford
Shari and Paul Glenn
Donna E. Gnidovic
Suzanne E. Graham
Karen J. Haberly
Susan and James Hagedorn
Ann Jo and Roy Hall
Bridget Y. Hanson
Stan K. Harlan
Amy Ackerberg-Hastings and Nelson Hastings
Bruce J. Hattig
William G. Heber
Erin O. Heiden
Maria Heyde and Matthew Sopcich
Magdy I. Hindawy
Monica and H. Clifford Hinkhouse
Michele E. Hockman
Jeffrey T. Holck
Margaret F. Holland
Cindy and Christopher Honeck
David J. Huff
Ellen and Verle Hunt
Christine and Christopher Ihle
Chad G. Ingels
Todd W. Jacobson
Lynn and Jerry Jenison
Amy A. Jepson
Rebecca and Julio Jimenez
Ellen M. Joensen
Brent B. Johnson
Peggy and Jeffery Johnson
Suzy and James Johnson
Amy and Christopher Jones
Sherri and John Josephson
Diana and David Kalscheur
Jennifer and Joseph Keitges
Jeremy D. Keninger
Lisa M. Kerndt
Rachel and Todd Kester
Theodore R. Kimm
Barbara and Phillip Kindwall
Nancy M. Kirtley
Jennifer and Raymond Klein
Shawn P. Kliebenstein
Deborah and Kendal Kline
Tedd L. Knobloch
Dean H. Kruse
Christopher J. Kucera
Phillip E. Kuhn
Anthony A. Lambert
Marilyn and James Landon
Thomas W. Langlitz
Nancee B. Lansink
Cindi A. Larson
Gary A. Lee
Michael L. Lentz
April and Scott Leopold
Leah Lepage
Maria Leoterio da Silva and Luis Balducci
Yong P. Lim
Sara and Aaron Lincoln
Sarah and Paul Lindemann
Susan Ling
Tina and William Little
Brian T. Lough
Tamara and Donald Loughren
Michael G. Ludwig
Joy G. Luedtke
Scott A. Lund, Esq.
Katie and Michael McInerney
Teresa and Michael McCormack
Teresa and Scott McMurray
Ali Kjair-Eddin Maani
G. Michael Maddock
Brian J. Mahoney
Dorothy and Lester Manderscheid
Amanda and Andrew Marg
Katherine Bolluyt-Meints and Jamey Meints
Tiffany Gregory Mercuri
Thomas J. Merril
Kathleen and Todd Messerli
Laurel Meyer
Lori J. Michaelson
Nancy and Dennis Michels
Pamela Winter-Miller and Paul Miller
Sharon A. Miller
Michael W. Milligan II
Leslie J. Mindemann
Michelle Mitchell
Sharon J. Mitchler
Julie and Chad Mittelstadt
Christine R. Moss
Kallen B. Mouw
Kathleen Mullin and Alan Fukushima
Margaret and Jay Munson
Chad A. Mussman
Dana and Michael J. Nelson
John P. Nelson
Jacqueline and Brent Neuberger
Tamara and Kent Nicholson
Stephanie and Jeff Nigh
Barbara and Gary Norton
James M. O'Hara
Anthony G. Oberman
Jennifer and Matthew Oetker
Cheryl A. Oldenburg
Debra and Gary Olson
Jacquelyn and Charles Olson
Mark A. Olson
Lori A. Oviatt
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Martin L. Pape
Susan D. Parks
Herbert M. Pearl Jr.
Saundra and Jeffrey Pedersen
Reid A. Peterson
Jennifer L. Peyser
Deb and Dan Pfaff
Sam Pfile
Brian K. Phillips
Lisa and Robert Phillips
Gregory V. Presto
Jayant A. Reddy
Teresa M. Regensburger
Ann and Tom Rice
Heather and Andrew Richardson
Dale J. Rickert
Stephen J. Ricklefs
Agustin A. Irizarry-Rivera
Robert L. Roach
Heather and William Robinson
Margot B. Rogers
Dorothy A. Rossing
Thomas E. Ruhl
Peter S. Runge, Jr.
Amy E. Runkel
Heather Runkel
Colette and Bradley Ruth
Cara M. Sabo
Sherri and Charles Saul
Christian M. Schilling
Erika Schmidt and Gavin Schermer
Greg M. Schoon
Jeffrey W. Schweizer
Leanne T. and Eric D. Scott
Troy K. Senter
Elizabeth and Troy Severson
Matthew J. Sitzmann
Michelle and Leo Skrzynski
Terrie and Alexander Sleeman
Carla English-Smith and Charles Smith
Mary and Bruce Smith
Monica and James Sofranko
Timothy L. Soldwish
Diana and Richard Sosalla
Beverly F. Soshea
Scott C. Spetman
Ann and Scott State
Tiffany and Timothy Stein
Lisa M. Stephany
Jackie and Mark Stevens
Mark D. Stevenson
Marie Stitt
Brad A. Stork
Marcy and Jeffrey Suntken
Sandra L. Swanson
Lori R. Swedberg
Mark D. Szymula
Christine G. Tack
Deb and Patrick Tangen
Ellen and Steven Tanner
Ann M. Thimmesch
Karen G. Thompson
Lisa and Robert Thompson
Terri and John Thompson
Kate and Michael Trimble
Gregory A. Troyer
Danielle and Jason Trumbauer
Richard N. Turnquist
Gary A. Van Gelder
Joseph L. Veit
Becky and James Venner
Wendy and Joseph Vitiritto
Suzanne E. Wagner
Douglas W. Waite
Tricia J. Walbaum
Georgia and Richard Walter
Peggy Anne and Trevin Ward
Joan and Kim Wass
Cathy and Dennie Webb
Jennifer S. Wells
Natalie and Michael Welter
Amannda and Richard Wemark
Stacey and Scott Wiley
Jan and Scott Williams
Julie and Theodore Willis
Lynne and Gary Willstein
Susan and John Wilson
Carl E. Whitcomb
Sarah and James Woerdeman
Dean Wolf
Jamie M. Woods
Janis and Charles Woods
Matthew A. Woods
Asa Yam
Debra and Mark Zoran

New life members receive a life member decal for their vehicle and a life member certificate suitable for framing. And because a lifetime commitment is an important pledge to your Alumni Association, new life members also receive a gift upon completion of their membership payment: a beautiful watercolor lithograph of the Iowa State Campanile by ISU alumnus Bradd Brown. To become a life member, or to convert your current membership from annual to life, call toll-free 1-877-ISU-ALUM (or 294-2648 locally).

the IN list

Following is easy. But being on the "In List" means breaking conformity's shackles. It's not enough to *want* to be the "in" person, place, or thing. It's about finding a personal identity, separating from the masses, and not fearing others' judgments.

While these trendsetters may be hot now, the "In List" is volatile. These youthful styles may be passé by the time this magazine is in your mailbox. But that's OK with the list's members, because they'll continue on their own path. Until then, here's a look at what students are wearing, where they're going, and what they're doing at ISU.

Student innovators set the trends in Cyclone country

By Justin Kendall, senior journalism/mass communication major
Photos by Jim Heemstra

Boonie: Sideburns gone wild

Growing bushy sideburns that would shame a mountain man requires a lot of testosterone, which Boonie (just "Boonie") claims to channel from his competitive energy.

"One must be quite virile in order to produce such facial growth as what I possess," says Boonie.

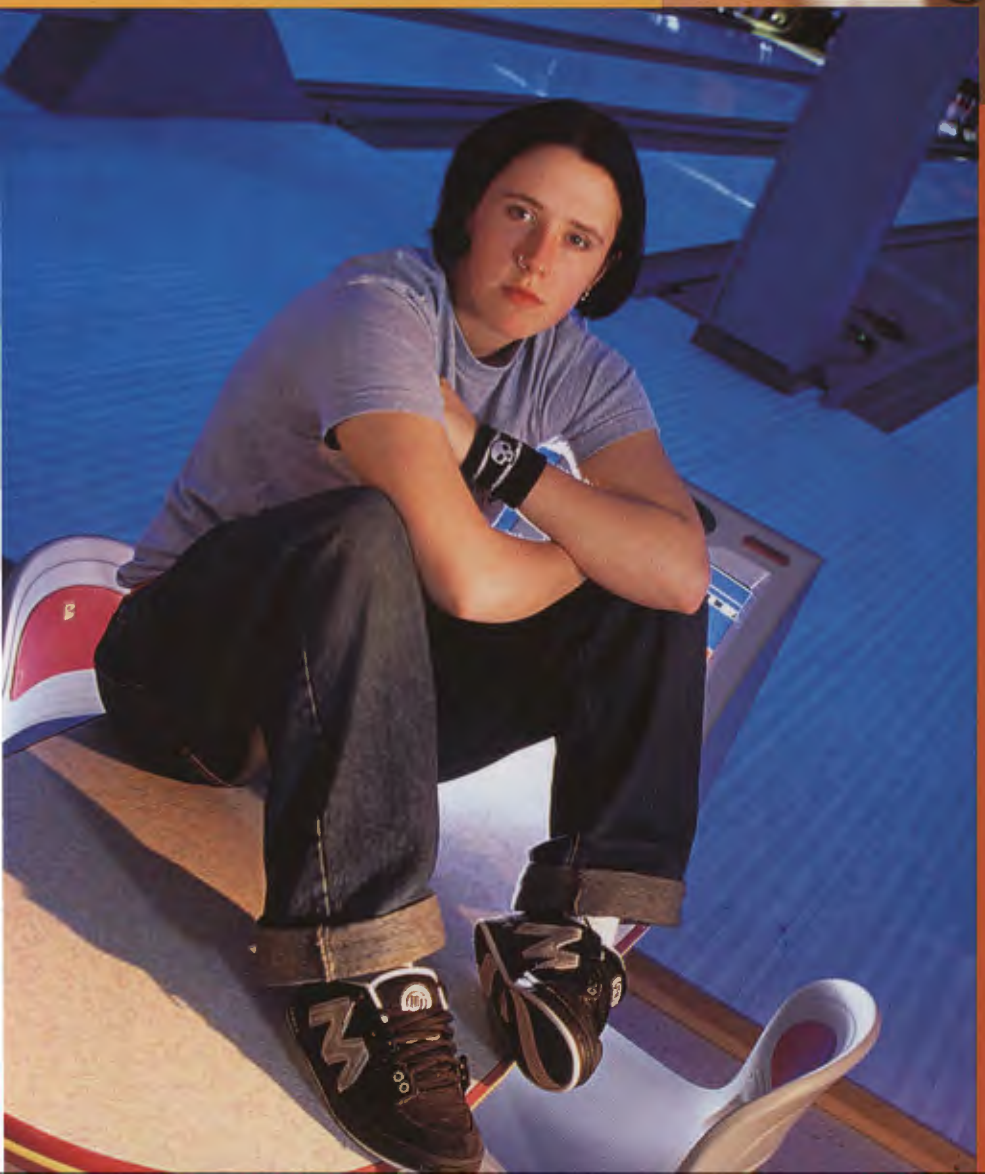
Boonie's been growing his muttonchops since the eighth grade after taking a gander at morbid rocker Glenn Danzig's long whiskers. "Glenn Danzig was kind of my motivation for growing them," he says. "Still is. I'm not letting that go."

The chops have been trimmed a few times since the early '90s, but the clean-shaven look never lasts. In a couple of weeks his 'burns are back in full force. Maintaining such lush fuzz is simple.

"I let 'em grow wild like this," he says of the whiskers curling in a thick patch from his pale cheeks. "The guys with the hair picks and Afros got nothing on me."

But Boonie knows when it's time to prune them.

"When I can put the whiskers in my mouth, it's about time to trim them," he says.



Audrey Barrett: Practical pants

Cuffed jeans are back in fashion. Audrey Barrett cuffs her baggy jeans, but not necessarily to be trendy.

"I just do it because I skateboard and my pants are too big," says Barrett. "I refuse to buy girls' clothes. Well, girls' pants anyway."

And her aversion to women's jeans explains why she swipes her boyfriend's trousers.

"I steal his clothes because I get sick of my clothes," she says. "His pants are always longer, and he doesn't want me to ruin the bottoms of them."

After four years of cuffing her jeans, it's become second nature.

"It kind of became a habit," says Barrett. "I just do it when I put my shoes on in the morning."

Making a fashion statement doesn't concern Barrett.

"I'm probably making the people who are 'into' that mad," she says. "I just do it because I'm economical."

Erica Smith: Tailor-made fashion

Not everyone aspires to look like an Abercrombie & Fitch model. Some have a style entirely their own. With her sister's tailor-made clothing, Erica Smith's style is unique.

"She makes my party clothes," says Smith of her sister, ISU grad Tiffani Smith. "She makes things that you'll find maybe on television, but you won't find at the mall."

The style isn't mass-produced; rather, it's only for the Smith sisters. "She only does it for me because I'm her sister," says Smith. "She doesn't have time to make outfits for other people."

And Tiffani Smith's threads aren't for just everyday occasions. They're designed specifically for special events such as Drake Relays. "She's doing the outfit for that now," says Smith.

Originality isn't the sole motive behind Smith's look. It's also about dressing well. "My mom always taught us to look our best when going out," says Smith.

The author: Video mania

Procrastination's time-consuming grip creeps up on me whenever important deadlines loom. It's always the same lure: sitting before a glowing TV, playing video games. They snare my focus and force all-nighters to catch up. Deadlines, assignments, or whatever can wait. It's game time.

Three new video game systems – Microsoft's Xbox, Nintendo's GameCube and Sony's PlayStation 2 – are vying for students' time and cash. Each fetches a hefty price ($200 to $300 per system and $40 to $60 per game). The increased expense for this vicarious entertainment buys enhanced realism and hours of virtual amusement.

But today's video games aren't the light and fluffy diversions of their predecessors. Games have taken a hard-core turn from the cartoonish characters that populated the systems of the '80s.

Today's games are brash and bold, with an increased level of violence and gore. Games like "Grand Theft Auto III" and "Halo" take gamers into the underworld of for-hire thugs and alien-blasting warriors. Extreme sports games like snowboarding and skateboarding gain speed with titles such as "SSX Tricky" and "Tony Hawk's Pro Skater 3."

With this next generation of gaming, it's amazing I get anything finished at all.

Whitney Kaissi: Boots for all occasions

I wear them everywhere," says Whitney Kaissi of her black knee-high boots. "I wear them to work; I wear them to school; I wear them out."

Kaissi's not alone. Women wearing knee-high boots are all over campus. It's nothing new to Kaissi, though, who bought her pair more than a year ago for New Year's Eve.

"They were sitting right next to the outfit that I bought, so that's why I bought them," she says. "Now I just wear them with everything."

The black boots are a plus when pulling off either a glamorous or casual look.

"Black goes with everything," she says, "and I really like them with long skirts. That's what they look the best with."

Such multifaceted footwear doesn't come cheap, but canny shoppers may uncover bargains.

"If you go to Von Maur and buy them, they're probably around $75," says Kaissi, "but I've seen them at Target now for like $20."

Bethany Kohoutek: Colorful comfort

Fashions spawn for many reasons. The T-shirt-over-long-sleeve-shirt combination was born for one overriding reason: comfort.

"That's the main thing," says Bethany Kohoutek. "That's the most comfortable thing I can think of to wear."

The T-shirts are either hand-me-downs or treasures found at thrift stores. "It's nice to wear stuff that's already been worn, whether it's passed down from my dad, my mom, or a second-hand store," she says. "It's already worn-in and comfortable."

Hitting the snooze button for some extra Zs lends itself to this style of dress. "I'm pressed for time in the morning," says Kohoutek, a journalism/mass communication major. "I don't have time to dress up. Usually it's the first thing I throw on."

And sometimes the lack of preparation time leads to clashing colors. "The colors I wear sometimes are horribly matched," she admits. "I'll wear a light blue long-sleeve shirt and then put an orange T-shirt over the top. That's fine for the day. I don't see anything wrong with it."

Sam Griffin: All about style

Looking good is a way of life for Sam Griffin. He could easily fill the pages of *GQ* with his classy, yet comfortable look.

"I definitely fall into the realm of, like, Gap and Banana Republic," says Griffin. Staying ahead of the fashion curve is easy for Griffin. He consults his best friend in Chicago, who clues him into the hot styles. "Usually a few months down the road, that's what will be hip in Iowa," he says.

The clothes are only one component of the *GQ* look, Griffin says. "My glasses are a little bit funky and my hair is a little bit funky," he says. "If you really want to go for that look, you have to do everything, which takes a long time to get down. It's been 21 years in the making, and I'm not by any means a pro."

It's an enjoyable obsession for Griffin, a graphic design major.

"It's a little bit vain probably, but it's what I find interesting and fun," he says. "And working in a clothing store, I get a really good discount."

Genevieve Johnson: Not a typical girl with a nose ring

Forget eyebrows and tongues. The nose is the "in" piercing spot. Hoops and small diamonds elegantly gracing women's schnozes are a growing phenomenon on campus.

"They just poke a big needle in your nose and there you go. You've got a nose ring," says Genevieve Johnson, who sports a small hoop in her right nostril.

As simple as Johnson makes it sound, the "poke" is extremely painful.

"It's not like they numb you up before they do it," she says. "My eyes were totally watering, and big tears were falling down my face. But I wasn't crying."

Though some may say she's bidding for attention, Johnson says that's not the case.

"They're both really simple and inconspicuous," she says of her two rings. "It's not really a statement. It's just a part of me.

"I'm probably not a 'typical' girl with a nose ring. I wear a cowboy hat, too."

Paddy's Irish Pub: THE place to be on Saturday night

The line outside Paddy's Irish Pub stretches down Welch Avenue on any given Friday and Saturday night. Suffocating heat or subzero temps, it doesn't matter – students will wait.

"We're usually the first bar in Campustown to generate a line on the weekend," says Paddy's manager Casey McClain. "We usually have a line between 9 and 9:30 on Friday and Saturday nights, and it will last until about midnight."

If you're not in the bustling pub by 9:30 p.m., expect to be in line, because Paddy's is Welch Avenue's reigning hot spot. It has been since reopening and expanding in August 2000.

"Sometimes I can't believe we're as popular as we are," says McClain. "As soon as we opened, we became really popular, and it's pretty much stayed that way."

Paddy's doesn't charge a cover at the door, so it's easy on students' wallets and purses. It also plays to their stomachs, with free peanuts, popcorn, and hot dogs. But McClain likes to believe students come for the relaxed atmosphere.

"It's just a fun environment," he says. But freebies never hurt.

On the Web

Calling all trendsetters

What was trendy when you were at Iowa State? Bell bottoms? Hot pants? Beehives? Goatees? Let us know! Go to www.isualum.org/go/trends to share memories of student fads and fashions through the years.

by Karol Crosbie

'Look what boot camp's done for me'

JIM HEEMSTRA

"It happened one afternoon in the midst of the harsh midwestern winter. As bus No. 104 trudged through the newly fallen snow, unpredictable to anyone, a terrible violent attack occurred. One physically large adolescent boy lashed out against another student.

The brutal act of violence seemed neither provoked nor anticipated. It took place on a moving vehicle while 50 other students witnessed the blows. One by one, as flesh hit flesh, wounds were delivered throughout the body of a defenseless, mentally challenged child."

It sounds like the beginning of a novel, but it's not. It is the beginning of a dissertation by Susan Meade (Ph.D. '01, education leadership/policy studies), titled *Look What Boot Camp's Done For Me: Teaching and Learning at Lakeview Academy Boot Camp.* "This violent attack was just one of many I had to deal with as an assistant principal in a relatively small urban middle school," Meade explains.

It is her daily interaction with youth that also explains why Meade chose to research her topic the way she did. While many of her graduate student peers at ISU were studying topics quantitatively (amassing large amounts of information using data collection devices such as questionnaires), Meade wanted real conversation with her subjects. "When I was finished with my research, I wanted to be able to say, 'Hooray! I have done something meaningful.'"

So Meade used in-depth interviewing to study the effectiveness of a boot camp school in central Iowa. Meade's goal was to see the institution, which served as an alternative for incarceration, through the eyes of its inmates. To do so, she interviewed four boys during their entire 90-day stay at "Lakeview" (a pseudonym).

It took her five years, but at the end of her experience, Meade, who continued working full-time as a school administrator while she took graduate classes and conducted her research, is saying "Hooray!"

Meade understood the theory behind boot camps when she began her research: "Shock incarceration" gives juvenile offenders a taste of what it means to lose social and personal freedoms. Rigid scheduling prepares them for a more disciplined and productive future life.

Meade's main question was: "So why doesn't it work?" While it is true that youth are compliant while they are inmates at boot camps, their new identities are short-lived. The majority of boot camp graduates repeatedly break the law.

One of the reasons for failure is because boot camp techniques are antithetical to true learning, says Meade. Although learning took place at Lakeview, what the inmates learned was not what the institution intended. The youth learned about the "boy code" which valued toughness, and the ability to test boundaries. They learned from each other and became aware that the majority of them had come from a culture of drugs. As the boys told their stories to each other, they learned that society seemed powerless to intervene in their "real" lives, and they learned disdain for the law.

Meade was unprepared for the degree to which the youth shared their lives with her. "I never thought they'd share this much. I came with a small window of expectations, and what happened opened up a huge horizon."

Meade's research resulted in changes at Lakeview, and other boot camp administrators are interested in her work. She also learned ways she could do her job better. Currently the director of special education for West Des Moines Community Schools, Meade says she strives for more understanding and less judgment.

"My research and experiences... have prompted me to view kids, crime, and violence through a different lens. Instead of allowing myself and others to throw up our hands in frustration, I have challenged others and myself to take the time and listen to what our kids are really saying." ■

by Carole Gieseke

Building on friendship

Mike Maddock had a problem. The lease was running out on his creative marketing communications facility, and Maddock Douglas, Inc. needed a new home.

An old printing warehouse in Elmhurst, Ill., a suburb of Chicago, had the potential to become an ideal location for the company. But Maddock knew the place would have to be completely gutted, and they had only six months to move – a completely unrealistic time frame. And then it occurred to him: His college roommate, John Kavouris, owned a construction firm in Chicago, and another roommate, Ian Glidden, was an architect in San Francisco. Could the former college buddies get back together and create magic?

That's exactly what happened. Designing and building on the fly, the trio transformed the crusty, ink-covered, 75-year-old warehouse into a sleek, creative office filled with natural light, transparent walls, and unconventional materials. But it was no easy task.

"Honestly, I was skeptical at first that this would ever happen," Kavouris said after the facility was completed. The practical, schedule-oriented builder knew the project was no small endeavor and that the time frame was virtually impossible.

"We didn't have time to do things the typical way," he said.

There had to be a level of trust between builder, architect, and owner that transcended any usual working relationship. Although they had never worked together before, the three former roommates knew that trust would still be there.

"I hadn't seen Mike and John on a daily basis for 10 years, but we had a good firm relationship," Glidden said. "I don't think people change that much. Deep down, you're basically what you are."

When Maddock approached him with the project proposal, Glidden had just made the decision to establish his own architectural firm. The timing was perfect to move from California to Chicago for six months.

"My initial thought was, 'What a great way to start a business, with a good project with a bunch of friends,'" Glidden said.

The trio's talents were a perfect mix of creativity, experience, and practicality. They never lost sight of the end goal: to meet the aggressive deadline with an end product of which they could all be proud.

JOHN T. MERKLE

Still friends: Kavouris, Maddock, and Glidden in the finished space.

"One of the big advantages we had working together was Ian and I both understood what Mike wanted to do," said Kavouris. "We all trusted each other."

Maddock said the experience of working with his friends was nothing like the "horror stories" he had heard about other construction projects.

"We understood each other's temperaments and talents and weaknesses," he said. "They expected me to have these crazy, wild ideas, and I expected Ian to have a vision of what he really wanted, and I expected John to be highly detailed. I don't think there were any moments where we were surprised by anything that happened. And at the end of the day, we all still liked each other."

Glidden said completing the project was exhilarating.

"We walked away from it sort of like walking off the field at the end of a game and you're high-fiving each other," he said. "Here we were, three guys who used to go out on Friday nights in Ames, and now we're turning around and looking at what we've done and saying, 'Wow, I guess we've kind of grown up.'" ■

Mike Maddock
'87 Graphic Design
President/Owner, Maddock Douglas, Inc.
Elmhurst, Illinois

Ian Glidden
'90 BAR architecture
Owner, Ian Glidden Design
San Francisco, California

John Kavouris
'88 Construction Engineering
President, Design/Build Management, Inc.
Frankfort, Illinois

Association welcomes new staff member

Breck Breitsprecher has joined the ISU Alumni Association as assistant director for events and constituent programs. Breitsprecher comes to the Association from ISU's University Conference Services, where she served as conference coordinator. She received her B.S. in public relations with an emphasis in marketing from the University of Northern Iowa. The focus of her work with the Association will be as a liaison with the Athletic Department, in planning pregame rallies and parties. She will also coordinate the Association's Honors and Awards program. "Breck's experience will have a huge impact on the quality of our outreach efforts," said Jeff Johnson, Association president.

Alumni Days 2002

The ISU Alumni Association will honor members of the golden anniversary class of 1952 during Alumni Days 2002, June 6-8. All Iowa Staters who graduated in 1952 and earlier are invited to return to campus for the three-day celebration. Alumni and guests will enjoy nostalgic displays, campus tours, educational seminars, special performances, and other events with the university president, college deans and faculty, and Association and university staff.

ISUAA members from the class of 1952 and earlier should have received a special reunion mailing in March. Members who did not receive this mailing – or any alum who graduated before 1953, regardless of membership status – may call the ISUAA office to request registration materials. Call toll-free 1-877-ISU-ALUM or locally 294-9515.

On the Web **Web link:** www.isualum.org/events/alumnidays

Job hunting in cyberspace

Career Insights

The fastest way to respond to Internet job listings is to e-mail your cover letter and resume to the person or organization indicated. However, if you mismanage the process, the best resume in the world still won't get you where you want to be. As with everything else, there are some simple rules to follow before you hit the "send" key.

- Properly format your e-mail resume so that when it reaches the recipient, it still looks the way you intended.
- Always send your resume in the body of the e-mail message, not as an attachment. Don't force the recipient to find and open an attachment.
- Include a cover letter, whether or not you are responding to an advertised opening, and address it to the person or organization you are contacting.
- If responding to an advertisement, always use the advertised job title or job code as the "subject" line of your e-mail message. If you are "cold calling," put a few words stating your objective in the subject line.
- Read all application instructions included in the job advertisement and follow them carefully.
- Remember, it only takes two seconds for someone to delete an e-mail message, and it will happen if your information ends up on the wrong desktop or if you make someone's job harder. Think before you respond!

You can get great exposure for your resume by posting it online. Here are some tips to consider:

- Post your resume on one or two of the large online databases, preferably those attached to popular job sites. This will give you maximum exposure to many employers and recruiters.
- Post your resume on one or two targeted resume databases specific to your industry, occupational group, or geographic location. This will give you targeted exposure to employers and recruiters looking for a small, highly qualified candidate pool.
- If you don't get any responses to your resume within 30 days, remove it from its current locations and place it elsewhere.
- Limiting the number of locations is a good way to protect your resume, but it is also important to select those few sites with care. Susan Joyce, manager of Job-Hunt.org, encourages job seekers to carefully evaluate job sites and be aware of the information you present as it relates to privacy issues (see Web links below).

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On the Web **Choosing a Job Site:** www.job-hunt.org/choosing.shtml
Your Cyber-Safe Resume: www.job-hunt.org/resume/cybersafe.shtml

www.smartcareermove.com

3 little reasons

Some of the best reasons for making a smart career move to Iowa stand less than three feet tall. In a recent annual national comparison called Kids Count, Iowa ranked among the **top five states for overall well-being of children.**

In its annual study of states, Morgan Quinto Publishing recently named Iowa **the nation's third "Most Livable State."** Contributing to that is Iowa's quality education, world-class communities and balanced lifestyle.

Iowa offers a higher quality of life at a lower level of cost. Real estate values mean families can afford **more house for the money** than in other parts of the country. **Housing prices in Iowa average 36 percent lower** than the national median and 23 percent lower than the Midwest median.

To learn about **new career opportunities** that help you **achieve your best** — and give your family the best — visit www.smartcareermove.com.

Iowa
SMART IDEA™

Iowa Human Resource Recruitment Consortium
200 East Grand Avenue
Des Moines, Iowa 50309

Ragtime event attracts theatre-goers

Nearly 100 alumni and friends attended the Alumni Association's members-only *Ragtime* event Jan. 13 prior to the Broadway tour of the musical at C.Y. Stephens Auditorium. Members enjoyed live ragtime piano music, costumed greeters, turn-of-the-century decorations, and a bountiful picnic buffet. The Alumni Association plans to expand its line of cultural programming in the coming year.

Land-grant 101:

Quiz results show land-grant savvy

What in the heck does it mean to be a land-grant university? The more than 800 alumni and friends who took the Alumni Association's e-poll quiz showed a certain degree of understanding about this Iowa State University designation. The majority of respondents knew that:

- The land-grant idea was born in the midst of the Civil War and signed into law by President Abraham Lincoln.
- Land-grant institutions were founded on the idea that higher education should be open to everyone, including women, minorities, and the working class.
- Part of the land-grant philosophy was that colleges should teach practical subjects, like farming, engineering, and home economics.
- Land-grants were founded on the belief that knowledge should be shared with the people of the state.

Respondents were more confused on the following attributes:

- The majority didn't know that land-grant colleges include institutions for Native Americans.
- Many didn't know that Iowa was the *first* state to take advantage of the Morrill Act, that provided each state with a grant of land to set up a college.
- They mistakenly thought that land-grant colleges are required by the federal government to set aside part of their land for open space.

Association Briefs

Student awards announced

Six students will receive the Wallace E. Barron All-University Senior Award at the Student Scholars and Leaders Recognition Ceremony on April 7, 2002. The award, sponsored by the ISU Alumni Association, was established in 1968 to recognize outstanding seniors who display high character, outstanding achievement in academics and activities, deep interest in the university, and promise for continuing these exemplary qualities as alumni.

The 2002 honorees are: Lisa E. Ahrens, agronomy and agricultural business; Barry J. Bradford, agricultural biology/animal science; Cindy Happel, psychology; Sarah A. Low, public service and administration in agriculture; Pamela Lynne Schipull, community health and psychology; and Jenny L. Stone, FCS education.

Insurance discounts

Group discounts are now available to members of the ISU Alumni Association. The new alumni Group Savings Plus program provides substantial savings on auto and home insurance. For more information, call toll-free 1-888-379-3586, or to get a free online quote, go to: www.isualum.org/go/insurance.

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION MEMBER

Show your ISU pride:

Display your annual or life membership decal on the window of your vehicle! Have you lost your window decal or need a second one? Just call the ISU Alumni Association toll-free 1-877-ISU-ALUM (or locally 294-2648) for a free replacement sticker. Show the world your Iowa State pride!

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Association receives CASE awards

The ISU Alumni Association received eight awards from CASE (Council for the Advancement and Support of Education) District VI in January at its annual district conference in St. Louis, Mo. Awards included one gold, two silver, and five bronze.

Membership/Marketing

- Silver, Excellence in Fundraising Materials, Membership Appeal, "Insight.com Bowl Solicitation"
- Bronze, Excellence in Institutional Relations, Best Solution to an Institutional Communications Challenge, "This is Your Last Free Issue"

Communications

- Gold, Excellence in Writing, Science/Technology/Research Article, winter 2001 VISIONS, "Sustainable Agriculture: A Journey"
- Silver, Excellence in Writing, Opinion/Column, fall 2001 VISIONS, "Ups and Downs"
- Bronze, Excellence in Writing, Opinion/Column, summer 2001 VISIONS, "One Brick at a Time"
- Bronze, Excellence in Photography, fall 2000 VISIONS, "Photographers of Iowa State"

Special Alumni Events

- Bronze, Excellence in Alumni Programming, "Family of the Year Society Reunion"
- Bronze, Alumni Event, "The Circle"

Annual meeting, dinner, and recognition to be held May 17

All members of the ISU Alumni Association are invited to attend the Association's 69th Annual Meeting and Third Annual Cardinal and Gold Dinner and Recognition on May 17, 2002, at 6 p.m. in the Great Hall of the Memorial Union. 2002 Impact Awardees (Christina Hixson, philanthropist; Lynette Pohlman, director of University Museums; Cael Sanderson, student athlete; and the late Joe Christensen, former ISU director of bands) will be honored during the evening's festivities. For more information and to register, go to www.isualum.org/events/ or call the Alumni Association toll-free 1-877-ISU-ALUM (locally, call 294-6525). *Space is limited.*

Get connected!

The Online Alumni Directory has reconnected hundreds of alumni – alumni like Wendell Davis and Larry White, old college friends who "found" each other through the directory and reunited on campus during Homecoming 2001.

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Online Alumni Directory access is a benefit of membership in the ISU Alumni Association. Take advantage of this great service! Of our 44,000 members, just 8,500 have registered for a username and password to access the directory.

If you haven't registered, just go to www.isualum.org/go/directory, follow the simple steps, and get reconnected today!

by Barbara Dietrich Boose

Fundraising initiative supports life-changing opportunities

INVESTING *in* PEOPLE

Late into the night, Iowa State animal science major Megan Peavey delivers Holstein calves. She also has worked on three research projects with faculty, analyzed swine fertility, and taught two semesters of the Animal Science 214 laboratory.

Peavey has Dorothy Klindt to thank for these experiences. The beloved community leader was memorialized by her husband, Kenneth, and other family members with a scholarship, established in 1990, that now helps Peavey cover her college costs.

Iowa State's "Investing in People" initiative raises private gifts for undergraduate scholarships, graduate fellowships, and faculty support.

"Dorothy Klindt was a great supporter of women in agriculture," says Peavey, a DeWitt native. "Without contributions like this, my education might not be possible."

Making educational opportunities available to more students is the goal of a new initiative of Iowa State and the ISU Foundation. Titled "Investing in People," the two-year, $50 million effort is focused on raising private gifts for undergraduate scholarships, graduate fellowships, and faculty support.

"The difference between a good university and a truly great university is the people. Iowa State has great students and faculty, and increased support for scholarships, fellowships, and professorships is the best way to attract and retain them," said ISU President Gregory Geoffroy when he announced the initiative in October.

Currently, private gifts support scholarships for 3,500 ISU undergraduates, but the need for more such support is evident. Last year, nearly 71 percent of Iowa State students, or 15,643 students, applied for financial assistance with an average annual need of $7,000, of which only 24 percent – $1,709 – was met by scholarships or grants.

Great faculty, great university

Professor Vijay Vittal, the Harpole Professor in the Department of Electrical and Computer Engineering, studies ways to assess and control damage to large, interconnected power systems caused by natural and manmade disasters. He involves his students in his many grant-funded research projects and works with Ames schoolteachers to promote research at the high school level.

Vittal's professorship, created three years ago by a gift from ISU electrical engineering graduate Murray Harpole and his wife, Ruth, allows him to bring distinguished speakers to campus, supports an exchange program with the University of Porto in Portugal, and covers some scholarly travel expenses.

"Thanks to Mr. Harpole's vision and Vijay's work as an internationally respected scholar, our electric energy and power systems program is consistently ranked in the top five among peers both nationally and internationally," said department executive officer and professor S.S. Venkata.

Professorships and faculty chairs include support for course develop-

Megan Peavey

ment, research, graduate assistants, laboratory equipment, and salaries. These prestigious faculty positions also attract and retain prominent scholar-teachers. Fellowships, another way to provide faculty support, help fund special projects or research.

President Geoffroy and his wife, Kathleen, recently established an endowment with the ISU Foundation that will provide annual support for the teaching and research of an assistant professor in the College of Liberal Arts and Sciences.

Graduate students energize academics, research

Elizabeth Lenihan applied to many schools when she decided to pursue a graduate degree in food science. She chose Iowa State because it has an excellent program and offered her the Alice M. Ford Fund in Family and Consumer Sciences Fellowship. Since then, she's researched the chemical aspects of food to enhance quality and safety, and she's worked with undergraduates in the College of Family and Consumer Sciences.

"It's exciting to know that I'm valuable as a student, and that someone recognized my accomplishments with a sizable scholarship," Lenihan said.

Graduate students like Lenihan invigorate Iowa State's academic environment as teaching and research assistants. Fellowships help ISU recruit these students by providing awards to offset tuition, research awards, stipends, salary supplements, and other assistance.

'Very motivating'

Jacqui Becker's life might have been very different had it not been for a scholarship. The ISU senior was in high school when hog prices dropped, devastating her family's farm business. "We were actually losing money every time we took hogs to market," she says.

Now Becker is a journalism major with double minors in child and family services and agriculture education studies. An undergraduate research assistant working with eight ISU food scientists, she also leads a campus group that volunteers for an Ames youth shelter, United Way, and other efforts. She is able to attend Iowa State thanks to donor Christina Hixson, who has funded awards that provide $2,500 per year for four years to students from Iowa, particularly those who have overcome hardship in their lives.

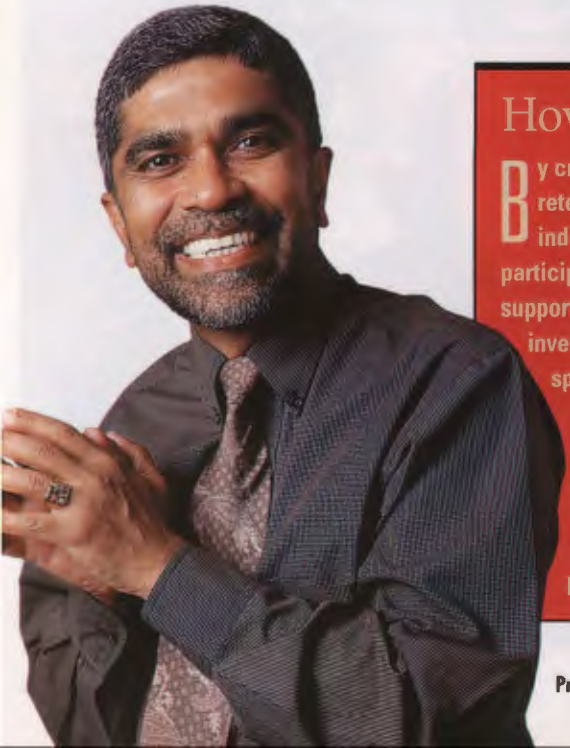
"This award has allowed me to grow as a person, develop my leadership abilities, and build my character," says Becker. "It's very motivating." ■

– Barbara Dietrich Boose is communications director for the ISU Foundation

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

PHOTOS BY JIM HEEMSTRA

Elizabeth Lenihan



Professor Vijay Vittal

How to invest in the people of Iowa State

By creating educational opportunities for students through financial support and retention of exceptional faculty, the Investing in People initiative will benefit individuals and communities for years to come. Donors are encouraged to participate by making endowed gifts for scholarships, fellowships, and faculty support. Endowed gifts provide a perpetual source of support, because the gift is invested and only a percentage of the earnings is used annually to fund the specified purpose, said Tom Mitchell, ISU Foundation president and CEO.

Donors also can support the initiative by creating non-endowed, or "expendable," scholarships and fellowships, that continue as long as funding is available to make the awards. In addition, donors can designate their gifts toward existing endowment funds.

For more information on Investing in People and endowment giving levels, contact the ISU Foundation, 515-294-4607.

by Carole Gieseke

Veteran coach is passionate about hockey

In 1969, Alan Murdoch was a graduate student in the P.E. Department at Iowa State, where he played hockey on such an unsophisticated team that they didn't have matching jerseys or a regular place to play.

Fast forward 33 years. It's now 2002, and Murdoch coaches an ISU club team that could easily be mistaken for an NCAA Division I varsity program. His players practice and compete in a new, state-of-the-art facility. They practice the same number of hours as their Division I counterparts and compete successfully against top hockey programs across the country. And they even have matching uniforms.

> "I've been involved in the hockey program at Iowa State for so long, I can't imagine not doing it."

Such an improvement in the hockey program at Iowa State didn't happen overnight. And it didn't happen by accident. Murdoch – a program coordinator for ISU's sports clubs, assistant professor of health and human performance, and volunteer hockey coach – has been relentless in his quest to produce a top-ranked hockey team at Iowa State. A shrewd fundraiser, Murdoch was instrumental in securing funds to build the original Ames/ISU Ice Arena in 1979, and again led the campaign to secure student fees and a bond issue to fund a new 1,500-seat ice arena, which opened in April 2001. He has implemented intramural hockey, broomball, curling, youth hockey, and youth figure skating. He has twice led the Cyclone Hockey Team to the American Collegiate Hockey Association (ACHA) national championship.

And this he does in his spare time.

In an era where most successful coaches leapfrog from university to university, Murdoch has quietly toiled away for more than 30 years in one of the country's most successful club programs. A vocal proponent of establishing men's and women's hockey as an NCAA Division I varsity sport at Iowa State, Murdoch clearly could have gone to another school, made more money, and had a bigger budget, an easier playing schedule, and scholarshipped athletes. Yet he has chosen to remain in Ames. Why?

"I've been involved in the hockey program at Iowa State for so long, I can't imagine not doing it," Murdoch said. "You really need to have a passion for something, and mine just happens to be hockey. Do I have the opportunity to take that passion elsewhere? Sure. There are lots of other schools I could be at, and it might be easier to run a first-class Division I program. I guess I've chosen to remain in Ames to raise a family and continue with the things I do."

Murdoch shares his passion for ice hockey with his players. Each of them, Murdoch says, is an exceptional student-athlete.

JIM HEEMSTRA

Cyclone Hockey Head Coach Alan Murdoch

- Born in Neepawa, Manitoba, Canada
- ISU degrees: '70 MS, '84 Ph.D., educational administration
- Iowa State Hockey coach since 1969
- Assistant professor in the College of Education's Department of Health and Human Performance
- Program coordinator for ISU sports clubs
- Selected head U.S. hockey coach for 2001 World Winter University Games
- 2001-02 co-coach of the year
- Current ISU coaching record: 702-344-27
- Current 2001-02 team record: 32-8-3

"Everyone on the team loves hockey," said Tory Larson, a fourth-year player from Seattle, Wash. "It was my dream to play Division I hockey, but I didn't get the opportunity. Probably eight or nine guys on the team have the skills to be playing Division I but didn't get the chance. But we're here. We're playing. And we're getting a good education."

Murdoch calls his players "diamonds in the rough": outstanding students who also happen to be outstanding hockey players that the Division I recruiters overlooked.

"We steal players like that," Murdoch said.

It's not hard to convince players to come to Iowa State, Murdoch said. The equipment, architecture, and engineering of the Ames/ISU Ice Arena sells the program. It's warmer, cleaner, and brighter than the old facility. It has luxurious dressing rooms and a quality ice surface. But more than the facility – and more than the winning tradition of the hockey program – it's the academic opportunity that really clinches the deal.

"The No. 1 motivation to come to Iowa State is the strength of the academic programs," Murdoch said. "When we meet with a prospective student athlete and they're interested in studying engineering, or architecture, or business, we know we've got a good shot at it."

Earlier this season, Murdoch told reporters that he was thinking of stepping down from coaching after his son, Andrew, graduates from Iowa State next year. Murdoch says the past few years have been stressful: The old facility was breaking down; he was making hundreds of presentations to community groups in his campaign to fund the new ice arena; and he was managing the team's $250,000 budget, all but $17,000 of which is self-generated.

"There was a certain level of stress leading up to the opening of the new building that was making me older than my years, and I felt like a couple more years of this and that'll be enough," Murdoch said. "But this has been an exceptional year. I feel healthier. I'm very excited about the new facility. I'm very pleased with the student athletes we currently have. So I guess I'll try to hang in as long as I can help the program to continue to grow and as long as I have value to the team." ■

On the Web **Cyclone Hockey:** www.public.iastate.edu/~hockey/

attend!

Tickets for the **Eddie Robinson Kickoff Classic** (Iowa State vs. Florida State) are now on sale. Call the Athletics Ticket Office at 1-888-478-2925 to purchase tickets. The game will be played Aug. 24, 2002, at Arrowhead Stadium in Kansas City, Mo. Watch for more information in the summer issue of VISIONS, or visit the Association Web site at www.isualum.org.

Where are they now?

A look at Iowa State's recent professional basketball recruits

Megan Taylor
Drafted last year by the WNBA's Minnesota Lynx, she was released before the season started. Taylor, who was named ISU's Female Athlete of the Year for 2001, will graduate in May 2002 with a degree in exercise and sport science.

Desiree Francis
After graduating with a degree in child and family studies in 2001, Francis played one season with the New York Liberty, a WNBA team. She was playing professional basketball in France, but a recent foot injury has put her out for the season.

Stacy Frese
Frese graduated with degrees in marketing and management in 2000. She played one season with the Utah Starzz of the WNBA and is currently an assistant coach at University of Evansville in Evansville, Indiana.

Marcus Fizer
Fizer is in his second season for the Chicago Bulls. He is currently a starting forward for the team.

Jamaal Tinsley
Tinsley is a starting guard for the Indiana Pacers, and some predict he'll be named NBA Rookie of the Year. At press time, Tinsley was third in the country in assists.

Tim Floyd
After three seasons as the Chicago Bulls head coach, the former ISU men's basketball coach resigned in December 2001.

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.

April

2 *Copenhagen*, Stephens
5 Alumni Travel: Waterways of Holland and Belgium (through April 13)
5 Senior Breakfast
5-6 Lil' Sibs Weekend
5-6 *Do Jump!* Stephens
7 Student Scholars and Leaders Recognition Ceremony
9 President Geoffroy's visit and alumni reception, Dubuque
9-10 Science and Technology Fair
10 Des Moines Breakfast Club
12 Trinity Irish Dance Company, Stephens
19-21 Stars Over Veishea: *Grease*

20-21 **VEISHEA**

20 Alumni Barbecue
26 Alumni Travel: Alumni College in Ireland, Kinsale (through May 6)
26 Alumni Travel: Renaissance Cities of Italy (through May 7)
30 Dave Matthews Band, Hilton Coliseum

May

1 Alumni Travel: Cotes Du Rhone Passage (through May 14)
6 President Geoffroy's visit and alumni reception, Mason City
10 Graduate College Commencement
11 Undergraduate Commencement
11 Commencement Lunch

17 **ISU Alumni Association Board of Directors meeting, 69th Annual Meeting, and 3rd Cardinal and Gold Dinner & Recognition**

20 Summer Session I classwork begins
21 Alumni Travel: Alumni College in Greece (through May 30)
30 Cy's After Five social hour, Des Moines

June

6-8 **Alumni Days reunion for alumni who graduated in 1952 and before**

11 Alumni Travel: England and the British Isles Cruise (through June 23)
16 Alumni Travel: Alumni College in Chianti (through June 24)
17 Summer Session II classwork begins

July

1 Rome Study Trip (through July 12)
14 Alumni Travel: Alaska (through July 27)
15 Rome Study Trip (through July 26)
15 Alumni Travel: Alumni College in Normandy (through July 23)

August

10 Summer Commencement
24 Eddie Robinson Kickoff Classic, Kansas City, Mo.
26 Fall Semester classwork begins

Upcoming Travel Tours

Sept. 1-16 Danube to the Black Sea Cruise
Sept. 1-18 Grand Europe Cruise
Sept. 7-16 Alumni College in Sicily
Sept. 12-19 Great Lakes Cruise
Sept. 20-Oct. 2 Legendary Passage: Rhine and Moselle Rivers

Mark your calendars now!

September 21, 2002 Family Weekend
October 12, 2002 Homecoming
May 15-17, 2003 Alumni Days
May 20-22, 2004 Alumni Days
May 19-21, 2005 Alumni Days

INVESTING *in* PEOPLE

Professor Adrian Sannier, the Richard Stanley Chair in Interdisciplinary Engineering, envisions technology that will make the desktop computer seem like the old keypunch. Graduate student Elizabeth Gutierrez, recipient of the Damaris Pease Family and Consumer Science Fellowship, is working to develop healthier food products. Undergraduate John Seeman, recipient of the G. Robert Muchemore Scholarship, is pursuing his dream job of working for NASA. You can have a direct impact on Iowa State students and faculty like these when you give to "Investing in People," a new initiative to increase scholarships, fellowships and faculty support. For information, contact the ISU Foundation at 515-294-4607.

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Women's sizes S-XL $40 **Member price $36**

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