IOWA STATE UNIVERSITY

VISIONS

SPRING 2004

FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

HANGING TOUGH IN A TOUGH ECONOMY

By Carole Gieseke

We're happy that you're happy

It's always a little bit scary to ask people what they think, because most of the time they'll tell you.

But we were past due for a readership survey, so last April we bit the bullet and mailed surveys to a random sample of 1,000 of you and e-mailed an online survey to another 1,000 of you, asking your opinion of VISIONS magazine.

I had actually wanted to do a survey for a long time. I had a pretty good idea of what you thought about the magazine, based on what you've told me over the years. But you never know. Maybe you were just being nice.

As it turns out, we were really pleased with the outcome of the survey. Not only do most of you say you're satisfied with the magazine, but you gave us great insight about how you use VISIONS, what you like best about it, what you're not reading, and what other stories you'd like to see us include.

You told us that photography is your favorite part of the magazine. We like it, too! You said you also enjoy the design and the writing, and we appreciate that. Some of you want more sports coverage, and some of you want less. That sort of makes me laugh. Maybe someday the technology will allow you to custom-build your own magazine to include the sections you like best. Until then, we'll probably keep sports coverage about the same (to make everyone equally unhappy).

I'm especially pleased to report that 86% of you consider VISIONS a "main source of information about Iowa State." I'm also proud that:

- 90% of you agree or somewhat agree that VISIONS keeps you "connected to Iowa State"
- 88% say you feel "the successes and challenges of Iowa State are covered by VISIONS in a fair and balanced way"
- And 93% say VISIONS makes you "proud to be an Iowa State graduate/friend"

This is really good news for us, because these are the main goals of the magazine. (And don't worry – I won't give you any more statistics! If you're interested in seeing the survey results, just go to www.isualum.org/news/visions/survey.html)

I will tell you that I loved reading all the comments you wrote on the surveys (you wrote LOTS!), even the negative stuff. In the end, criticism will make VISIONS a stronger magazine, even if it does hurt my feelings just a little bit! One of you said, "Given the state of the national economy and that of Iowa, I believe the slick, shiny, and commercial quality of the magazine does not correspond well to the real concerns of Iowa State University's most thoughtful alumni." And another said, "I personally feel VISIONS is targeted toward more of my father's generation and less toward mine." And of course "sometimes the mag is a bit too fluffy." Ouch!

But more of you said things like this:

"It feels like I'm getting a gift in the mail."

"Each magazine is a memorable issue and saved in my library."

"This is a first-quality book, and I'm proud that my university can produce something like this."

"Every time VISIONS arrives, I get a warm feeling inside!"

"I read it from cover to cover."

"I am dazzled by the presentation of VISIONS...and its superb photography."

"I love this magazine."

So at this point, I'm tempted to paraphrase Roxie Hart from "Chicago" and say, "We luv you for luvin' us," but that seems pretty cheesy, even for me. But I sincerely, humbly do appreciate all the wonderful things you said about VISIONS, and the critical stuff, too. It means a lot to me that you took the time to write so many comments. I take them all very seriously.

We've looked at every one of the survey responses, and we're planning our next issues based on the results. In general, we hope to begin regular and more thorough coverage of the colleges and reduce the size of the annual report. (Both of these changes have already been implemented with this issue.) We plan to downplay your least favorite sections and expand the ones you like the best. And we'll take a good look at all your many great story ideas and suggestions.

Obviously not everyone was included in the survey, so please feel free to send me an e-mail and let me know what you like or don't like about the magazine, what story ideas you have, or anything else you want to share. I'm at cgieseke@alumni.iastate.edu, and I'd love to hear what you think. □

IOWA STATE UNIVERSITY
VISIONS
FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION
Spring 2004 Volume 17 No. 1

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The budget: Hanging tough in a tough economy

Iowa State has weathered budget cuts before. Now we're tightening our belts and figuring out how to do more with less in 2004 and beyond.

BY MIKE KRAPFL

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2002-2003 was a year that set the stage for the future of the Alumni Association.

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Say cheese!

Cheese carving by Joseph Franzen, ISU Dining

Iowa State's cheese-making history dates back to the 1890s. Today's ISU cheese connections are both historical and entrepreneurial.

BY STEVE SULLIVAN

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125 years of loyalty, pride and tradition

Third in our series of alumni memories and observations: Jon Fleming, M.D. looks back at an undergraduate experience that prepared him for more than just a career.

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The ISU Alumni Association mission:
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:
Iowa State administrators are rolling up their sleeves in response to four consecutive years of cuts to the operating budget by the state of Iowa.
Photo illustration by Jim Heemstra.

Printed with soy ink on recycled and recyclable paper.

Letters

VISIONS magazine encourages you, the readers, to express your opinions by writing letters to the editor. Please include your 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; or e-mail cgieseke@alumni.iastate.edu.

Bridges

I ENJOYED THE BRIDGES THEME of the winter 2004 VISIONS. I thought you might be interested in one more rather unique bridge that serendipity and several Iowa Sate alumni had a hand in bringing to fruition. It is called a Light Post-tensioned Segmented Arch (LPSA) bridge, built with small-diameter timbers and was the first of its kind in the United States.

It came about in 1998 at a hands-on, national water quality conference at Amana Society Farms. We built the unique LPSA bridge by hand, from 4- and 5-foot lengths of timber cut from poplar trees that had been grown as a riparian buffer.

While an LPSA bridge may never replace the Golden Gate Bridge, there are plenty of places where its rustic beauty and utility would fit in admirably along the paths and roads of America and around the world.

Jim Porterfield, '74, '78*
Park Ridge, Illinois

I ENJOYED YOUR WINTER 2004 VISIONS magazine bridge issue. As the articles indicate, bridges are not only functional, but can be beautiful.

I was somewhat disappointed that no mention could have been made of the railway bridges in this country. The first significant bridge structures in this country were not highway bridges but railway bridges. Those designers were, of course, more concerned with the functional than the aesthetic.

If you like the romantic side, while not an aesthetic masterpiece, there is the high trestle bridge over the Des Moines River Valley near Boone named the Kate Shelley Bridge. It was claimed to be and may still be the highest double-track railroad bridge in the world.

Dale Monsell, '55**
Omaha, Nebraska

THE LEGACY OF CONDE B. McCullough and his lifetime work with bridges was absolutely fascinating. Because he was a 1910 ISU graduate in civil engineering with such an interest in bridges, an interest that I have harbored for years, I would like to share an idea with you.

Would there be the slightest chance that the ISU College of Engineering would be interested in doing a feasibility study for a bridge like no other? The Empire State Building or the Hoover Dam project would not even be a close second. I am talking about a 55-mile-long bridge in the Bering Strait, a passage between Alaska and Siberia spanning the Chukchi Sea of the Arctic Ocean and the Bering Sea, an arm of the Pacific Ocean. It would be a way to drive from North America to Asia. In the middle of this stretch is the International Date Line where two islands lie which would aid the construction of such a mammoth bridge. Because this area is an old land bridge that once connected the two continents during an ice age, the water could be shallower than engineers encountered when the George Washington Bridge was built across the Hudson.

My dream is that this letter might become the catalyst that would catch the attention of a young present-day ISU engineer, like McCullough, and start the ball rolling.

Lyle D. Spencer
Goldfield, Iowa

I THOROUGHLY ENJOYED YOUR issue of VISIONS that focused on bridges. There is a pedestrian bridge at Gray's Lake in Des Moines that has received some design recognition since it was completed several years ago. It involved Iowa State graduates in both the design and construction phases.

Cal Lewis, FAIA, '70*
Chair, ISU Department of Architecture

I LOVED YOUR ESSAY ON YOUR walk across the Golden Gate Bridge. I had a similar experience when I was in San Francisco to visit my daughter in 2002. We walked from Fisherman's Wharf, and I remember I thought it seemed like the bridge should be just down the street. But, like you, we discovered it was much more than a short hike from there. During the walk across the bridge, I was amazed at how close we were to the traffic. My daughter was wearing one of her Iowa State T-shirts and was stopped by someone who knew someone from Iowa State. I thought it was rather amazing, but she said that was the 12th time she had been stopped in San Francisco when she was wearing an ISU shirt. (Yes, she kept count.)

Walking the Golden Gate Bridge was a definite highlight for me, and your story rekindled some great memories.

Char Hulsebus, '75*
Ames, Iowa

I WANT TO RECOMMEND A COUPLE of bridge walks that, if you ever get the chance, you should experience.

No. 1: The Labor Day walk across the Mackinac Straits bridge in Michigan. That, of course, is quite crowded, but the scenery is magnificent. The surrounding area is also a nice place to visit. Early motel reservations are recommended!

No. 2: The bridge at Sydney, Australia, where you can look down on the busy harbor and the Opera House. Getting there is, of course, a much-planned-for occasion.

Dean G. Hughes, '40*
Aurora, Colorado

HAVING JUST FINISHED READING the winter 2004 VISIONS, I feel compelled to write to you. First, your article of your encounter with The Golden Gate Bridge was great. Why is it that bridges draw us to them?

Thank you for the wonderful articles of bridges and the ISU alumni connected with them. It brought back memories of my father, Harold A. ("Doc") Heverly, who built bridges and roads for the Iowa Highway Commission after he attended Iowa State "College." Your article prompted memories from about age 6 in Humboldt, Iowa, watching the builders throw red-hot rivets to one another as they constructed one of Dad's bridges just outside of town.

My wife, Jane Ann Rennie, and I met at Iowa State and graduated in the class of 1958. We had some great years on campus, kissed under the Campanile and declared it forever. We're not there yet – forever, that is – but after 45 years, I believe we'll make it.

We now live in Oregon and have traveled those bridges along Highway 101 many times. We will now have a greater respect for them, knowing their history and the role Conde McCullough had in their construction. The state of Oregon is spending a great deal of money and energy preserving these historic landmarks. The engineering department might be interested in the technology being used to save these bridges.

Mike Heverly, '58*
Medford, Oregon

WE WERE DELIGHTED TO RECEIVE the bridge issue. Besides the Oregon bridges of Conde McCullough, we were delighted to find mentions of Iowa bridges, and John recognized several of his fellow workers from the Iowa DOT and others he was affiliated with during his years in bridge design and maintenance at Iowa DOT. Thanks for a wonderful issue!

John, '57, and Jean Harkin*
Portland, Oregon

THE NEW ISSUE OF VISIONS IS a work of art. I'm captivated by the wonderful bridge articles and fantastic photography. You've done an excellent job of highlighting the impact of ISU and her graduates on our local and national bridges.

Bob Britson, '73*
Johnston, Iowa

Red Barron: One of the greats

YOUR ARTICLE ON RED ("ISU Alumni Association Greats: Wallace E. 'Red' Barron," *winter 2004*) brought back wonderful memories of:

- His office cubby hole in the lounge of the Union.
- His smiling personality.
- His guidance on many committees – Homecoming, Veishea, Union Board. What a pleasure to have Red and Iver Iverson give us constant wisdom and history of past events.
- And the vision to let us go it alone – like when we decided to add an NCAA rodeo for the 1954 VEISHEA and trucked in bleachers to seat 7,500 people.

It is hard to put into words how valuable his insight, know-how, and friendship were to young folks trying "to learn to live a life along with learning to earn a living." He was marvelous.

Bill Gardiner, '55**
Windermere, Florida

ON BEHALF OF RED BARRON'S family, I want to thank you for the wonderful article. It was just right…very heart-warming. Red would say, "That's enough!"

I really enjoyed the essay by Mary Dodds Schlick who recounted her memories of campus and how much it means to her to come "home." It was an excellent piece. My roots are deep, too, but I can't match hers!

Gary Mulhall, '71*
Olympia, Washington

THE MOST RECENT COPY OF VISIONS is especially meaningful to us. Since Red Barron lived across the street from Jean's parents for many years, we got to know him and the great service he provided to Iowa State.

Mary Schlick's "letter" was extra special for Jean since she and Mary were best friends growing up. They started in kindergarten and graduated from Iowa State together.

Bob and Jean, '47, Lamb**
Dayton, Ohio

"I have decided I am going to write my Iowa State family history. Thanks to VISIONS for the inspiration!"

Searching for Iowa State roots

LAST EVENING I HAD A CHANCE to look at VISIONS, and I was inspired by several of the articles pertaining to the 125th anniversary of the Alumni Association. I have been wanting to do some research on my family's history with family members who attended ISU. My mother just gave me my grandmother's 1902 ISU botany book, and she has her ISU diploma also. My father attended ISU around 1930-1933; he lived in Friley some of the time, boarding houses the rest of the time because it was during the Depression, and he had no money. Now with my son finishing school this year, I have decided I am going to write my Iowa State family history. I am excited about getting all the facts. Thanks to VISIONS for the inspiration!

Beth Bockes, '74**
Grundy Center, Iowa

Story contained inaccuracies

I AM EXTREMELY DISAPPOINTED with the article, "Minnie and Marie: Lives intersecting," (*fall 2003*). The article contains a number of inaccuracies:

- My birthplace is *Tarboro*, N.C., not Torboro.
- I only remembered two people who attended college from my high school *while I was there*, not that only two people in the "history of the school" had gone to college.
- The loan for my initial attendance at North Carolina Agricultural and Technical State University came from my *grandmother*, not my aunt.
- My Ph.D. was from the *University of California at Berkeley*, not from Cornell University. I only studied one year at Cornell University.
- I was never a "testing consultant" and have never worked in the "North Carolina Public Schools."

I have worked as a nutritionist/nutrition education researcher in San Francisco Unified School District and as a nutritionist and educational researcher in Atlanta Public Schools. I have also worked in research and/or teaching at Fort Valley State College (Ga.), Kentucky State University, San Francisco State University, Merritt College (Calif.), and Morris Brown College (Ga.) Additionally, I served as chairman of the Home Economics Department at Morris Brown College.

Recently, I worked as a consultant for the Atlanta Urban League, writing grant proposals and evaluating a math/science project.

Thank you for allowing me to set the record straight.

Minnie R. Ruffin, '65
Atlanta, Georgia

*Annual Alumni Association member
** Life member

Organ donor

One of six vintage theater organs in the state of Iowa has found its way from Iowa State's Memorial Union to the Hoyt Sherman Place historic theatre in Des Moines. The pipe organ has been in the MU since 1936 and is said to be "a perfect match historically" for Hoyt Sherman Place.

www.iastate.edu/Inside/04/0213/organ.shtml

Educational investment

"Investing in People," a two-year initiative to secure private support for faculty and students, has surpassed its $50 million goal. The privately raised funds will support faculty fellowships, chairs, and professorships as well as student scholarships, research, and scholarly travel.

ASK AN EXPERT

Financing your child's college education

Our expert is Roberta Johnson, interim director of student financial aid.

Q: What advice do you have for new parents who are concerned about the rising cost of a college education?
A: Tuition is never going to go down, so you need to begin planning for your child's education now. I tell parents there's no such thing as saving too much. Probably the most painless way to save is through payroll deduction. Education IRAs, savings bonds, and college savings plans are also really good choices. Investing in stocks very early may be beneficial because you have time to ride the volatility of the market, but as your child gets closer to college you should shift into something more stable.

Q: What if I haven't saved and now my son is in high school? Is it too late to begin saving?
A: Any amount you can save is going to be beneficial. I would also encourage your son to take some ownership toward this; if he has a part-time job, encourage him to save some of his earnings toward his college expenses. Also, high school is a great time for parents to plan ahead. Eliminating a car payment or credit card debt now frees money that can later be budgeted into monthly payments on educational costs.

Q: What basic steps should I follow in order to maximize my daughter's aid package?
A: In January or February of your daughter's senior year of high school, you should complete the Free Application for Federal Student Aid – the FAFSA form – available online at www.fafsa.ed.gov/. You'll maximize your financial aid opportunities by applying early. Applying early is no guarantee that you'll get funding from every single financial aid source, but at least you'll be considered. After March 1, we typically have exhausted funding from some sources. However, loan programs and the Federal Pell Grant program remain open continuously, provided the student qualifies.

Q: What's the current average debt at graduation?
A: Iowa State students with need-based loans graduate with an average of $12,641 in loan debt. If you include all sources of loans, both need-based and non-need-based, the average goes up to $26,398.

Q: Can parents minimize the amount of debt our kids take on before they graduate?
A: Yes! Encourage your kids to work on campus! A lot of parents think that working while in school detracts from their academic performance, but research shows that most students who work while they're in college will generally perform just as well – if not even slightly better – than students who don't have a job while they're in school. About 10-15 hours a week is the maximum for a full-time student. Parents can also help their children avoid unnecessary borrowing by teaching them good money management skills such as budgeting and responsible use of credit cards.

Q: Is the high cost of higher education really worth it?
A: Although college is expensive, you have to consider that it's probably the best investment you can make in your child. Most recent U.S. Census Bureau statistics show that someone who has a bachelor's degree, on

average, will earn $1 million more over his or her lifetime than someone who does not. So yes, you may need to borrow money – but education is an investment on which you're going to realize a financial gain.

Q: What are some Web resources you recommend?
A: Here are four sites I would recommend: www.financialaid.iastate.edu (Iowa State's site); www.finaid.org (a good resource, including a variety of online calculators); www.fastweb.org (a national scholarship database), and http://studentaid.ed.gov/PORTALSWebApp/students/english/index.jsp (an all-encompassing federal student aid site). □

Roberta Johnson ('78 home econ. ed., '81 el. ed., '88 MS counseling ed.) has worked in ISU's Office of Student Financial Aid for 21 years.

Iowa: A political hot spot

Did you see us on TV? Iowa State was in the thick of the media frenzy leading up to the Jan. 19 Iowa Caucus. CNN was on campus, airing "Inside Politics" with Judy Woodruff and "Crossfire" live from in front of the Campanile. WOI Radio played host to the first radio-only presidential debate in 48 years, which was aired coast-to-coast by National Public Radio. And ISU hosted a national collegiate "Experience the Iowa Caucus" workshop.

Steffen Schmidt, university professor of political science, said he could barely keep up with the phone calls. Besides being featured on "Crossfire" (*above*), Iowa State's resident political analyst appeared on CNN, ABC, CNBC, the BBC, and NPR and was quoted in the *Chicago Tribune*, *USA Today*, and the *Christian Science Monitor*.

Meanwhile, Robert J. Ford ('85 business administration) was so transfixed by the process that he penned the musical "Caucus!" at his hometown of Fort Dodge. The musical was performed at the Des Moines Playhouse and received rave reviews from the *Des Moines Register*. Ford said he had been interested in Iowa's first-in-the-nation caucus since he was an ISU student. He is now a promotional and grant writer in San Diego, Calif. □

On the web

www.las.iastate.edu/newnews/cnn.shtml
www.las.iastate.edu/newnews/caucusworkshop1.shtml

The two become one

For the first time ever, two ISU colleges are expected to combine when the College of Family and Consumer Sciences comes together with the College of Education, reducing the number of colleges on campus from eight to seven by June 30, 2005.

The proposed move, announced Feb. 2, would reduce administrative costs and enhance synergies between the two colleges. A committee of faculty and staff, in consultation with students and alumni, will develop plans to carry out the restructuring. Broad input is currently being accepted on the plan, with multiple levels of review, comment, and approval. There is no plan to eliminate existing academic programs, and students enrolled in the two colleges will be able to complete course work toward their degrees without interruption.

University officials expect to save $500,000 to $700,000 in administrative and operating costs annually by combining the 1,500-student College of Family and Consumer Sciences with the 2,377-student College of Education.

The search for a new dean of family and consumer sciences has been ended. Interim Dean Pam White will remain in that position, and Walter Gmelch will continue as dean of the College of Education until a permanent dean for the combined college is selected. □

On the web

Geoffroy's announcement: www.iastate.edu/~nscentral/releases/2004/feb-reconfig.shtml **Q&A on the rationale and the process:** www.iastate.edu/Inside/04/0213/qa/shtml **Planning committee members:** www.iastate.edu/~nscentral/releases/2004/mar/plancomm.shtml

High-tech heyday

Four companies located in Iowa State's Research Park received a total of $11 million in state incentives on Feb. 19 to create and retain jobs and stimulate Iowa's economy. In what Iowa Gov. Tom Vilsack called "the biggest day in Iowa history," NewLink Genetics, Inc., Phytodyne, Inc., NovaScan Technologies, Inc., and Ensoft were among 28 companies awarded incentives by the Iowa Department of Economic Development and the Iowa Values Fund. **www.iastate.edu/~nscentral/releases/2004/feb/economy.shtml**

Doggie diets and kitty cuisine

Not sure what to feed Fluffy? Is Fido too fat? A new 600-page book by ISU's Don Beitz and a team of animal nutrition experts should answer all your pet-food questions. Beitz, an animal science and biochemistry professor, is a Charles F. Curtiss distinguished professor of agriculture. **www.nap.edu/catalog/10668.html**

Medal of Freedom winner dies

One week to the day after receiving a Presidential Medal of Freedom citation from President George W. Bush last December, Robert Bartley ('59 journalism) succumbed to cancer at the age of 66. Bartley had served as the *Wall Street Journal's* editorial page editor for 30 years, earning a Pulitzer Prize for editorial writing in 1980.

A stroll down 'Main Street'

NOW'S YOUR CHANCE TO VIEW A RARE COLLECtion of original works by celebrated Iowa artist Grant Wood that will be on display at Iowa State's Brunnier Art Museum through Aug. 6. Wood created the series of nine drawings as full-page illustrations for the Sinclair Lewis book *Main Street* between 1935 and 1937. Seven illustrations depict characters from the book, while two bring to life scenes from the story.

The publication of *Main Street* was part of the Regionalist movement in the United States, which focused primarily on realism and agrarian scenes. Brunnier Art Museum hours are 11 a.m. to 4 p.m. Tuesday, Wednesday, and Friday; 11 a.m. to 8 p.m. Thursday; 1-4 p.m. weekends. □

Grant Wood
Practical Idealist, 1935-1937
Charcoal, pencil, and chalk on brown paper, 20 ½ x 16 inches
Collection of Howard F. and Roberta Green Ahmanson
Practical Idealist reproduced with permission of the Easton Press

On the web

www.museums.iastate.edu

You don't have to come to Iowa State to go to Iowa State.

Iowa State University is located in Ames. The problem? You're not. No problem. You can still enjoy the prestige, pay, and personal satisfaction that can come with a graduate degree from Iowa State. Many courses are offered online, by CD-ROM or videotape, and via the Iowa Communications Network (ICN).

Classes begin soon, so visit
www.lifelearner.iastate.edu
or call ***(800) 992-6371*** to learn more.

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Soy much better

New soybean varieties developed at Iowa State hold promise for food manufacturers scrambling to remove unhealthy trans fats from their products. Food manufacturers will be required by the FDA to include trans fat information on package labels by 2006.

Trans fats are thought to raise blood cholesterol levels and contribute to heart disease. Most trans fats in the nation's food supply are created in the hydrogenation process, which is used to extend shelf life and stabilize flavor in baked, fried, and processed foods. The new one percent linolenic soybeans produce oil that doesn't need to be hydrogenated.

The new soybean was developed through conventional breeding practices by soybean breeder Walter Fehr, a Charles F. Curtiss distinguished professor in agriculture, and Earl Hammond, emeritus university professor of food science and human nutrition. □

On the web

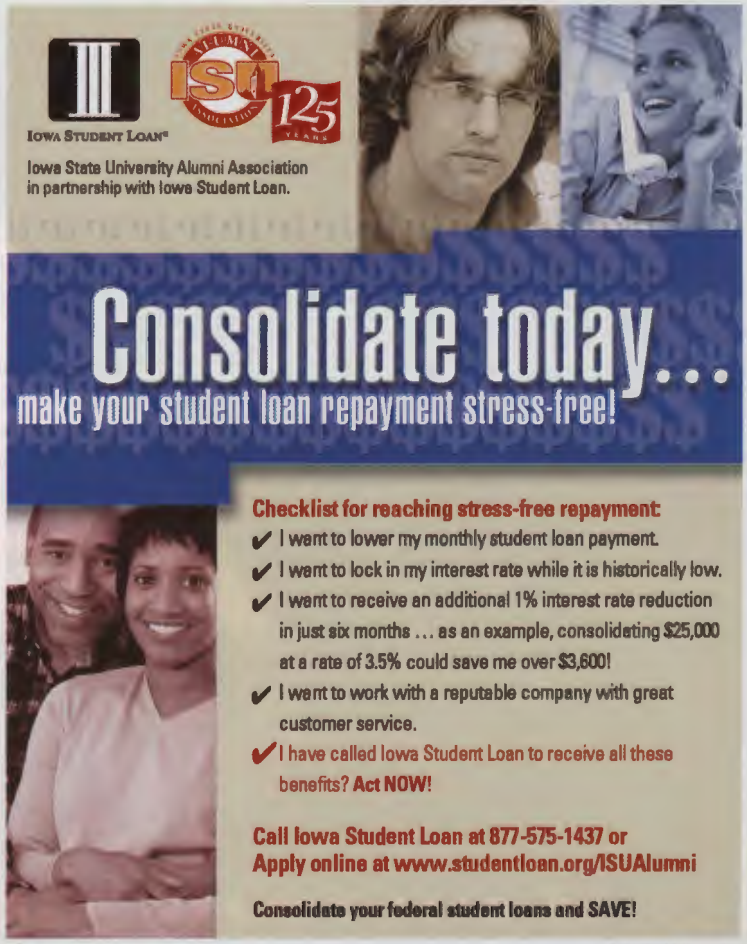
For more information on growing or licensing one percent linolenic soybeans, purchasing trans fat-free oil, or learning more about the development of the soybeans, go to: www.notrans.iastate.edu

Gardens online

Reiman Gardens recently overhauled its Web site: **www.reimangardens.iastate.edu.** The new site showcases the beauty of the gardens and allows visitors to take a virtual tour.

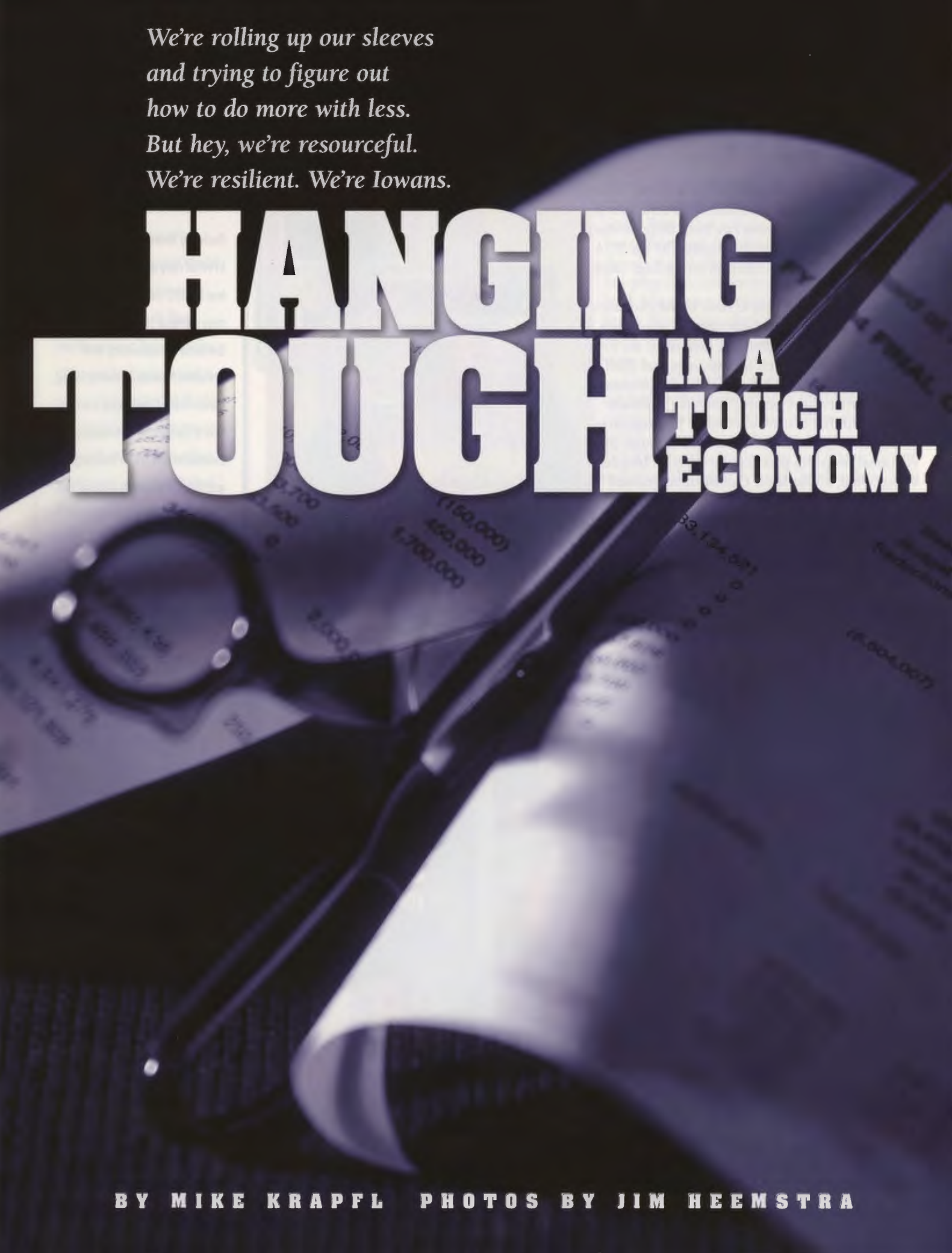
Building boomlet

In what may be a new record, last fall ISU dedicated five major new campus facilities: Reiman Gardens Conservatory and Christina Reiman Butterfly Wing, Union Drive Community Center, Roy J. Carver Co-Laboratory, Extension 4-H Youth Building, and Gary and Donna Hoover Hall.

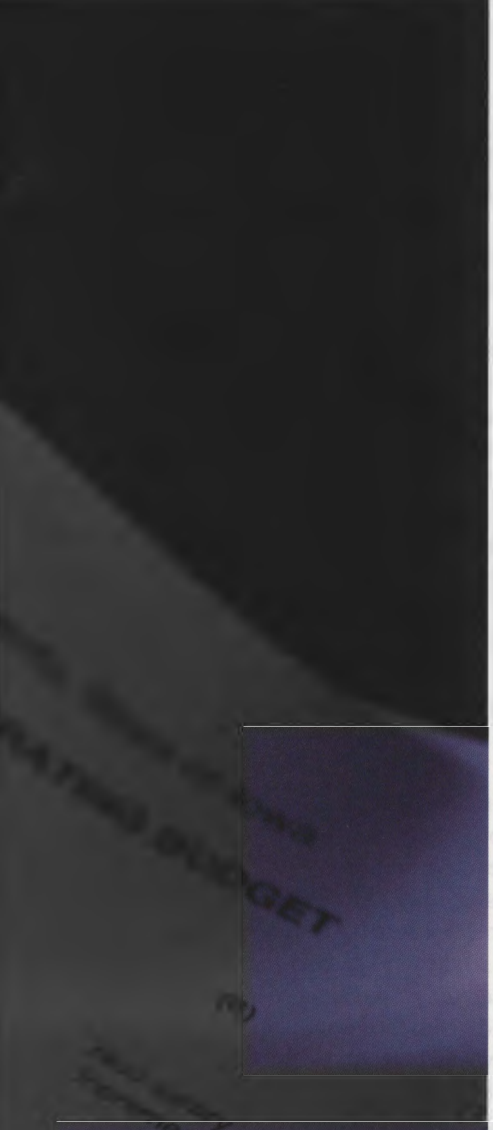


We're rolling up our sleeves and trying to figure out how to do more with less. But hey, we're resourceful. We're resilient. We're Iowans.

HANGING TOUGH IN A TOUGH ECONOMY



BY MIKE KRAPFL PHOTOS BY JIM HEEMSTRA



Iowa State is experiencing budget challenges not seen in more than a decade. The result? Fewer faculty and staff, and a reduction in programs and services. How can the university continue to provide a quality education for its 27,000-plus students with an ever-shrinking budget?

As Iowa State begins its FY05 budget process, there is no projected growth in state revenues. What does that mean for Iowa State? Best-case scenario: No increase in ISU's state appropriation. Worst case? Another substantial budget cut. And that, coming on the heels of a significant four-year decline in state appropriations, almost surely would result in the elimination of some educational programs. According to ISU President Gregory Geoffroy, "The flexibility to implement incremental cuts is long gone from the university budget."

Terry Chi needed some rest.

It was halfway through fall semester's finals week, and the sophomore from Bettendorf, Iowa, still had three tests left.

The big challenge for the aspiring doctor, majoring in pre-medicine and chemical engineering, would be the next day's organic chemistry exam. It would be a tough one.

But killer finals aside, how would she rate her educational experience at Iowa State University? As Iowa's economy continues to lag and legislators try to balance the state's budget, has she noticed cutbacks on campus? State support of ISU, after all, has dropped below what the state sent to the university for the 1996-97 academic year.

"Not so much," Chi said.

But she noticed one ISU extra that's been cut.

For years, crowds had gathered at the east steps of Beardshear Hall to hear a choir sing, listen to a few words from the president, and watch as a huge pine tree lit up a winter night. There were candles, cookies, and cocoa for everybody.

But not this year. Budget cuts cancelled the traditional holiday celebration (although the VEISHEA Committee did sponsor a smaller event).

And so Chi and the others in an ISU choir missed a chance to perform.

"That was kind of sad," she said. "Christmas is my favorite. And we didn't get to do that this year."

But what about the classroom? Is she still getting a quality Iowa State University education?

"I think so," Chi said. "I haven't seen any changes in teaching."

The budget cuts are real. And they're challenging the university.

A November 2003 announcement from ISU President Gregory Geoffroy underscored the challenge of keeping students like Chi satisfied with their ISU educations. Including a 2.5 percent cut ordered by Iowa Gov. Tom Vilsack back in October, state funding for ISU has been reduced by $63.5 million during the past four years. ISU's state funding has dropped to $227 million.

"This is a painful and difficult process that will affect our ability to carry out the many services of Iowa State University," Geoffroy said in his announcement in November. "But we are making every effort to protect the core mission of this university – the education of students."

This latest cut of $8.3 million – including $5.8 million from the governor's order, $1.5 million in reduced tuition revenue because of a drop in enrollment and up to a $1 million shortfall in research reimbursements – won't be transparent.

Case in point: The university reduced the Athletic Department's budget allocation by $560,000 – a serious blow to a budget that's already among the smallest in the Big 12. The Iowa State Center's budget was reduced by $250,000. WOI Radio by $239,285. University Museums by $95,000. And Reiman Gardens by $50,000.

Throughout the winter, more cost-savings announcements would emerge. There

would be plans to save administrative costs by combining the College of Education and the College of Family and Consumer Sciences. There would be layoffs. The office of vice provost for undergraduate programs would be eliminated. And ISU's belt would get tighter and tighter.

There was all kinds of bad news.

But does that mean ISU is in trouble? Is gloom and doom the prevailing attitude? Are shrinking budgets smothering new ideas? Can students make their escalating tuition payments?

VISIONS looked for some answers through another chilly winter of ISU thermostats turned down to a cost-saving 68 degrees.

"These budget cuts have been deep, they've been severe, and they've been all across the university."

– ISU President Gregory Geoffroy

It was late on a Friday afternoon in January. Ben Allen, ISU's provost and vice president for academic affairs, was still in meetings and still seeing visitors.

In the old days, Allen said at the beginning of one more meeting about the budget, budgets across campus grew in increments. If a unit had so much in 1995, it would have a few percentage points more in '96. And then he smiled.

These days, he said, units are seeing their budgets changing incrementally the other direction.

Now rather than simply react each time there are more gloomy budget projections, Allen said administrators are trying to manage the challenges by being proactive whenever they can. That's where the proposal to restructure the university by combining the Colleges of Education and Family and Consumer Sciences came from.

The idea is "to be in charge, even through tough times."

But Allen said those kind of big changes are hard to make at a university. Alumni, he said, resist them.

In this case, "I hope that if we have to make a change, the alumni will take a broad view of the university," he said, meaning he hopes they'll accept changes designed to better position the university for the future.

And the proposed changes to ISU aren't likely to stop with a reorganization. Allen said a subcommittee of deans has looked at whether higher tuition rates could be charged for higher-cost programs such as engineering. Another committee has reviewed programs and courses with low enrollments. Yet another committee has reviewed the various centers and institutes across campus. And it's also time for ISU to develop its next strategic plan, a plan that will identify the university's priorities, which will affect budget decisions.

Warren Madden's desk in Beardshear Hall was covered with the usual stacks of paperwork. But ask about the percentage of the university's budget that came from the state 10 years ago, and ISU's vice president for business and finance went straight to a file cabinet and pulled out the relevant financial report.

It was 44 percent in 1993-94, the report said. And tuition and fees were 17 percent of the university's budget.

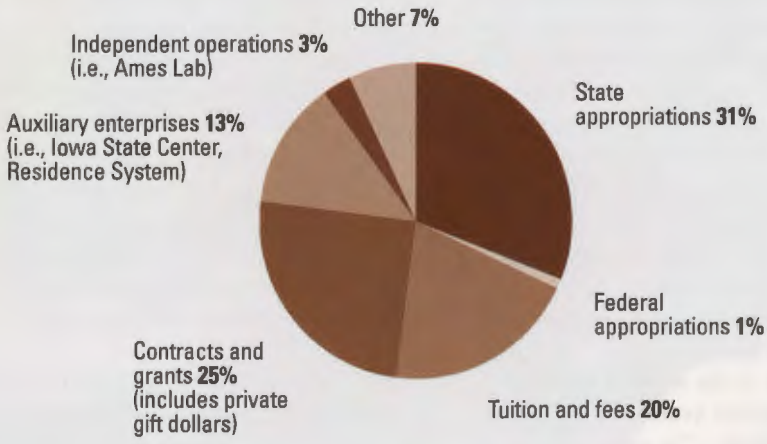
In 2003-2004, 28 percent of ISU's budget came from the state. And 19 percent came from tuition and fees.

All the while, ISU's total budget increased from about $441 million in 1993-94 to about $887 million this academic year.

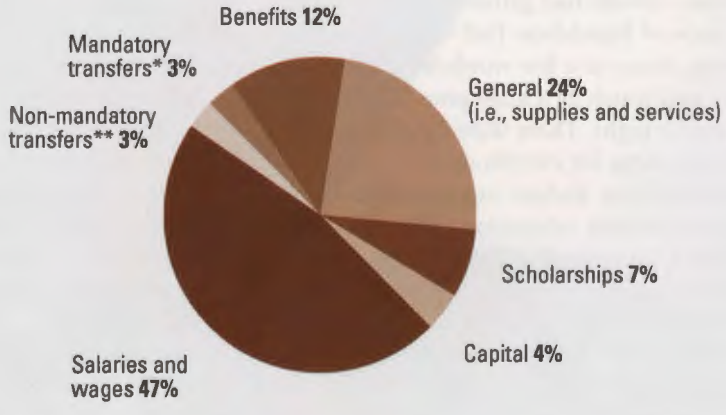
But Madden has been through budget shifting before. There's no panic in his

Where does the money come from? Where does it go? FISCAL YEAR 2002-2003

REVENUES



EXPENDITURES



*Transfers from operating funds to non-operating funds arising out of binding legal agreements related to the financing of capital assets, e.g., debt retirement, interest, and grant agreements with federal agencies and other organizations to match gifts and grants.

**Transfers from operating funds to non-operating funds made at the discretion of management to serve various objectives, e.g., additions to endowment funds, capital asset additions, and the renewal and replacement of capital assets.

Cuts to balance the 2003-2004 budget

- 29 faculty positions
- 42 staff positions
- 30 graduate assistant positions
- $4 million in instructional computers, instructional technology, and professional development

The impact

- Fewer course selections
- Increased class size
- Decrease in currency of instructional computer and equipment
- Reductions in some student service areas and academic success programs
- Plan to combine College of Family and Consumer Science with College of Education
- Restructured academic affairs administration
- Reduced service to Extension and Small Business Development Center clients

Iowa State is tightening its belt in response to reduced funding from the state, but the latest cut of $8.3 million will not be transparent. ISU President Gregory Geoffroy says, "This is a painful and difficult process that will affect our ability to carry out the many services of Iowa State University."

big voice as ISU goes about balancing its budget with shrinking state support.

There were budget cuts in the early 1990s, he said. The percentages of the cuts, in fact, were similar to today's numbers.

"It was fairly challenging," Madden said. "I think people then were pretty gloomy. They thought it wouldn't get better and it did."

When it did, ISU was able to grow and expand over most of a decade.

But today's tough times mean custodians are working in teams to cover more territory per person, and the public radio station at Iowa State is considering partnerships with its statewide counterparts. ISU is also working to reduce utility costs, to focus resources on building up its science and technology mission, and to find ways to support initiatives like those in food safety, computer security, and plant sciences.

But you know what? Madden said. When he attended the fall meeting of the National Association of State Universities and Land-Grant Colleges, some 75 of his colleagues across the country said they were facing similar budget challenges. Iowa, he said, seemed to be better off than many of those other places.

Geoffroy agreed. "It is very unlikely that the state will ever restore the portion of the budget that has been cut," he told the ISU Alumni Association Board of Directors at its February meeting. "All across the country, the feeling is that educational support will not be increased [in the future]."

Aaron Becker was sprawled across a chair in front of the second floor picture windows at the Union Drive Community Center.

The textbook for his class in discreet mathematics was open. And the junior computer engineering major from New Hampton, Iowa, was cramming for that afternoon's final exam.

The next day he had finals in astronomy and computer programming. And then, finally, he'd go see the last episode of the "Lord of the Rings" movie trilogy.

And what about the campus budget cuts? Has he noticed them?

"My out-of-state friends worry about whether to stay here for all four years," he said.

That's because some of the budget cutting has been offset by tuition increases.

2003-2004 tuition plus mandatory fees at ISU and bordering universities

	Resident tuition and fees	Non-resident tuition and fees
University of Minnesota	$7,336	$18,966
University of Illinois	$7,054	$18,090
University of Missouri	$6,558	$16,005
University of Wisconsin-Madison	$5,139	$19,140
Iowa State University	**$5,028**	**$14,370**
University of Nebraska	$4,771	$12,353
South Dakota State University	$4,544	$9,568

Though Iowa State has been forced to tap into its reserves in reaction to budget challenges, the campus climate remains cautiously optimistic. Warren Madden, vice president for business and finance, says, "There were similar budget cuts in the early 1990s. People then were pretty gloomy. They thought it wouldn't get better and it did."

Two years ago, tuition went up by 18.5 percent. Last fall, tuition increased by 17.6 percent for in-state undergraduates and 10.5 percent for out-of-state undergraduates.

Regents agreed to more modest tuition increases for fall 2004: 8.3 percent for in-state undergraduates and 5.3 percent for out-of-staters.

Still, next academic year's tuition will be $14,404 for out-of-staters. And so some of Becker's out-of-state friends are pushing themselves to finish school as fast as they can. They just don't want to pay for that extra semester.

Marc Harding has two numbers written in a top corner of his office eraser board: 4,200 and 1,500.

The big number is the new-freshmen goal, and the small number is the new-transfer-student goal outlined by Geoffroy at the 2003 fall convocation. Hitting that target would meet Geoffroy's goal of keeping ISU's enrollment stable.

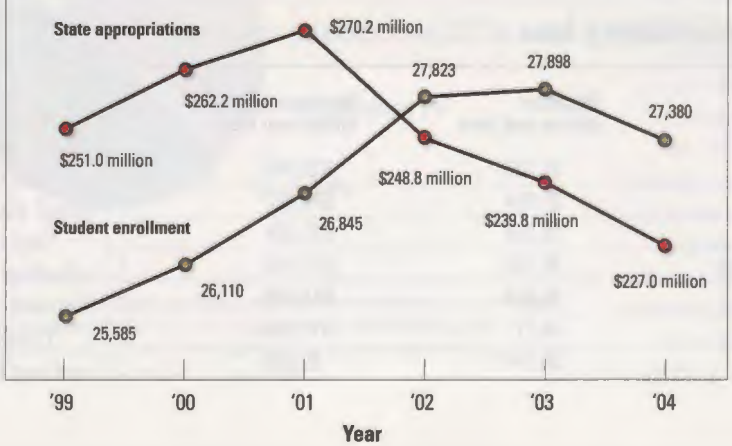
Last fall's enrollment was 27,380 students, the third highest in ISU's history. It was a record 27,898 in the fall of 2002.

As ISU tries to maintain those numbers, it's working against the demographics of Iowa and a few of the surrounding states. The number of high school seniors is declining. And Harding, ISU's director of admissions, said the budget-cutting exacerbates the situation.

Some students, for example, might decide to save some money by starting school at a community college. But, Harding said, others might decide the private school they were considering is too expensive and opt to attend a public school such as Iowa State. Or they might reconsider plans to study out of state.

Winter was too early in the

Enrollment & State Appropriations



ISU Undergraduate Tuition: An uphill climb

	RESIDENT			NON-RESIDENT		
	Tuition	$ Increase	% Increase	Tuition	$ Increase	% Increase
1993-1994	$2,192			$7,226		
1994-1995	$2,291	$99	4.52%	$7,551	$325	4.50%
1995-1996	$2,386	$95	4.15%	$8,004	$453	6.00%
1996-1997	$2,470	$84	3.52%	$8,284	$280	5.50%
1997-1998	$2,566	$96	3.89%	$8,608	$324	3.91%
1998-1999	$2,666	$100	3.90%	$8,944	$336	3.90%
1999-2000	$2,786	$120	4.50%	$9,346	$402	4.49%
2000-2001	$2,906	$120	4.31%	$9,748	$402	4.30%
2001-2002	$3,116	$210	7.23%	$10,450	$702	7.20%
2002-2003	$3,692	$576	18.49%	$12,384	$1,934	18.51%
2003-2004	$4,342	$650	17.61%	$13,684	$1,300	10.50%
2004-2005	$4,702	$360	8.29%	$14,404	$720	5.26%

application cycle for Harding to make any enrollment predictions for the fall; it will be early May before he'll have enough information for that. But he did say the number of applications was up slightly over last year.

He also said prospective students and their parents are still visiting ISU. And when they do, they rarely ask about budget cuts. There are budget problems everywhere students are looking, he said. It's not a situation unique to Iowa State.

And so, when those students and families show up on campus, Harding is ready to make his pitch.

"When all is said and done as it relates to the budget, I believe Iowa State will continue to be a fantastic university for students to come to," he said.

Budget cuts are forcing some changes around campus. But he said there will still be student clubs. And internships. And a first-rate education.

"I get excited as I speak about the place," Harding said. "It is a terrific university and we'll continue to promote the heck out of it."

Steven Fales added the numbers on the budget sheets in front of him.

Over the last three years, Iowa State's agronomy department has lost $1.2 million of state support, said Fales, the department's chairman. So instead of $7.2 million of state dollars to work with, it now has about $6 million. That's meant 21 positions had to be cut from the department's budget. Some of those were layoffs. Some were open positions that won't be filled. And three of them were faculty members.

One of those faculty members retired, leaving a course in agricultural meteorology and its 300 students without an instructor.

"The faculty rallied and volunteered to come in and teach that course," Fales said.

That's an example of how committed Iowa State and its people are to education, he said.

But volunteers aren't about to solve all of his problems.

Faculty, for instance, support more and more of their work with competitive research grants. Fales said agronomy faculty bring in $15 to $19 million every year. That helps pay for research projects, support staff, graduate assistants, and the like. To get that money, faculty often have to take on national projects because there's just not a lot of money to support researchers looking at Iowa's problems. A long-term study of soil fertility, for example, was cut when the staffer who did the work retired.

Iowa farmers and residents see that and they're not so interested in supporting Iowa State anymore, Fales said. And the result is a "dangerous spiral down."

Fales doesn't see that ending anytime soon. He doesn't see these budget cuts as just a shortfall in state revenues. He sees dwindling public support for public universities. And he sees the budget troubles lingering.

So when the department moves ahead with a new strategic plan, Fales said faculty members will be planning for a department that could be 10 percent smaller.

Yes, Fales laughed, he was called to an emergency budget meeting his first week at ISU after moving from Penn State

Comparision: Fall 1996 and now

- ISU's state appropriations equals the fall 1996 state appropriation level
- 2,481 more students now than fall 1996
- 53 fewer faculty now than fall 1996
- 50 fewer staff now than fall 1996
- Students-to-faculty ratio increased from 15:1 in 1996 to 19:1 today

What about all those buildings?

It's easy to look around the Iowa State campus and say, "Look at all the money that's being spent on new buildings! Can't that money be spent on student scholarships, or to decrease class sizes?"

In a word, no.

Dollars being spent on capital improvement projects – new buildings, general maintenance, and renovations – are one-time funds designated for a specific purpose. Those dollars cannot be used for general operating funds.

Building projects are often planned and funded many years in advance. Typically the funding for a new campus building comes primarily from private fund-raising through the ISU Foundation, with some of the funding coming through special appropriations from the Iowa Legislature.

And although it seems like there's always some construction project taking place on campus, maintaining Iowa State's infrastructure is an ongoing – and vastly underfunded – need.

In the past several years, many deferred maintenance projects have been put on hold due to the shrinking state budget.

For an in-depth look at the challenge of maintaining campus facilities, read "Bricks and Mortar" in the spring 2002 issue of VISIONS (www.isualum.org/news/visions/spring02/bricks.asp).

By the numbers

28 percent	ISU's revenues from state appropriations for the 2003-2004 fiscal year. It was 44 percent in 1993-94.
$500,000 to $700,000	The annual savings, depending on the details of execution, expected from combining the College of Education and the College of Family and Consumer Sciences.
19:1	Iowa State's student-to-faculty ratio in 2003-2004. The university's goal is 17:1
126,473	The number of student credit hours taught in courses with 100 or more students in fall 2002. It was 91,283 in fall 1996.
27,380	Last fall's total enrollment, the third highest ever.
1,617	Number of full-time-equivalent faculty members in 2003. It was 1,681 in 1994 when student enrollment was 25,112.
71	The number of university positions eliminated to make last fall's $8.3 million budget cut. Of those, 29 were faculty positions.
$14,404	Next year's ISU tuition for undergraduates from out of state. Tuition for Iowa undergraduates will be $4,702.
2.6 percent	Average salary increase for faculty and administrative jobs in 2003-2004.
100 percent	The amount of state-appropriated funding the WOI Radio Group (the public radio stations housed at ISU) has lost.

University two and a half years ago.

And, he said, "We've been meeting ever since."

Mike Banasiak leaned back in his office chair.

The president of ISU's Government of the Student Body was confident that student leaders would make a point to Iowa legislators this year.

The message?

"I think education is the most important thing this state has to offer to people," said the senior from Bartlesville, Okla., who's studying management and marketing with a minor in criminal justice. "It needs to remain affordable and of a high level of quality for Iowa to be more competitive with other states with more to offer."

And so student leaders were organizing lobbying trips to the Statehouse. They were organizing a letter-writing campaign by parents and alumni. They were organizing a campus visit the day of the ISU-Iowa men's basketball game so state leaders could see and hear students' concerns. They were organizing a state student association to coordinate student efforts at ISU, the University of Iowa, and the University of Northern Iowa. And they were organizing student ambassadors to each of Iowa's 99 counties who were to get back home and spread the word about ISU.

> *"[Despite recent budget cuts from the state], I believe the educational experience students receive at Iowa State is still top-notch."*
>
> – ISU President Gregory Geoffroy

"That's the most comprehensive outreach program that we have ever had," Banasiak said. "I hope legislators will finally understand that education needs to be a priority again."

Dan Saftig was making plans to spend part of the spring semester getting around-Iowa and across the country to meet Iowa Staters.

Saftig, the new president of the Iowa State University Foundation, said he'd have some good things to report: The economy is showing signs of recovery – especially on the coasts. Donations through the end of December, halfway through the Foundation's fiscal year, were at about $24.8 million, about $7.4 million ahead of last year's pace. And the number of donors was up to 34,142, well above last year's 27,250 over the same period.

It's not all good news, though. The economic troubles of the last few years meant operating expenses for the Foundation have not grown. One result was a decision to eliminate 10 Foundation jobs. Another was to cancel some Foundation events, including a fall celebration for ISU's biggest donors.

So yes, Saftig said he's telling donors about ISU's struggles with state budget cuts. And yes, he said, "Philanthropy is more important than ever."

But fundraising is never going to replace state funding. Donors, after all, aren't likely to write a check to pay the university's light bill. They will, however, support the "value-added, margin-of-excellence kinds of things," Saftig said.

The recent "Investing in People" campaign spearheaded by President Geoffroy, for example, has raised $51.5 million. Of that, $39.7 million was to support students and $11.8 million was to support faculty.

And so, after his first six months on the job, Saftig was able to say good things about Iowa Staters: "I'm very impressed by the loyalty, interest, and passion that alumni and friends of the university have for this place. People want Iowa State to succeed."

As expected, the Iowa Board of Regents ended the calendar year by predicting another tough year for the state's support of higher education. They directed the leaders of Iowa's three public universities to make contingency plans for even more cuts.

But that's getting harder and harder.

Being served an ever-shrinking piece of the budgetary pie has meant layoffs, program elimination, increased user fees, and double-digit tuition increases.

"There's no easy place to turn to find places to cut the budget," Geoffroy said. "We've cut everywhere we think we can to minimize significant damage to the university."

As ISU has been forced to trim the budget, one goal has been to try to keep the impacts as far away from students as possible. But Geoffroy said that hasn't been a complete success. The university isn't offering some courses anymore, classes are larger, and more technology is being used to bolster classroom instruction.

And more and more, the university has to focus on what Geoffroy calls its "strategic priorities." There are, of course, the land-grant missions of education, research and outreach. And then there are ISU's priorities of science and technology.

By focusing what resources it can find, Geoffroy said ISU is managing to advance programs such as those in human-computer interaction and animal genomics.

And so, in a January letter to ISU's faculty and staff, Geoffroy could offer a little hope for the future and some appreciation for Iowa Staters: "In spite of these budget challenges, which hopefully are approaching an end, it remains important to keep focused on advancing the excellence of Iowa State and our programs, as I know you have been doing." □

Mike Krapfl is managing editor of The Tribune *in Ames.*

How you can help

A group of alumni, parents, and ISU friends have established the Alliance for ISU, a nonpartisan legislative advocacy program, through the Iowa State University Alumni Association. The group held its first meeting with ISU President Gregory Geoffroy on Feb. 7. Members of the Alliance for ISU are continually updated about issues of importance to Iowa State University by the Alumni Association. When immediate action is called for, the Association sends action alerts electronically, asking Alliance for ISU members to contact their legislators or the local media. Members are encouraged to make their voices heard in their communities by writing letters to the editor of their local newspapers, speaking before civic groups, and communicating the need for higher education support to their legislators. The group is led by ISUAA board member Ann Jennings ('56 textiles and clothing).

To join the Alliance for ISU or to find out more about the organization, go to **www.allianceforisu.org/.**

My fellow alumni:

I don't know whether it was luck or good timing or hard work – or maybe a combination of all three – but I've been very fortunate in my career as a physician, and it's a career that began more than 30 years ago at Iowa State.

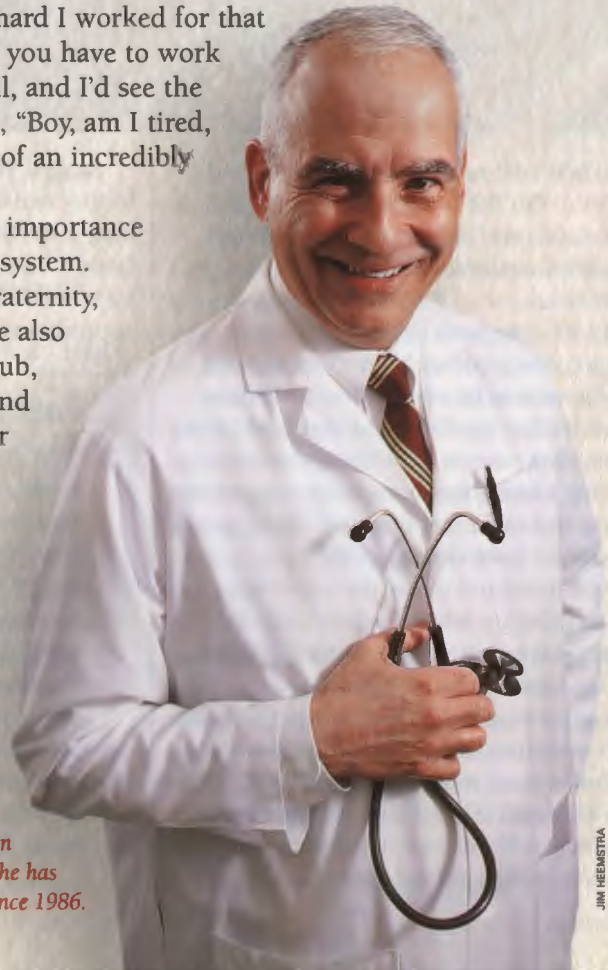
I came to Iowa State as a meteorology major. My brother was a student here, and I came to visit him at VEISHEA, and I just knew that this was where I wanted to go to school. I wanted to be a weatherman. I had this passion for meteorology, and I was fortunate to have high academic success my first year. But then I started having doubts. Did I really want to sit behind a weather map every day for the rest of my life? I was very people-oriented. So one night I was talking to a fraternity brother, and he encouraged me to go into medicine. Another fraternity brother disagreed. He said there was no way I'd ever get into medical school with a degree in meteorology. Well, I took that as a challenge. I never dropped my major; I just took an extra load of pre-med classes and was still able to graduate in four years. Today I may still be the only graduate of the University of Iowa's College of Medicine with an undergraduate degree in meteorology.

After graduating from medical school, I did my internal medicine and chief residencies at the University of Kansas and then received a fellowship in gastroenterology at the Mayo Clinic. I was extremely well trained everywhere I went, but of all the places I've been, Iowa State is number one on my list. Iowa State taught me very early on in my formal education that work ethic cannot be replaced by any short cuts. I remember many, many nights as a medical intern where I'd be completely exhausted after being up 36 hours or more and still managing these terribly unstable patients. I would think to myself, "How can I get through this?" And then I would think back to the finals weeks I had at Iowa State and how hard I worked for that and got through it. I'd learned that in order to be successful you have to work at it. So it would be 6 or 7 a.m. after a sleepless night on call, and I'd see the sun rising on the eastern skyscape in Kansas City and think, "Boy, am I tired, but I've been through this before. I went through the rigors of an incredibly academically challenging institution, and I can do this."

I think the other thing that Iowa State taught me was the importance of being involved. I am a very strong advocate of the Greek system. I have remained active as a chapter advisor for Theta Chi Fraternity, and it's one of the most gratifying involvements I've had. I've also been involved with Iowa State through the local Cyclone Club, as an alumni ambassador, as an ISU Foundation governor, and as a life member of the ISU Alumni Association and member of its Board of Directors. I've served on several other boards and committees, and I will tell you this: It's very satisfying to give back to this university that gave so much to me. It's extremely important to remain a part of the university even after you've physically left the campus.

Thank you, Iowa State, for everything you've done.

Jon Fleming, M.D.
1975 Meteorology
Ames, Iowa



JIM HEEMSTRA

Jon Fleming is a staff internist and gastroenterologist at McFarland Clinic in Ames, where he has been since 1986.

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Tenacious

Janet Voight's search for living organisms takes her to the bottom of the deepest oceans

When Janet Voight called the first stop on her recent ocean voyage "high-risk," she didn't mean a volcano might erupt by the submarine. She wasn't worried about earthquakes, or hot vent fluid melting fiberglass on the Alvin submersible. She meant she might not find animals – tubeworms, giant clams, crabs, and octopuses – to bring back to the Field Museum of Natural History in Chicago, where she has been a curator in the zoology department since 1990.

Voight (1977 biology) led a research cruise to the Pacific Ocean last November, funded by the National Science Foundation's Biotic Surveys and Inventories Program, to recover specimens of deep-ocean animals. Such animals are difficult to collect, living only at mid-ocean ridges more than a mile and a half deep. Once collected, they are not always shared.

"They tend to sit on shelves in various labs, not catalogued or described in a way all of us can use," she said, leaning against the railing of the research ship Atlantis. She was relaxing after the most intense part of her workday, spent with other biologists carefully unloading animals from the basket on the front of the sub and quickly preserving them in ethanol or formaldehyde.

"We're trying to preserve the present for our own study, but also for the future, when people will know much more than we do today. Fifty years ago, scientists used ethanol only when they ran out of formaldehyde, but today those specimens are a treasure trove because we can get DNA from them." Her voice undulates like small waves, smooth but with unexpected accents, lending a musical lilt to her sentences.

Voight's gentle manner harbors an impressive reservoir of determination. This was her seventeenth cruise but her first as chief scientist. As chief scientist, she was responsible for assembling a team of 18 biologists and geologists, obtaining funding, selecting the site and crew for each submarine dive, supervising the preservation of specimens, and maintaining harmony and purpose throughout the voyage.

"Breaking into this field is hard to do," said Tim Shank, a biologist with the Woods Hole Oceanographic Institution, "but Janet has hung in there with her face right in the wind. I think this is the first time a museum curator has led an expedition to study the diversity of marine life. She's tenacious, she really enjoys what she's doing, and she wants the Field Museum to be the premier hydrothermal depository in the world."

Voight's sense of humor, by turns pungent and cornball, served her well during the 25-day cruise. When a male geologist called her "She Who Must Be Obeyed," she dubbed him "He Who May Be Ignored." A running joke pitted biology against geology. Voight cheerfully agreed to geological requests with a breezy, "Sure! That's easy. It's not like it's rocket science – or biology." And if things got a little tense, as they did when a dive to an unexplored area found almost no living things, she advised her colleagues to "keep clam." Voight bows her head like a shy girl when she laughs, hiding her smile under a crown of curly hair. It's a gesture hard to square with her tall, slender physique and firm sense of purpose.

The daughter of blue-collar parents, she grew up in Davenport and often walked along the Mississippi River to watch birds and mammals. She became the first in her family to go to college when she enrolled at ISU. Her early interest in anthropology soon gave way to biology, and she credits an experience with college fieldwork for laying the foundation of her scientific career. She worked with the Iowa Coal Project, an experiment to reclaim land displaced by open-pit mining. By the time she

High on a pillar of tubeworms, 2,600 meters below the surface of the Pacific Ocean, an eelpout and a crab search for food.

By Katherine Millett

Janet Voight stands by the front window of the Alvin submersible, ready to unload animal samples for the Field Museum's collection.

graduated from Iowa State in 1977, she had published two articles, one about mammals and the other about birds, in peer-reviewed journals. She went on to earn a Ph.D. in evolutionary biology from the University of Arizona, focusing on marine life and the reproductive biology of octopods.

Voight has published 60 articles since college, and some have brought unwelcome publicity. Reporters pelted her with phone calls after she identified a pair of octopuses from a videotape taken during a submarine dive: they were copulating, they belonged to different species, and they were both male. Journalists called again last summer to ask for details from a paper Voight co-authored about erectile tissue in the male octopus's copulatory organ.

"It's just the discovery of a histological tissue type," she shrugged, unimpressed.

Voight studies octopus morphology in her lab at the museum, but she conducts her field work on ocean ridges where tectonic plates slide apart, volcanoes erupt to make the earth's new crust, and vents of sulfurous fluid support life in a way that was considered impossible when she was a college student.

Somehow, octopuses make a living near the tubeworms and other species that thrive near hydrothermal vents, with no sunlight, very little oxygen, volatile temperatures, and pressures exceeding 3,000 pounds per square inch. Their adaptations fascinate her, but during her stint as chief scientist, she had to restrain her enthusiasm for pure biology.

"It's scary how fast I've learned to carry a clipboard," she lamented one morning as she sat at a table in the ship's main lab to review a dive plan and make notes for a dispatch to the museum's Web site. "I used to have a career in marine biology!"

The cruise began in Panama and made a five-day transit to the East Pacific Rise, an underwater chain of mountains 1,300 miles west of the Panama Canal. The science party began to dive at a point about 450 miles north of the equator and worked its way north along the ridge about 300 miles, making a total of 17 dives to observe and collect specimens for biological and geochemical analysis.

Voight made two dives herself, sharing the 80-inch hull of the Alvin each time with a pilot and one other person.

"Diving isn't my favorite part of a cruise," she admitted, "but it's important to see these animals in their habitat as well as bring them back for study." She gazed into the sky to watch a pair of masked boobies, their brown wings spread wide, circle the top of the ship's jackstaff. It was a calm afternoon, warm and peaceful. Then a horn sounded, announcing that the sub was about to surface.

"Back to work," she said, pushing off from the ship's railing and beginning her graceful lope toward the stern, eager to see what the basket would bring. □

Katherine Millett is a Chicago-based nature and science writer.

Talented trio

They're young. They're talented. They're Iowa natives. These three Iowa State grads have a lot in common. Most of all, they love what they're doing: working at Nike World Headquarters in Beaverton, Ore.

Matt Gregg

Hometown: Story City
MS '00 Biomechanics
Researcher, Nike Sport Research Lab
What he does: Conducts laboratory research and development on products that are one to three years away from the retail shelf.
The best part of his job: "It's just really easy for me to get excited about this place and my role in the company. The whole concept of Nike inspires me, gets me jazzed."

Jill Carson

Hometown: Ames
'97 Apparel Merchandising, Design & Production
Project Manager, Socks & Sport Accessories
What she does: Coordinates marketing and design conceptual briefs with Nike Liaison Offices and factories to create products for retail.
The best part of her job: "The environment. It's gorgeous here. Every day I walk around and think, 'I'm so lucky to be able to come to work at a place like this.' It's pretty cool."

Winnie Callough

Hometown: Waterloo
'00 Journalism & Mass Communication
Artwork Coordinator/Colorist, Nike Golf
What she does: Sets up the artwork to be digitized and crested on golf apparel and bags and color-matches logos to apparel.
The best part of her job: "I've met so many amazing, talented, creative, influential people and I've learned so much."

JIM HEEMSTRA

Just doing it: Callough, Gregg, and Carson on the Nike campus.

Iowa State University Alumni Association

Annual Report

JULY 1, 2002 – JUNE 30, 2003

"If we work upon marble, it will crumble; if we work upon brass, time will efface it. If we rear temples, they will crumble to dust, but if we work upon immortal minds, and imbue them with high principles and love of mankind, we engrave upon those tablets something that no time can efface and which will brighten and brighten to all eternity."

- Daniel Webster

The year 2002-2003 opened up a world of opportunities for us to increase our efforts to connect with Iowa State's most precious resources: its people. Though the state and national economy continued to struggle and create challenges for the university and the Alumni Association, our alumni, students, and friends were a source of strength and inspiration to us all.

This was a year to set the stage to focus our current commitment and begin planning for the future. The Association's next 125 years will be framed in large part by the work we completed or began in 2002-2003. During the year, we:

- Revived our legislative advocacy group – the Alliance for ISU – to support Iowa State University
- Established goals for the Association's 125th anniversary celebration, to be held during 2003-2004
- Modified the structure of the Board of Directors
- Finalized plans for a membership campaign to grow Alumni Association membership to 50,000 by the end of 2005
- Continued to explore the feasibility of constructing a permanent home for alumni by 2007

We are grateful for the outstanding leadership of ISU President Gregory Geoffroy and fortunate that we were included as one of the university's key partners. We are also excited about the future of this organization and will work to improve our service, outreach, and communications to Iowa State and each of her alumni, students, and friends. Thank you again for your involvement with your university, your Association, and each other.

Martha Lagomarcino Gleason, '80 Education
Chair, 2002-2003 ISU Alumni Association Board of Directors

Jeffery W. Johnson
President, ISU Alumni Association

Mission

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

Vision

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

Overarching Goals

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

A message from President Geoffroy

Since I became president of Iowa State in 2001, I have been honored to lead this institution in its ambitious quest to become the best university in the nation in fulfilling its land-grant responsibilities to the people of Iowa and the world. I believe that we must never lose sight of our special role and responsibility in helping Iowans and our fellow citizens build a better future.

In spite of the many budget challenges we faced this year, I still maintain my initial excitement and optimism about the future of Iowa State, in large part due to the very strong support that we have received from members of the university community and our alumni.

One project about which I'm especially enthusiastic is the renovation of Morrill Hall. Alumni support for this project has been loud and strong, and although we have not yet completed the fundraising to restore this campus treasure to its former grandeur, we are making good progress, and I have great confidence that Iowa State alumni, students, and friends will rise to the challenge.

I can't tell you how proud I am of Iowa State and our great students, faculty, staff, and alumni. We are teaching a record number of students and doing it well, despite fewer faculty positions. We are securing record amounts of sponsored funding to support our research, education, and engagement efforts. We are embarking on some of the largest research and educational initiatives in our history. And we are completing an ambitious campus building campaign that includes the opening of Reiman Gardens Conservatory and Butterfly Wing, Hoover Hall, the Gerdin Business Building, the Carver Co-Lab, and other facilities that will enhance the excellence of our academic programs.

My thanks to each and every one of you – and to the support of the ISU Alumni Association board and staff – for making Iowa State University one of this country's most valuable educational resources.

GREGORY L. GEOFFROY
President, Iowa State University

Snapshot: Who serves?

Elected Members of the 2002-2003 ISU Alumni Association Board of Directors

By residence

Arizona	1
Colorado	1
Illinois	1
Iowa	12
Kansas	1
Minnesota	4
Wisconsin	2

By college

Agriculture	2
Business	2
Design	1
Education	3
Engineering	3
Family and Consumer Sciences	5
Liberal Arts and Sciences	5
Veterinary Medicine	1

By first degree year

1940s	1
1950s	3
1960s	3
1970s	6
1980s	5
1990s	4

By gender

Male	13
Female	9

By ethnicity

Caucasian	19
African American	1
Other ethnic groups	2

On the web
www.isualum.org/about/board/

2002-2003 ISU Alumni Association Board of Directors

Officers

Martha Lagomarcino Gleason**
Elem. Ed. '80
Chair
Mission Hills, Kansas

Stanley J. Thompson**
Pol. Sci. '82
Chair-elect
Des Moines, Iowa

Les M. Omotani**
PhD Prof. Stud. in Ed. '92
Immediate Past Chair
West Des Moines, Iowa

Bruce H. Hamilton**
Ind. Admin. '73
Vice Chair of Finance
Janesville, Wisconsin

Marcia L. Klindt**
Ag. Bus. '90
Vice Chair of Records
Des Moines, Iowa

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

Warren R. Madden**
Ind. Eng. '61
Treasurer
Ames, Iowa

Directors

Karen M. Albertson**
Chem. Eng. '83
Woodbury, Minnesota

Beverlyn Lundy Allen*
PhD Soc. '95
Ames, Iowa

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

Scott Alan Braucht**
Speech Comm. '80
Verona, Wisconsin

Gary D. Hoover**
Mech. Eng. '61
Rio Verde, Arizona

Ann Woodard Jennings**
Textiles & Cloth. '56
Des Moines, Iowa

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

Barbara Smith Kinney**
Home Ec. Ed. '58
Des Moines, Iowa

Martha West Krone**
Family Services '78
Sioux City, Iowa

Darlene Larsen**
Zoology '45, MS '68
Ames, Iowa

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

Thomas N. Lorenz*
Phys. Ed. '72
Rochester, Minnesota

Martin David Roepke*
DVM '65
Oskaloosa, Iowa

Barb Stumbo Sexton**
Home Econ. '78
Rockwell City, Iowa

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

Beverly Fischer Soshea**
Dietetics '52
Edina, Minnesota

Jeffrey H. Whiton**
Economics '71
Castle Rock. Colorado

Ex-Officio Members

Roger E. Baer
College of Design

Cathy Thompson Curtis*
Art '79, MBA '98
College of Education

David W. Gieseke*
College of Liberal Arts & Sciences

William D. Hoefle**
DVM '66, MS '74
College of Veterinary Medicine

Eric Hoiberg
College of Agriculture

Kristin Littlejohn*
College of Engineering

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

Kim Schroeder
Trans. Log. '94
College of Business

Michael Todd~
Electrical Engr. '03
Student Alumni Leadership Council

* Annual member
** Life member
~ Student member

2002-2003 Highlights

Membership
- Served 44,828 alumni, students, and friends as members of the ISU Alumni Association, up from 44,000 one year ago.
- Increased annual-member retention rate to 82%, up from 81% a year ago.
- Generated 1,900 members through direct mail, 1,062 members through the annual callathon, and 665 members online.

Outreach and events
- Organized the fourth annual meeting of The Circle, a group of former board presidents/chairs and executive directors.
- Sponsored ISU Night in Westport and staffed a spirit booth in conjunction with the Eddie Robinson Kickoff Classic in Kansas City, engaging more than 4,500 Cyclone fans.
- Entertained 720 alumni and friends at the Homecoming 2002 Tailgate.
- Helped coordinate the inaugural ISU Black College Reunion, resulting in 117 alumni returning to campus.
- Organized football pregame parties in Iowa City, Austin, and Boulder for more than 1,000 total Cyclone fans.
- Hosted alumni receptions in Chicago, Denver, San Francisco, Kansas City, Omaha, Washington, D.C., and Minneapolis to introduce a new national club program to 541 total alumni.
- Interacted with more than 500 alumni and friends at the Big 12 basketball tournaments in Dallas.
- Coordinated the Family of the Year Society gathering for 85 alumni family members and inducted 14 individuals.
- Hosted 350 alumni and their guests during Alumni Days 2003.
- Co-sponsored the 7th Annual Regent's Universities Iowa Job Fair with 850 students and alumni attending.
- Hosted more than 300 alumni and friends at receptions held in conjunction with ISU presidential visits in seven Iowa communities.
- Staffed a spirit booth at the Principal Financial Group Tailgate in Des Moines for more than 200 fans.
- Co-sponsored an ISU pregame event with the Athletic Department for more than 800 fans at the 2002 Crucial.com Humanitarian Bowl game in Boise, Idaho.
- Partnered with the ISU Alumni Clubs of Hamilton County, Black Hawk County, and Siouxland to host more than 180 Iowa Staters at their annual banquets.
- Co-hosted an alumni networking event at the farm of Don Jordahl ('58 ag. ed.) in Des Moines for 100 alumni and friends.
- Presented 43 Official Iowa State Rings in the inaugural ring presentation ceremony on April 21, 2003.

Communications
- Communicated quarterly with nearly 45,000 members of the Alumni Association through VISIONS magazine.
- Mailed one issue of VISIONS to approximately 120,000 non-member alumni households and 3,000 graduating ISU seniors with targeted membership messages.
- Sent *ISU News Flash*, the Alumni Association's e-mail newsletter for members, to approximately 19,000 readers every other week, up from 17,350 in 2001-02.
- Mailed ISU Events Calendars to approximately 38,000 Association member households.
- Conducted a VISIONS readership survey in April 2003.

Services and benefits
- Introduced a member discount program, with 50 Ames businesses participating.
- Introduced a student loan consolidation program with Iowa Student Loan Liquidity Corporation, a new affinity partner.
- Introduced member rates for *Cardinal & Gold*, an ISU sports publication, generating 130 subscriptions.
- Hosted 19 alumni tours, with 222 alumni travelers.
- Served 4,160 families with children in the Legacy Program.
- Co-sponsored the new Official ISU Ring program with the University Book Store, selling more than 300 rings.
- Provided MBNA bank card services to 33,846 alumni, students, and friends.

Other revenue generation
- Contracted with 13 advertisers to communicate their products and services to readers of VISIONS.
- Received donations from 17 local sponsors in support of Homecoming activities.
- Received $54,828 and other in-kind gifts from 73 donors directed to scholarships, student leadership programs, alumni outreach, the Mace Fund, Traditions Keeper Fund, etc.

Student programs
- Engaged more than 4,800 students as members of the Student Alumni Association, up from 4,100 in 2001-02.
- Sponsored the third-annual Chili Cook-off, with 15 teams serving chili to more than 500 attendees.
- Sponsored the first transitional conference, Life 490: Succeeding Beyond a Degree, for 80 juniors and seniors.
- Recognized 10 students with Senior Leadership Recognition Awards during VEISHEA.
- Hosted more than 1,000 students, family members, and guests at the Family Weekend 2002 tailgate.
- Hosted a Graduation Breakfast for more than 700 graduates.
- Honored three ISU seniors with the Wallace E. Barron Award.
- Co-created "Cyclone Alley" with ISU Athletics, a student spirit group for men's and women's basketball; 300 members joined by May 2003.

Scholarships
- Awarded a $1,000 "Going Places!" Scholarship to ISU junior Jane Nakayama.
- Awarded two $750 Homecoming 2002 scholarships to ISU students Allison Cantwell and Lisa Whelchel.
- Awarded seven scholarships from the Kansas City, Southern Colorado, Hamilton County, St. Louis, Cass County, and Black Hawk Women's clubs – a total of $4,850 to 12 students.

University and the community
- Contributed 2,310 student volunteer hours to Habitat for Humanity and other community projects during Homecoming.
- Co-sponsored the fourth Women's Letterwinners celebration with the Department of Athletics.
- Co-sponsored the annual Chamber of Commerce Business After Hours event at Reiman Gardens for more than 500 members of the ISU and Ames business communities.
- Honored 45 Iowa Staters at the 71st Annual Honors and Awards Ceremony. Hosted more than 300 individuals for a reception and dinner prior to the ceremony.
- Participated in the annual Festival of Lights tradition, with SALC lighting 500 luminaries along central campus sidewalks.
- Partnered with Story County Employer Advisory Council in providing employment to a young woman with disabilities.

Leadership and engagement
- Received 559 votes by paper ballot and 224 online votes from Alumni Association members for the 2003 Board of Directors election.
- Received 5,387 calls on the Association's toll-free line.
- Served nearly 11,500 members who were registered to access the Online Alumni Directory.
- Logged an average of 13,587 page views per day on the Association's Web site.

Honors
Received 10 awards from the Council for the Advancement and Support of Education (CASE) District VI for VISIONS magazine writing, photography, and design.

Professional Staff

Jeffery W. Johnson**
President

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

Breck Breitsprecher*
Assistant Director for Events and Constituent Programs

Dave Critchlow, 1991#**
Assistant Director for Web Communications

Karol Crosbie, 1972, MS 1984#**
Assistant Director for Communications

Scott Dahl, 1990**
Assistant Director of Membership and Marketing

Carole Gieseke*
Director of Communications

Shellie Henry, 1988*
Assistant Director for Membership and Marketing

Don Kockler, 1976*
Business Manager

Julie Larson, MS 1984**
Director of Student and Career Programs

David Orth, 1987**
Assistant Director for Clubs and Events

Ellen Shertzer, MS 2000*
Assistant Director for Student Outreach

Staff Assistants

AshLea Anderson*
Communications

Cecilia Dunlay, 2000*
Student and Career Services

Joyce Hagley*#
Student Recruitment and Membership

Karen Knight*
Travel and Service Programs

Beth Lott**
Events and Clubs

Cindy Marquardt**
Membership and Merchandise

Carolyn Ringgenberg**
Administration

Jo Schwarzenbach*#
Reception

Pat Thiede*
Awards, Reunions, and Events

* Annual member
** Life member
# Took new position outside the Alumni Association in 2003

Financial Report

Statements of Activities and Changes in Unrestricted Net Assets

Years ended June 30, 2003 and 2002

	2003	2002
Revenues		
Contributions:		
Annual dues	$574,576	$563,862
Life dues	282,901	292,537
Student dues	75,732	67,178
University support	195,382	189,929
Foundation support	100,000	100,000
Gift support	39,068	19,319
Total contributions	**1,267,659**	**1,232,825**
Other income:		
Interest and dividend income	208,914	222,629
Net unrealized losses on investments	(106,639)	(433,743)
Sales and royalties	1,520,908	742,594
Activity and event fees	123,628	127,979
Miscellaneous income	10,556	5,345
Total other income	**1,757,367**	**664,804**
Total revenues	**$3,025,026**	**$1,897,629**
Expenses		
Membership and income development	$466,780	$518,037
Alumni events	211,701	224,443
Alumni services	62,003	71,572
Constituent relations	196,764	236,430
Communications	512,030	398,125
Student programs	230,797	201,190
Career programs	35,321	51,788
Administration	797,596	704,922
Total expenses	**$2,512,992**	**$2,406,507**
Increase (decrease) in unrestricted net assets	512,034	(508,878)
Unrestricted net assets at beginning of year	**1,844,062**	**2,352,940**
Unrestricted net assets at end of year	**$2,356,096**	**$1,844,062**

Statements of Financial Position

June 30, 2003 and 2002

Assets	2003	2002
Cash and cash equivalents	$37,826	$18,177
Receivables:		
Accrued investment earnings	2,461	54,864
Other	45,573	11,306
Inventory	41,548	30,195
Prepaid expenses	7,945	0
Total current assets	135,353	114,542
Investments managed by ISU Foundation:		
Long-term Pool	3,213,686	3,412,298
Short-term Pool	588,293	1,196,167
Total Investments	**3,801,979**	**4,608,465**
Office furniture and equipment	293,296	227,665
Less accumulated depreciation	207,388	184,288
Net office furniture and equipment	85,908	43,377
Other assets	23,343	23,343
Cash value of life insurance	5,330	4,923
Total assets	**4,051,913**	**4,794,650**
Liabilities and Net Assets		
Accounts payable and accrued liabilities	107,321	115,524
Deferred revenue	1,588,496	2,835,064
Total liabilities	**1,695,817**	**2,950,588**
Unrestricted net assets	**2,356,096**	**1,844,062**
Total liabilities and net assets	**$4,051,913**	**$4,794,650**

Snapshot: Who belongs to the ISU Alumni Association?

July 1, 2002–June 30, 2003

By affiliation	
Alumni:	77.2%
Students:	10.9%
Non-alumni friends:	11.9%
By location	
Iowa:	47%
Out of state:	52%
International:	1%
By gender	
Male	56%
Female	44%
By ethnicity	
Caucasian:	33.9%
African American:	.5%
Hispanic:	.2%
Asian:	.7%
Other ethnic group:	.2%
Unknown:	64%
By decade of graduation	
1910s	.003%
1920s	.09%
1930s	1.5%
1940s	5.9%
1950s	10.3%
1960s	14.3%
1970s	22.4%
1980s	25%
1990s	16.8%
2000s	3.8%
By college	
Agriculture	17.7%
Business	7.4%
Design	2.7%
Education	5.7%
Engineering	22.1%
FCS	14.9%
LAS	25.9%
Vet Med	3.5%
Interdisciplinary	.3%
Total Alumni Association members:	44,828
Total living alumni:	189,189
First-time members joining the Alumni Association in 2002-2003	
Life :	101
Annual:	1,377
Student:	2,020
Membership growth in the Student Alumni Association	
1996-97:	780
1997-98:	2,583
1998-99:	2,916
1999-00:	2,860
2000-01:	3,106
2001-02:	4,047
2002-03:	4,864

How to connect with us

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

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

By fax 515-294-9402

By e-mail alumni@iastate.edu

On the Web www.isualum.org

www.smartcareermove.com

3 little reasons

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

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

Iowa
SMART IDEA™

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

say
cheese

Iowa isn't exactly known for its cheese. This is not Wisconsin, after all. But Iowa State has a long cheese-making history. So we had to ask: Just how cheesy are we?

ese!

Wendy Mickle, Connie Lawrance, and Kathy Larson launched a successful goat cheese business with the help of ISU Extension.

Miss Tillie is butting heads with one of her co-workers, which is just the sort of behavior you'd expect at a business that employs goats.

Those goats, an enthusiastic herd of floppy-eared Nubians, and the three women who adore them, are behind the tasty success of an Iowa cheese venture called Northern Prairie Chevre. Iowa State, adding another slice to its historical contributions to the world of cheese, can take a little credit, too.

Iowa State's cheese history dates back to the 1890s, when a "dairy school" was established with instruction in creamery management, butter making, and cheese making. A creamery and cheese factory were built near where Heady Hall now stands. Iowa State employed a series of cheese-making instructors, and, at one time, the dairy department actually sold processed cheese. The cheese was packaged in wooden boxes similar in shape to the cardboard packaging used for Velveeta.

Fortunately, Iowa State's contributions to cheese involve stuff much, much better than Velveeta. In fact, the deliciously moldy jewel in Iowa State's cheese crown is Maytag Blue, which has been wowing palates since 1941.

But before we get to the blue, let's sample the chevre.

BY STEVE SULLIVAN PHOTOS BY JIM HEEMSTRA

Chevre is the French word for goat and the name given to cheese made from goat's milk. It can be pronounced simply "chev," or, if you want to be French about it, "chev-rah." (By contrast, the French-sounding last name of the quarterback for the Green Bay Packers – whose fans are, coincidentally, called "cheeseheads" – is spelled "Favre" but pronounced "Far-ve." Go figure.)

Northern Prairie's Nubians produce milk high in butterfat, which creates smooth, flavorful chevre and other cheeses.

Wendy Mickle, Connie Lawrance, and Kathy Larson launched Northern Prairie Chevre in 2000. Mickle and Larson have been raising their "Nubian Bubbies"

Iowa State's cheese history dates back to the 1890s, when a "dairy school" was established with instruction in creamery management, butter making, and cheese making.

University Archives Artifact Collection, Special Collections, ISU Library

dairy herd for more than a decade. They primarily raised the goats to sell to 4-H'ers. But the two women found themselves with an interesting problem – the herd was producing more milk than was needed to feed its kids. Not wanting to waste the hard work of Miss Tillie and her colleagues, the women began experimenting with cheese making. Their friend, Connie Lawrance, who had purchased goats for her son's 4-H project, got interested and Northern Prairie Chevre was born.

The women of Northern Prairie sought advice from Iowa State dairy science experts as they developed the business. Northern Prairie's small operation is located on a farm in Woodward, about 20 minutes southwest of Ames. Forty or so goats romp and hang out in a rustic fenced area and adjacent barn, which also houses a milking room. The goats' milk is pasteurized, processed, and packaged in a nearby building. Northern Prairie produces about 100 pounds of cheese each week, and most of the work is done by hand.

In addition to its line of chevres – flavored with herbs from Lawrance's Murphy Creek Farm – Northern Prairie makes feta, a caprine farmhouse cheese, parmesan, and a Mexican queso, as well as other seasonal varieties. The products carry a label featuring a picture of Miss Tillie.

Many people have discovered Northern Prairie Chevre at the hugely popular Des Moines Farmers' Market. But now, Northern Prairie products are being enjoyed beyond Iowa's borders. Last year, Iowa State Extension helped the women secure a $1,000 grant for a Web site (www.northernprairiechevre.com) to market their cheese.

"A Web site today is almost a necessity. It gives a small business like ours not only opportunities for sales but lends credibility and increases consumer confidence in the quality of our products," said Lawrance. "The Web site has allowed us to share our farm experience as well as the cheese-making process and increase our sales. With Iowa State's support, we've been able to make our product known to more people."

The Web site is generating business. Mark Mancuso, owner of the *Bon Appetit* magazine-cited restaurant La Minestra in Pierre, S.D., discovered Northern Chevre via the Web site. He uses the chevre in a turkey and spinach salad.

"It's great cheese," said the chef. "I've tried the feta they make, too, and it's really nice."

Northern Prairie chevre is on the menus of some Iowa restaurant, too. In addition to the Web site, the Northern Prairie products can be purchased at several central Iowa specialty stores.

While Iowa State outreach has helped Northern Prairie, its research started Maytag Blue Cheese.

Iowa State's cheese research produced a variety of patents in the 1930s and 1940s, but the cream of the crop is U.S. Patent No. 2,132,077, The Method of Making Blue-Veined Cheese.

The patent was issued to the Iowa State University Research Foundation, Inc. (ISURF) on Oct. 4, 1938, and

Northern Prairie's 40 lop-eared Nubian goats produce 100 pounds of cheese each week.

expired on Oct. 3, 1955. It produced $201,366 in royalties, ranking it 22nd in ISURF license technologies. By way of comparison, ISURF's No. 1-ranked technology, a method for transmitting digital data that is used in fax machines, generated $36 million. That may make the blue cheese patent seem insignificant, but, then again, try putting a little wire from a fax machine in a Cobb salad.

The Iowa State process for making blue cheese was invented by Bernard W. Hammer and Clarence B. Lane. The two men developed a way to use homogenized cow's milk to create a cheese with the same qualities as Roquefort, the French blue cheese made from non-homogenized sheep's milk. As Hammer and Lane so colorfully said of their blue cheese process in the patent application: "The mold growth is more

Northern Prairie's Nubian goat herd produces milk high in butterfat, which creates smooth, flavorful chevre and other cheeses.

Chevre online:
www.northernprairiechevre.com

Inside the damp, chilly underground cave of the Maytag Blue Cheese plant, Bob Wadzinski, plant manager and head cheesemaker, checks for mold growth on a wheel of Maytag Blue.

The deliciously moldy jewel in Iowa State's cheese crown is Maytag Blue.

Fresh cheese curds are loaded by hand into stainless steel hoops. Each hoop will produce a 4-lb. wheel of blue cheese.

luxurious and has the brilliant green, which is desirable."

The Hammer-and-Lane process involves homogenizing milk at a certain temperature and pressure, and following a number of other steps, which address curd processing, salting, and ripening. The process is now the industry standard, and it remains the method used to make Maytag Blue Cheese, the top-selling American-made blue.

Like Northern Prairie Chevre, Maytag Blue Cheese grew from a beloved livestock herd – dairy cows, in this case. E.H. Maytag, the grandson of the Maytag washing machine inventor, had a farm and hobby heard of Holsteins near the family's appliance company in Newton. When E.H. died, his sons, Fredrick and Robert, decided to turn dad's hobby into a self-sufficient business. The cheese gods must have been smiling down on central Iowa, for at the same time, Hammer and Lane were working on their blue cheese breakthrough.

The Maytags licensed the Hammer-and-Lane method and then built the cheese-making factory, which is still in operation in Newton. Maytag Dairy Farms is owned by the Maytag family but is totally separate from the appliance company.

Maytag Dairy Farms headquarters are in a no-frills office building. This is where the orders are taken over the phone, and, on occasion, turned down because the demand is higher than the supply. A decade ago, Maytag sold about 200,000 pounds of blue cheese annually. Now, it sells approximately 900,000 pounds a year. Eighty percent of its sales are wholesale, while the remaining 20 percent is retail. Maytag does not advertise and has no Web site or sales force.

The office building also has a cheese counter where a daily stream of visitors can buy Maytag Blue in wheels, wedges, and crumbles. The cheese is wrapped in Maytag's familiar shiny silver foil with blue lettering. Several other cheeses that carry the Maytag label, including a terrific white cheddar, also are available.

Maytag contracts out the other cheeses, but down the road from the head office is where the blue cheese has been made since the first wheel was produced in 1941. From the outside, the cheese plant looks like an old farm, with a two-story home, huge white barns with sloping roofs, and a clay-tile block building where the cheese is made.

Inside, the place has an almost medieval feel. The cheese is made in a labyrinth of tight, clean rooms with clay-tile floors. The rooms are chilly and damp, which creates the humidity blue cheese needs.

"European cheese plants are very similar – the clay tiles, the open stainless steel vats," said Myrna Ver Ploeg, Maytag Dairy Farms vice president. "It doesn't have an industrial feeling at all. There's more of an artisan feel. It's a hands-on plant where something very special is taking place."

Maytag Blue begins with cow's milk purchased from local producers. (Maytag no longer has its Holsteins.) The milk is homogenized by being forced, under considerable pressure, through a cone made of tightly wound wire. This cuts the milk and fat globules in particles. The milk is heated and then allowed to stand in a warming vat to develop the acidity needed for curdling.

Rennet, a natural enzyme used to promote coagulation, is added. Firm, salted curds are scooped into cheesecloth and tossed with blue mold powder made from mold grown on bread in commercial dairy labs. That mold powder gives Maytag Blue its flavor and trademark veins.

The curds are loaded into stainless steel hoops, which are turned several times over an 18-hour period to help drain any liquid. Eventually, a four-pound wheel of blue cheese will be taken from each hoop, and then rolled in salt, which also helps draw out liquid and acts as a preservative. Holes punched in each wheel create uniform blue veining. The wheels ultimately ripen an average of six months in underground caves.

The entire process, right down to packaging, is done almost entirely by hand.

Run a search on the Food Network's Web site and you'll get three pages of recipes calling specifically for Maytag Blue Cheese. (Emeril Lagasse is quite fond of it.) Google "Maytag Blue" and you'll discover it being used in all sorts of dishes at restaurants from coast to coast.

"Chefs decided to use our name on menus to indicate the quality of food they are serving," said Ver Ploeg. "I once heard that Maytag Blue Cheese is the No. 1 most recognizable name on menus."

A history video shown to visitors describes how Maytag "sent an employee to the university in Ames and he returned a cheesemaker." Those days are long gone. But, while you won't find any formal cheese-making instruction on campus anymore, cheese hasn't totally disappeared from the classroom or culture.

It isn't unusual to see a huge "ISU" carved from a block of yellow cheddar at campus receptions. And Earl Hammond, a distinguished professor of food science and the holder of a few cheese-making patents himself, still teaches a food science course where students actually make cheese. Last semester, the students produced a small batch of Swiss cheese.

And was it world-class? Hammond himself proclaimed it "not too bad." □

Steve Sullivan is an Ames-based writer

Building community

BY CAROLE GIESEKE

The College of Business has a new place to call home

This issue of VISIONS marks the debut of a new department: College Close-up. Designed to keep readers current with Iowa State's academic colleges, this department will profile one college in every issue. This spring, we feature the College of Business, Iowa State's youngest and third-largest college.

There's a lot of "wow" built into the College of Business's $25.1 million new home.

The L-shaped, four-story Gerdin Business Building features the state-of-the-art technology you'd expect from a brand-new facility designed for business students: wireless Internet connections, the latest computers, multimedia projection systems, high-tech labs and classrooms.

But what you don't expect is to walk into an enormous living room, bustling with students and faculty happily drinking cups of gourmet coffee, reading newspapers, working on their laptop computers, and munching on freshly baked cookies.

The 2,140-square-foot commons area, home to the Business Café, boasts floor-to-ceiling glass panels and a 28-foot-high ceiling. Yet the space remains cozy, with its upholstered, earth-tone couches, comfy chairs, and round-top tables. And it's just one of the many spaces in the Gerdin Business Building for students to meet, study, and learn.

Open since Jan. 6, 2004, and with its official dedication on Feb. 20, the Gerdin Business Building is the first true home to ISU's youngest college. Iowa State announced plans to construct the new building in the southeast corner of central campus in 1998, when Russell and Ann Gerdin of Coralville, Iowa, donated $10 million for the project. That gift launched a $35 million initiative that includes an endowment for faculty development, program enhancements, and scholarships.

> "Everybody gets the sense that this building was designed with their needs and purposes and wishes in mind."
>
> LABH HIRA
> COLLEGE OF BUSINESS DEAN

The resulting facility has resonated with each of the college's primary constituents – students, faculty, and staff – according to College of Business Dean Labh Hira.

"Anybody who walks into this building will say, 'Gosh, this was designed for me.' Everybody gets a sense that this building was designed with their needs and purposes and wishes in mind."

Two design features are responsible for that feeling. First, the faculty are "intermingled" on third floor to maximize interdisciplinary interaction.

"Our faculty didn't want accounting in one area, finance in another area," said Hira. "That surprised the architects, but it didn't surprise me. That's the kind of community we have built among the faculty."

The second design feature is simple organization: Classrooms are grouped together, student services are together, administration is together, faculty offices are together.

"From a student functionality point of view, this building is very easy to

The Gerdin Business Building was nearly finished when this aerial photo was taken last fall, looking northwest toward the center of campus.

Photo by Robert Nandell, Copyright 2003, The Des Moines Register and Tribune Company. Reprinted with permission.

The Gerdin Business Building

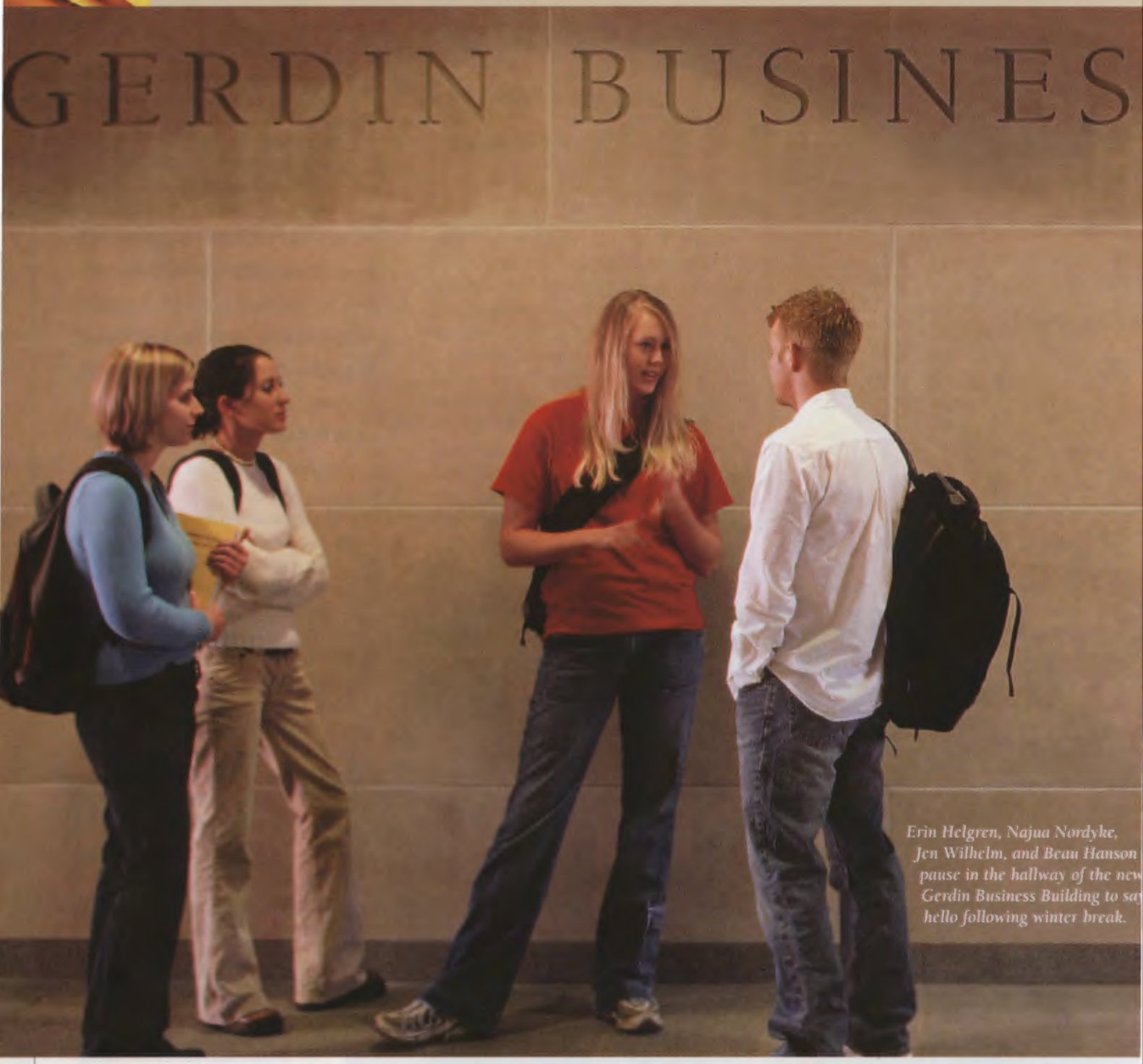
- 111,000 square feet
- $25.1 million project, funded by a $10 million lead gift by Russell and Ann Gerdin of Coralville, Iowa. Additional funding from the state of Iowa and other private gifts.
- Location: Corner of Knoll Road and Union Drive, southeast part of campus.
- Open: Jan. 6, 2004
- Official dedication: Feb. 20, 2004
- 4 stories
- 300-seat lecture hall
- 8 classrooms
- 4 computer labs
- 2 learning labs
- 2 help rooms
- 8 team rooms for group projects
- 2 seminar rooms
- 12 interview rooms
- 4 conference rooms
- Space for graduate and undergraduate student interaction
- Space for student organizations, recruiters, and career services
- Coffee shop/cafe
- Small Business Development Center headquarters
- State-of-the-art technology, including wireless Internet access throughout the building
- Behavioral research lab with observation rooms

In its first 14 days of business, the bustling Business Café sold 880 cups of coffee ("Business Blend" is the most popular), 1,854 bottled beverages, 1,003 baked goods, 662 sandwiches, 178 salads, and 46 pieces of fruit.

About the College of Business

- Founded in 1984 as College of Business Administration
- Name changed to College of Business in 1991
- Dean: Labh S. Hira
- Number of undergrad majors: 3,635*
- Number of graduate students: 295*
- Number of faculty: 84
- Rank: ISU's third-largest college in terms of student numbers*
- Accredited by the Association to Advance Collegiate Schools of Business International, which accredits only 25 percent of the 1,200 business schools in the nation
- Undergraduate programs in accounting, finance, management, management information systems, marketing, production operations management, and transportation and logistics
- MBA program and advanced degrees in accounting, information systems, information assurance, and human-computer interaction.

*Statistics from fall 2003



Erin Helgren, Najua Nordyke, Jen Wilhelm, and Beau Hanson pause in the hallway of the new Gerdin Business Building to say hello following winter break.

navigate," Hira said.

Students agree.

"This building is awesome," said Adam Zook, a junior marketing major from Ankeny. "We couldn't ask for more than this."

Even in early January, students had settled in to the building's cozy study nooks and team rooms, and they moved easily from classes to labs to lounges.

"The classrooms are great for discussion," said McKaela Grasmick, a senior marketing major from Chaska, Minn. "You can actually talk and be heard."

The building is expected to be the last major structure to be built on central campus, and it fills one of the university's greatest needs: classroom space.

"Central campus needed more classroom space," said Kim Schroeder, director of marketing and alumni relations for the College of Business. "This building has eight classrooms, plus a large lecture hall, seminar rooms, team rooms, and learning labs."

Hira says the new building already has become a source of pride among College of Business alumni and supporters. Private contributions covered more than 60 percent of the cost of the new facility. Donors have also provided increasing support for faculty and for student scholarships.

So everybody's happy. The college has a new home, and everyone loves it.

No, wait. There is just one small

BUILDING

McKaela Grasmick, Alex Parrish, Andrea Reinhart, Courtney O'Connor, and Adam Zook work together on a class project in one of the Gerdin Building's informal student interaction spaces.

problem with the Business Café.

"People say it's too convenient," says Janice Grove, who coordinates the food for the Business Café. "Our pastries are too tempting. Everyone says they are going to gain weight!" □

On the web

www.bus.iastate.edu

Upcoming College of Business Activities

- International Business Conference, April 2, 2004
- Class Reunions, April 17 (for alumni graduating in years ending in 4 or 9)
- Robert Stafford Lectureship on Banking, May 26
- Lecture: "Remembering 9/11: A First-Hand Experience from the Pentagon," Sept. 9 (presented by Lt. Col. Matthew D. Swanson, '83 marketing)

Points of **pride**

- ISU accounting students rank among the top 5 U.S. universities in all four sections of the CPA exam (2003).
- Finance faculty 2nd in the nation for publications in the top refereed journals when compared with other institutions without a Ph.D. program in finance.
- ISU's entrepreneurial program is ranked as a top-100 program according to *Entrepreneur Magazine* (April 2003).
- The college administers Iowa's 13 Small Business Development Centers, which create an economically stronger and healthier Iowa. In one year, SBDC clients generated 765 new jobs, produced $32.1 million in incremental sales, and contributed nearly $4 million in additional federal and state tax revenues.
- Nationally, the transportation and logistics program ranks 2nd among transportation programs, among the top 5 in transportation research and 9th among logistics programs.
- The college's career services office placed more than 500 College of Business students in internships and co-ops in 2002-03.
- Brad Shrader, professor of management, was awarded an $18,000 Phillip G. Hubbard Award for Outstanding Education in April 2002.
- The Marketing Department is ranked 2nd for non-Ph.D. institutions in research impact and productivity and 33rd when compared to all colleges and universities.
- Russell Laczniak, professor of marketing, has served as president of the American Academy of Advertising and is the editor of the *Journal of Advertising.*
- An interdepartmental master's and Ph.D. degree in human-computer action was created to train researchers to understand how these technologies can be applied to business.
- Since its inception in 1997, the Pappajohn Center for Entrepreneurship has provided assistance to help launch 245 companies currently employing more than 800 people.

The highest honors

During the Iowa State University Distinguished Awards Celebration on April 17, the ISU Alumni Association will present the highest awards alumni and friends can receive from Iowa State University through the Alumni Association.

Distinguished Achievement Citation

The Distinguished Achievement Citation was established in 1961. The DAC is the highest honor given to alumni through the ISU Alumni Association. This citation honors alumni for their nationally and internationally recognized contributions to their professions.

Victoria L. Bernhardt*

B.S. 1974 Psychology, minor in Math; M.S. 1977 Statistics, Psychology, and Education
Paradise, California

Victoria Bernhardt represents the best of what state universities such as Iowa State encourage their graduates to do with their education. While most people realize the value of education for an individual, it is when the education is used to open new areas of knowledge that education benefits all of society.

Throughout her career, Bernhardt has focused on improving public education, from elementary school through college. She has been involved with designing and implementing evaluations to improve teacher preparation, and since 1991 has been executive director of the Education for the Future Initiative, a not-for-profit organization whose mission is to build the capacity of all schools at all levels to continuously improve. She is the author of 11 highly regarded books.

Bernhardt's research has helped educators use data to improve instruction and, therefore, student learning. A colleague writes that Bernhardt's work "has had significant influence on the way schools and districts are approaching comprehensive school improvement processes" and that her work has "truly impacted students, staff, and parents in all 50 of our United States."

Tom Harkin*

B.S. 1962 Government
Washington, D.C.

Sen. Tom Harkin's contributions to society stretch far beyond the borders of Iowa. His long-time public service has contributed to the welfare of every citizen of the United States. He has earned a reputation for giving a voice to those too often overlooked in Washington. In Congress, Harkin is a recognized leader on agriculture, education, health care, and disability issues

Harkin authored the 1990 Americans with Disabilities Act, the landmark legislation that protects the civil rights of more than 54 million Americans with physical and mental disabilities. He has also led the fight to improve educational opportunities for children with disabilities. In addition to successfully pushing legislation to bring health professionals to small towns and rural areas, Harkin also helped lead the effort to double medical research funding to speed up cures for cancer, heart disease, and Alzheimer's.

As the ranking Democrat of the Senate Education Funding Subcommittee, Harkin has led efforts to improve education by reducing class size, giving students better computer and Internet access and improving teacher training.

As then-chairman of the Senate Committee on Agriculture, Nutrition and Forestry, Harkin helped shepherd the 2002 farm bill all the way to becoming law. That bill established an innovative new conservation initiative known as the Conservation Security Program.

A 10-year Congressman from Iowa's Fifth Congressional District, Harkin was first elected to the U.S. Senate in 1984 and has won re-election three times. He is the recipient of a 1974 ISU Alumni Association Outstanding Young Alumni Award.

Graham B. Spanier*

B.S. 1969 Sociology;
M.S. 1971 Sociology
University Park, Pennsylvania

Graham Spanier is one of this country's most outstanding and creative educational leaders. He served as chancellor of the University of Nebraska-Lincoln from 1991 to 1995 and has been president of the Pennsylvania State University for nine years. As the 16th president of Penn State, Spanier oversees one of the nation's largest and most comprehensive universities, one

achievement

honorary

that encompasses 24 campuses, 36,000 employees, and an annual budget of $2.7 billion. His presidency there has been a remarkable achievement, but beyond that, Spanier has been a national leader in higher education. He has served as chair of the National Association of State Universities and Land-Grant Colleges and has led the Kellogg Commission on the Future of State Universities and Land-Grant Colleges – positions that have led to significant new directions for America's public, state, and land-grant universities.

ISU President Gregory Geoffroy says, "It is not an exaggeration to state that Graham Spanier may be the most widely respected university president in America today."

Spanier received the ISU Alumni Association's Outstanding Young Alumni Award in 1982.

Honorary Alumni Award

The Honorary Alumni Award is the highest honor given by Iowa State University through the Alumni Association to non-ISU graduates. The first award was given in 1968, and only nine individuals or couples have been honored with this award. The award honors the recipients' contributions to Iowa State's welfare, reputation, prestige, and pursuit of excellence.

Linda and John Dasher*

Ames, Iowa

Linda and John Dasher have provided literally thousands of volunteer hours supporting and enhancing Iowa State. The couple has led fund-raising efforts including the ISU Foundation's Partnership for Prominence Campaign, C.Y. Stephens Auditorium renovation, and special projects for University Museums and other campus art. Both have been elected governors of the ISU Foundation, serving in key leadership positions – John as chair of the ISU Foundation Board of Directors and Linda as chair of the ISU Foundation Women and Philanthropy Steering Committee. John has served on advisory boards for the College of Business, College of Family and Consumer Science, Iowa State Center, and the Knoll renovation.

The Dashers are members of Order of the Knoll and life members of the ISU Alumni Association. In addition to their involvement with Iowa State, Linda has chaired the Mary Greeley Hospital Board. Both have served as president of the Ames Chamber of Commerce. John has been a district governor for Rotary and served on the Hotel at Gateway Center Board. John is president of Dasher Management, DBA, McDonald's of Ames. Linda is a consultant on business and social etiquette and is a partner with her husband in McDonald's of Ames.

Russell and Ann Gerdin

North Liberty, Iowa

Russ and Ann Gerdin may be natives of Minnesota, but they've made a mark on Iowa education. The couple believes strongly in supporting higher education and has given generously of their time, energy, and financial contributions for many educational projects in Iowa, especially at Iowa State University. ISU College of Business Dean Labh Hira writes, "Many people talk about noble causes, but very few take action to truly make a difference. Russ and Ann were instrumental in driving a $35 million initiative for the college." The Gerdins provided the lead gift for the new $25.1 million Gerdin College of Business Building, which was dedicated in February 2004.

Russ is CEO of Heartland Express, a trucking company in Coralville, Iowa. Heartland has been named one of the top 200 best small companies in America in *Forbes* magazine 12 out of the last 17 years. The Heartland Education Fund provides tuition and board for children of Heartland Express employees who have been with the company more than 10 years.

The Gerdins are members of the Order of the Knoll, and Russ serves on the College of Business Advisory Board.

Richard O. Jacobson

Des Moines, Iowa

Dick Jacobson has provided significant financial support to Iowa State, to ISU Athletics, and the College of Business and has been a loyal supporter of ISU for more than 30 years. With the help of Dick's leadership and financial resources, the Department of Athletics has seen an unprecedented era of success since the Jacobson Athletic Building opened, a state-of-the-art facility that was funded in large part by Jacobson's lead gift.

Jacobson understands the importance of higher education and encourages others to support the needs of the university. His Jacobson Faculty Fellowship has allowed the College of Business to provide incentives to retain quality faculty, funds a management conference, and supports student scholarships.

Jacobson is chairman of the board of Jacobson Companies of Des Moines, which includes Warehouse, Transportation, Logistics, Packaging, Industrial Services, and Investment Services.

Jacobson is a member of Order of the Knoll, is an ISU Foundation governor, and has served on the ISU Foundation Board of Directors.

*Indicates membership in the ISU Alumni Association

NOTE: Only ISU degrees are listed

ALUMNI DAYS 2004

Class reunions

REMEMBER THE GOOD OLD DAYS AT ISC? The days before co-eds wore slacks? Before pantyhose and microwaves? When chat rooms were at the end of the hall – not in cyberspace?

It's time to relive those days at your class reunion! Alumni Days 2004 will honor the 50-year class of 1954 and all Gold Medal classes (alumni graduating before 1954), with special recognition to the classes of 1949, '44, '39, '34, '29, and '24.

Events will be held beginning Wednesday evening, May 19, with an optional reception, and will end with optional activities on Saturday, May 22. The majority of Alumni Days events will take place on Thursday and Friday, May 20-21.

Special this year is a musical ensemble made up of members of the class of 1954. The group will perform at the class of 1954 dinner. Other activities for returning alumni will include campus tours, a visit to Reiman Gardens, college-hosted programs, open houses at the Knoll and Farm House Museum, and the Gold Medal dinner and ceremony. There will be ample time to reconnect with old college friends and make new ones as you walk through campus and relax in the Memorial Union. Optional activities include a Memorial Union "ReUnion," an Alumni Association travelers' reunion, and the Alumni Association's 71st annual meeting and luncheon.

For more information, contact Pat Thiede toll-free 1-877-ISU-ALUM, e-mail pthiede@alumni.iastate.edu, or register online at www.isualum.org/events/ad/2004/index.html. □

"YOUR GIFTS MAKE IOWA STATE GREAT"

ERIC SMITH

Animal Science – St. Anthony, Iowa

"Being one of five siblings raised on a livestock farm, I learned very quickly the importance of responsibility, and that paying for college was one of those. My scholarship allows me to concentrate on my main responsibility here at ***Iowa State*** *– my studies."*

Planned gifts create numerous opportunities for ISU students and faculty. Whether you support student scholarships like the one Eric receives, faculty positions or an area of specific interest to you, a planned gift can touch countless lives of future Iowa Staters. Through planned giving, your legacy will continue Iowa State University's traditions of excellence for generations.

To learn more on how your estate can touch the lives of ISU students or faculty, call the ISU Foundation at 1-800-621-8515 or visit us at www.foundation.iastate.edu.

IOWA STATE UNIVERSITY FOUNDATION

Association News in Brief

Coming soon to a mailbox near you

In the next few months, all ISU alumni will be receiving a survey (either by mail, e-mail, or phone) requesting updated information for the upcoming 125th Anniversary Alumni Directory, due to be published in 2005. The directory will be available in hard or soft cover and on CD. Please watch for your survey and return it with any corrected information.

Sustaining success

A special thank you goes out to over 320 fully paid life members who agreed to extend their support of the Alumni Association by becoming inaugural members of the Sustaining Life program. So far, this program has generated over $45,000 that will go toward maintaining and enhancing the quality programs and services of the ISU Alumni Association. If you are interested in becoming a 2004 Sustaining Life member, please go to https://www.isualum.org/secure/sustaining.asp for more information.

Black College Reunion: 'Let's do it Again'

Save-the-date postcards were mailed in January to ISU's black alumni and former students regarding the upcoming reunion, Sept. 3-5, 2004. If you didn't receive the postcard, our records may not reflect your status as an African American. Please contact us at www.isualum.org/events/bcr.html and complete the form if you would like to receive information about the reunion and other opportunities to be involved with the second bi-annual Black College Reunion. We will be sure to update your record and get information out to you.

Bringing home the gold ... and the bronze

VISIONS magazine received four awards from the Council for Advancement and Support of Education District VI. The awards – two gold and two bronze – were for feature writing and portraits ("Alumni Chronicles," winter 2003), and for opinion/column writing ("Getting Started," winter and summer 2003). The awards were presented in January at the district conference in Denver, Colo.

Super seniors

Four students received the Alumni Association's Wallace E. Barron Award at the Student Scholars and Leaders Recognition Ceremony in March. They were:

- Leia E. Guccione, mechanical engineering and political science
- Julie M. Hemann, dietetics
- Jess R. Phelps, agricultural business and economics, history and international agriculture
- Omar L. Tesdell, journalism and mass communication

The Barron award recognizes outstanding seniors who display high character, outstanding achievement in academics and activities, deep interest in the university, and promise for continuing these exemplary qualities as alumni.

The award is named for Wallace E. "Red" Barron (class of 1928) who served as director of alumni affairs at Iowa State from 1937 to 1968.

On the web

For more information on the award winners:
www.isualum.org/services/AWARDS/

To learn more about Wallace E. "Red" Barron:
www.isualum.org/news/visions/winter04/anniversary2.asp

You are invited

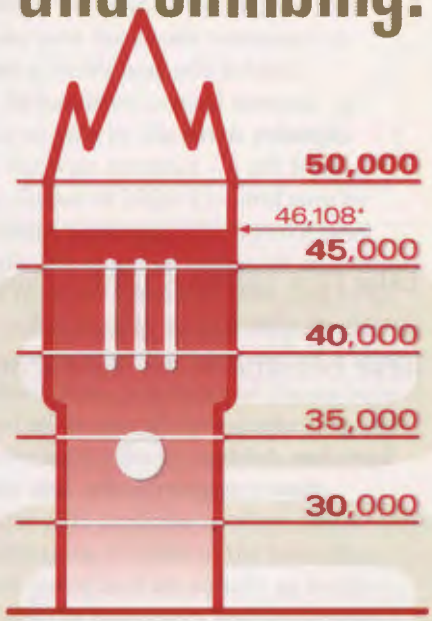
ISU Alumni Association 71st Annual Meeting and Luncheon

May 22, 2004

Open to all members of the ISU Alumni Association
RSVP by calling 294-6525 or toll-free 1-877-ISU-ALUM

Space is limited.

46,108 members and climbing!



Be a part of the next 125 years of building loyalty, pride, and tradition. **Help us grow to 50,000 members by the end of 2005!**

Current members:

- Renew your annual membership
- Purchase a gift membership

If you're not a member, join today!

To join, renew, or purchase a gift membership, **call 294-2648** or **toll-free 1-877-ISU-ALUM,** or go to **www.isualum.org/join**

*Membership total as of March 2004

Gifts of class

Take this campus tour to see some of the class gifts that have become Iowa State icons.

Since the university's founding, students and alumni have left indelible marks on the ISU campus. Through their class gifts, Iowa Staters have left behind a legacy for future generations.

A quick tour of campus highlights some of the class gifts that have become Iowa State icons.

If your memories of how to navigate campus are a bit foggy, thank the class of 1928 for their generosity. The funds from an anniversary gift provided many of the **building identification signs** around campus. If you're walking on campus at night, offer your gratitude to the class of 1989, who provided funds for campus **lighting improvements.**

Many visitors and alumni stop at the Elwood Drive campus **information booth** – made possible by gifts from the classes of 1929, 1971, and 1974. Just ahead is **Iowa State Center,** and gifts from the classes of 1912, 1918, 1960, 1962, and 1964 assisted with construction costs. The center's marquee on Lincoln Way was a gift from the class of 1983.

Northwest of Iowa State Center are Oak and Elm residence halls. The limestone for the Christian Petersen sculpture **"Conversations"** between the two buildings was given by the class of 1947. Petersen's art is something that continues to resonate with students and alumni, as several other class gifts have been given to preserve his work around campus.

"The Marriage Ring" in the south foyer of MacKay Hall was restored with funds from an anniversary gift of the class of 1951. **"The Fountain of the Four Seasons"** was repaired and restored thanks to gifts from the classes of 1923, 1946-48 and 1989. The class of 1968 purchased a limestone Peterson statue of **George Washington Carver** for display between Carver and Beardshear halls. (A bronze replica currently stands in its place, as the statue was removed for safekeeping.)

On the north side of central campus, you'll find an anniversary gift from the class that started it all. There's an **engraved boulder** bearing the names of the class of 1876. After you've found it, take a breather from the campus tour on the **granite benches** – an anniversary gift from the class of 1910.

From here you can admire the spire of the **Campanile.** The classes of 1934 and 1935 provided funds to remove the black and gold clock faces, and replace them with lighted white and black faces. More recently, the classes of 1940, 1942, and 1987 combined anniversary and graduating gifts to help fund the Campanile and carillon restoration in 1994.

Continuing our tour to the west, we enter **Parks Library,** home of several class gifts. Most notable here are the portraits of university presidents Albert Storms and James Hilton. The Storms

PHOTOS BY JIM HEEMSTRA

MORRILL HALL

GRANDFATHER CLOCK

GOLD STAR HALL

THE FOUNTAIN OF FOUR SEASONS

portrait was an anniversary gift from the class of 1907, and the Hilton portrait was a gift from the classes of 1965 and 1966. The class of 1959 provided funds to assist in the restoration of the library's Grant Wood murals.

South of the library is **Morrill Hall.** Although currently awaiting a $9 million restoration, Morrill Hall will soon be the beneficiary of two class gifts. The class of 2003 provided funds to assist in the renovation of the building's main entrance, and the class of 1953, on the occasion of its 50th reunion, has established a fund to support the future Christian Petersen Art Museum that will soon be housed in the refurbished brick building.

"The class committee decided to support the Petersen Museum because we felt it was important that ISU have a dedicated space to commemorate Christian Petersen and his work," said class treasurer Dave Williams ('53 animal science). "As a student at ISU, I remember walking past his studio many times and thinking 'This is really something special.' It's a wonderful project to be a part of, and important to preserve this part of ISU's past for future generations."

Walking past Morrill on the way to Beardshear, you might want to stop at **The Hub** for a snack. What once was the depot for the Dinky Train is now a central meeting place for many students, thanks in part to a gift of the class of 1982.

Continuing south to **Beardshear Hall,** we see several more unique class gifts. The time capsule and bench in front of Beardshear are gifts from the class of 1958. Inside the building main entrance, you'll see the marble drinking fountain, courtesy of the class of 1905. If you were highly studious and attended ISU in the middle of the twentieth century, there's a chance you might see your name on the honor roll plaque. An anniversary gift from the class of 1917 lists the top scholars in each college from 1917 through 1966.

It should be no surprise that the university's central gathering point – the **Memorial Union** – has been the recipient of several class gifts over the years. Gold Star Hall was renovated with an anniversary gift from the class of 1943. The classes of 1928 through 1931 combined their graduating gifts to purchase the wrought iron gates at the men's lounge. If you plan your visit to the union at 2:29, you can synchronize your watch with the grandfather clock outside the Oak Room, which was an anniversary gift from the class of 1879. Downstairs, the MU commons was remodeled and updated with help from gifts from the classes of 1990 and 1994.

Outside the union, say hello to Lancelot and Elaine on the restored **Lake LaVerne.** The classes of 1973, 1980, 1988, and 1999 chipped in to make sure the swans continued to have a scenic and safe habitat.

As you leave central campus, be sure to pass by the **brick columns** on the west entrance – a gift from the classes of 1920-23 – and stop by **Reiman Gardens,** where you'll pass under the entrance bridge, an anniversary gift from the classes of 1944 and 1952.

While it's easy to identify physical objects as gifts that have created a legacy at Iowa State, a number of classes have used all or part of their graduating and anniversary gifts to establish **endowed loan and scholarship accounts.** Those gifts continue to allow future generations to share in the Iowa State experience, and are equally as important as the landmarks featured in our campus tour.

If you've got a reunion in your future and would like assistance in coordinating a class gift, contact Jennifer Newcom at the ISU Foundation at 515-294-8418, or e-mail her at jnewcom@foundation.iastate.edu. □

Jason Menke is assistant director of communications for the ISU Foundation.

Celeste Smith, Alumni Association student intern, compiled much of this information relating to Iowa State class gifts.

On the web

More class gifts online

Space limitations allow us to briefly highlight only a fraction of Iowa State's class gifts. There are of course, hundreds of thoughtful class gifts that have made a significant impact on the university. To view a comprehensive listing of class gifts, visit the Alumni Association Web site at www.isualum.org/classgift/index.html.

IOWA STATE CENTER

THE MARRIAGE RING

GEORGE WASHINGTON CARVER

REIMAN GARDENS

One special gift

A tragic accident and a selfless act bring two families together

NOT LONG AFTER THE 2001 INDEPENDENCE BOWL, Dan Conrad found the perfect gift for his son, Mark, by surfing the Internet: a real, game-worn Cyclone football helmet – a one-of-a-kind treasure being offered to the public as part of an athletics department fundraiser to purchase new, safer "miracle helmets" for the Iowa State football team. Recognizing a unique opportunity, Dan claimed his son's piece of Cyclone history with a click of the mouse.

When the helmet arrived at the Conrad home in Hartland, Wis., Mark immediately wondered who had worn it. *Maybe,* he hoped, *it was Seneca Wallace's.* Despite growing up in Michigan, New Jersey, and Wisconsin, Mark is Clone to the bone; Dan even refers to his son as a central Wisconsin "evangelist" for Iowa State.

But it was a family 563 miles away, in the heart of Huskerland, who would end up considering Mark Conrad its angel.

Mark figured out whose helmet he owned by reading a name printed in black ink on the chinstrap. It wasn't Seneca Wallace's. It was Matt Grosserode's. A high school standout from Lincoln, Neb., who played primarily on special teams as a Cyclone, perhaps Grosserode wasn't as well known as Wallace. But Mark became an instant Grosserode fan.

He wore the helmet when he went trick-or-treating. He showed it to all of his friends. It had a special place in his bedroom, which is decorated from floor to ceiling with Iowa State posters, snapshots of himself with favorite Cyclone heroes like Jamaal Tinsley, and other Cardinal and Gold treasures. "I told everyone it was a *real* helmet worn by a *real* player," Mark said. It became one of the crowning jewels in Mark's impressive collection.

Then, last August, Dan found something else on the Internet. It was a news story about a former Cyclone football player who perished tragically in a car accident. When Dan and Mark saw the name, their hearts sank: Matt Grosserode. "Mark rushed to his room and I found him sitting on his bed, sort of nodding, holding the helmet in his lap," Dan said. "When he finally came downstairs, he said he didn't want it anymore."

"IT WAS THE DAY OF OUR 15-YEAR-OLD SON Danny's first freshman football game," Joann Grosserode said of that day in September, the first since her son's death that the family would go out and "be around people."

"We had gone to the cemetery that day; we go every day," Joann remembered. She was with a friend when she returned from the grave and found the package. "We had been receiving many things," she said, "but there was this brown package on our front porch from Wisconsin. We didn't know anyone from Wisconsin."

Within a few minutes, curiosity won out and Joann discovered the treasure that had been carefully tucked inside the heavy, awkward box. "Matt's helmet was in it," she said. "Inside the helmet was a card that read, 'May memories bring you gifts that soothe your soul.'" The card was addressed to Mr. and Mrs. Grosserode from 13-year-old Mark Conrad.

"I could not quit crying," Joann said. "We were just so in awe of a young man's presence of mind to think of somebody other than himself. We just knew he was an angel sending us this gift."

Things like football helmets are important in the Grosserode family. Eldest son P.J. and Joann were both track stars at Lincoln Pius X High School while father John was a standout in basketball. Matt's chosen sport was football, and the youngest Grosserodes – Danny, Tara, and Mitchell – are all heavily involved in athletics ranging from volleyball and basketball to track, football, and golf. Danny's high school football debut was a family event, and the Grosserode family knew as the day approached, Matt would be with them.

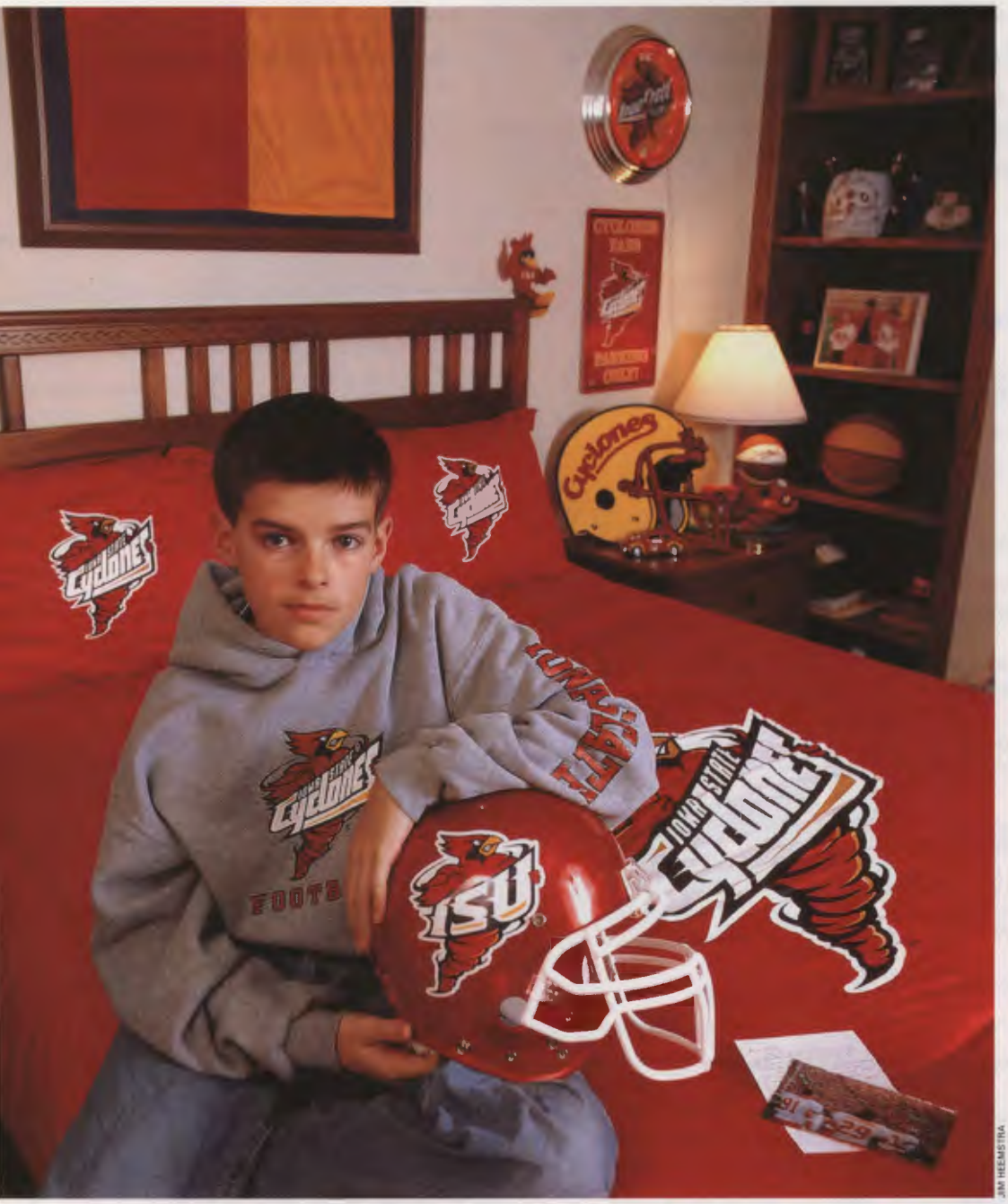
> "We are hoping someday to meet this young man and tell his parents what a wonderful job they have done raising him."

At halftime Pius X led 26-8, and Danny Grosserode had scored all 26 points for his team.

"Look at the score," John Grosserode had said to his wife. Matt had worn No. 26 when he played for Pius X. "Matt's right here with us. He sent his helmet from heaven, and he's right here on the sidelines cheering on his brother."

That was the day the Grosserode family knew Matt's memory would live on forever. P.J. Grosserode's eulogy for

By Kate Bruns



In his Hartland, Wis., bedroom, Mark Conrad holds a new Cyclone football helmet given to him by ISU athletics to replace the helmet he gave to Matt Grosserode's family. Beside him on the bed are a photo of Matt and a note from Matt's mother, Joann.

JIM HEEMSTRA

his brother sums it up: Matt Grosserode was faithful to God, loving to his family, and loyal to his friends. "There are no words to describe how much we miss Matt," Joann said.

Matt, who earned first-team academic all-conference honors as a Cyclone, would have graduated from Iowa State in August of this year. "He had so many dreams and goals, and he was right on the verge of it all," Joann said. "But now we always say that Matt is just doing his work from heaven right now. You can feel him. He watches over us."

And Matt's ISU football helmet is one piece of an extraordinary young man that the Grosserodes say they will always cherish. "Even smelling it," Joann said. "It's a smell that only a mom or dad would know. It's just that piece you can tangibly hold. It's wonderful to have it. We are hoping someday to meet this young man [Mark] and tell him and his parents what a wonderful job they have done raising him."

THE GROSSERODES EXCHANGED letters and phone calls with the Conrads. Mark even learned that he and Matt wore the same football number and played the same position. Wanting to meet and thank Mark for the special gift, the Grosserodes offered Mark and his family tickets and a place to stay for the Iowa State vs. Nebraska game this fall. But Mark declined.

"He didn't do it for tickets, or recognition, or anything like that," Dan said. "He wanted to help a family feel better.

"I'm not a crier, but I still get choked up when I think about what that family has gone through," Dan said. "This really just blew me away. There are a million things that happen, but what you don't see is how those million things may have affected somebody else."

"Physical objects can mean a lot more to other people," Mark said. "A gift may mean the world to someone else."

And though he could not have known it, by wrapping up that helmet, a 13-year-old Cyclone fan from Wisconsin was indeed sending a family the world. □

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.

APRIL

3 Rockapella, Stephens
5 ISU Community Visit and Alumni Reception, Decorah, Iowa
6 Alumni Travel: China, Tibet, and the Yangtze River (through April 23)
6 Alumni Travel: Holland in Bloom (through April 17)
7 SAA Spring Renewal BBQ (student event)
15-18 Carnival, Iowa State Center
16-17 **ISU Distinguished Awards Celebration**
16-17 Stars Over VEISHEA: *Fiddler on the Roof*
16-18 VEISHEA
17 College of Business class reunions for all classes ending in "4" or "9"
19 Alumni Travel: Alumni College in Andalucia, Spain (through April 28)
20-21 Stomp, Stephens
22 Graduation Breakfast
22 Official Ring Presentation Ceremony (for more information on the Official ISU Ring, go to www.isualum.org/services/ring)
23 *A Streetcar Named Desire*, Stephens

MAY

3-7 Final exams
4 Alumni Travel: Alumni College in Provence (through May 12)
4 Alumni Travel: China, Tibet, and the Yangtze River (through May 21)
6 International Students Graduation Reception
7 Spring semester ends
7 Graduate Commencement
8 Undergraduate Commencement
10 Alumni Travel: Alumni College in Normandy (through May 18)
10 ISU Community Visit and Alumni Reception, Pella, Iowa
15 Senior Trip: Classic Europe (through May 31)
16 Alumni Travel: Village Life in England's Cotswolds (through May 24)
20-21 **Alumni Days Class Reunions**
20-22 Special Olympics Iowa
21-22 ISU Alumni Association Board of Directors spring meeting
22 **ISU Alumni Association 71st annual meeting and luncheon**
22 ISU Travelers' Reunion
24 Rome Study Tour (through June 4)

JUNE

10 3rd Annual Cy's After Five Social, Don Jordahl acreage, Des Moines
13 Alumni Travel: Trans-Canadian Rail Odyssey (through June 26)
21 Alumni Travel: Alumni College in the Italian Lakes District (through June 29)

JULY

2 Alumni Travel: Cruise Classic Italy and the Dalmatian Coast (through July 12)
16-18 Iowa Games
18 Alumni Travel: Alaska and the Canadian Rockies (through Aug. 8)
18 Alumni Travel: Journey of the Czars (through July 31)

Details, details

- **Alumni Days**
  May 20-21, 2004
  Golden anniversary reunion for the class of 1954 and class reunion for all alumni graduating before 1954. To receive a registration packet, call toll-free 1-877-ISU-ALUM, e-mail Pat Thiede at pthiede@alumni.iastate.edu, or go online www.isualum.org/events/ad/2004/index.html.

- **ISU Alumni Association 71st Annual Meeting and Luncheon**
  May 22, 2004
  Open to all members of the Alumni Association. For more information, go to www.isualum.org/events or call toll-free 1-877-ISU-ALUM.

- **ISU Alumni Association Travelers' Reunion**
  May 22, 2004
  A reunion of all former ISU travelers, hosts, and travel companies. For information, call or e-mail Jan Breitman, jbreitman@alumni.iastate.edu, 1-877-ISU-ALUM.

Save the date

- **2nd Annual ISU Black College Reunion**
  Sept. 3-5, 2004
  For information, go to www.isualum.org/events/reunionrequest.html

- **Family Weekend 2004**
  Sept. 17-19, 2004

- **Homecoming 2004**
  Oct. 2-10, 2004

- **ISU Alumni Association's 125th Gala Dinner and Dance**
  Oct. 8, 2004

Remaining 2004 Alumni Travel Tours

- **Amsterdam to Budapest** Aug. 18-Sept. 3
- **Alumni College in Ireland – Kilkenny** Aug. 24-Sept. 1
- **Nova Scotia and New England Isles** Sept. 13-27
- **Pacific Northwest** Sept. 16-21
- **Turkey and Greece** Sept. 29-Oct. 9
- **Alumni College in Tuscany – Cortona** Sept. 29-Oct. 7
- **California Wine Country** Oct. 20-25
- **Galapagos Islands** Oct. 29-Nov. 8
- **Austria's Holiday Markets** Dec. 1-9

VEISHEA 2004 – "Dare to Discover"

April 16-18, 2004

VEISHEA is the largest student-run, alcohol-free celebration in the nation. VEISHEA 2004 is funded through the Government of the Student Body.

- Ronald McDonald will be this year's highlight at Cy's Big Top, a carnival held on central campus for kids of all ages. ISU clubs and organizations will provide games and activities.
- VEISHEA cherry pies are an eight-decade-old tradition. Purchase them Friday and Saturday while they last.
- Parade highlights for this year include traditional floats and balloons. Past specialty units have included the Barker House Lawnchair Brigade, Equestrian Club, stilt walkers, ISU Pom Squad, jugglers, and clowns.
- Stars Over VEISHEA: *Fiddler on the Roof*, Friday at 7:30 p.m., Saturday at 2 p.m. and 7:30 p.m.
- Special pre-theatre fundraiser to help endow VEISHEA Scholarships, Friday, April 16, prior to SOV performance.
- Student Alumni Leadership Council will have a float in the parade and a booth at Cy's Big Top.

On the web
www.veishea.org

Dutch treat

A visit to Pella, Iowa, is always a bit like traveling to the Netherlands, with its Dutch architecture, canal, windmills, and quaint shops. But in the spring, Pella is transformed into a tulip-lover's paradise. The annual Tulip Time Festival (held this year May 6-8) features folk dancing, parades, authentic Dutch costumes and cuisine ... and, of course, thousands of blooming tulips. Photo by Jim Heemstra

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GOLFER.

SNOWBIRD.

MEMBER SINCE 1968.

You're in GOOD company.

As the sixth executive director of the ISU Alumni Association, serving from 1979 until 1999, **Jim Hopson** moved this organization into the 21st century. Today Jim is taking it a little easier. He and his wife, Judy, enjoy their grandchildren in Iowa during the summer months and then head south to Sun City, Ariz., each winter. But Jim stays active with the Alumni Association, serving on its 125th Anniversary Steering Committee and as a member of its Circle of former presidents. He also continues to play a mean game of golf.

Jim is just one of the 46,108* fascinating, involved, diverse individuals who make up the Association's membership. In celebration of our 125th anniversary, we've set a **milestone membership goal of 50,000** by 2005. So if you're a member of the Iowa State Alumni Association, you're in good company! If you're not, we invite you to join or renew your membership today by calling toll-free 1-877-ISU-ALUM or joining online at www.isualum.org/join.

**as of March 2004*