IOWA STATE UNIVERSITY

VISIONS

SUMMER 2003 FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Reiman GARDENS *take* flight

By Carole Gieseke

How does my garden grow?

I did my spring gardening recently. It took me about 15 minutes. I pulled out all the plastic poinsettias from my front porch box and replaced them with plastic tulips. In September, I'll pull out the plastic tulips and replace them with plastic mums. And then around Thanksgiving, the poinsettias get their turn again.

Isn't that pathetic?

But true. I don't garden. My house and yard get so much shade that the things I planted the first few years I live there died right away. Or maybe they got too much sun. Or too much water. Or not enough water. Or maybe the cats dug them up.

See, that's the problem with plants. You never know what's wrong with them. I love to look at other people's gardens, read gardening magazines, go to Reiman Gardens, even hang out in garden shops. But gardening is more of a spectator sport for me. The real hands-on stuff is just more trouble and expense than it's worth.

I haven't always felt this way. For a few summers when I lived in Missouri, I did have a garden. It was a combination vegetable-flower-and-herb garden in my backyard. Planning that first garden was a lot of fun. I read a bunch of articles on gardening, bought a few books, and spent a lot of time at a place called the Plant House. I went to the lumberyard and bought a few of those railroad-tie landscaping timbers and sectioned off an 8-foot-by-16-foot garden plot in my yard. I convinced my husband to rent a tiller to dig up the grass, and then I stood in the kitchen with my daughters and laughed my head off, watching him through the window as he nearly ran the thing into the neighbor's garage.

Following the advice of an article on gardening with children, I bought a wide variety of little baby plants and packets of seeds at the Plant House and planted them in my garden. Here is what I planted:

- Sunflowers, because they grow really, really fast and get really, really big
- Cherry tomatoes and tiny yellow pear-shaped tomatoes, because they're cute
- Japanese eggplant, because it's purple
- Chives, for baked potatoes
- Peanuts, which refused to grow
- Gourds and pumpkins, because they're fun and you can do crafts with them
- Marigolds, because they're the hardest flowers to kill
- Licorice basil, because it's weird and it smells good
- Pansies, because they're pretty, even though they die the minute the weather turns hot
- Carrots, from seeds that my oldest daughter brought home from school
- Catnip, for my cat
- Little red peppers, because they reminded me of the pepper plant I had when I was a kid
- Bush baby watermelons, because I thought it would be really cool to grow my own watermelons
- Snapdragons, because my kids liked them (they called them "dragon snaps")
- Strawberries, because yum! I love strawberries!

Are you visualizing this garden yet? You cannot imagine how much grief I took from my friends and co-workers when I told them what I planted. They thought I was insane. I finally stopped talking about it because it was starting to lower my self esteem.

But I have to tell you, even though that first garden had a bit of multiple personality disorder, it really was fun, and I learned a lot. I learned that gourds and pumpkins need about an acre, as opposed to the three feet of space I allotted for them. (We kept running over them with the lawn mower.) I learned that strawberries will take over the whole garden if you let them. (Actually, they'll take over the whole damn yard if you let them.) I learned that if you plant carrots too close, they grow together in a big, tangled mess. And I learned that marigolds really stink.

At the end of that first growing season, we had harvested virtually no edible produce. My husband, who grew up on a farm, suggested that next year I might consider planting something we could actually eat. Oh, I hadn't thought of that. But we did harvest huge, dinner-plate-sized sunflower heads and gave them to my daughter's first-grade class. (We also tried to roast the seeds, but that was an unfortunate learning experience.) And we did some really cool vegetable stamping with fabric paint on a tablecloth and napkins, a la Martha Stewart.

The next year the sunflowers were smaller, a lot of the weird vegetables disappeared, and we harvested big bowls of sweet, wonderful strawberries that came up like magic from the year before. I grew normal tomatoes, onions, and green peppers. I really enjoyed the garden that year and the next.

And then we moved to Ames, where nothing grows in my yard, sometimes not even grass. □

IOWA STATE UNIVERSITY
VISIONS
FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION
Summer 2003 Volume 16 No. 2

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COVER STORY

Reiman Gardens take flight

The recent opening of a butterfly house, conservatory, gift shop and café have meant increasing numbers of visitors to ISU's already popular destination.

BY KAROL CROSBIE

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Happy 75 years, Memorial Union

The story of the Memorial Union is about more than bricks and mortar. It's about remembering. Here's a look at the venerable "MU" as it celebrates its 75th birthday.

BY KAROL CROSBIE

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

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On the cover:
A *Junonia orithya* (Blue Pansy) alights on an "Iowa" heliotrope. The Blue Pansy is one of 60-80 different species visitors can expect to see on a given day in Reiman Gardens' new Butterfly Wing.
Photo by Jim Heemstra

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Letters

VISIONS magazine encourages you, the readers, to express your opinions by writing letters to the editor. Please include your name, class year, address, and daytime phone number. Letters chosen for publication may be edited for length and clarity. Complete letters, as well as 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 human/animal connection: Unconditional love

I JUST WANT TO SAY HOW MUCH I enjoyed Karol Crosbie's cover story, "Unconditional Love" (*Spring 2003*). I am a law student at the University of Arizona and am very interested in practicing animal rights law in some fashion, and this just reinforced my belief that I am headed in the right direction.

Joan Bundy, '91*
Tucson, Arizona

I AM AN ANIMAL LOVER SUPREME and I applaud you for the wonderful article about our animals. I want to thank you for acknowledging the wonder of our animals in your magazine.

Kris Bell
ISU Department of Industrial Education and Technology

Coordinating the carillon

THE ARTICLE ABOUT THE CONCERT with the carillon (*Spring 2003*) brought back memories.

It was the summer of either 1950 or 1952. I was a student, and my wife was playing her cello in the summer band. The concert was held on the lawn near the campanile and featured a piece calling for chimes. Since the carillonneur could not see the conductor and we did not have the high-tech stuff of today, we needed a line of relayers to coordinate. It worked after a fashion, not quite perfectly, and to everyone's enjoyment.

Roger Haines, '53*
Laguna Woods, California

Coming home to Iowa

I AM A NATIVE OF IOWA, AND A '60s student at Iowa State who now resides in California. I have often wanted to return to Iowa and have found a very satisfactory way to do so.

I am a computer software developer who can work just about anywhere I can plug in my laptop. And during the summer, I have discovered that there are a great many apartments in Ames that have been vacated by students who have gone home for the summer.

> "I discovered once again that Iowa has a very reasonable cost of living, Iowa has no traffic … and Iowa still has the nicest people you would ever want to meet."

So, last summer I packed my laptop and a few other essentials into the back of the car and headed home ... to Iowa State.

It was a wonderful summer. During the day, I worked my normal job. During the evenings, I wandered the campus, swam in the Beyer Hall pool, listened to evening carillon concerts on central campus, and had dinners with former professors. I even visited my old dorm room, and the Pammel Court playground where I used to swing my daughter.

During the weekends, I roamed the rest of Iowa, visiting now-aging relatives, swimming in Lake Okoboji, and getting caught up on the lives of old friends who never left the state.

I discovered once again that Iowa has a very reasonable cost of living, Iowa has no traffic whatsoever compared to where I now live, and Iowa still has the nicest people you would ever want to meet.

It was the best summer I have ever had. I intend to do it again this summer, and would highly recommend it to anyone.

It really is possible to go home again ... to Iowa.

Steve Beaman, '70, MS '75*
LaSelva Beach, California

Wild Bill

YOUR ARTICLE ON BILL YUNGCLAS (*Winter 2003*) presents a mixed picture – at least, to me.

His dedicated support of the Iowa State women's basketball team is commendable.

The behavior that earned him the *Salina Journal* headline "Considerate Cyclone fan blows up a storm" is also commendable.

I am less pleased with his philosophy as a fan, which includes the following: "You try to give your team an advantage by distracting their opponent. No words, just noise, to try to interrupt their concentration."

This philosophy most certainly was not derived from the Golden Rule. I hope that it would not pass muster in a thoughtful discussion of good sportsmanship or what used to be called common courtesy.

William E. Hamilton, Sr., '38*
Wheaton, Illinois

Down memory lane

VISIONS (*Winter 2003*) HELD much interest to me, beginning with our grandfather's tale of Billy Bryan's stuffed circus camel in Morrill Hall. I do remember the museum, but not the camel. Perhaps it had exploded by the time I came along.

Your story of Iowa State's partnership with the tribal colleges caught my attention with the photo of Janine Pease Pretty On Top and ISU's Harold Crawford. Janine was a baby when my late husband, William T. Schlick ('50) and I became friends with her parents.

Thank you, too, for the article on Mary Gunderson and her new book, *The Food Journal of Lewis & Clark: Recipes for an Expedition.* Her book is an ingenious combination of great food ideas with a new look at a very old story of true adventure.

The story on "Corn Missionary" Holden reminded me that our father, Jack Dodds, traveled around the state as a speaker on an Iowa State "corn train."

Thank you for the warm reminders of a long association with Iowa State.

Mary Dodds Schlick, '47**
Mt. Hood, Oregon

*Annual Alumni Association member
** Life member

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

2004 ALUMNI TRAVEL TOURS

Travel with the people you know!

Discover the wonders of the world on the ISU Alumni Association's 2004 travel tours

Yachtsman's Caribbean
January 9-16 (INTRAV)

Antarctica
January 15-28 (Gohagan)

Panama Canal
February 22 - March 3
(Alumni Travel Group)

Orinoco River
March 18-26 (Gohagan)

Mississippi Steamboating
March 30 -April 5 (Alumni Travel Group)

Holland in Bloom
April 16-28 (Vantage)

Alumni College: Ronda, Spain
April 19-27 (Alumni Holidays, Inc.)

China & the Yangtze
April 29 - May 17 (Odysseys Unlimited)

Alumni College: Provence
May 4-12 (Alumni Holidays, Inc.)

Alumni College: Normandy
May 10-18 (Alumni Holidays, Inc.)

Village Life in England's Cotswolds
May 16-24 (Gohagan)

Alumni College: Italian Lakes
June 21-29 (Alumni Holidays, Inc.)

Rome Study Tour
June 27-July 8 (ISU Alumni Association)

Italy & the Dalmatian Coast
July 2-12 (Alumni Holidays, Inc.)

Alaska Cruise July 17-24 **Precruise to Denali & Kenai** July 11-17
Canadian Rockies Land Tour July 24-30
(Alumni Travel Group)

Journey of the Czars
July 18 - 31 (INTRAV)

Canadian Rail Odyssey
August (Vantage)

Amsterdam-Budapest Cruise
August 20 - September 5
(Alumni Holidays, Inc.)

Alumni College: Kilkenny, Ireland
August 24 - September 1 (Alumni Holidays, Inc.)

Nova Scotia & New England Isles
September 13-27 (INTRAV)

Pacific Northwest
September 16-21 (INTRAV)

Alumni College: Tuscany-Cortona
September 29 - October 7
(Alumni Holidays, Inc.)

Voyage of Antiquity (Turkey & Greece)
September 29 - October 9
(Alumni Holidays, Inc.)

California Wine Country
October 20-25 (INTRAV)

Galapagos
October 29 - November 8
(Lindblad Expeditions)

Austria's Holiday Markets
November 29 - December 7
(Alumni Holidays, Inc.)

This is a preliminary list of alumni travel tours. Destinations and dates are subject to change.

For more information, contact Jan Breitman: Toll-free: 1-877-ISU-ALUM (1-877-478-2586) Local: 294-6526 E-mail: jbreitman@alumni.iastate.edu Or visit our Web site: www.isualum.org/go/travel Brochures will be mailed six months in advance to those who request information. Alumni Association members and their immediate families are eligible to travel on these tours.

AroundCampus

Irma's milestone

Students in the College of Design are accustomed to their classmate, Irma Winslow, bringing treats to class. (At Christmas, she even dons a Santa costume.) So to help her celebrate her 90th birthday this spring, they threw a surprise party. They chose a time when they knew she'd be there – right after her metalworking class. ("She never misses a class," reports professor Joe Muench.) Winslow, who first began attending Iowa State shortly after her husband died in 1982 (she roomed with her granddaughter), received a BLS in 1985, and a BFA in 1997. She says that her current degree is an "F-U-N."

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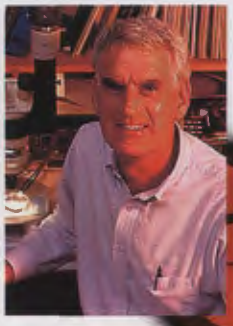
National food safety research

Iowa State has joined with five other institutions in a national effort to improve food safety. The new Food Safety Research Consortium, announced in early February in Washington, D.C., will research ways to reduce food-borne illnesses. Food-borne illness kills an estimated 5,000 Americans each year and account for as many as 325,000 hospitalizations.

ASK AN EXPERT

How can I attract and raise butterflies in my own backyard?



Our expert is Donald Lewis, ISU professor of entomology.

Q: How can I attract butterflies to my yard?

A: The trick is having a diversity of blooms throughout the spring and summer.

Q: Will a butterfly house help?

A: Nope. They're decorative, but of no real use to butterflies. They will, however, attract spiders, wasps, and mice.

Q: I have lots of impatiens, in shady locations, but no butterflies. How come?

A: Butterflies and their hosts prefer sunny locations.

Q: Should I put out water for my butterflies?

A: Yes. Birdbaths work well, or sink a bucket or pan of water in the garden soil.

Q: How do I raise butterflies in my yard?

A: It may take a change of attitude. Hungry caterpillars can consume a surprisingly large amount of leaves, and butterfly gardening requires that you stand back while "worms" eat your plants.

A: What do they eat?

A: It depends on the species, but generally caterpillars eat foliage from trees, flowers, vegetables, and weeds. For example, black swallowtail larvae feed on dill, and monarchs like butterfly milkweed, a shrubby perennial with bright orange blooms. □

Saftig is new ISU Foundation president

Dan Saftig

DAN SAFTIG, VICE president of marketing and communications for the Minnesota Medical Foundation at the University of Minnesota in Minneapolis, has been named president and CEO of the Iowa State University Foundation.

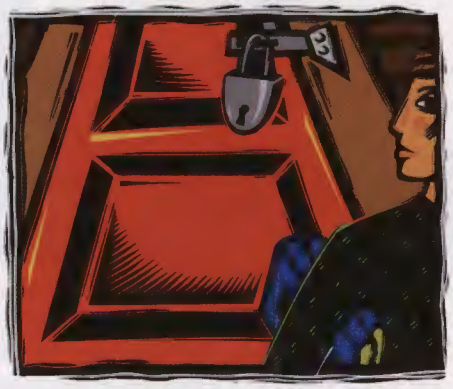
Saftig has more than 20 years of fundraising experience in higher education and other non-profit organizations. He holds a bachelor of science in mass communications and political science from the University of Wisconsin-La Crosse and a master's degree in non-profit administration from the University of San Francisco.

The Foundation has been searching for a permanent president to replace Peg Armstrong-Gustafson, who has been president and CEO since 2002. The ISU Foundation is a private, non-profit corporation whose mission is securing and managing gifts that benefit Iowa State University. □

New homeland security requirements affect students, scholars, faculty, and staff

Most students needn't think twice about dropping a class, changing their major, moving in with a buddy, or increasing the hours they work at their jobs. But for 97 percent of Iowa State's approximately 2,500 international students who fall into targeted demographic areas, failure to report any of these events to the newly formed federal Department of Homeland Security, can mean deportation from the United States, effective for as long as 10 years. Stringent federal mandates require that ISU's Department of International Education Services meticulously collect and report new information in new ways.

"It's a very difficult role for us," says Deb Vance, ISU Education Services program coordinator. "Our office has always been an advocate for Iowa State's international students. Now all of a sudden we're being asked to simultaneously be advocate and reporter."



Vance said her office has worked closely with academic advisors, major professors, the registrar, admissions, and information data processing to develop communication plans and software that will help keep students in compliance. "It's like letting your driver's license slip. But in this case, if you let it slip for 24 hours, you'd be deported.

"So far we haven't had to report any students out of status. That will be a very sad day. We hope it doesn't happen." □

Program targets teacher diversity

In an effort to train more minorities to become teachers, Iowa State has joined forces with a local community college and a private college to launch a new program designed to appeal to adults already in the workforce. This fall, Iowa State, Simpson College, and Des Moines Area Community College collaboratively launched the George Washington Carver Teacher Education Program.

The need for such a program is critical, says program director Georgia Hale, assistant dean of ISU's College of Education. Although the proportion of minority students in Iowa grew from 4.6 percent in 1985 to 9.8 percent in 2001, the minority teacher population has remained virtually unchanged at 1.8 percent. □

FCS dean steps down

Carol Meeks, dean of Family and Consumer Sciences since 1997, announced this spring that she was stepping down to head Iowa State's Center for Family Policy. The center evaluates public policies in Iowa to determine how they affect the quality of life for families and individuals. Pamela White, university professor of food science and human nutrition, has been named interim dean. A search for the permanent dean will begin in the fall.

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Swan switch

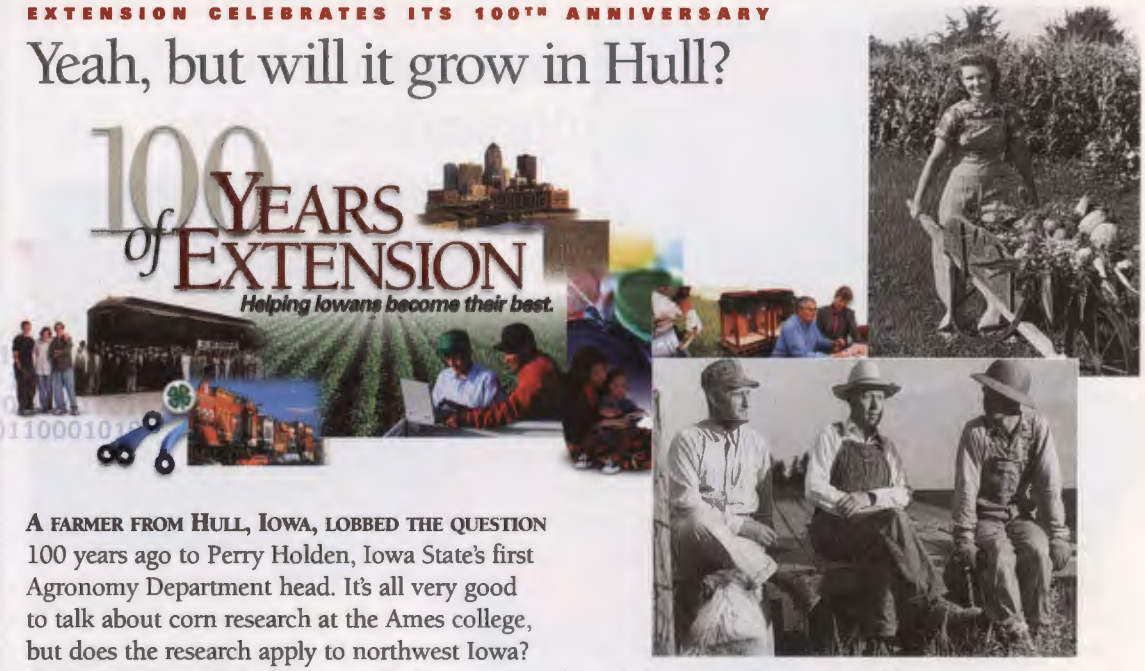
You may recall that last summer, Don Quixote Lancelot, one of Lake LaVerne's resident swans, did battle with a lawn mower and lost. His resulting broken ankle kept him off the lake for the winter, paddling in a heated tank at ISU's Wildlife Care Clinic. Caretakers gave him a trial period on the lake, but his limp and propensity to "just sit" prompted a decision to retire him and his good buddy, Elaine, to a private pond. The two males have been replaced with two young females. It is anticipated that the females will be more inclined to ignore errant lawn mowers.

Serving up the astronauts

The menu request to Iowa State's NASA Food Technology Commercial Space Center was very specific: Create a food that is spicy, because orbiting around makes space travelers congested, which results in meals tasting blah. Create a soy-based meal that doesn't taste beany. Create a food that doesn't lose its texture when it is dehydrated. The resulting soybean chili, created by Soy Creations, a division of Triple "F," which joined the Center a year ago, has made it onto the astronaut food list at the Johnson Space Center. A version of the chili is marketed under the Premier Harvest label and sold in HyVee, Safeway, Jewell, and Dominick's, and online at Premiereharvest.com.

EXTENSION CELEBRATES ITS 100TH ANNIVERSARY

Yeah, but will it grow in Hull?



A FARMER FROM HULL, IOWA, LOBBED THE QUESTION 100 years ago to Perry Holden, Iowa State's first Agronomy Department head. It's all very good to talk about corn research at the Ames college, but does the research apply to northwest Iowa? Holden challenged the farmer to find out, and in 1903 the nation's first county cooperative experimental farm was born.

As it grew older, Extension reached deeper into Iowa to serve communities, families, business, and industry. Last year, ISU's Extension workshops, conferences, and home study reached more than 665,000 people. This year, ISU Extension is holding a yearlong anniversary celebration. □

On the Web
www.extension.iastate.edu/100 years/

University Museums preserves historic art

WHEN THREE HUGE, 12-FOOT-BY-4-FOOT ROLLS OF drawings were discovered in Davenport, Iowa, last winter, rolled up in the attic of one of the country's most significant Regionalist artists, local art authorities knew they had made a significant find. Conservators at the Smithsonian Museum agreed that the discovery of the works of John Bloom was an artistic treasure. Only six such drawings, left over from the artists who worked in the New Deal arts program during the Great Depression, still exist.

But Iowa State faculty and staff didn't know how much work the discovery would turn out to be. Thanks to a gift from the estate of Anna and George Wilhelm, the Gerald and Karen Kolschowsky Foundation, and the ISU Business and Finance Division, the Brunnier Art Museum has acquired the drawings and is conserving them as a permanent addition to its collection. The huge murals, called "cartoons," were used by both Bloom and his teacher, Grant Wood, as a first step in painting the masterpieces that appear on the walls of Midwest buildings, such as Wood's mural in the Iowa State library, and Bloom's mural in the Tipton, Iowa, post office. Such drawings were usually destroyed by the process used to transfer the image to the final canvas and because they were so large and were created on unstable paper.

The murals are being conserved by ISU faculty and staff by humidifying, flattening, and removing acid from the paper, mending tears, and lining the paper with support tissue. □

ISU Research Park is making a difference

Iowa State's Research Park, created in 1987 to help incubate fledgling Iowa businesses, is having a major impact on Iowa's economy. A recent study showed that the park's 42 tenant companies, which employ more than 800 people, have infused the state directly and indirectly with $132.2 million in total industrial output.

The Research Park employs more than 800 people and infuses the state directly and indirectly with $132.2 million in total industrial output.

Here are a few examples of the private and public firms that are researching, developing products, and testing goods, technologies, and services at the Research Park:

- NewLink Genetics is developing advanced cancer diagnostics and treatments and is currently applying clinical trials to its first two lung and breast cancer vaccines.
- The NASA Food Technology Commercial Space Center leads a national effort to develop foods for astronauts.
- Phytodyne develops technologies to manipulate plant genomes.
- Shell Shocked Sound develops new audio systems for unique home entertainment applications; for example, the company has developed an audio driver that can turn walls, ceilings, and floors into speakers.
- RegenaCorp, Inc. is a pharmaceutical research company that is developing a treatment that regenerates human periodontal tissue.
- IMed Studios creates interactive software for health-related information for pharmaceutical companies, physicians, and consumers.
- The Business Analysis Laboratory is a multi-disciplinary team of students, faculty, and business-people, who work together to solve real-world business problems. □

Common bonds

Iowa State's Ames Quartet – the first American chamber ensemble to perform in Cuba for more than 40 years – discovered that the Cubans' passion to make music has been severely undernourished. Violinist Mahlon Darlington, violist Jonathan Sturm, cellist George Work, and pianist William David, performed and gave classes and workshops in Havana in January. The country's need for teachers, instruments, and equipment is great, the four ISU musicians report.

How Can Estate Gifts Benefit My Loved Ones and Iowa State?

A will or living trust is a good way to ensure your loved ones are provided for after your death and that your preferred charities are supported as you intend. Gifts from wills or trusts provide significant funding for Iowa State programs, students and facilities. You can also benefit by retaining the use of the assets during your life and by saving on potential estate taxes.

Iowa State University Foundation

To learn more about how estate gifts can benefit you and Iowa State, call 800.621.8515 or visit www.foundation.iastate.edu/giftplanning

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Reiman GARDENS *take* flight

BY KAROL CROSBIE PHOTOS BY JIM HEEMSTRA

"... it just kept going and growing."

The staff at Reiman Gardens is quick to speak of "Roy Reiman's vision." And Roy Reiman ('57 journalism) is just as quick to contradict them. The vision that transformed a floodplain into one of the state's premiere attractions came from the larger Iowa State family, not just from his family, Reiman insists. "We started out very small – with no more than an acre or two. People kept coming up with new ideas and new needs. Once we – along with the administration – found how popular and appreciated the basic garden was, someone suggested the Children's Garden, and then the Town and Country Garden ... it just kept going and growing.

"We started out to build a cabin in the woods, and it evolved into a mansion! The gardens have become a destination. We've built it ... and they're coming."

And are they ever coming. The November 2002 opening of the Christina Reiman Butterfly Wing (named after Roy's mother), the 5,000-square-foot Conservatory, Hazel's Kitchen café, and a gift shop spiked that month's attendance to 7,747 visitors, and by early March, the gardens had reached their fiscal year gate receipt goal – four months early. Membership in CoHorts, which supports the gardens with annual fees, has grown from 400 last April, to 1,400 one year later.

The addition of the Butterfly Wing gave Iowa State the distinction of being the only university in the nation with such a facility. The gardens' director, Teresa McLaughlin, and the rest of the staff suddenly discovered they had become pioneers. "This is a completely different venture," says McLaughlin. "We tried to benchmark our garden against other similar gardens in this kind of community, and we couldn't find any." Although gardens have become popular on the coasts, mid-America – with its utilitarian commitment to crops – has been slower to grow flowers for pleasure.

The staff has plunged into developing "theme years" for the gardens. This year, of course, is the Year of the Butterfly, with the summer's gardens planted with flowers that will especially attract butterflies. "People are going to go nuts!" predicts Nick Howell, garden superintendent. Next year the theme is agriculture, which will include a garden display that honors Iowa State's most famous alumnus, horticulturist George Washington Carver. Following years will focus on art and international connections. The displays in the glass-walled Conservatory rotate to reflect seasonal changes.

Part of the attraction of the gardens lies in their eclectic nature, says Jeff Iles, chair of the ISU Horticulture Department. "They defy definition. They're formal, and they're informal, and they're whimsical. There's a lot going on, and that's their appeal. They're an oasis – a beautiful place that catches you off guard as you round the bend into Ames."

It is clear that for the past few years, the gardens' mode has been "under construction," as new buildings, a lake, and gardens were created. Its status has now moved from "under construction" to "under growth," says Howell, as trees, bushes, and perennials are established and mature. "The gardens need to be refined and softened. This will be a different place in 20 years."

Michelle Flattery and 3-year-old daughter Callie of Ames are equally enchanted by the displays in Reiman Gardens' new 5,000-square-foot Conservatory.

Elizabeth Wang of Ames shares what she's learned about bees and flowers to ISU student volunteer Kristin Farnen during a "Partners in Pollination" children's event in February.

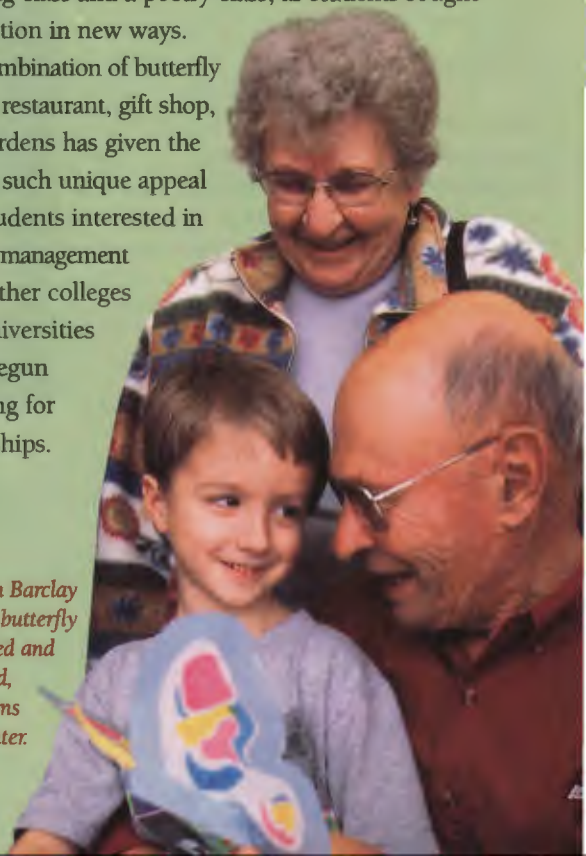
The Gardens School: Intergenerational learning

How many activities can equally charm a toddler, teen, and elder? On any given day at Remain Gardens, wheel chairs are pushed and babies are carried. Iowa State students spend quiet hours studying on benches and rocks.

Anything can happen at Reiman Gardens: A "Hungry Caterpillar" puppet show, a book discussion, a demonstration on building a garden bench, a summer outdoor concert, or a cooking demonstration at Hazel's Kitchen. Inquisitive 70- and 80-year-olds attend a lecture on the chemical associations between plants and butterflies, while little kids learn how to make May baskets. On a cold Sunday afternoon last winter, more than 25 volunteers from Delta Zelta sorority used hands-on activities to help staff members explain the importance of pollination to children.

The gardens have become a learning laboratory for Iowa State students, with internships available for students in horticulture, entomology, youth education, Extension, retail, and restaurant management. The gardens are open to ISU students free of charge, and informal learning occurs daily. One day, for example, the gardens became the classroom for a textiles and clothing class and a poetry class, as students sought inspiration in new ways.

The combination of butterfly house, restaurant, gift shop, and gardens has given the facility such unique appeal that students interested in garden management from other colleges and universities have begun applying for internships.



Five-year-old John Barclay shows a tissue-paper butterfly to his grandparents, Ted and Rachel Huser of Roland, Iowa, at a Reiman Gardens children's event last winter.

I dreamt, and in my dream,
I was a butterfly.
I woke, or is it simply
That, weary of the sky,
Some butterfly is sleeping
And dreams that it is I?

CHUANG-TZU

Who doesn't love butterflies? Our planet's most intricately beautiful insects have been the inspiration for poets, artists, and philosophers for all ages and on all continents.

From the elaborate manuscripts of the monks of the Dark Ages, to the Elizabethan sonnet, to the Japanese Haiku, art reflects our pleasure. For some, the butterfly is a symbol of resurrection and the power to change, and for others it is more than metaphor. South American cultures, for example, believe that the souls of their departed take the shape of butterflies, as they wing away to eternity.

But nowhere is there a better example of a love affair that resides exclusively in the heart and not the head, than with humankind's relationship with butterflies. We may love them, but we are killing them. Whether it is the rainforest, the desert, or the Arctic, the world's thousands of butterfly species are choosy little critters. They demand a specific set of environmental conditions. When their environment goes, they die. In the United States and Canada alone, 125 butterfly and skipper species are at risk of extinction.

'Butterflies are helping show people the way'

Reiman Gardens' Butterfly Wing curator Mary Harris loves butterflies. It goes without saying. But as an ecologist (she taught evolution and ecology at the University of Iowa and Iowa State), she loves with her head as well as her heart. She understands the necessity of preserving habitat, but she also understands the power of poverty to dictate land use. "It's hard to convince people who don't have enough to eat to keep the rainforest and not chop it down for agricultural land."

The beauty of butterfly eco-tourism, says Harris, is that it brings jobs to developing countries without harming natural habitats. In fact, without natural habitats, this particular industry would disappear. For example, the largest butterfly in the world is the Queen Alexander's Birdwing, found in the rainforests of Papua, New Guinea. Logging and oil development threatened the Queen Alexander's forest home. "But people learned that by protecting the forest and cultivating the habitat, more marketable specimens could be raised," reports the Academy of Natural Sciences. "Protected and used wisely, the forest is a far more valuable resource than if it were over-exploited for one of its parts. Butterflies are helping show people the way."

Harris purchases butterfly chrysalides from two domestic and five foreign suppliers. Two of the foreign suppliers, in turn, purchase butterflies from local villagers. They are released in a controlled system, where they lay eggs, which produce chrysalides that are then shipped to curators and entomologists like Harris. "This system is sustainable," explains Harris, "because so few eggs actually survive in nature. Also, producers are careful to send some butterflies back to the forest."

"The loss of butterfly species is a man-made catastrophe," says Harris. "Preservation can come through education. Education can begin at places like Reiman Gardens."

Butter

THE LIFE CYCLE OF A LONGWING BUTTERFLY AT REIMAN GARDENS

Reiman Gardens' rearing specialist Nathan Brockman ('00 entomology) likes to tell visitors that if the gardens were to raise the huge variety of tropical plants needed to rear the 400 butterfly species that appear in the Butterfly Wing, he'd need five greenhouses the size of football stadiums.

For now, the only Reiman Gardens butterfly species that are being propagated and reared on site are two species of Longwings. Brockman and Butterfly Wing curator Mary Harris hope to raise more species by developing artificial diets and by building an additional exotic plant greenhouse.

The egg

After mating, the Longwing lays her egg on the passion vine. Butterflies instinctively know the best place to lay their eggs. Sometimes it is on the required food source of the caterpillar, as is the case with this Longwing. Sometimes it is conveniently close by. Butterflies of the species Lycaenidae take the search for the perfect egg host a step further. They lay their eggs only on plants frequented by a particular species of ant. The ants eat the amino-acid-rich secretions of the caterpillar and in return, closely guard the caterpillars from predators.

The caterpillar

Also known as larvae, the caterpillar has a one-word job description: eat. Starting at less than 1/8 of an inch, the Longwing will reach the size of a paper clip by the time it has finished eating. Some caterpillars will increase their weight by as much as 1,000 times. Because its skin is capable of stretching only so much, the caterpillar sheds its skin, and a new, larger skin appears beneath the old one – a process that takes place about five times with the Longwing. The vulnerable eating machines have found ways to protect themselves through camouflage, scary-looking eyes, prickly spines, and host plant toxins.

The chrysalis

After the final skin exchange, the caterpillar is ready to form a chrysalis (or pupa). The process is similar to the skin exchange, but instead of there being another larval skin beneath, this one is in the form of the chrysalis. It is still soft, usually not the color of the final pupa, and it still looks a little like a caterpillar. But within an hour or so, the skin hardens and forms a new shape, with new colors and patterns.

At Reiman Gardens, the chrysalis of the Longwing is carefully glued to a string and hung with other exotic species from around the world in the emergence case, which allows the public to watch the magic of metamorphosis. The camouflage function of the chrysalis results in beautiful dew-drop jewels that reflect any background. Alternatively, they may look like a gnarled, brown tree trunk or a leaf.

The butterfly

Fascinated observers of all ages may watch the approximately 50 butterflies that emerge every day in the gardens' glass case. When they emerge, the butterflies' wings are as tiny as they look inside the chrysalis. In nature, the butterfly finds a place where it can hang, wings down, without obstruction. The wings begin to expand so fast that you can sometimes actually see them growing. Air is taken in and pressure built up inside the body, forcing blood into the wings. An hour or more passes before the wings are dry and able to bear the weight of the insect in flight. Twice a day, staff members release the new butterflies. The safe and fragrant glass house, with its nectar smorgasbord, is the first place the butterflies fly, and it is also where they will die. The Longwing's life span is four to six months, but the average life span of the species that live at Reiman Gardens is two weeks.

flies!

Flower

Gardening tips from the experts at Reiman Gardens

- Dead heading: Removing dead flowers from annuals will help ensure continuous blooms.
- Don't remove leaves from tulips, daffodils, and other spring-flowering bulbs until they die down naturally.
- Wait to prune spring-flowering shrubs until after they flower.
- Mulch perennial garden flowers to retain soil moisture and reduce weed growth.
- Fertilize flowering plants in containers every other week with a soluble plant food.
- Plant tulip, daffodil, and crocus bulbs before the ground freezes in the fall.
- Remove crop plants, such as lettuce, spinach, and radishes after they are through producing.
- Flower and vegetable gardens require at least an inch of water per week for best results.
- It's easier to control the early stages of insect and disease problems, so inspect plants often.
- Divide hosta and other summer- and fall-blooming perennials as new growth appears.
- Plant deciduous trees and shrubs in the early fall.
- Try starting seeds of herbs (such as parsley or basil) in early winter for a windowsill garden.

power!

Garden diversions on a summer day

1. Greet the art: Welcoming you into the gardens are the bronze sculptures of Thomas Stancliffe, part of Iowa State's Art on Campus collection.

2. Sniff the roses: The Jones Rose Garden, with its displays of more than 2,000 bushes and 300 varieties, has been named one of the top rose gardens in the country.

3. Check out the queen: The Victoria water lily (named after Queen Victoria) that grows on Lake Helen may eventually grow to 20 feet in diameter.

4. Take home an idea: The Town and Country Garden is created to provide solutions to your own home gardening – whether it is a backyard, shade garden, walled court, or vegetable garden.

5. Pump the spitting frogs: Popular features of the Patty Jischke Children's Garden are the four frog pumps – perfect for spitting contests.

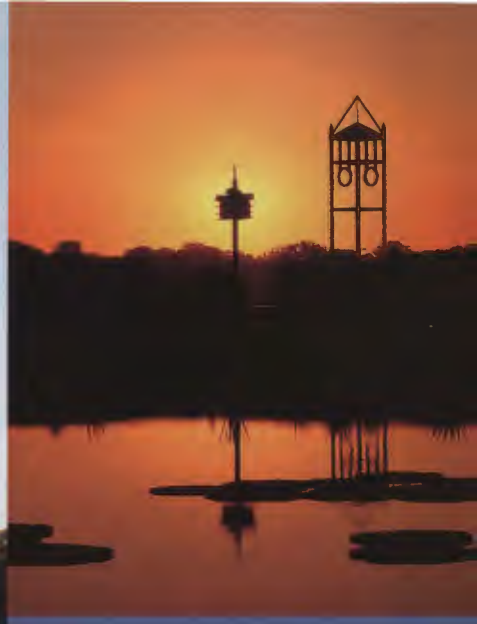
6. Stop for lunch: Hazel's Kitchen's chef, Everett Phillips, uses fresh herbs from the Herb Garden for his quiche, sandwich, and pasta specialties. Ice cream malts and cheescakes are perfect for an afternoon snack.

7. Browse the gift shop: Cards, gardening books, butterfly jewelry, and other seasonal gifts are for sale at the Garden Gift Shop.

8. Stroll through the sycamores: The Stafford Arboretum Garden features natural Iowa landscapes and 80-year-old sycamore trees.

9. Listen to the music: Stop at the Garden Carillon, in the Penkhus Campanile Garden, listen to the music, and enjoy more than 15,000 annuals and ornamental grasses.

10. Say goodbye to a butterfly: Don't go home without spending some peaceful time in the Christina Reiman Butterfly Wing.



Behind the scenes at Reiman Gardens

As we know, the swan is a master of deception. He appears to glide effortlessly over the water – a picture of serenity and grace. But hidden from view are his feet, paddling like crazy. Think "swan" the next time you visit Reiman Gardens.

When the gardens opened in 1995, they were run by only two full-time staff and a few dozen passionate volunteers. Garden superintendent Nick Howell, who began working with the old garden (located behind the campus power plant) in 1985, has seen Reiman Gardens evolve. From a facility that served the public only in the growing season, he has seen the additional glass houses transform the gardens to a year-round destination. "We used to be alone all winter long," he said. "This year on the day after Thanksgiving, we had 1,000 visitors."

Gardens director Teresa McLaughlin calls the staff a "work of art." Here are just a few behind-the scenes activities that keep the garden gliding:

Argus and the dragon The first time Butterfly Wing curator Mary Harris was alone at night in the new building, she spun a simile: "This building is like living inside a dragon." The vents and panels rumble as they roll back to let in air, the sprayers hiss out fog, and the heaters belch warmth. Controlling the building's $2 million mechanical system is a computer system named Argus. Indoor and outdoor sensors feed data to the computer, which automatically adjusts light, temperature, and humidity.

Argus also calls staff members if anything goes wrong. "It saved us three times," said Howell. He remembers the first phone call: "This is an Argus alarm at Reiman Gardens." The gas lines into the building hadn't been big enough to accommodate its dragon-sized needs, and the heat had gone off. Once, when a student volunteer noticed that a mist valve was malfunctioning, Howell fixed the problem from a computer at home.

Good bugs, bad bugs When Reiman staff learned that a well-meaning guest had squashed a beetle in the butterfly house, they heaved a collective sigh of dismay. An important member of a delicate ecosystem had just been eliminated. Because butterflies are themselves insects, the team cannot use chemicals or poisons to get rid of harmful bugs and insects. For that reason, and because the Conservatory is so close to the facility's restaurant, only biological controls are used to control pests in the glass houses. For example, a "good" predatory mite cruises the butterfly house and eats spider mites. A tiny wasp takes care of the dreaded aphid. The job of assistant garden superintendent Glori Haidar is to spot and count pests and release their predators. She also coats the leaves with nontoxic oils and soaps, which smother the bad guys without hurting the plants.

The swan is a master of deception. He appears to glide effortlessly over the water – a picture of serenity and grace. But hidden from view are his feet, paddling like crazy. Think "swan" the next time you visit Reiman Gardens.

Reiman Gardens entomologists, horticulturalists, and administrators: (Seated) Glori Haidar, assistant garden superintendent; Nathan Brockman, insect rearing specialist; Ed Moran, assistant garden superintendent; Sandy Latta, glass house manager. (Standing) Teresa McLaughlin, director; Mary Harris, butterfly wing curator; Nick Howell, garden superintendent.

Dead heads With hundreds of butterflies busily pollinating, the flowers in the butterfly house don't last long. A daily chore for volunteers is to remove flowers that have gone to seed. The job is also essential outside during the growing season. Nick Howell is convinced that this daily attention contributed to a national award for the rose garden in 2001, designating it the nation's most outstanding public rose garden. "Roses need this kind of attention. We couldn't have done it without our volunteers."

'Like babies' When Reiman Gardens' approximately 30 butterflies make their way into the world every day, they do so with an accompanying sticky fluid, secreted by their chrysalides. "They're like babies when they're born," says Harris. And because their birth takes place in a glass case in full view of the public, cleaning the shelves is a never-ending job.

Dead butterflies Because the natural lifespan of the butterfly is so short, a daily chore is to manage the approximately 30 that die every day. But this is not your basic dustbin-and-broom activity. The butterflies are carefully sorted by species and for future use. Intact butterflies in good shape will be kept as decorative specimens, framed, and sold. "Ordinarily when you buy a framed specimen, it has

been killed as soon as it hatches. That's why it's so perfect," explains Harris. "These butterflies show a little wear. They show they've lived their lives, and that makes them special." The first framed butterfly from the gardens was a Blue Morpho, presented as a gift to Roy and Bobbi Reiman.

Butterfly wings showing wear and tear can still be used by artists, and also put on slides for observation by budding young entomologists. Federal regulations require that butterflies too tattered to keep must be destroyed by regulated incineration, so Brockman makes weekly trips to the solid waste facility at the College of Veterinary Medicine.

The docents When staff members say they couldn't do without the special volunteers called "docents," who manage guest traffic in the Butterfly Wing, they aren't just tossing out flowery compliments. They mean it. Part of being a licensed federal facility with permits to import endangered and exotic species means absolute certainty that no butterfly will escape.

Anita Schlosser, docent

Delicate ecological balances are upset if insects (and accompanying parasites) are released into new environments. For example, the Gypsy Moth, which is not native to the United States and which was blown from a laboratory windowsill in Medford, Mass., in 1869, has wrecked havoc on American northeastern deciduous trees. A lack of natural predators can mean a population explosion that spells disaster to other wildlife.

To ensure proper containment measures, two volunteer docents are required to staff the butterfly house at all times. One volunteer receives guests into a locked vestibule, where rules are explained before guests are ushered into the facility. Another docent is stationed at the exit, which leads to another vestibule, where a large mirror allows guests to check their clothes for butterfly "riders."

More than 150 volunteers of all ages (the youngest is 12, the oldest 85) have taken the six-hour docent training. Among them is Anita Schlosser, a local psychotherapist, who says the butterflies offer the peace she needs for her own mental health. "The first time I came here, I just knew I belonged," she says.

ISU alum Barbara Plaakans ('87 MA English) has been a docent since the Butterfly Wing opened. A former teacher of English as a second language, she says she is intrigued by different languages' words for "butterfly." In Russia, they're called "babochka" or "little soul," and the ancient Greeks called butterflies "psyche." In France they're called "papillon." So are parking tickets, because they are pieces of yellow paper that flap under windshields.

And then there are staunch volunteers Peggy Lewis and her two sons, Derek and Aaron, ages 15 and 12. When Jon Lewis came to Ames from Bangor, Maine, to head up Iowa State's food service, the rest of the family – accustomed to volunteering at a museum – needed a new outlet. "The gardens were perfect," says Peggy Lewis. Volunteer coordinator Lisa Orgler has begun offering docent training specifically designed for families.

Visiting the Gardens

- Reiman Gardens, located on Elwood Drive just south of Jack Trice Stadium, are open daily from 9 a.m. to 4:30 p.m. The Conservatory and Butterfly Wing are closed Mondays for maintenance.
- Daily admission is $5 for adults, $4.50 for seniors 65 and older, $3 for youth 4 to 17, and free to children 3 and younger and ISU students.
- Gardens CoHort membership allows unlimited visits for one year. A variety of membership levels are available, starting at $35 for a single member.
- Tours and group discounts may be arranged in advance by calling 515-294-2710.
- For more information, go to www.reimangardens.iastate.edu

Get involved

To become a Reiman Gardens volunteer, or to make a contribution to the Gardens, call 515-294-7569 or visit www.reimangardens.iastate.edu/volunteers/

REIMAN GARDENS LIFETIME MEMBERS

Reiman Gardens' lifetime members are donors who have made a gift of $25,000 and above to any activity at Reiman Gardens. Individuals who are lifetime members receive Reiman Gardens' family membership cards throughout their lifetime, which allow them free admission to the Gardens and reduced rates on all events that have a member fee.

- Roy and Bobbi Reiman
- Jon and Juli Ellis
- Scott and Virginia Reiman
- Jeff and Cynthia Lambert
- Erik and Terrin Riemer
- David and Joni Winston
- Rick and Lori Rosmann
- Dwight, Sr. (deceased) and Hazel Hughes
- Dwight, Jr. and Debra Hughes and children Tom, John, and Judy Hughes
- George Booth (deceased), in memory of his wife, Helen Booth
- Country Landscapes; Rhett and Denise Faaborg, Jim and Pam Mason
- Marge and Erb Hunziker
- Friends of John P. Mahlstede, to name the Mahlstede Horticulture Learning Center
- Tri State Companies, Inc.; Hugh and Debby Stafford
- Paul R. Jones, in memory of his wife, Helen Latch Jones
- Floyd Penkhus and sons Steve and Mark, in memory of Margaret E. Penkhus
- Karen and Richard Ross
- Mercantile Bank, St. Louis
- Alfred Stempel and daughter Lynn Griffith, in memory of Evelyn Stempel
- Meg and Vaughn Speer Reiman Gardens Endowment Fund
- Iowa Nursery and Landscape Association

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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 four states for overall well-being of children.**

In its annual study of states, Morgan Quitno Publishing recently named Iowa **the nation's second "Most Livable State."** Contributing to that are 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 41 percent lower** than the national median and 32 percent lower than the Midwest median.

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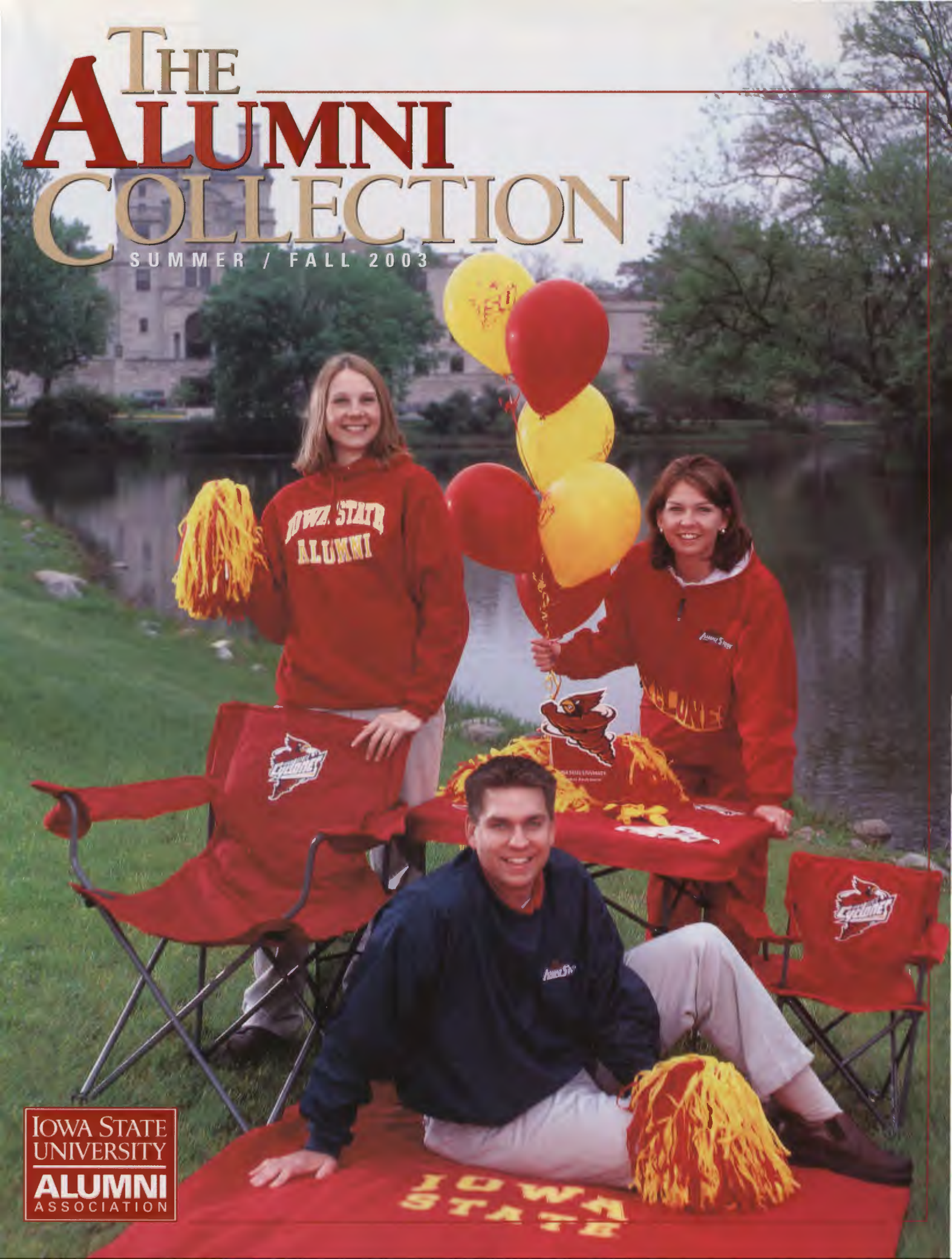
THE ALUMNI COLLECTION

SUMMER / FALL 2003



IOWA STATE UNIVERSITY
ALUMNI ASSOCIATION

ON THE COVER

Hooded Alumni Sweatshirt
50/50, muff pocket, screened "Iowa State Alumni" graphic.
#AP155 S-XL $35 (2X-3X $38)
Member price $30 (2X-3X $33)

Nylon Pullover and Matching Wind Pants
Hooded, water-resistant nylon shell with cotton lining, zipped pickets, zip-off "Cyclones" logo. Available with or without "alumni" embroidery.
#AP151 S-XL $65 (2X-3X $68)
Member price $57 (2X-3X $60)

Pants have a water-resistant nylon shell with cotton lining, pockets, elastic waistband and cuffs.
#AP152 S-XL $35 (2X-3X $38)
Member price $30 (2X-3X $33)

Charles River Fairway Jacket
Lightweight, water-resistant nylon pullover. In red or navy. Available with or without "alumni" embroidery.
#AP007 S-XL $55 (2X $58, 3X $61)
Member price $50 (2X $53, 3X $56)

Cyclone Tailgate Chair
Sturdy, lightweight chair. Carrying bag, cup holder, mesh side pocket. *See shipping note on order form.*
#AC600 $36 Member price $32
#AC601 Youth chair $25
Member price $21

Cyclone Tailgate Table
Compact, collapsible, red Cyclone cover, 30" x 30" x 27". Carrying bag.
#AC602 $45 Member price $39

ISU Blanket
Extra-soft, 54" x 84" pro-weave sweatshirt blanket. Screened "Iowa State" graphic.
#AC300 $35 Member price $30

ISU Spirit Kit
Contains everything you need for a spirited tailgate! Five stand-up Cyclones, 10 cardinal-and-gold poms, 10 Cyclone balloons, 30 stickers, and 10 tattoos.
#AC800 $33 Member price $28

Blue Generation Shirt

100% cotton, long sleeve. In red, gold, or navy. Available with or without "alumni" embroidery.
#AP005 Men's or women's S-XL $44 (2X-3X $47) Member price S-XL $39 (2X-3X $42)

▼ **Black Briefcase**
Durable, expandable, 16" x 12." Padded shoulder strap.
#AC500 $40
Member price $36

◄ **Polo Shirts for Men and Women**
Striped Collar: 100% cotton pique. Men's style features contrasting stripes on collar and cuffs. Women's style has a 3-button Y-placket, contrasting collar stripes, and no cuff. In white or red.
#AP110 Men's or women's S-XL $43 Member price $39 (Men's available in 2X-3X $46, 4X $49; member price 2X-3X $42, 4X $45)

Solid: 100% cotton pique. In red or navy. Women's also available in butter yellow. #AP010 Men's or women's S-XL $40 (2X $43)
Member price $36 (2X $39)

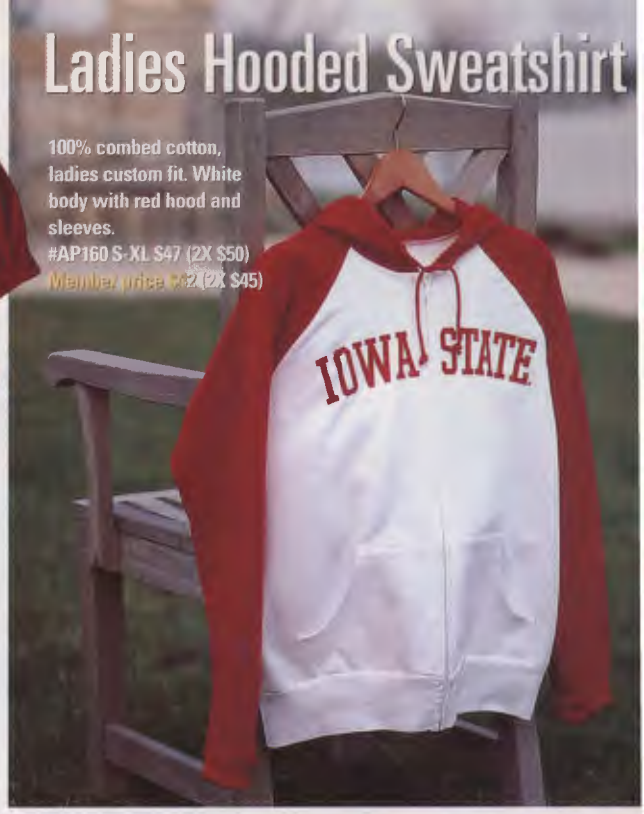
Tailgate Clothing, Inc.

Denim Shirt ►
100% medium-weight cotton denim. Available with or without "alumni" embroidery.
#AP001 Men's or women's S-XL $44 (2X-3X $47)
Member price $39 (2X-3X $42)
#AP002 Youth S (6-8), M (10-12), L (14-16) $33 Member price $29
Toddler S (2), M (4), L (5/6) $29
Member price $25

◀ **Mock Turtleneck**
100% pre-shrunk cotton. In red, black, navy, or white.
#AP300 M-XL $34 (2X $37, 3X $40)
Member price M-XL $30 (2X $33, 3X $36)

Ladies Hooded Sweatshirt

100% combed cotton, ladies custom fit. White body with red hood and sleeves.
#AP160 S-XL $47 (2X $50)
Member price $42 (2X $45)



Lightweight, 100% cotton, ribbed bottom and cuff. Available with or without "alumni" embroidery. In red, butter yellow, or navy.
#AP041 XS-XL $115 (2X $118)
Member price $105 (2X $108)

Tommy Hilfiger Sweater

▲ **Devon and Jones Clubhouse Jacket**
65% polyester /35% cotton peached poplin shell, storm flaps, mesh lining, self-locking pockets. Machine washable. Available with or without "alumni" embroidery.
#AP006 S-XL $64 (2X $67, 3X-4X $70) Member price $59 (2X $62, 3X-4X $65)

Bomber Jacket ▼
Windproof, water-resistant nylon, fleece-lined. In cardinal or gold. Available with or without "alumni" embroidery.
#AP050 S-XL $79 (2X $81)
Member price $69 (2X $71)

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

◀ **Old School Sweatshirt**
Oversized fit, relaxed bottom and cuffs, felt embroidery, 90% cotton, 10% polyester, heavy fleece, pre-shrunk. In cardinal or fall gold.
#AP020 Adult S-3X $69.50
Member price $59.50
Youth (cardinal only) 6-12 mo., 12-18 mo., 18-24 mo., 7-8, 9-10, 11-12 $50 Member price $40

◀ **Old School T-Shirt**
100% heavyweight cotton jersey. Gray with cardinal embroidered felt applique.
#AP070 Adult S-3X $27
Member price $23
Youth 6-12 mo., 12-18 mo., 18-24 mo., 7-8, 9-10, 11-12 $26 Member price $22

◀ **Field House Zip Mock**
Oversized fit, relaxed bottom and cuffs, gold chenille applique, 100% cotton, pre-shrunk. Cardinal.
#AP021 S-3X $80 Member price $70

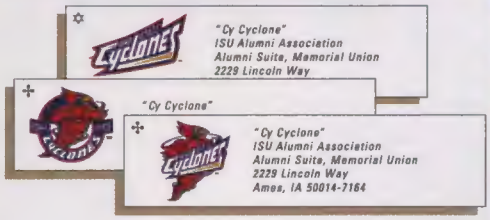
◀ **Retro T-shirt**
100% heavyweight cotton jersey, washed-out screened Retro Cy logo. Cardinal.
#AP071 S-3X $23 Member price $19

◀ **Letterman's Cap**
100% cotton twill. Weathered wash. Exclusive "Alumni" insignia. Adjustable back. In cardinal or fall gold.
#AP030 Adult $22 Member price $18
Youth (cardinal only, no "Alumni") S (age 1-4) or L (5+) $19
Member price $16

Long-sleeved Shirt ▶
100% cotton, wrinkle-resistant, button-down collar. In brick red, navy, or khaki. Available with or without "alumni" embroidery.
#AP056 S-XL $62 (2X-3X $65)
Member price S-XL $54 (2X-3X $57)
Not pictured: Short-sleeve shirt
#AP058 S-XL $57 (2X-3X $60)
Member price S-XL $49 (2X-3X $52)

ISU Events Calendar ◀
The 2003-04 calendar (Aug.-Aug.) features striking full-color photographic images of Iowa State.
12 3/4" x 9 3/4."
#AC060 $10
Member price $8

Brass License Plate Frame ▲
Solid brass license plate frame. "Alumni" at top, "Iowa State University" at bottom, with Cy at each lower corner.
#AC055 $35 Member price $30



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

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

The House that Jack Trice Built ▲
High-quality, full-color print by ISU alumnus Michael C. Ludwig.
18" x 24," unframed.
#AC101 $40 Member price $36

Cats Meow Collectibles ▲
Wooden miniatures of ISU landmarks. Collect them all!

New!* Gentle Doctor #CO116
New!* Friley Hall* #CO117
New!* Horse Barn* #CO118
Hilton Coliseum** #CO114
Agronomy Hall** #CO115
Morrill Hall** #CO107
Marston Water Tower** #CO110
Catt Hall** #CO105
The Farm House** #CO101
The Knoll** #CO109
Campanile** #CO102
Fountain of the Four Seasons* #CO106
Memorial Union** #CO103
C.Y. Stephens** #CO112
Parks Library** #CO111
Beardshear** #CO104
MacKay Hall** #CO113

* $13 Member price $11
** $17 Member price $15

Cyclone Car Magnet ▶
Approximately 12" high.
#AC210 $19
Member price $16

Screen Saver ▶
Contains more than 100 memorable campus scenes. For PC only.
#AC400 $13 Member price $11

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IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Calendar

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

JULY

4 University holiday
11 Summer Session I ends
11-14 Iowa Games
12 Alumni Travel: Alaska's Coastal Wilderness (through July 19)

AUGUST

1 **Deadline for Distinguished Achievement Citation and Honorary Alumnus/a Award nominations (www.isualum.org/go/nominate)**
8 Alumni Travel: Safari to Tanzania and Kenya (through Aug. 21)
8 Summer Session II ends
9 Summer Commencement
18 18 Alumni Travel: Scandinavian Sojourn (through Sept. 1)
21-23 Destination Iowa State
22 Alumni Association Board of Directors meeting and retreat
25 Fall Semester classes begin
27 WelcomeFest
30 Cyclone Football vs. Northern Iowa
30 Reiman Gardens Conservatory and Christina Reiman Butterfly Wing Dedication

SEPTEMBER

1 University holiday
6 Cyclone Football vs. Ohio
6 Educators Day
6 College of Engineering Tailgate
8 ISU Community Visit in Charles City, Iowa
10 Alumni Travel: Treasures of the Seine (through Sept. 22)
10 ClubFest
13 Cyclone Football vs. Iowa
15 Alumni Travel: Alumni College in Veneto, Italy (through Sept. 23)
16 Alumni Travel: Village Life along the Adriatic (through Sept. 24)
20 Memorial Union 75th Anniversary events and dance
21-22 *Cats*, Stephens
23 Alumni Travel: Alumni College in Loire Valley, France (through Oct. 8)
23 Memorial Union 75th Anniversary celebration
27 Cyclone Football at Northern Illinois
27 Alumni Travel: Village Life in Canterbury, England (through Oct. 5)
29 Fall Convocation
30 Krasnoyarsk Dancers, Stephens

OCTOBER

3-5 Family Weekend
3 Legacy Migration
3 Order of the Knoll fall celebration
3 Memorial Union terrace party
4 Cyclone Football vs. Oklahoma
4 Hoover Hall Dedication
7 Alumni Travel: Canada and New England (through Oct. 17)
7 SAA T-shirt Day
11 Cyclone Football at Texas Tech
12 Drummers of West Africa, Stephens
13 ISU Community Visit in Storm Lake, Iowa
13-18 Homecoming 2003 – "ExCYtement Unfolds: Cardinal and Gold"
17 Opera Verdi Europa: *Rigoletto*, Stephens
17 Alumni Association Board of Directors meeting

17-19 **ISU Alumni Association's 125th Anniversary Kick-off Weekend**
17 Alumni Association Honors and Awards Ceremony
18 Cyclone Football vs. Texas
18 All-Alumni Tailgate: "A Grand Salute to Iowa State Alumni"
18 Family of the Year Society Reunion
18 Student Alumni Association / Student Alumni Leadership Council Reunion
18 Roy J. Carver Co-Laboratory Dedication
19 *The Sound of Music*, Stephens
25 Cyclone Football at Nebraska
26 *Kiss Me Kate*, Stephens

Upcoming Alumni Association Travel Tours

- In the Wake of Lewis and Clark: Washington/Oregon **Nov. 5-11**
- Germany's Christmas Markets **Nov. 28 - Dec.6**

For details on Alumni Association travel programs, visit our Web site www.isualum.org/go/travel or call toll-free 1-877-ISU-ALUM

of Loyalty, Pride, & Tradition.

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Bring on the fire extinguishers! The ISU Alumni Association is decorating its birthday cake this fall with 125 candles.

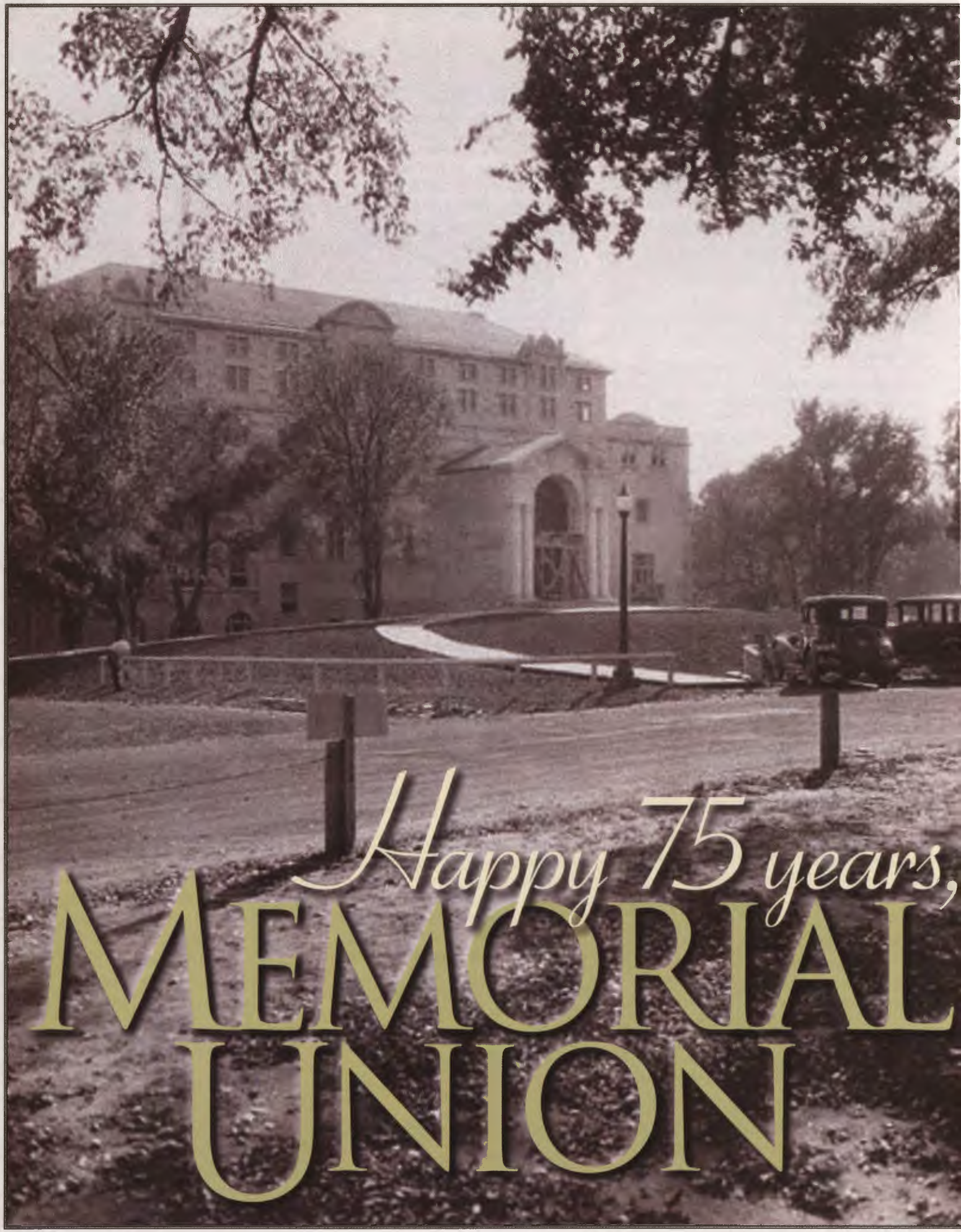
Founded on Nov. 12, 1878, the Alumni Association is celebrating this milestone anniversary with a grand salute to all alumni during Homecoming Weekend, Oct. 17-18, 2003. Alumni are invited to return to campus for a weekend of activities, including:

- Special All-Alumni Tailgate
- Special alumni recognition throughout the Cyclones vs. Texas football game
- Honors and Awards ceremony and reception
- Family of the Year Society reunion
- Student Alumni Association / Student Alumni Leadership Council reunion
- Student lawn displays
- Yell Like Hell competition

Throughout the year, the Alumni Association will tell the story of the Association's long history of service to the alumni, students, and friends of Iowa State through VISIONS, *ISU News Flash*, and at www.isualum.org. Help us celebrate 125 years of loyalty, pride, and tradition by sharing your stories with us!

125th Anniversary Celebration:
www.isualum.org/125

On the Web


Happy 75 years,
MEMORIAL
UNION

THE STORY OF THE MEMORIAL UNION, AS IT REACHES ITS 75TH ANNIVERSARY, IS ABOUT MORE THAN BRICKS AND MORTAR. IT IS ABOUT REMEMBERING. CREATED TO HONOR ALUMNI WHO DIED FOR THEIR COUNTRY, THE BUILDING HAS BECOME A TREASURE CHEST OF MEMORIES FOR IOWA STATERS WHO SANG, PLAYED, LAUGHED, SLEPT, ATE, AND WORKED THEIR WAY THROUGH THE YEARS.

HOW IT BEGAN

It was the morning of April 22, 1925, and the crowd of 3,000 students and faculty had begun gathering in front of Old Ag (today's Catt Hall). At precisely 10:50 a.m., the marching band began playing – and marching. The cardinal-and-gold-bedecked players didn't know exactly *where* they were marching, and neither did the crowd that followed them. But everyone knew that when the band stopped, it would be to signal the site of the future Memorial Union. Following the rhythmic bobbing of the drum major's baton, the band marched south to the Campanile. The band and the crowd swerved west past the Campanile, turned southwest, crossed the road just east of old Music Hall, and pushed on. They came to a stop in front of an old storage building perched on a knoll, once the home of the veterinary college.

This, then, would be the site of the Memorial Union.

DUAL PURPOSES

Funded entirely by student and alumni donations, the ambitious building project – launched during the post-war recession – might very well have failed, save for two passions: The students wanted a building of their own. And both students and alumni wanted to honor Iowa Staters who had died in World War I.

Iowa State's sacrifice to the war had been substantial. In the years before the war, alumni recall a pastoral campus, oblivious to world events. The memories of the Union's first director, the late Harold Pride, are recorded in a 1978 WOI videotaped interview. "We were a snug little campus, isolated from Europe," said Pride. "But when war was declared, there was almost a stampede into service."

Leading the charge was Iowa State President Raymond Pearson, who enlisted soon after the United States' entry into the war in April 1917. Before the war's end, 6,000 Iowa State students, staff, and alumni had gone to war. "That was almost half of our alumni and staff," said Pride.

The other passion – a place for students to call their own – had been gaining strength since 1914, when the editor of Iowa State's student newspaper pleaded the cause in an editorial titled "Wanted: A Student Union." A vote of the student body in 1920 found 87 percent favoring a memorial that would also serve as a student union.

Although a number of ideas had been floated for a war memorial (a grove of trees, a memorial park, a pipe organ), the one that ultimately ignited the most excitement was a memorial union.

There was a reason that 3,000 excited Iowa Staters followed the band on that April day in 1925. Campaign leaders told the crowd that this was the first time in the school's history that so many donors had contributed to this kind of grassroots effort. The $800,000 pledges gathered so far had been contributed mostly in $100 amounts.

The balance of the $1 million needed for the building came from alumni and from an innovative union membership plan that allowed Iowa Staters to support the effort throughout their lifetimes.

WHEN THE CROWD REACHED THE MEMORIAL UNION SITE ON APRIL 22, 1925, A SONG WAS SUNG, A PRAYER WAS OFFERED, AND A POEM WAS READ:

Blood soaked France in Ames!
For this small plot of fruitful ground we claim
The strength of Iowa State,
The labor of her sons, their love and fame,
The dreams that make her great.

Sunny, restful acre!
In you we see the mud that took your sons
Within its yielding deep,
The acrid clod of earth, tossed up by guns,
to pillow them in sleep.

MEMORIES

"My father, John S. Dodds, an Iowa State civil engineering professor, was a great supporter of the idea for a Memorial Union on the campus and was committed to the fundraising project that ultimately made it a reality. He enrolled me as a life member sometime after I was born in 1925, paying, as I remember from his telling of it, $100 for the membership. At the time, *The Iowa State Student* noted that I was the youngest member of the planned Memorial Union. Some of my warmest memories are as an Ames teenager in winter, waiting – ice skates in hand – for my dad to pick me up after happy hours on frozen Lake LaVerne."

MARY DODDS SCHLICK, '47
HOME ECONOMICS

"One morning in January of 1950, I stood in front of the elevator near the central desk to greet Mrs. Eleanor Roosevelt as she came down from her room. As a member of Mortar Board, I had the frightening task of welcoming her to Iowa State on behalf of our group of girls who sponsored her visit to the campus."

ELAINE REXROAT JOHONSON, '50
SOCIOLOGY

BY KAROL CROSBIE PHOTOS BY JIM HEEMSTRA AND FROM THE UNIVERSITY ARCHIVES, ISU LIBRARY

MEMORIES

"I remember well when I started my new job in 1987, because for the first month, I lived here at the Union. I quickly discovered one of the Union's greatest challenges – something architects call 'wayfaring issues,' and which most of us call 'Where-in-the-heck-am-I?' I also discovered that much of the Union's unique charm can be enhanced. For example, so many of us never noticed the intricate carvings at the top of the columns until they were painted. People were delighted!

"My goal when I came was to bring students into the Union, and I guess we've done a pretty good job. We're now up to more than 200 functions a week and we're always full."

MARYJO MERTENS, EXECUTIVE DIRECTOR OF THE UNION FROM 1987 UNTIL SHE RETIRED THIS SPRING

"I go back to the very beginning. My father taught in the ME shops in the 1920s and he took me out to the site of the Union when it was only an excavation. I threw clods across, a natural activity for a boy of 11. I remember it well."

ROGER W. HAINES, '53 MECHANICAL ENGINEERING

Jim Hopson ('69 industrial education), former executive director of the Alumni Association, remembers weekly chats with Pride over cups of coffee in the Union.

"Probably the most compelling of Harold's telling of the early execution of the building of the Memorial Union was the unfortunate timing of the fundraising phase and the state of the economy leading to the ultimate collapse of the stock market. Many who pledged to support the project simply were unable to honor their pledges, which created many anxious months of adjustment and readjustments just to keep the project alive. Ultimately, according to Harold, almost every pledge was honored."

'A GREAT PROBLEM'

If the alumni/student partnership and the building's dual purpose ensured the Memorial Union's financing, it also ensured considerable construction challenges. The memorial feature had to be simultaneously beautiful, dominant, integral, and *nonfunctioning*, in a building that in all other respects was utilitarian. The *Alumnus*, the Iowa State Alumni Association magazine which gave monthly reports on the building's progress, was particularly plaintive in a June 1925 article: "A peculiarity of the Iowa State problem is the intention to make the Memorial Union a student-faculty-alumni activity center in every sense of the term. To so design the great structure that all parts of it may be used most efficiently throughout the year when students alone are on the campus; at Homecoming time when alumni return in large numbers; when student and faculty conventions assemble, either during the college year or in vacation periods – is indeed a great problem."

The "great problem" was tackled by a number of architectural firms, and even the young architects at Proudfoot, Rawson & Souers – the successful bidder – wrestled with its complexities. "They were all young architects," said Pride. "The stuff they produced was just terrible. They had no idea how to design a union and had no business doing it."

The firm's founder, William Proudfoot, was retired, in his mid-80s, and in poor health. But for the sake of this project, he returned to work and in two weeks produced plans that wowed Iowa State planners. "When we saw his design, we almost wept for joy," said Pride. Proudfoot (who also designed Iowa State's Beardshear, Curtiss, and Marston Halls) died three months before the Memorial Union opened. Two of his personal contributions to the building are legendary: the zodiac in the vestibule, and the main stairway, in which no two steps are the same, and only one is straight.

The macabre rumor on groundbreaking day, April 26, 1927 – that the steam shovel would unearth the "phantom relics" of defunct horses – was unrealized. The burying ground of the old veterinary building was out of the shovel's path.

Over the next 75 years, the Memorial Union (MU) would undergo no less than 10 additions and renovations, and today's sprawling mix of styles and materials would no doubt make the venerable Mr. Proudfoot blanch. In a belated but sincere effort for architectural harmony, the 1974 addition (which MU marketing coordinator Kathy Svec dubs the "glass box"), will soon be sided with Bedford limestone. □

TREASURES

WHETHER IT'S PRESTIGIOUS ARTWORK OR NICKED TABLES, THE *l'objects d'Union* TAKE US BACK.

STOPPED TIME

The ponderous old clock in the hallway outside the Oak Room was presented to the Union by the class of 1879 on the occasion of its 50th reunion. Speaking for his classmates, James D. Shearer expressed the hope that when the "members of that class return for the 100th anniversary of their graduation (as surely they would, in spirit if not in flesh), that they would find the clock still counting the minutes and hours for all who use the memorial building."
If Mr. Shearer is indeed still with us, he is dispirited – for the clock has stopped. Building maintenance workers are searching for a clock maker who specializes in repairing old clocks.

YESTERDAY'S TABLES

It is richly ironic that four of yesteryear's thickly carved tables have been elevated to the status of art, hung like so many huge wooden masterpieces in the Trophy Tavern – an island amongst today's Formica-topped and graffiti-resistant Mc-tables. The carvings run the gamut of pedestrian to elegant: D.S. proclaims love for W.R.; a map of Africa dominates one table, while a floppy-eared dog wearing a bib decorates another. The identity of Wally S. from the class of '40 is carved with simple clarity, while a decorative long-horned ram stares loftily over the flowing inscription, "Scientia et Labore."

SOLVING THE 'TOILET SITUATION'

Iowa State president Charles Friley was fed up. The simple fountain in front of the Union had become the brunt of student jokes, the most effective being to artfully place an old toilet in the fountain's center. And so Friley turned to his sculptor-in-residence, Christian Petersen. "I want you to do something about that terrible toilet situation we have there at the Union fountain. They did it again. Think of something beautiful they can't make a joke out of." And so Petersen created the four beautiful Indian maidens of the *Fountain of the Four Seasons*, which were unveiled during Veishea 1941, a gift of the Veishea Central committee of 1936. The toilets did not return.

CASTLES AND COLUMNS

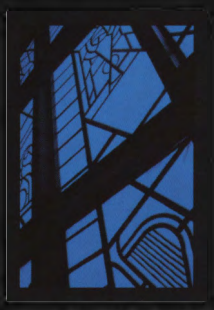
The Great Hall looks like a medieval castle, with its thick rafters and coats of arms. But wait a minute. Does medieval really work with Greco Roman columns? And wait a second minute. How about 19th century influences in the plaster ceilings? And what period does all that black iron curlicue come from? "At the time of the Union's creation, we were a new country and we were importing our architecture and our culture," says Lynette Pohlman, director of University Museums. "We were so newly enlightened by the world – doing world travels and world fairs – that we didn't want to make choices. We were noveau riche and we wanted the best of everything for our Union."

THE FACE OF WAR

The names of Iowa State's departed veterans in the Gold Star Hall are carved with solemnity, but names alone do not reveal suffering. Not so the sculpture of Christian Petersen, *The Men of Two Wars*, created in 1942, which gives a face to the ravages of war. Located in the Pride Lounge, the sculpture expresses the linkages between World Wars I and II. A fallen soldier, dressed in World War I uniform, struggles to lift his head. He is supported by a grim-faced young World War II GI, who kneels at his side.

THE ZODIAC

Is it possible for a treasure to be simultaneously beloved and unlucky? If the Union's architect, William Proudfoot, could see students, faculty, staff, and alumni carefully walk around the zodiac bas relief in the entrance way to avoid bad luck, he would shake his head in disbelief. The carved symbols are raised above the floor, because Proudfoot was confident that the tred of millions of feet over hundreds of years would wear down the carving. Seventy-five years later, the carving is still raised – with no indication that anyone is going to incur fate's wrath by walking on the zodiac any time soon.



THE TISSUE PAPER WINDOW

Perhaps it's because of the obscurity of the little chapel, tucked away inside the Browsing Library, that MU historians have lost track of the whole story behind the chapel's tissue paper window. The chapel, completed in the '50s, is unadorned save for a lovely black and white paper rendering of a stained glass window. The date of its installation and the name of its creator are undocumented. The window's symbols represent a number of faiths, and also reflect the Memorial Union's distinctive curved window shape. The paper model was the first step toward a dream to have a real, glass window. But if the dream has died, the paper window remains.

THE MORE WE CHANGE, THE MORE WE STAY THE SAME

By Kathy Svec

What do Iowa State students do on campus when they're not in class? Many do the time-honored thing – they go to the Union!

And what do students do at the Union? Well, some things have changed with time and some things haven't.

Coffee, for example. Stout, strong coffee has always been drunk by the gallon in the Union. In the early years, when coffee was still just coffee, a "hottle" was filled from a big urn, a china cup and saucer were selected, and refills were free, or cheap. A lot of coffee is still consumed in the Union, but now it's a designer beverage with a fancy name served in a paper cup.

Card players used to crowd out diners in the Commons in the 1960s, playing lengthy games of bridge. Certain groups had "their table" and always knew exactly where to meet among the maze of tables and chairs. Now, laptops with solitaire replace card games, but students still know to meet their group of friends in the Commons – though now it's with a McDonald's Big Mac in hand, rather than an MU Grill "drawerburger."

The popularity of big band dances pressured Union management to undertake the first addition to the building in 1938. The Great Hall just did not provide enough space for all the dancing that students wanted to do. And dance they did, to all the big names, including Benny Goodman and a host of others. As times and music changed, the Great Hall grew quieter, but in 1974 the former MU Maintenance Shop began emitting the kinds of musical sounds that students wanted to hear – rock, jazz, blues, folk, punk, soul, and country music – a phenomenon that continues today.

Changing social attitudes stirred a lively debate in 1971 when students decided they wanted to have beer served in the Union. The suggestion was soundly opposed by campus administrators and Union management, but eventually ISU followed the two other state universities in allowing alcohol to be served. In 1972, a "Ratskeller" bar was set up in the Trophy Tavern, and when the Maintenance Shop opened in January 1974, bar service moved there and remains there still.

The Maintenance Shop took to the outdoors with its beer, brats, and bands from about 1982-1987. The famed Friday afternoon terrace parties attracted hundreds of students. I particularly remember the theme parties. Remember when everyone donned Groucho-Marx-nose glasses? Those grand parties ended when the drinking age was raised from 19 to 21.

FOODLINE IN 1949.

In the 1930s, fine art came to the Union by way of the Iowa State Fair. Each year, the fine paintings and prints that were exhibited there by artists such as Grant Wood and other Regionalists, traveled to Ames to be displayed in the Great Hall. Space for art exhibits was planned in the 1953 and 1964 additions, and today the Gallery and Pioneer Rooms display a diversity of changing artwork. By the late 1960s, students were eager to "do their own thing" and the participatory crafts center program, now called the Workspace, still flourishes in a corner of the basement that is perfect for clay and sawdust.

When the Union opened in 1928, student clubs and organizations finally had a place to call their own. The Cardinal Guild had space in the Union, and its current-day counterpart, Government of the Student Body, continues to operate from its designated space on the ground floor.

The Union was built to honor students who made the ultimate commitment of service to their country. In 2003, students' spirit of public service has never been stronger. Service projects organized by an array of student residences and clubs include the MDA Dance Marathon, the Homecoming Committee's Habitat for Humanity building project, and the nation's largest student-run blood drives.

As a matter of fact, the sheer variety of the approximately 200 events housed by the MU on a given week – from bowling games to worship services – can make your head spin! One staff member comments on her favorite example of back-to-back events: the day the blood drive was running in the Great Hall and next door in the Sun Room, Al Gore was stumping in his bid for the U.S. presidency. Blood & Gore right in the MU!

In 2002, student senators unanimously voted to allocate a sizeable percentage of their activity fees to support a major upgrade of the building. The Memorial Union was created 75 years ago because alumni and students cared. The caring is ongoing and the story continues. Stay tuned. □

Kathy Svec, MU marketing coordinator, has served in a number of capacities since she began working at the Memorial Union in 1978, including managing the Outlet (former retail gift shop), managing the Workspace, and advising the Student Union Board.

THROUGH THE YEARS: THE MAINTENANCE SHOP

SON SEALS

THE HISTORY OF THE M-SHOP is as passionate and plot-driven as the theatre that has been performed on its diminutive stage. Musicians, actors, and audiences have rollicked through drinking-age changes, management squabbles, and bare-bone lean years.

The memories are sweet. Rowdy, creative performances from the Memorial Union Resident Student Theater (MURST) on a humid summer's night washed down wih glasses of sangria: *Man From La Mancha, Hair, As You Like It, Equus, Sleuth, Pippin* ... too many to name. Swelling with pride that our little shop could attract the likes of Muddy Waters, Chick Corea, Buddy Rich, Arlo Guthrie, Leo Kottke, Robin and Linda Williams – year after year. They were parties – those performances – and the audience, musicians, and actors got all mixed up together in the laughter-filled, stained-glass cocoon that is the M-Shop.

1970s

"It was just a hole – gray cement, sawdust, wood, and junk. The Union director said, 'The maintenance guys are moving – do you guys want this place to do theatre?' John and I said, 'Sure!' So we cleaned it up. We were crazy college kids who wanted a creative outlet."

Susan Lee, choreographer, director, and actor, started MURST with John Lee in 1974, where they performed, produced, and directed for the next 7 ½ years. Today, Lee is an independent creative director of live entertainment and TV programming in Orlando, Fla.

1980s

"I tell my students that performing on the stage of the Maintenance Shop was the best training I could ever have received. You can't lie to your audience in the M-Shop. They were so close (sometimes almost in our laps!) that they knew when you weren't being honest."

Marjorie Folger, ('78 speech and communications), performed with MURST from 1977-1984. She is an assistant professor of speech, theater, and dance at the University of Tampa.

"We packed that place. It was the center stage for the whole university. There was always something going on – music, poetry readings, plays, lectures. The jazz shows that IPBN TV taped back in '76 and '81 are still being shown around the world."

Dan Rice ('88 distributed studies) managed the M-Shop from1985-87 and served on the Memorial Union Board of Directors. He is an academic advisor with the ISU College of Liberal Arts and Sciences.

1990s – TODAY

"The students make the decisions about what bands come, and they're a pretty savvy group. In the past few years, we've seen student attendance grow – and that's a good trend to see. Part of the reason for that is the diversity of styles here. And we're a listening room. People really listen here. And the artists love that. It's unheard of for a club to be in the same place (especially in the middle of a corn field!) for 30 years. I don't think anybody would have guessed that a student-run organization would have evolved into a world-renowned club. It's pretty amazing."

Eric Yarwood, graduate student, is in his fourth year as M-Shop coordinator. □

MEMORIES

"The Pioneer Room holds a special place in my heart. This is where I learned the old-timey style clogging from the Onion Creek Cloggers (then a campus organization) in the early 1980s. The wooden floor was perfect for hearing the rhythmic pattern of the familiar 'shuffle-step-back-step.' Sometimes on hot summer evenings of practice, we would move out to the back terrace. On those evenings, strains of music of the Cloggers' string band could be heard across campus."

CAROL McCLURG ONKST, '83
AGRONOMY

"Just recently, I took my oldest daughter and her friend on a college visit and when I walked into the Union, the memories came flooding back. The Muscular Dystrophy Dance Marathon Committee had its office in the Union. In the early '80s the dance marathon was the largest dance in the nation. We would have the registration night in the Great Hall. Over 1000 dancers would sign up."

BARY KIENAST, '83
AGRICULTURAL EDUCATION

MEMORIES

"I grew up in Ames, and my friends and I skated on Lake Laverne and used the Union to warm up and, of course, socialize. I worked at the Union for University events. I remember a Stan Kenton concert after which I shook hands with 'the man' and picked up a pair of his drummer's (Buddy Rich?) drum sticks! What a thrill!"

L. J. SKEIE, '65
INDUSTRIAL ENGINEERING

"When I was a boy growing up in Ames, my group of high school friends regularly visited the balcony area above the main ballroom of the Memorial Union to watch those great Homecoming and Veishea dances. It was at the tag-end of the Big Band era. We spent many long evenings soaking up the music and enjoying the scene below us. Later, while attending dances and concerts in the ballroom as an Iowa State student myself, I would look up at that balcony and see young kids watching the same scene in that beautiful ballroom. That ballroom – and that balcony – provided me with some of my favorite memories of campus."

BILL DUFFY, '57
JOURNALISM

A BRIGHT FUTURE

There is a considerable reservoir of pride about the Memorial Union's independent, nonprofit corporate status, which began 75 years ago and ended at the close of 2002. Which is not to say that having the power to independently make all programming and financial decisions has been easy. Funding challenges have been constant. Early *Alumnus* editorials, for example, nag readers to pay pledges. "The one discouraging thing is the amazing tendency of alumni to postpone payment," scolds Iowa State President R. M. Hughes, in a November 1927 editorial.

The decision to end the Union's independent status means that Iowa State will raise funds for essential renovations that will total more than $15 million. In addition, ISU will assume the Union's $4.5 million debt from past renovations. It's not unusual for a program and building such as the Memorial Union to be in debt, says Tom Hill, vice president for student affairs, who has assumed administration of the MU. "What is unusual is that we have this much debt, and the building is in no better shape than it is in. Funds have been inadequate to maintain the Union as a state-of-the-art facility."

It's true. The building's grandeur has become scuffed and threadbare. The first series of renovations will reconfigure entrances. A new southwest entrance, for example, will allow street access to the bowling alley, bookstore, and Sun Room. Additional elevators and entrances will bring the building to disability and safety code requirements; high-tech hook-ups, new furnishings, and new lighting and will replace yesterday's tired '70s décor.

But the Union's new relationship with the university means more than just polishing its appearance. The past separation has been limiting, says MU marketing coordinator Kathy Svec. "As a staff, I think we can more fully attain our mission – to serve students – by becoming a more integral part of the university."

Planners also support ISU President Geoffroy's often-articulated goal – that out-of-class student experiences contribute to learning – as they bring the Memorial Union online with updated technology and study spaces.

Combining the efforts of the Student Union Board and Iowa State's Office of Student Affairs will maximize resources, says Hill. "It's an exciting time. There are a lot of possibilities and a lot of potential – a lot of things that can be done if we just pool our resources." □

A SAMPLING OF MU TENANTS AND SPACE THROUGH THE YEARS

Occupants of the Memorial Union have been a diverse mix through the years. Here are a few past and present tenants:

- Bowling alley
- Browsing library and chapel
- Art gallery
- Bookstore
- The Workspace
- Barbershop
- Post office
- Hotel
- Convenience store
- Coffee shop
- Ice cream shop
- Copy center
- ISU Alumni Association
- ISU Foundation
- International Travel Program
- Ticketmaster
- GSB Book Exchange
- Dean of Students
- Class registration
- Emergency dormitories
- Check cashing office
- Council for Agriculture, Science, and Technology (CAST)

COME TO A PARTY!

The Memorial Union 75th Anniversary Committee invites you to the following celebrations:

- Saturday, Sept. 20: **Big band dance.** Music of all eras by *Freestyle*, 9-12 midnight in the Great Hall and Oak Room.
- Tuesday, Sept. 23: **Birthday party.** Activities, programs, and food treats throughout the Union; 4:00 p.m. dedication of three name additions in Gold Star Hall.
- Friday, Oct. 3: **Terrace party.** Begins at noon with grilled brats, hotdogs, soft drinks, and picnic-style food; continues in the afternoon with live music. The Maintenance Shop will also be open.

For a complete history of the Memorial Union, plus traditions, myths, a photo album, 75th anniversary events, and more, go to:
www.mu.iastate.edu/index.html

On the Web

What are your memories of the Memorial Union? Send them to Kathy Svec at ksvec@iastate.edu.

Resting well

ROME HAD ITS BATHS. NINETEENTH CENTURY America had its train stations. Iowa has its interstate rest areas. The state's unusual canvas for public art is causing travelers to "rest" a little longer, and to journey on with new images and attitudes about the corn state.

The interdisciplinary effort to transform Iowa's old rest areas, built in the '60s, into educational and artistic destination points involves the work of four artists and the contracted expertise of architects, engineers, and landscape architects in eight separate firms. Coordinating the effort is Mark Masteller ('78 landscape architecture), chief landscape architect for the Iowa Department of Transportation's Office of Design in Ames.

When Iowa's Department of Cultural Affairs and Arts Council first announced opportunities for organizations to contribute to cultural tourism through public art, some thought that the state's Department of Transportation would be the least likely to be interested. David Dahlquist, former ISU fine arts faculty member and one of the project's major contributing artists, remembers thinking, "They have the biggest bureaucracy. And lots of engineers."

But visionaries come in all disciplines, and the Department of Transportation became one of the first organizations in the state to participate in "Design Iowa."

The rest areas were perfect for the project. "We don't get many complaints about the old buildings," said Masteller. "They are clean, and they are functional. But they were built 40 years ago and don't meet today's needs."

Most interstate travelers know exactly what the old rest areas look like: Small, open brick buildings with men's facilities on the left, women's on the right. A laminated map in the middle. A phone in front, and separate buildings for vending machines and tourism information.

JIM HEEMSTRA

Iowa's rest areas are becoming a canvas for art and education. Under the capable hands of a group of talented Iowa Staters, the areas are setting the standard for the rest of the country. Mark Masteller, who coordinates the effort, "rests" beside a mural of Sacagawea at the Lewis and Clark rest area in Woodbury County.

"More than 18 million people visited Iowa's rest areas last year," says Masteller. "And their visit to the rest area may be the only stop they make in Iowa. This is our one shot at making a good impression."

Since 1998, nine of Iowa's 40 rest areas have been transformed, and not only are they making a good impression, they are setting the standard for the rest of the country. Other states have inquired about the process and asked for copies of the plans, says Masteller. "We're getting national recognition."

As he began planning how to incorporate public art into the proposed rest area replacements, one of the first things Masteller did was to call Iowa State's director of museums, Lynette Pohlman, an expert on public art. From Pohlman and others, Masteller learned about the successful practice of involving artists early in the planning process. Rather than just decorating a building, artists help define a concept, and their ideas are incorporated into the very structure of the building.

The architectural prototype for each of the 40 rest areas is identical, with only slight variations to accommodate size differences. Under one roof, each structure includes a men's restroom on the left, women's on the right, seating, weather and motorist information, phones, and vending machines. But each center is unique, reflecting the history and culture of the area and the sensibilities of each artist.

For example, in Woodbury County, just south of Sioux City along the Missouri River, artist Dahlquist designed the center as a tribute to the Lewis and Clark expedition. Benches are shaped like canoes, and the floor tile in the main entry represents the Corps of Discovery along the Missouri River. Terra cotta insets and relief panels depict images found in the journals of Lewis and Clark – a peace medallion, a buffalo robe, and a map of the Columbia River gorge. The large mural of Indian heroine Sacagawea is painted on one wall. Tiles in picnic shelters show significant historic symbols –

By Karol Crosbie

a compass, prairie dog, and gold finch.

"More than 80 schools have come to visit the site. It has become more than just a rest area; it has become a destination," says Masteller. "In almost every one of these sites, you'll find people walking around, trying to find more. They're not just going in and doing their business, and going back to the car. We're getting them to spend a little time and think about where they are."

There is no hint that the artists find their unusual canvas anything but challenging and rewarding. "If you look at the history of public art in America, it is found where there are reasons for people to be," says Dahlquist. "One of the first great venues was the train station. As a ceramic artist, I'm cognizant of time – of things that last."

Other states' transportation departments can find little reason not to model their efforts after Iowa's. Many people are surprised to discover how little the thematic art adds to the cost of the building, said Masteller. Because the ideas are integrated into the site construction, the art adds less than 2 percent to the total price tag (about $1.5 million per center). "If you're going to be laying floor tile, the kind of pattern used doesn't add that much to the construction cost. If you get the artist involved early, these features are much less expensive to incorporate."

For now, the state's funding cuts have put a hold on tackling the remainder of the rest areas. "Hopefully, the economy will turn around and we can get funding restored and finish the system," says Masteller.

But Dahlquist is quick to point out that some of the country's most significant public art was created during the depression. "Artists like Grant Wood told a heroic story, as they showed scenes of life of people recovering from the depression. I am following in their steps." □

Iowa's thematic rest areas

Johnson County: Education
Because Johnson County boasts that it is one of the "smartest counties in America," evidenced by SAT and ACT scores, this rest area celebrates education. Columns made of ceramic books appear to hold up the building, and picnic shelters look like old-fashioned schoolhouses. The alphabet appears in glazed tiles.

Adair County: Henry Wallace
The county that is the birthplace of Henry Wallace (1910 animal science), conservationist and corn breeder, shows the relationship of agriculture and soil. Lighted columns show how topsoil and prairie grass have diminished from 1850 to 2000. A seamless transition of nature outdoors, to art indoors, shows the pastoral farm of Wallace's boyhood, and the giant silos of agriculture that feature the hybrid corn that he developed.

Decatur County: Natural environment
The site is inspired by its four distinct ecosystems: wetlands, riparian, woodlands, and prairie. Embedded in floors and walls are artwork of plants and animals.

Woodbury County: Lewis and Clark
The Lewis and Clark expedition is celebrated with art and history. Says artist David Dahquist, "You can see the names of every man, woman, and dog who took part in the expedition."

Cedar County: Underground railroad
The site illustrates the county's 15 "underground" havens for slaves fleeing bondage. Cedar County abolitionists sent messages to runaway slaves by displaying different patterns of quilts in their yards and windows. To commemorate this historic method of communication, quilt patterns are embedded in the masonry. The floor tiles show a map of the county, including the underground railroad stops.

Cedar County: Harvest
This site includes a series of sculptural features that symbolically depict many of the common facets of Iowa life (natural resources, agriculture, industry, education, and cultural heritage). The design communicates Iowa's growth.

Jasper County: Pioneers
Berms, paths, and plant material spell out the word "pioneer" in huge letters across the site. Children treat the center as an outdoor puzzle, as they hunt for letters in the landscape.

Scott County: The Mississippi River
Ceramic blocks explain and illustrate the lock and dam system, water levels, and water transportation. A form that resembles an overhead bridge truss takes visitors from the parking lot to the building.

Polk County: Town and country
A microcosm of the real Iowa landscape, visitors first view a field of native grasses and flowers. As they approach the building, the site transitions into a more developed area, and upon arrival in the building, visitors find themselves in an urban plaza, with a clock tower, urban lighting, and streetscape features.

Rest areas in planning stages or under construction

Franklin County: The Civil War

Pottawattamie County: The Loess Hills

Story County: Ground transportation

Iowa's Department of Transportation and Iowa State: An historic partnership

Every staff member of the DOT's Roadside Development Section of the Office of Design is a graduate of Iowa State. They include: agronomists Ole Skaar ('83), Joy Williams ('92), and Steve Holland ('80), landscape architects Jim Carpenter ('77) and Mark Masteller ('78), and horticulturist Evelyn O'Loughlin ('79).

How did this happen? "Just lucky," grins chief landscape architect Mark Masteller. But he is quick to point out the historic ties between Iowa State and the Department of Transportation.

The department began at Iowa State in 1904 under the name "Highway Commission," and largely because of the passion of Anson Marston, Iowa State's first dean of engineering, who earned the moniker, "The man who lifted Iowa out of the mud." The commission remained under the auspices of Iowa State until 1913.

The fact that the DOT is in Ames, rather than in the state's capitol city, Des Moines, may be unique, says Masteller, and is testimony to the power of historical ties.

It's easy to find your niche

I HAD TO SMILE THE OTHER DAY, as I was reading the *Iowa State Daily*. Its front page included: (1) a story about a recent athletic success, (2) a feature about a professor who is a state legislator, (3) a story about the Morrill Hall preservation effort, and (4) a feature about some groundbreaking research.

This, I thought to myself, is why our university is so exciting. On any given day, our campus houses enough diverse interests to excite a multitude of passions. It is literally impossible to be bored on a university campus. Just march down the hall, or scan the next page, and you'll find a topic that is personally interesting.

The same thing is true for our alumni. The ways to get involved are as diverse as the university itself. I'm frequently asked, "What would you suggest I do, as an Alumni Association member?" Well, here are my suggestions:

For the politically active: Every time you advocate for higher education – whether it is at the local, state, or federal level – you give an important gift to the future vitality of our state and its citizens. Collectively, the voices of those of us who have benefited from our education can help those who are still struggling to achieve an education. Let your legislators know that you are counting on them to support education.

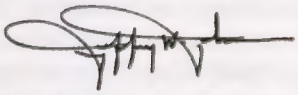
For the sports enthusiast: We'd love to see you on campus this fall! I urge all ISU alumni to consider buying a ticket or season tickets to this upcoming football season. Our goal this year is to fill the stadium for each home game.

For the preservationist and history buff: We know you're out there, because we heard from hundreds of you when you called, wrote, e-mailed, and talked with me face-to-face about the importance of preserving Morrill Hall. That effort is now underway, thanks to the co-leadership of ISU President Greg Geoffroy and Kathy Geoffroy and ISU alumnus Lyle Campbell ('66, agricultural business) and Nancy Campbell. The Campbells have given $1 million of the $9 million needed to restore the building. But the effort, which will ensure that Morrill Hall can once again become a vital learning center to inspire our future, still needs your support.

For the people person. You know who you are. You've stayed connected with your college roommate, your old professors, and your lab partner. You, more than anyone, know other alumni who might serve on the ISU Alumni Board of Directors and who should receive awards for their post-graduation accomplishments.

Get involved!

Yours for Iowa State,



Jeff Johnson
President, ISU Alumni Association

On the Web

The Politically Active:
www.gov.iastate.edu/
The Preservationist:
www.iastate.edu/morrill/
The Sports Enthusiast:
cyclones.ocsn.com/
The People Person:
Award nominations:
www.isualum.org/go/nominate;
Board nominations:
e-mail jbreitman@alumni.iastate.edu

50 reasons your ISU Alumni Association membership just got *more valuable*

Your Alumni Association membership card is your new key to savings at 50 Ames area businesses. So whether you live in Ames or just come to visit, don't forget your card!

The following Ames area businesses are currently participating in the discount program. For a detailed listing of the discounts offered, go to www.isualum.org/ membership/discounts.html

Ames Dairy Queen
Ames Outdoor Gear
Beverley's Gift & China Shop
Campus Bookstore, Inc.
Campustown Dairy Queen
Campustown Subway
Coe's Campus Floral and Gifts
daVinci's
Dogtown University
Dutch Oven Bakery
Fazoli's Restaurant
Gilger Designs
Godfather's Pizza
Great Clips for Hair
Great Plains Sauce and Dough
Gregory's Coffee House
Happy Joe's
Homecoming
Hy-Vee
Intensitee, Inc.
Iowa State Center
ISU Alumni Association
Jiffy Lube
Lazy M Shoe Store
Lin-Mar Miniature Golf & Batting
Litzel Lumber & Hardware
Maintenance Shop
Mayfair Cleaners
MonteBello Bed & Breakfast Inn
Papa Johns
Papa Murphys
Perkins Restaurant
Pizza Pit
Pretzelmaker
Robert Brothers Coffee
Seven Oaks Recreation
Skunk River Cycles
Sports Page of Ames
T.Galaxy
Taco Johns
Taraccino Coffee
The Savvy Shopper
The Shoppes on Grande
Touchfree carwash
Trickle's Tires & Automotive
University Book Store
Valentinos
Wireless Store
Zushy*

Life 490: Succeeding Beyond a Degree

Life 490: Succeeding Beyond a Degree, a workshop for college seniors, gave organizers from the Student Alumni Leadership Council and the Leadership Enrichment Action Program an opportunity to identify topics, introduce speakers, and set up instructional media technology. The approximately 80 students in attendance during the conference in March learned about topics that ranged from effective e-mail communications and graduate college opportunities, to balancing careers, finances, relocation, and family.

Going Places!

Jane Nakayama

Jane Nakayama is the sixth recipient of the ISU Alumni Association's $1,000 Going Places! Scholarship: Experience Kenya. Nakayama is a junior animal ecology major from Chicago. She traveled to Kenya for five weeks in May and June.

Created in 1999, the goal of the Going Places! Scholarship is to enhance cross-cultural understanding and respect for diversity.

Changes in dues structure

Beginning Sept. 1, single life member dues will increase from $700 to $750 (or $800 when paying in installments). Alumni and friends who wish to become joint life members will pay $1,000 (or $1,050 when paying in installments).

After Sept. 1, current single life members may add their spouse or partner and convert to joint life membership by paying a one-time amount of $250 (or $300 in a two-year installment plan) – a $500 savings. Call toll-free 1-877-ISU-ALUM for more information.

Cardinal & Gold

Cyclone sports fans can follow their teams throughout the year through a new partnership with the Ames Tribune Co. The *Tribune* has traditionally published its *Cardinal & Gold* tabloid as a weekly supplement to the newspaper and has distributed the publication free on campus and throughout Ames. Now *Cardinal & Gold* will also be available on a subscription basis to all ISU alumni and friends.

This year's subscription begins Aug. 22 with the football preview issue and continues for 40 weeks. Price is $71.95 for Alumni Association members, $79.95 for non-members (first-class delivery), or $53.95 for Alumni Association members, $59.59 for non-members (third-class delivery). To order, call toll-free 1-800-234-8742 and mention that you are an Alumni Association member to receive the member rate.

New Iowa State tradition has a nice ring to it

Dan Woodin graduated from Iowa State University 29 years ago, and he finally received his class ring at a special ceremony April 21.

Actually, Woodin is quick to point out that the new, official Iowa State University ring is much more than a class ring. It is a revived tradition, in which all qualified Iowa State students and alumni will share the same ring. Woodin should know. He served two years on the volunteer committee to help design the official Iowa State ring. Woodin also is an information systems leader at Iowa State's Administrative Data Processing Center.

JIM HEEMSTRA

Audra Watson, Mark Watson, Dan Woodin, Austin Woodin, and Jackie Woodin display their official ISU rings.

The ring, unveiled in February, was carefully designed with many of Iowa State's important symbols: the campanile, the university's traditional motto: "Science with Practice," swans Lancelot and Elaine, the word "Cyclones," and the words "True and Valiant" from "The Bells of Iowa State."

Woodin and four of his family members – all Iowa State alums – received their rings at the inaugural ring ceremony April 21. They included his wife, Jackie Woodin ('74); daughter Audra Watson ('98); son-in-law Mark Watson ('98); and son Austin Woodin ('02).

"We wanted to make this a family tradition," Woodin says. "After graduating in 1974, I went out in the business community for three years, but then came back to Iowa State, where I have worked for more than 25 years now. This is home."

Woodin says his youngest daughter, Annon, an Iowa State freshman, is eagerly awaiting the day when she can receive her Iowa State ring. Youngest son Anson, a sixth grader, is right behind his sister. Both will have to wait.

The ring is available exclusively to undergraduate students who have completed at least 60 ISU credit hours and have achieved junior or senior status. Others qualified to order the ring include graduate and transfer students who have completed at least 30 ISU credit hours, any student in his or her final semester of classes not meeting the minimum credit requirements, and anyone who holds an Iowa State degree.

A committee of students and alumni worked with the ISU Alumni Association, University Book Store, and the vendor, Milestone Traditions, to design a ring they hope will last 100 years or more. It is the only Iowa State ring available to students and alumni. Each ring is custom-made in 10-, 14-, or 18-karat yellow or white gold. Rings may be engraved with the recipients' initials, degree letters, and class year, and a diamond or ruby accent may be added.

Future ring presentation ceremonies will be held during fall and spring semesters. □

– From ISU News Service reports

To order the ISU ring:
www.isualum.org/services/ring/

By Patricia Tice

Electronic etiquette

E-MAIL. FAX MACHINES. CELL phones. Cordless laptops. Handheld electronic organizers. Beeping wristwatches. All are inventions of our modern world intended to make life easier and more manageable for all of us.

So why do so many of us feel overscheduled, overwhelmed and darn near appointment crazy?

The answer is simple. The onslaught of new technology, which promised to set us free, has instead padlocked us to the rhythms of every day life. Those cell phones, e-mails, and laptops instill in us expectations of instantaneous action. *Now. Right now.* In our rush to account for every minute, we have become slovenly in our electronic manners and general protocol with regard to our fellow human beings. Take a break from your cell phone and consider the following suggestions in coping with our modern electronic world:

Cell phones: What is the emotional attachment that so many of us have about our cell phones? Is it really necessary to carry your telephone constantly? And lay it on the boardroom table in front of us? Cellular phones have their proper place and time. Review where the "off" switch is located on the phone and use it with discretion.

E-mail and fax: It is neither impolite nor inefficient to wait or to simply say, "Let me get back to you on that tomorrow." If you can return a message within 24 hours, it is still considered good manners.

Laptop computers: Be cautious of using a notebook computer. Are they handy? Yes. Couldn't live without yours? Probably not. Just be aware that even as quiet as they are, they still make clicking noises that can be distracting at your business meeting.

Personal Digital Assistants (PDAs): How did we ever get along without them? A quick caution: The mannerly person uses the "mute." You can still account for your micro minutes without distracting or annoying those around you.

E-mails, voice messaging, and PDAs are quick and convenient. We love them for what they can do for us. But if you want to really make an impression, take some time for yourself, and make the time to write a hand-written thank you note. It will make an impression people will never forget. □

Dr. Patricia Tice ('75, '83) is a professional speaker on business etiquette from West Des Moines, Iowa. She can be reached at www.theteadoctor.com.

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ISU Alumni Association Board of Directors' report

The Alumni Association's governing board met in regular sessions in February and May 2003. On Feb. 21-22, the board:

- Heard a Facilities Committee update, a report from architectural firm Hammel, Green and Abrahamson, Inc., of Rochester, Minn., and input from the Association staff and students on the future site of the Alumni Association.
- Approved a resolution from the Facilities Committee recommending that the board authorize the ISU Alumni Association leadership to begin the process of working within the university structure to develop and build an Alumni Association facility near the Iowa State Center, near the intersection of Beach Ave. and Country Club Blvd.
- Approved a number of changes in the Association's bylaws, including the addition of three appointed directors – the president of the Student Alumni Leadership Council, a college constituent representative, and a non-alum – as voting members of the board.
- Approved the reinstatement of the Honorary Alumnus/a Award.
- Approved a slate of candidates who, after a vote of the membership, would begin serving on the board in May 2003.
- Approved the name "Iowa Staters for Higher Education" for the volunteer legislative advocacy group.
- Approved Clifton Gunderson LLP of Des Moines as the auditing firm for fiscal years 2003 through 2005.
- Approved the Financial Statement of Activities and Changes and the fiscal 2003 budget reductions of $376,000.
- Heard updates from University President Gregory Geoffroy and ISU Foundation Vice President of Development Debra Engle.
- Set Aug. 22, 2003 as the board's annual planning retreat.

On May 16-17, the board:

- Announced the following new ISU Alumni Association board of directors members, as voted by the Association membership through mail-in and online ballot: Kevin Drury ('83 agricultural business), Urbandale, Iowa; Jon Fleming ('75 meteorology), Ames; Jennifer Gelbmann ('96 English), Minneapolis, Minn.; and Donald C. Zuck ('60 mechanical engineering), Ankeny, Iowa.
- Approved the slate of officers for 2003-2004: Stanley J. Thompson ('82 political science), Des Moines, chair; Choy Leow ('85 architecture, MAR '88), Burnsville, Minn., chair-elect; Tom Lorenz ('71 physical education), Rochester, Minn., vice chair of finance; and Martha West Krone ('78 family environment and family services), Sioux City, Iowa, vice chair of records. Martha Lagomarcino Gleason ('80 elementary education), Mission Hills, Kan., becomes immediate past chair, and Warren Madden (treasurer) and Jeffery W. Johnson (Association president) retain their ex-officio positions on the board.
- In addition, Matt Bornhorst, president of the Student Alumni Leadership Council, and Cathy Curtis, college constituent representative, were appointed to the board as voting members. ISU President Gregory Geoffroy (or his designee) will also serve as a voting director.
- Approved the following life dues rate: Single life dues: $750 fully paid or $800 when paying in installments. Joint life add-on: $250 fully paid or $300 when paying in installments.

JIM HEEMSTRA

Stanley J. Thompson, 2003-04 Board of Directors chair, receives the gavel from Martha Lagomarcino Gleason, outgoing chair.

The new rate structure will go into effect Sept. 1, 2003.

- Approved a change to the Wallace E. Barron All-University Senior Award that would increase the number of students honored annually but eliminate the life membership component.
- Approved the year-to-date financial statement, FY04 operating budget, and investment funds transfer plan.
- Adopted an investment policy statement.
- Approved additional changes in the Association's bylaws. (Bylaws may be viewed at www.isualum.org/about/board/bylaws.html.)

Following the board's May meeting, the 70th Annual Meeting of the Association was held in the Memorial Union Sun Room. During the meeting, new board members and officers were introduced, and volunteers retiring from the board and committees were recognized. □

Award recognizes student leaders

TEN GRADUATING STUDENTS WERE RECOGnized this spring with Senior Leadership Recognition Awards, sponsored by the ISU Alumni Association's Senior Class Council. The award, established in 2002, honors student leaders who have dedicated their energy and talents to improving campus life at Iowa State, participated in a variety of on- and off-campus experiences, and demonstrated growth and learning in leadership and community service.

Students were recognized formally on April 8 at the Veishea Leadership Recognition ceremony. The recipients were:

- **Eric M. Schauberger,** Onalaska, Wisc., genetics
- **Alyssa A. Arthur,** Omaha, Neb., materials engineering
- **Michael B. Kremer,** Ottumwa, Iowa, marketing
- **Michaela R. Saunders,** Grand Forks, N. D., journalism and mass communication
- **Christina M. Seward,** New Providence, Iowa, apparel merchandising, design and production
- **Jaquilyn R. Waddell,** Westfield, Iowa, psychology
- **Brooke E. Sergeant,** Waterloo, Iowa, political science
- **Shelley S. Smith,** Muscatine, Iowa, chemical engineering
- **Bing A. Howell,** Portsmouth, R.I., management information systems
- **Kathryn M. Boes,** Carroll, Iowa, journalism and mass communication

By Jason Menke

Estate planning with your heart . . . and your head

JIM HEEMSTRA

COEY BAKER PODRAZA ('79 SPEECH AND communication) recalls her first impression of Iowa State – an impromptu Saturday campus visit well before the fall semester of her freshman year.

"It was a rainy, late spring day," says the Chicago native. "My parents had already paid a $100 deposit for me to attend another university in the fall, but as we were standing on the steps of Beardshear, looking east toward the campanile and Curtiss Hall, I fell in love. I thought, 'This is exactly what a college campus should be, and this is where I need to be.'" To this day, her father says, "You still owe me that $100!"

But that $100 loss ultimately led to ISU's gain. Coey and her husband, Tom, recently completed estate plans that include three significant gifts to Iowa State in very different areas.

After moving back to central Iowa from California a few years ago, Coey became more active in the Iowa State community, attending both cultural and athletic events on campus. It was this

"As we were standing on the steps of Beardshear, looking east toward the campanile and Curtiss Hall, I fell in love."

reconnection that led to her and Tom deciding to leave 60 percent of their estate to the university.

The **Podraza Endowment Fund for Dance** will benefit the dance program in the College of Education. Podraza was actively involved in Orchesis and Barjche while at ISU, so she designed this fund to support guest dance choreographers and instructors.

"My dance experience at Iowa State really had a profound effect on me as a person," she said, "and I've always been impressed by the cultural opportunities ISU has made available to students and the community. I wanted to do something to continue that tradition."

The **Podraza Endowment Fund for Facilities** will help future generations of Iowa Staters have the same experience Coey did on that rainy Saturday. The fund will support the work of ISU's facilities planning and management: building repairs, renovations, and new projects.

The third fund, the **Podraza Endowment Fund for Athletics**, will support intercollegiate athletics. "We love to support the Cyclones and follow the teams," Coey said. "This endowment was a natural for us, given our love of athletics."

Once Coey and Tom decided they wanted to leave a legacy at Iowa State, they contacted the ISU Foundation to inquire about giving. Pat Vickerman, senior director of gift planning and leadership gifts, worked closely with them to make sure their vision could become reality. According to Vickerman, the Podrazas started the process correctly by contacting the Foundation first.

"The first thing we want to do is match the donor's wishes with the needs of the university," said Vickerman. "This makes the process much easier and more enjoyable for the donor. It's also important to involve your legal counsel and/or your financial planner in the early stages of planning."

By bringing all of these groups together, donors and organizations can avoid common pitfalls and misunderstandings.

"It's your estate," Vickerman said. "It's important for you to identify where you want it to go and how you want it to be used. The best way to do this is to bring everyone together – those who help you manage your estate and those you want to benefit from it – so you can ensure your wishes are realized."

For the Podrazas, developing an estate plan that included ISU was an easy decision. "We realize not everyone is in a position to do this," said Coey. "But it was nice, because it allows us to support three diverse areas important to us." □

Jason Menke is assistant director of communications for the ISU Foundation

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Remembering Pete

ERIC HEFT STILL THINKS ABOUT PETE TAYLOR EVERY DAY. Heft will be watching a ballgame on television or a highlights show. Something outstanding or outrageous will catch his eye.

Before Taylor died unexpectedly in March at age 57, Heft would pick up the phone. He'd call his friend and longtime Iowa State broadcast partner.

"Did you see that?" Heft would say. "Can you believe it?"

Now when Heft reaches for the phone, he catches himself, and all the old feelings come rushing back.

He'd love to call his best friend and rib him about their miserable fantasy golf league selections. "Bob Gilder, Pete? How could you saddle us with Bob Gilder?"

But now he can't. Pete Taylor had another 10, 15, maybe even 20 years left behind the microphone when he suffered a stroke and died of complications after surgery, leaving a wife, two grown children, and three grandkids behind.

Pete used to tell his son, David Taylor, that he wanted to do the radio play-by-play for as long as he could. In all those years, he never missed a Cyclone football game. In 1997, he left the Baylor game at halftime to attend David's wedding.

"I rolled my eyes when he said he'd be back in time for the pictures," David says. "He did make it back, though. He probably drove 90 miles an hour all the way to West Des Moines. We ended up listening to the second half in the car. The funny part was, the team snapped a losing streak that day and he wasn't around to see it."

Pete Taylor was a fine sportscaster. Try to find a Cyclone fan who thought otherwise. The word pictures he painted were precise and clear.

As an announcer, Pete never became more important than the game he was covering or the people who mattered most: the fans.

Maybe his journalism background had something to do with that approach. He came up as a TV newsman. When the Black Panthers were in Des Moines a long time ago, KCCI sent Taylor out to cover the story. If there was a coaching change, he wanted to get it first.

He was never the news, though. What he was telling you about, that was front and center. That was the show.

He didn't set out to entertain you. He had no time for the new-breed sports comics who joke their way through the news or blast their way through the call-in shows.

Pete figured if he did his job, the entertainment would take care of itself. He won plenty of awards. David found most of them stuffed in a box in the basement.

"He just downplayed all that," David says. "He acted like, 'Oh, yeah, it's no big deal.' Anybody else might have had them all over the wall. Kevin Cooney [the longtime KCCI anchor] said if you walked into my dad's house, you'd never know what he did for a living."

He didn't have a silly schtick on the air. He found too many catch phrases and signature calls contrived, superfluous.

Yet his broadcasts often bordered on the eloquent. When Seneca Wallace ran for the winding, sideline-to-sideline touchdown that made all the national sportscasts, Pete placed the perfect exclamation on the perfect run. "Oh, my goodness," he said with equal parts excitement and wonder, "what a run by Wallace!"

When Iowa State recorded a rare win over Nebraska during their record third-straight bowl season last fall, Pete got it just right again.

"This might not be the Nebraska of old," he said when the clock had run down on the Cyclones' surprisingly easy victory, "but this is certainly the Iowa State of new."

Period. End of sentence.

"I assure you," said Heft, a former Iowa State basketball player who shared a broadcast booth with Taylor for 24 years, "he never spent a minute preparing that.

Pete Taylor, right, and Eric Heft shared a Cyclone broadcast booth for 24 years. Taylor died unexpectedly this spring.

GARY CLARKE

It would be so totally un-Pete."

What the fans didn't know, most of them, was how he helped hold the athletic department together.

"He was a great boss," says Tom Kroeschell, assistant athletics director for media relations. "A source of stability for all of us. He really was the cornerstone of this place."

Have a problem, talk to Pete. One day as Kroeschell was leaving Pete's office, in walked Cyclone basketball coach Larry Eustachy, who likened Pete to a psychiatrist.

"You need a couch in there, Pete," Eustachy joked.

When Iowa State finally went to a bowl game again after two decades of staying home for the holidays, a surprising number of the listeners who called Dan McCarney's weekly radio show mentioned how happy they were for Pete, who never scored a touchdown or made a lay-up.

McCarney, Earle Bruce, Donnie Duncan, Jim Criner, Jim Walden. Lynn Nance, Johnny Orr, Tim Floyd, Larry Eustachy. That's the roster of football and basketball coaches who worked with Pete.

Lou McCullough, Max Urick, Gene Smith, Bruce Van De Velde. Those are the athletic directors.

The more the lineup changed, the more the school depended on Pete.

Eustachy wept openly after the Missouri game, the first without Taylor behind the microphone. Eustachy said he'd lost his best friend. Fellow sportscaster John Walters, who'd worked with Taylor at KCCI-TV in Des Moines, said the same thing.

"They were all wrong," Heft says, laughing. "I was his best friend."

All those best friends lost more than a beloved broadcaster. That's how it is with legends like Harry Caray of Chicago, Jack Buck of St. Louis, Chick Hearn of Los Angeles … and Pete Taylor.

They come into your living rooms. They make themselves at home. You get to know them and like them. They become family.

Pete didn't know all those extended family members personally, but they thought they knew him.

"I was one of a jillion people who'd say Pete Taylor was my friend," says Kroeschell. "Is there a better legacy to leave than that?"

Cyclone fans loved him partly because he was one of them. When the Cyclones won, he was elated. When they were riding a downward spiral, he was just as frustrated as they were.

"Unbelievable!" he'd say, his voice dropping into nothing's-going-right territory.

Kroeschell knows a husband and wife who don't sit next to each other during the basketball games anymore. The husband was always plugged into ear phones, listening to Pete's play-by-play. The wife, who wasn't thrilled about it, felt left out.

The wife said, "Wait a minute. Either you're coming to the game with me or you're going with Pete."

The husband chose Pete. Enough said. □

Marc Hansen is a columnist for the Des Moines Register

Sports Briefs

Wayne Morgan named head men's basketball coach

Wayne Morgan, assistant basketball coach at Iowa State since July 2002, was named ISU's 17th head men's basketball coach on May 14.

Morgan is the 2000 National Association of Basketball Coaches District 15 Coach of the Year, former head coach at Long Beach State, and long-time assistant coach at Syracuse. He brings more than 30 years of coaching experience to the position.

"I think this is a fantastic place," Morgan said. "I think this is a fantastic program, and we have the absolute best fans that I've ever seen anywhere."

During a press conference announcing Morgan's appointment, ISU President Gregory Geoffroy said, "Wayne Morgan has been a part of the Iowa State family for the past year and has shown the talent, energy, skill, and character needed to lead our men's basketball program. The players really liked coach Morgan. He was their first choice."

The coaching change came after a series of events that began with the *Des Moines Register* publishing photographs of Larry Eustachy drinking beer and embracing college-age women at a private party in Columbia, Mo. Eustachy later apologized for his behavior and announced that he had recently discovered that he was an alcoholic. Other allegations of misbehavior and poor judgment surfaced, and Eustachy resigned after athletic director Bruce Van De Velde recommended that his contract be terminated.

Iowa State's settlement included paying Eustachy his base salary plus health coverage, equaling approximately $140,000, through Dec. 31, 2003. On Jan. 1, 2004, he will receive a one-time severance payment of $850,000.

President Geoffroy called the situation "unfortunate," but said, "We are, first and foremost, an educational institution, one that values honesty, integrity, and treating others with fairness and respect. We will not accept behavior that is contrary to these values or that detracts from our mission."

Look for a feature on Wayne Morgan in an upcoming issue of VISIONS.

Passages

In addition to Pete Taylor, three former Cyclone sports standouts died this spring. On the same day, May 11, the sports world lost Dexter Green, a 1970s all-American tailback and member of the ISU Athletic Hall of Fame, and Dallas Cowboy Ennis Haywood, a recent Cyclone running back. Green died of cancer and Haywood of a sudden illness. Haywood was a two-time first-team all-Big 12 Conference selection and fifth-leading rusher in ISU history. In March, Gogo Peters ('97 accounting), a two-time All-American track star, was killed while he was changing a tire on Interstate 5 in Portland, Ore.

2003 Iowa State Football Schedule

August 30	NORTHERN IOWA
September 6	OHIO
September 13	IOWA
September 27	at Northern Illinois
October 4	OKLAHOMA
October 11	at Texas Tech
October 18	TEXAS
October 25	at Nebraska
November 1	at Missouri
November 8	KANSAS STATE
November 15	COLORADO
November 22	at Kansas

This schedule is subject to change.

Red, white, and blue

A couple takes a break from the summer heat on the porch of the administration building at the Iowa State Fair. Photo by Jim Heemstra

INVESTING *in* PEOPLE

Professor Daniel Armstrong, the Carlyle Caldwell Chair in chemistry, is one of the most frequently cited chemists in the world. Graduate student Loretta Crook, recipient of the Damaris Pease Family and Consumer Sciences Fellowship, plans to pursue a career in food product research and development. Mario Iniguez, a double major in journalism and mass communication and Spanish and recipient of a Christina Hixson Opportunity Award, aspires to become the first person in his family to earn a college degree. You can have a direct impact on Iowa State students and faculty like these when you give to "Investing in People," an initiative to increase scholarships, fellowships and faculty support. For information, contact the ISU Foundation at 515-294-4607.

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125 YEARS of Loyalty, Pride, & Tradition.

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Come home to Iowa State and help the ISU Alumni Association celebrate 125 years of loyalty, pride, and tradition.

The ISU Alumni Association will kick off its milestone anniversary with a grand salute to all alumni during Homecoming Weekend, Oct. 17-18, 2003. All alumni are invited to return to campus for a weekend of activities, including:

- *Special All-Alumni Tailgate*
- *Cyclones vs. Texas football game, with special alumni recognition throughout the game*
- *Honors and Awards ceremony and reception*
- *Family of the Year Society reunion*
- *Student Alumni Association/Student Alumni Leadership Council reunion*
- *Student lawn displays*
- *Yell Like Hell competition*

Join the celebration! For specific event information and Association milestones, visit our Web site:

www.isualum.org/125