VISIONS

IOWA STATE UNIVERSITY

THE MAGAZINE FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION • WINTER 2006

Be Our *guest*

By Carole Gieseke

Bed, breakfast, baklava, and beyond

There's nothing I enjoy more than traveling. It doesn't really matter where I go; it's all about the adventure of seeing new places and meeting new people.

For me, part the fun of traveling is exploring local restaurants and finding unique accommodations. It doesn't have to be far from home. Even a stay at a snuggly inn and sipping wine in a nearby town can be a memorable experience.

Adventures in lodging and dining have always been a big part of my travels over the years. I can still remember staying at my first bed and breakfast. I read about the Old Rittenhouse Inn in Bayfield, Wis., in *Midwest Living* magazine. The inn looked wonderful, and it was even better in person. I had one of the best meals of my life in the restaurant there – I think it was five courses, and I still remember the taste of the strawberry soup.

Encouraged by my experience at the Rittenhouse, I planned a tour of New England and booked a different B&B every night. What fun, I thought! Well, I learned a lot about travel planning from that trip, mainly that although New England states are small, they are for the most part mountainous, and the roads are not of the wide, flat variety that I was used to in the Midwest. My husband and I spent most of our waking hours rushing from one B&B to the next, with barely enough time in between to see the sights, or (perish the thought!) *relax*.

At one particularly lovely inn near Burlington, Vt., our innkeeper joked with us that he saw a lot of fall leaf tourists ("leaf peepers," the locals call them) who were frantically doing the 12-B&Bs-in-12-days tour. We laughed nervously and silently vowed never again to repeat *that* mistake.

I've gotten better at planning trips since then. My kids still complain that I schedule way too compulsively and that I should leave more time for spontaneity and perhaps some down time. But they admit, after traveling with other families, that our trips are well organized, and we get the most bang for our limited travel buck.

Working on our cover story for this issue of VISIONS uncovered some great treasures in Iowa and Illinois, where Iowa State alumni are running restaurants, inns, B&Bs, and food-related businesses. I'm thinking I gained about 10 pounds between the first place I went (Green Gables Restaurant in Sioux City, where I split a hot-fudge sundae for "research purposes") to the last place (Cavanaugh's Bar & Restaurant in Chicago, where I snarfed down a full plate of pasta primavera, no holds barred). In between, I sampled a tin roof fudge tart, cinnamon twist pastries AND cinnamon rolls, Grand Marnier crème brulee, apple baklava with cinnamon ice cream, and the best pinot noir I ever drank. Not to mention, I got to tour some of the most incredible lodging the Midwest has to offer.

"Working on our cover story for this issue of VISIONS uncovered some great treasures in Iowa and Illinois, where Iowa State alumni are running restaurants, inns, B&Bs, and food-related businesses. I'm thinking I gained about 10 pounds."

In fact I was pampered so much at one place, I started to feel like Little Orphan Annie in the musical "Annie" ("We have but one request *I* please put us to the test" *I* "I know I'm gonna like it here!")

It's a tough job, I know. But, as they say, somebody's gotta do it. ▫

VISIONS IOWA STATE UNIVERSITY

Winter 2006 Volume 18 No. 4

THE MAGAZINE FOR MEMBERS OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

Features

COVER STORY

Be our guest

They'll feed you, pamper you, and put you up for the night! Iowa Staters in the hotel and restaurant business really know how to roll out the red carpet.

By Carole Gieseke

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A shattered past

More than 70 percent of the 180,000 inmates currently in the U.S. federal prison system are incarcerated because of drug offenses. And they're not necessarily who you think they are.

By Dave Gieseke

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Good food, great service

Waiters from a bygone era remember what it was like to serve formal meals to women in their dormitories and sorority houses.

By Kate Bruns

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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: Clark and Lauren Smith welcome guests to their Tudor-style Butler House on Grand bed and breakfast in Des Moines. Photo by Jim Heemstra.

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Letters

VISIONS magazine encourages you, the readers, to express your opinions by writing letters to the editor. Please include your name, class year, address, and daytime phone number. Letters chosen for publication may be edited for length and clarity. Complete letters, as well as additional letters, may be viewed on the Alumni Association Web site: www.isualum.org/news/visions. Send letters to: VISIONS Editor, ISU Alumni Association, Fisher-Nickell Hall, 214 Richardson Court, Ames, IA 50011-1870; or e-mail cgieseke@alumni.iastate.edu.

The All American

It was a joy to read about Gary Thompson ("Gary Thompson: The All American," *summer 2005*) and his successful, satisfying life. I first saw Gary play in a JV game for Roland when he was a freshman in high school. At the time, I felt that he was extremely skilled, but far too short (about 5'1") to ever be a successful basketball player. How wrong I was! I followed his great career while I was a student at ISU and later from afar when I had moved away from Story County. I look forward to reading his biography.

Robert D. Boyce, DVM*
'53 veterinary medicine
Shoreline, Washington

New kid on campus

I enjoyed Carole Gieseke's editorial in the current issue of VISIONS ("There's a New Kid on Campus: Mine," *fall 2005*). We took our sons as freshmen to ISU in 1971, 1973, and 1981. My real reason for writing is to say how nice it was to see that she had gone to Northwest Missouri State in Maryville. I am a 1945 alum, and my NWMSU background helped me get a job at Iowa State in 1947. Best wishes!

Martha Polsley Gamble**
Gladbrook, Iowa

Trevillyan joins staff

Congratulations to Emily Trevillyan on becoming a full-time program and design assistant (Association News, *fall 2005*). I taught Emily composition when she was a freshman. I have moved on since then and am currently working on my Ph.D. in rhetoric at the University of Arizona. I believe it was my first year as a teacher when I had Emily and was just learning the ropes. Students like Emily made it easy and a joy to teach.

Bobby J. Vasquez*
'01 MA English
Tucson, Arizona

> "I'd like to think that ISU's fans are... friendly, but I know that there is a higher standard to live up to."

The best fans in the Big 12

I've been a Cyclone fan my entire life and was raised going to every Cyclone home game. I am proud of our fans and the way we conduct ourselves. But this past weekend, I met the best fans in the Big 12... Texas A&M Aggies.

I recently moved to Lafayette, La., and A&M was as close as the Cyclones would be to me this year, so we made the trip to College Station to see the game. Before, during, and after the game, the A&M fans could not have been more hospitable. We never heard one bad word out of anyone. The fans we tailgated near were all friendly. When walking into the game, we had people stopping us to welcome us to College Station and wish us luck in the game. Once we were in the game, no one ever booed us or objected to our cheers. After the game is what really struck me. ISU had just beat A&M 42-14, but we probably had 15-20 people stop us to shake our hands and tell us what a great game we played. They wished us well in the rest of the season and told us to have a good trip home. It was amazing.

I'd like to think that ISU's fans are that friendly, but I now know that there is a higher standard to live up to. These fans in College Station took the word "class" to another level. If there are any Aggies reading this, you should be so proud of your fans and your school. Even in defeat they are the best fans in this conference – hands down. I hope that by reading this, some ISU fans will try to extend the same open arms to fans visiting our school.

Ryan Burchett**
'97 journalism and mass communication
Lafayette, Louisiana

*Annual member of the ISU Alumni Association
** Life member of the ISU Alumni Association

Send your letters to the editor to cgieseke@alumni.iastate.edu

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The newly redesigned Alumni Association online store features new items for winter and spring.

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50,000

IT'S OFFICIAL:
WE'RE OVER THE TOP!

THANK YOU for helping the Iowa State University Alumni Association reach our 50,000-member goal (set in conjunction with our 125th anniversary celebration) on Dec. 14, 2005. Association membership is now the highest in Iowa State history! Iowa State is currently the second largest dues-paying alumni association in the Big 12 Conference, and now that we've surpassed Kansas, our sights are set on becoming No. 1!

• • •

Our 50,000th member is Tim Quick of Johnston, Iowa. A 2001 marketing and international business graduate, Tim is a business relationship manager for Wells Fargo in Ames. As the 50,000th member, Tim received a $500 gift certificate to be used toward merchandise or life membership.

IOWA STATE UNIVERSITY
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Ask the expert

Selecting a pet to suit your lifestyle

Our expert is Kim Langholz (DVM 2000), a community veterinarian at Iowa State's College of Veterinary Medicine.

Dr. Langholz, when selecting a new pet, what main lifestyle factors should be taken into consideration?

Carefully evaluate your resources!

- **Time:** Do you have time to take a dog on two or three 20-minute walks per day ((or equivalent play sessions)? Do you have the time to brush a medium- to long-haired cat or dog for several minutes a day to prevent the coat from matting? Do you have time to train and socialize an animal – especially a dog?
- **Energy:** Do you have the energy at the end of a busy workday to spend 20-30 minutes caring for an animal? How much energy does the animal have? A Jack Russell terrier or a Border Collie has a higher exercise need than a guinea pig.
- **Finances:** Consider how much food, veterinary care, grooming, boarding, toys, etc. the pet will require. A 110-pound Great Dane takes more money for food, medications, and boarding than a cat.
- **Living arrangements:** Do you have access to appropriate exercise space? How many people are in the family, and who will provide primary care? ((All family members must be consistent when training a pet.)

Lastly, if you are considering a bird or reptile, you must research the needs of these animals before acquiring one... they have very specific housing and nutritional needs.

If I'm at work all day and busy most weekends, what kind of animal would be best for me?

First, maybe this isn't the right time for you to acquire a pet; however, an animal such as a reptile, guinea pig, chinchilla, ferret – or even some cats – might be appropriate if you really want one. You can interact with these animals and don't have to worry as much about feeding schedules, toilet needs, and exercise. You can put food and water in the enclosure twice a day, clean the litter box, and then hold/play with/interact with the animal when you have a few minutes.

Kim Langholz with her dog, Ditthall.

I would love to have a dog, but I really don't have a good place to walk it. Are there breeds that don't require much exercise?

Basically all breeds need to go for walks. Walks provide physical exercise and mental stimulation so they can see and smell new things. Most dogs love to go for car rides, so perhaps you could drive the dog to a park to go for a walk.

If there are young children in the family, what factors should parents look for in a new pet?

Factors to consider actually center more on the children: Is my child old enough to understand how to be "gentle" with a pet? Can I supervise the child at all times while it interacts with the animal?

Do not get a pet to "teach your child responsibility." Let the child demonstrate that he/she is responsible, and then discuss getting a pet. Remember, most of the time the parent provides the care for the animal. Perhaps an aquarium with some fish to watch would be a first step.

What about adding a new pet when there is already a pet in the household?

Introductions of a new pet should be slow, carefully controlled situations to allow the existing pet to get used to the new animal in the home. Introductions can take several days to weeks to avoid significant behavior problems. Your adult cat may not find the new kitten to be as irresistible as you did when you saw it at the humane society.

What if I adopt a new pet and it doesn't work out? Then what should I do?

Talk to your veterinarian and try to see what you can do to make the situation a pleasant one for you and the animal. I would recommend that any person who is considering adopting an animal make an appointment for a pre-purchase consultation with a veterinarian to help identify the species that would be the best fit for your lifestyle, resources, and personality. Buying or adopting an animal at the spur of the moment or because you are in a new town/school and are lonely is not the best situation. These animals live for 12-28 years and are entitled to the best possible homes that we can make for them.

PET ILLUSTRATIONS BY JACKIE SNIDER

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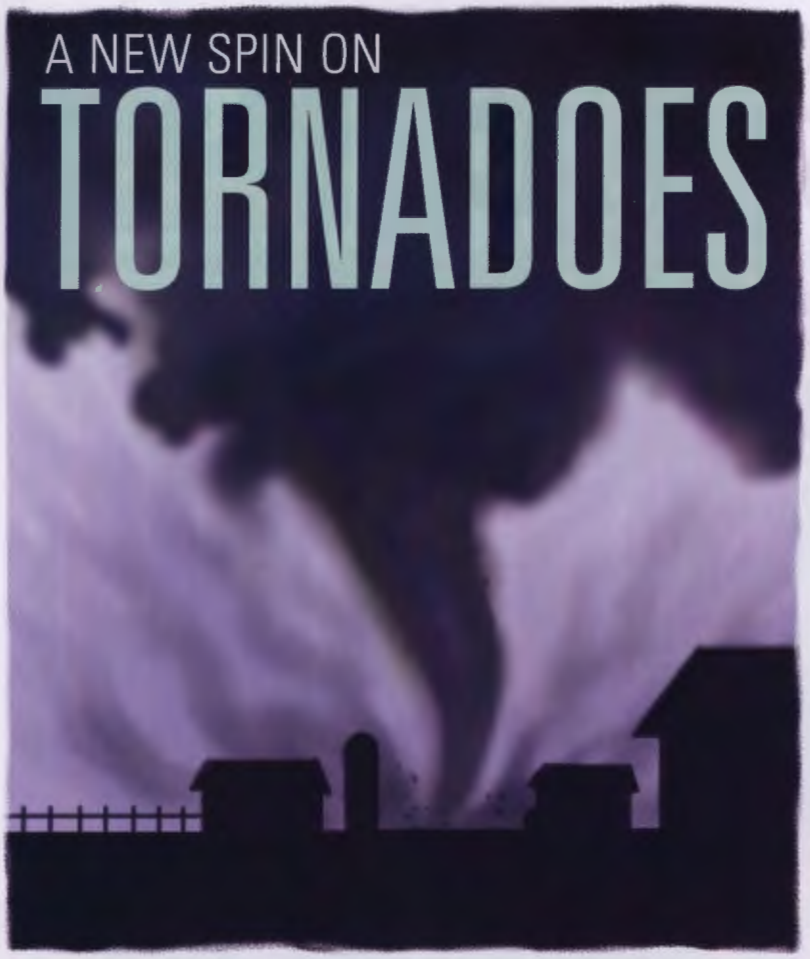


The famous Iowa State University laboratory tornadoes created by Partha Sarkar, Fred Haan, and Bill Gallus blew into living rooms across the country in a National Geographic documentary, "Explorer: Secrets of the Tornado." The show premiered last fall on the National Geographic Channel. Crews were on campus last March to conduct interviews and collect footage for the program. You can check out more info about the show online at http://www.tv.com/national-geographic-channel-explorer/show/29432/summary.html.

Ironically, if you were on the Iowa State campus on Sept. 8, you might have experienced a tornado that was NOT a simulation. A surprise twister caught the campus off guard around noon. High winds and a driving rain uprooted trees, ripped off branches, blew over a light pole, broke windows, collapsed tents, and caused damage to vehicles. Eight people were injured, and one person was hospitalized.

And then, if that weren't enough, ANOTHER tornado sped toward Ames on Nov. 12, destroying homes in its path and causing Iowa State officials to evacuate Jack Trice Stadium. More than 50,000 fans were gathered in the area prior to the ISU vs. Colorado game, and most took shelter in Hilton Coliseum and other Iowa State Center facilities.

That tornado missed most of the city of Ames, and the game was played with only a brief delay. However, area twisters destroyed property in the towns of Stratford and Woodward, Iowa, and an 84-year-old Stratford woman was killed when her home collapsed.

Angela Groh: 212 percent

Angela Groh, a senior political science major from Thornton, Iowa, and president of ISU's Government of the Student Body, is one of *Glamour* magazine's top 10 college women as featured in the October issue. Groh was selected from 550 entrants after a friend encouraged her to apply and says she believes the magazine chose her because of her strong record of leadership. Groh has served as both president and director of governmental relations for ISU's GSB, and she spearheaded a computer skills program for senior citizens that has now gone nationwide.

"I do my best even when no one's watching," Groh said. "That's something my dad told me when I was young. I always give 212 percent to try to make a difference."

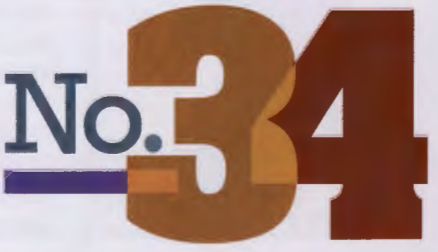
Groh says she plans to attend law school following graduation and hopes to become the first female governor of Iowa – if someone else doesn't beat her to the punch.

Rank you very much

Before *U.S. News and World Report*'s annual ranking of "America's Best Colleges" hit the newsstands in August (Iowa State ranked 85th overall and 19th among the 106 land-grants this year), the editors of political magazine *Washington Monthly* decided it was their turn to take a stab at ranking the country's institutions of higher learning – and they are proud to state that their criteria are different.

"Other guides ask what colleges can do for you," the magazine announced. "We ask what are colleges doing for the country." When you look at it that way, Iowa State really rates – in fact, the magazine notes that No. 34 ISU easily beats No. 44 Princeton (*U.S. News*' co-No. 1) in the overall rankings. Iowa State also ranks among the top 10 in terms of encouraging service to the community and country. Find out more on the Web at http://www.washingtonpost.comAwp-dyn/content/article/2005/08/21AR2005082101009.html

We should also point out that Iowa State's learning communities program was once again recognized among the nation's best on *U.S. News & World Report* list of 25 top innovative academic programs. The program began in 1995 with 12 learning communities serving 400 students. Today ISU's learning communities program includes 2,200 students in more than 50 learning communities, and nearly half of all freshmen participate. Read more online at http://www.lc.iastate.edu/.



WE'VE GOT OUR EYES ON CY

THE BIRD'S THE WORD around the state of Iowa these days. Our beloved Cy mascot is stepping out! A new "Eye on Cy" campaign has Cyclone fans everywhere turning "Fridays" into "Cydays" – with ISU faithful wearing their Iowa State gear to show their school spirit.

This fall, the ISU Alumni Association teamed up with KASI/Channel Q radio and Hickory Park Restaurant to present "FANtastic Fridays," a special promotion in conjunction with the "Eye on Cy" marketing campaign to search for Cyclone spirit in the Ames community. Each Friday before a home ISU football game, a member of the ISU Alumni Association staff and Cy popped in on Ames businesses and rewarded them with free Hickory Park lunches if their employees were properly decked out in ISU gear.

Let us know how you're incorporating "Cydays" into your own office environment! E-mail VISIONS at cgieseke@alumni.iastate.edu.

PHOTOS BY JIM HEEMSTRA

VEISHEA alcohol policy relaxed

ISU president Gregory Geoffroy announced in late November that there will be no special alcohol policy during VEISHEA 2006. On- and off-campus drinking was a central theme of community discussions that have occurred since riots marred the 2004 event, and Geoffroy elected to cancel VEISHEA 2005 while contemplating its future. Many have criticized the 1998-2004 VEISHEA alcohol policy, which banned alcohol anywhere on campus, claiming its restrictions forced off-campus parties to swell out of control. For 2006, Geoffroy says the university will follow its normal alcohol policy, which permits alcohol on campus and in residence hall rooms for students of legal drinking age only. "I want to emphasize that this decision to maintain our normal alcohol policy during VEISHEA does not imply that we will have a 'wet' VEISHEA. This policy is very restrictive, and it will be vigorously enforced during VEISHEA, just as it is at all other times of the year," he said. "I have made this decision because of the confidence I have in our students." VEISHEA 2006 will be held April 21-23.

WEB LINK: www.veishea.iastate.edu/

ORDER OF THE KNOLL

NEW LEVELS OF GIVING

The Order of the Knoll, Iowa State University's most prestigious donor recognition organization, recently began acknowledging new levels of giving. This change was designed to encourage ongoing support of Iowa State and to better recognize its most consistent and loyal donors.

Order of the Knoll members provide the financial leadership that transforms lives and creates opportunities at ISU. Their gifts – whether in the form of lifetime support, annual giving, or both – are essential to the future of Iowa State.

The Order of the Knoll now acknowledges three levels of giving for individuals:

- ***WM. Beardshear Society:*** Cumulative gifts, deferred gifts, or pledges of $1 million or more.
- ***President's Circle:*** Cumulative gifts, deferred gifts, or pledges of $100,000 to $999,999.
- ***Campanile Society:*** Annual gifts of $2,500 or more ($1,500 for those under age 40).

Last year, a record 55,279 donors committed more than $82 million in private support to Iowa State, a 30 percent increase from the previous year. Many of those gifts were at the Order of the Knoll level.

For more information, contact the ISU Foundation by e-mail at OrderoftheKnoll@foundation.iastate.edu; on the Web at www.foundation.iastate.edu; or toll-free at 866-419-6768.

SUMMIT ON CIVIL DISTURBANCES

It happens on campuses around the country every year: The football team wins a big game, a spring celebration falls on a particularly warm weekend, a prank goes a step too far – and before you know it, all hell breaks loose.

ISU has had its share of "celebratory disturbances" – primarily during VEISHEA weekends – and is doing something to educate itself and other institutions about the topic.

The City of Ames, ISU, and Government of the Student body recently hosted a National Summit on Preventing Civil Disturbances. The summit was a result of a recommendation by the VEISHEA task force, a commission formed to analyze VEISHEA problems and community relations following a 2004 Campustown disturbance.

"Local communities continue to struggle with celebratory riots, but much has been learned about how to prevent these disturbances," said Chuck Cychosz, support services manager for the Ames Police Department and one of the event's coordinators.

The summit provided new perspectives on event management, alcohol, zoning, student involvement and leadership, town-gown cooperation, and housing patterns.

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STORIES BY CAROLE GIESEKE * PHOTOS BY JIM HEEMSTRA

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CLARK AND LAUREN SMITH

Decorating with style

If the old adage about too many cooks spoiling the broth can be applied to "too many designers spoil the house," well, it simply isn't true.

As many as 14 designers created the stunning, original interiors of Clark and Lauren (Kernan) Smith's 6,100-square-foot Tudor-style home at 4507 Grand Avenue in Des Moines. The designers were commissioned by the Des Moines Symphony Alliance to transform the Smith's then-apartment building into its 1999 designer showhouse: the Butler House on Grand bed and breakfast.

The Butler House is one of only two B&Bs in the city of Des Moines. The Smiths purchased the house, built in 1923, in 1996 after searching for four years for the perfect home to convert to a B&B.

"We were looking for a big old mansion that had been turned into apartments," Lauren explained. "We got phenomenal advice [from a B&B owner in Austin, Texas] to look for a property that had been turned into apartments, because the plumbing is already there" and the zoning regulations would be favorable.

The Butler house had been a private home until 1961. The Smiths purchased the home and maintained it as an apartment building for three years while they planned for the transformation that would begin in 1999.

Today, the Butler House is a thriving bed and breakfast business – the Smiths have had guests from each of the 50 states and from every continent except Antarctica – and has been featured in *Better Homes and Gardens* and on the cover of *Paint Décor* magazine. In 2003, the Butler House was chosen as one of the most romantic B&Bs in North America.

Each of the guest rooms is unique: from the bright, whimsical Cook's Quarters to the cozy, country-lodge feel of The Retreat to the spacious, luxurious Butler's Master Suite that features artwork by Iowa-owned Sticks, Inc.

"Clark and I agreed that we really did not care how eclectic and how different the bedrooms were," Lauren said. "What mattered to us was that the main floor was all on the same color palette and that it all flowed. Luckily for us, we were working with the most amazing people...and it totally clicked."

In the early start-up years, the Smiths continued to work full time and raise a family while operating the inn. Clark ('84 public service & administration in agriculture) was in economic development for a local utility company, and Lauren ('85 finance) worked in the financial services industry. Their older daughter, Darby, now 11, was very young when they opened the B&B, and younger daughter, Brigid, now 4, was born into the business.

"Brigid came home from the hospital and we checked in a houseful of guests," Lauren said. "We served breakfast the next morning... there was no maternity leave, and that's OK. Brigid has grown up here."

These days, Lauren runs the Butler House full time; Clark continues to do economic development consulting during the week and works at the Butler House on the weekends. The couple has embraced the lifestyle and everything that goes with it: They serve on the board of the state B&B association; they were named Innkeepers of the Year by the Iowa Lodging Association; and they see themselves and their business as an integral partner in attracting tourists to Des Moines and to the state of Iowa.

"We know every town and every county in Iowa," Clark said. "We're here to sell Iowa, and that's what we enjoy doing."

This restaurant life

It's easy to imagine Jennifer Seff Vollmer, age 4, frying chicken in her family's restaurant. She practically lived in the kitchen.

Vollmer's grandfather, Albert Seff, owned three restaurants in Sioux City, Iowa: the Green Gables, which he opened in 1929, the Normandy, and the Silver Steer. As a kid, Jennifer "annoyed the cooks on a daily basis" at the Normandy, where both of her parents worked.

"My friends would come to the Normandy to play with me instead of to my house," Vollmer said. "All my birthday parties were there. That is where I grew up."

But it is the Green Gables where Vollmer now spends her days – and brings her own children, 10-year-old Macy, 7-year-old Max, and 3-year-old Maddy.

Beginning in high school, Vollmer worked the ice cream fountain at the Gables. She spent a summer there making matzo balls ("My dad was trying to torture me"), and she returned as the restaurant's general manager through an internship with Iowa State University during the summer of 1991 while working toward a degree in hotel and restaurant management.

When she graduated from ISU in 1992, she knew she'd eventually take over the family business, but first she got some big-time restaurant experience in Dallas, Texas, where she managed a seafood grill and then a Starbucks coffee shop.

She returned to her hometown in 1996 after her father, Bob Seff, told her he was going to sell the family's last remaining restaurant.

"It was just out of the blue," Vollmer remembers. "He said he was ready to sell, and I said, 'You can't sell the Gables! It's been in the family for 70 years!'"

So Vollmer, her husband, John, and baby Macy moved to Sioux City and took over ownership of the venerable Green Gables Restaurant.

Located at 18th and Pierce, the Green Gables is equal parts New York deli (you can order matzo ball soup and corned beef on rye), mom-and-pop diner (where else would you get liver & onions and chicken pot pie, served to you by a waitress who's been working there 30 years?), and French bistro (just check out the hand-painted murals and hat-box display).

Famous for its broasted "Chicken in the Gables," reuben sandwiches, and hot fudge sundaes, many of the restaurant's customers have been coming there for special occasions, luncheons, and after-event desserts for longer than Jennifer Vollmer has been alive.

"We have lots of regulars," she says. "They come up to me and tell me, 'We had our wedding breakfast at the Gables 50 years ago,' or 'I had my first date here.'"

Vollmer has updated (carefully) the restaurant's décor ("My decorating philosophy is no white walls") with the help of her mother, Nancy Wilson, an artist who painted colorful murals inside and out. She's ditched the Muzak system in favor of what she calls "normal" music. She's added antiques from her grandmother's attic. And she's modernized the menu a bit – customers now find nachos supreme and blackened chicken salad co-mingled with the chicken livers and tuna melt.

She attributes the restaurant's 75 years of success to three things: loyal customers, consistent food, and good prices.

And lots of memories. ▫

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Jennifer Vollmer's first job at her family's Green Gables Restaurant was making hot fudge sundaes. And how many has she eaten over the years? "About 13 million," she laughs.

WWW.ISUALUM.ORG VISIONS 13

KRISTEN SEVERS AND DAWN ANGUS

What's for dinner?

You've worked all day and it's 6:30 and the kids are hungry.

What's for dinner?

Frozen pizza? Chinese take-out? Fast food? Cold cereal? Microwave popcorn?

How about apple-sage pork roast and veggies? Or smoky steak chipotle chili? Or what about tomato pesto ravioli? And a crunchy caramel apple pie for dessert?

Sound like a lot of work? Well, if you'd planned ahead – and if you lived within driving distance of Des Moines, Iowa – you could have made one of these yummy dinners in advance.

A inventive new way to attack the drudgery of meal planning and preparation, "What's for Dinner, Des Moines?" sprang from the creative minds of ISU grads Dawn Angus and Kristen Luna Severs, who modeled their business after a similar company on the west coast.

"What's for Dinner?" is a surprisingly simple idea. You sign up for a session in the company's gleaming chrome kitchen, located in a strip mall in West Des Moines. You bring a cooler, maybe a few friends and a couple bottles of wine, and you spend the next two hours happily fixing 12 meals to serve to your family over the next month. Moving from station to station, you follow the simple recipes, using ingredients that have been pre-purchased, pre-chopped, and sometimes even pre-measured, creating delicious, nutritious meals like Thai shrimp with peanut sauce, chicken picatta, and not-your-mama's tortilla soup to take home in foil containers and freezer bags, ready to pop into the oven, microwave, or crock pot. The servings are huge, so unless you have a large family, you can be sure you'll have leftovers.

The company opened its doors in October 2004, and so far business has been brisk. Customers range from young working mothers to empty-nesters and single folks who often opt to split sessions or make half portions. Many come back month after month.

"I had one lady last week who said, 'You've changed my life!'" Angus said.

Severs and Angus see themselves as their own target market. Severs ('97 marketing) has a 2-year-old daughter; Angus ('94 marketing, '98 MBA) has a 5-year-old son and 1-year-old daughter.

"Both of us know how hard it is to get home after work and do the end-of-the-day scramble where you're picking the kids up from daycare, then you try to figure out what you're going to make, then you actually have to make it, then you have to clean it up, then it's bath time and bedtime and ooh! It's crazy!" laughed Severs. "This gives you the chance to just come home and [your dinner has] been cooking in the crock pot all day so it's ready. Or you just have to heat it up, and while that's heating up you have time to decompress a little bit. People get to sit down and have a meal together. It's wonderful."

Sessions are offered five days a week, including evenings and Saturdays. Severs and Angus have nine employees, so they have more time to spend with their own families.

With backgrounds in business and communications, and friends who know about testing recipes and creating Web sites, the two women focus on planning menus, "tweaking" recipes, and adding new features to their business – like adding retail space and offering special holiday sessions.

So one might wonder, when they go home at night, what do Severs and Angus serve THEIR families?

"What's for Dinner? food," they say in unison, laughing. "I actually tried to make a lasagna from scratch two weeks ago," Severs said. "It took me like three hours! And my kitchen was trashed. I decided that was ridiculous. What's for Dinner? food is truly soooo efficient. So I only eat What's for Dinner? food or I eat out. Okay? I'm not gonna lie. I eat out. I'm only human."

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Cinnamon twist danish (originally called "butter bites") is the recipe that started Julie Trusler's business and remains her trademark. "If I didn't serve rolls, I'd be in a lot of trouble," she says.

Home cooking

So you think your mom is a good cook? Imagine waking up every morning to the smell of fresh cinnamon rolls baking in the oven. If your mom was Julie Trusler, that would be your childhood memory.

Trusler's name is synonymous with good cooking in Newton, Iowa. The former home economist for Maytag Corporation started a small business when she decided to stay home after her second child was born. She started with the rolls – as many as 13 dozen a day – and catered meals.

Then one day she was catering a meal for a friend in Mingo. It was going to be in the basement of a building, and Trusler said, "Why don't you just come to our house?"

Thus began a 25-year in-home restaurant business for Trusler and her family.

For a time, Trusler ('67 home economics education *1* textiles and clothing) served lunch and dinner and continued to do some catering, cooking meals in her family kitchen using everyday household equipment. That got to be too much with four kids, three of whom were still at home. The catering went first ("It's too hard," Trusler says.) Later, she dropped the lunches. Now she serves dinner in her home, nearly every night, to groups ranging from 8 to 30 people – one group per night.

Customers (Trusler says about a third come from Newton and two thirds from Des Moines and the surrounding area) are so enamored with her meals that they often make weekend reservations more than two years in advance. A quick look at Trusler's calendar shows every night booked for the next four months, and every Saturday filled in 2006 and 2007. (Even Trusler's own daughter says she had to make a reservation a year and a half in advance!)

Trusler's clientele ranges from family groups (including the governor of Iowa's family), groups of friends, business groups, and special occasions. She tearfully remembers one "very romantic" man celebrating his 40th anniversary in her home who renewed his wedding vows with his wife.

There are other memorable groups. Like the motorcycle gang who "relieved themselves" on the bushes in front of the house. And the governor's son, who got scolded for using the back door ("It was a mess back there," Trusler explains.) And the group of bicyclists who routinely ride to Newton from Des Moines and shower in the Truslers' home before dining.

Julie Trusler's food is so legendary, and her menus are so creative, that it's surprising she didn't publish a cookbook years ago. At the urging of her children, who were all leaving home and requesting their mom's recipes, she finally relented and set to work organizing, testing, and writing down each of her favorite recipes. It took two and a half years, but the resulting cookbook – *JT's Volume I: A Collection*, published in 2001 – sold out of its first printing in less than three months and is now in its third printing, with nearly 7,000 copies sold.

JT's Volume I (Trusler won't commit just yet to Volume II) is a unique cookbook, with Trusler's personal comments, preferences, and cooking tips included with each dish. "You may have trouble with the topping sinking to the bottom of the cake overnight," she writes about her overnight coffeecake. "If so, mix and refrigerate the batter overnight and sprinkle the topping on just before baking."

If the folks who purchase and use Trusler's cookbook didn't know her before (many have been guests in her home), they'll feel as if they did after reading the book. It's filled with personal anecdotes about her husband, Laird, and four children (Mari, '90; Sara, '93; Karlene; and Darren, '01), as well as Trusler's background as a home economist and lifelong cook.

Trusler insists she serves "normal food" but admits she likes to "give it a little different twist." Her customers, who return year after year for her galettes of dried beef and provolone with fresh spinach sauce, boned Cornish hen with sausage and mushroom stuffing, and chocolate cream caramel pecan pie, would say her special touches are anything but normal.

Loy's
Bed & Breakfast

Bed and breakfast on an Iowa farm

Loy [illegible]ker's bed and breakfast was born out [illegible]sity. During the U.S. farm crisis of the mid-1980s, Loy and her husband, Bob, were looking for any way they could find to increase their income.

"I needed a job," Loy remembers. "I was 50 years old, and I had a resume three pages long, and nobody would hire me."

Then the Walkers' daughter, who had stayed at B&Bs in Europe, suggested that they ought to open up the family's Marengo, Iowa, farmhouse to guests. Visitors could experience farm life, shop and dine in the nearby Amana Colonies, and enjoy a big farm breakfast in the morning. Loy's Farm B&B was created.

That was in 1985, when Bob ('56 farm operation) was still farming 6,000 acres of cropland and running a farrow-to-finish hog operation. They built their agri-tourism business touting the opportunity to ride on a tractor and hold a baby pig.

"I always told people that baby pigs were a lot like people," Bob laughs. "They start out real cute, but they grow up big and ugly."

The hog operation is gone now, and Bob is "retired" – only farming 1,500 acres. Their four children have all graduated from Iowa State (Angela, '82; Theresa, '83; Eric, '85; and Brett, '86). But the bed and breakfast business continues.

Loy ('57 home economics education) offers her guests one of three themed rooms – named Carousel, Reflections, and Iowa State – in the Walkers' spacious farmhouse, built in 1976. There, surrounded by rolling Iowa farmland, guests can play shuffleboard, pool, ping-pong, croquet, horseshoes, and table games. They can wander a short distance to play golf, hike, and hunt deer or pheasants. They can return to their rural roots on a cornfield tour with Bob, where he'll explain the sex life of the corn plant. ("That shocks some people when you say that," Loy says.) They can sit by the fire, watch the sunrise from the patio, and lounge on the screened-in porch. And they can take day trips to the Amana Colonies, Iowa City, Kalona, and the nearby outlet mall.

Breakfast is a meal to be savored at Loy's B&B, with homemade cinnamon rolls, bacon and eggs, baked apples, biscuits and gravy, quiche, muffins, and other tempting menu selections. But it is the cornmeal waffles and sausage that have become Loy's signature breakfast dishes.

"I finally decided that that's my house specialty," Loy said. "We were raising all this corn, and we had sausage from the hogs. We used to use all our own products. Now that we don't have the hogs, we get sausage from our sons-in-law."

Bob and Loy, who have been married 48 years, share kitchen duties, with Loy rising most mornings at 6 a.m. to prepare cinnamon rolls or bake a quiche. Bob arrives in the kitchen later to pour orange juice, fry eggs, and flip pancakes – "taking all the glory," Loy complains.

It's all part of the job when you're running a farm B&B.

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PAUL RUBY

The elegant little inn by the river

When Paul Ruby was a little boy, growing up in the far western suburbs of Chicago, his family often took the train into the city to attend the symphony or go shopping. The routine was always the same: They would walk from the train station to the Berghoff Restaurant for lunch, then walk to the Palmer House Hotel to use the restroom. As they left the restroom, the attendant would always hand Paul a towel and say, "Have a good day, Gov'nor."

Paul just loved that part.

And wouldn't you know it? That story got him a job at the venerable Palmer House, Chicago's oldest and grandest hotel, fresh out of Iowa State's hotel and restaurant management program.

He became the front desk manager at the Palmer House, but it wasn't long before he moved on to the Drake Oakbrook Hotel. There he quickly rose through the ranks, and at age 26 Ruby became general manager, overseeing 15 department heads and a line staff of 150.

Ruby (BS '85) admits, "I was in a little over my head. I found out the hard way a few times that I didn't have the experience that most general managers would have at a full-service major hotel."

But he learned a great deal there, and took the experience with him on a series of jobs: He ran his own restaurant ("I had maybe five days off in three years"); he was the second in command at a high-end country club, where he gained experience in fine dining, golf management, large parties, and $100,000 weddings; he was general manager of a Chicago dining and athletic club.

He moved around a lot. He worked long hours. He craved a position that would challenge him but would still allow him to spend quality time with his wife and two sons.

And then there was the Herrington.

The Herrington Inn and Spa in Geneva, Ill., is one of those places that makes you feel special when you walk into the lobby. It soothes you. It pampers you. It oozes charm and elegance, but you don't feel like you have to run up to your room and put on a ball gown. It's warm. It's inviting. It's perfect.

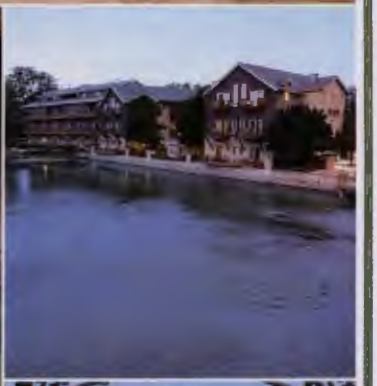
And it's a perfect fit for Paul Ruby. It's even better than he expected, he says. He became the Herrington's general manager in 1999 and immediately oversaw the opening of the family-owned inn's new banquet and meeting facility. He coordinated the historic hotel's $5 million addition of 23 rooms and suites in 2001, increasing the total number of beautifully appointed guest rooms to 61. And he designed and opened a full-service spa on the grounds in 2003, where guests can enjoy massage treatments, facials, body wraps, and other services.

The Herrington, a restored 1874 limestone creamery building built on the banks of the Fox River, promises "the charm and warmth of a fine European inn combined with the amenities of a world-class hotel," and it delivers. Both the inn and its Atwater's Restaurant have been awarded the coveted four-diamond AAA rating. The inn's turndown service is legendary: The drapes are drawn, the bed is turned down, fireplace is lit, slippers are put out, and a bottle of cold milk and plate of warm cookies are put by the bed.

The inn's mission of "exceeding guests' expectations with enthusiasm and anticipation" is accomplished daily by Ruby's polished, professional staff.

Ruby tells a story about a guest who was coughing in the lobby. "She was apologizing for coughing," Ruby says. "The front manager had the bellman go to the drug store and get some cough drops. By then, the woman had gone up to her room. Moments later, there was a knock on her door, and there was the bellman with a serving tray with cough drops and some tea with lemon and honey.

"The staff does little things like that. It's in their nature."



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◆ KURT WIESE ◆

Lunch rush

It's 10 a.m., and Kurt Wiese is counting money from last night's bar receipts. Back in the kitchen, soup bubbles madly on the stove. A cook prepares leafy greens that will be used in the 100-or-so sandwiches that will be consumed during the lunch rush. Someone runs a broom beneath the bar stools; someone else washes the glassware. The wait staff rolls silverware with linen napkins.

There are 2,128 restaurants in the city of Chicago, and every one has a story to tell. This particular eatery, Cavanaugh's Bar and Restaurant, is located in downtown Chicago, in the heart of the financial district in the historic Monadnock Building.

The building is on the architectural tour of Chicago, and it's 108 years old. It covers a city block, and Cavanaugh's is just one little piece – a bar on one side, restaurant on the other. It has dark wood with brass accents. It's what you'd expect from an independently-owned restaurant that's a stone's throw away from the federal building and the Chicago Board of Trade.

Wiese ('83 hotel & restaurant management) bought the restaurant 16 years ago. He used to have partners, but now he owns it all by himself. It's a Monday-through-Friday kind of place; nothing much goes on in this area of the city on the weekends. There are eight or 10 restaurants in this area, Wiese says, not counting fast food. Customers come from a six-block area.

"Half the people eat here because they're hungry," Wiese says. "You and I are friends, we're going to lunch, two iced teas, two chicken sandwiches. It's not that difficult.

"The other half is sort of a low-end business lunch. You're not going to spend two hours having lunch. You can have a glass of wine, a piece of fish, and do your business in less than an hour."

Cavanaugh's lunch crowd has changed, he says. More financial people work at home. People have been laid off. It's hard to tell who's who.

"It used to be the blue suit was the person who made all the money," he says. "People are more casual now. Pretty much the only people wearing suits are bankers and attorneys going to court."

The restaurant opens at 11 a.m., but it takes awhile for things to really start hopping. By 11:30 a.m., Wiese has seated four men dressed in casual business attire who order glasses of Guinness with lunch, a woman in a dress who reads as she eats her salad, a guy on a cell phone, and two women who hug each other as they meet at the front entrance.

By noon, groups of people are filling the tables and booths, and a loud, pleasant hum of conversation fills the restaurant.

"Two for lunch?" Wiese asks two regular customers. "No," one woman jokes. "We're just standin' here."

Wiese answers the phone, leads people to their tables, oversees the new chef in the kitchen, and makes sure the wait staff is keeping up with orders. Nobody has to wait for a table; people are getting their food quickly and going back to the office.

Wiese used to manage Houlihan's restaurants in Chicago, Cleveland, Los Angeles, and San Francisco, and he says there are advantages to working for a chain.

"You really don't have to think that much, right? I mean, you don't write menus, you don't change things, you get stuff sent to you. You basically execute. Here, you eat what you kill. If there's anything left, that's what you get."

By 1:30 p.m. the lunch rush is over. A young family is lingering in a booth, and there's still some activity in the bar. Most of the waiters and kitchen staff will be leaving soon; many have other jobs to go to. Wiese finally has time to sit down and talk.

In two hours, Cavanaugh's has served more than 150 people. That's a good day, and Wiese seems pleased.

"Nothing's ever the same," he says. "You never know when you open the doors what's really gonna happen."

ON THE WEB

Iowa State's hotel, restaurant, and institution management program ranks as one of the top 10 hospitality education programs in the United States, out of approximately 150 comparable programs nationwide. For information, go to www.aesdm.hs.iastate.edu/fhrim

Online bonus: Restaurant and B&B recipes are on the Web at www.isualum.org/visions/winter06recipes

IOWA STATE UNIVERSITY LIBRARY/SPECIAL COLLECTIONS DEPARTMENT

Good food, great Service.

Recollections of waiters from a bygone era: formal meals in women's dormitories and sorority houses

BY KATE BRUNS

Some things never change: College students will do just about anything for free food.

It's as true today as it was in the 1940s when alumni like Wilbur Nielsen ('49) and Jim Fenner ('48) worked for their meals wearing white waiter's coats in the Richardson Court dining halls. It's just everything else that's changed since those days.

"I'm 80 years old now, and I go back to campus and see how everything is fast food," Nielsen says. "It's a different world now. I'm not saying I want everything like it was, but I did think [the old residence hall dining service] was a great opportunity for students to grow socially."

In the 1940s when Nielsen was a student, as well as in the 1950s, the lunches and dinners in ISU's women's dormitories and sorority houses were served family style. Student waiters each served two tables of eight women. Diners took turns dishing up food for their housemates, sometimes sharing the table with their house mother. Table manners, proper etiquette, and courtesy were always stressed. Appropriate dress was crucial. Silver trays,

table linens, and serving spoons were used. It was truly a dining experience.

What I learned from Miss Guthrie

The meals were an educational opportunity for the women who were served, but Nielsen also says it was a learning experience for him and his fellow waiters, who learned etiquette, service skills ("beverages are served from the right, food from the left," recalls Fenner), and time management techniques under the watchful eye of manager Elsie M. Guthrie – or, as she was better known, "Miss Guthrie."

The strict but lovable Miss Guthrie supervised waiters in the Richardson Court dining rooms for multiple decades, but the impression she left on her employees remained the same through the years.

"I remember how she counted the broken dishes," says Jim Jacobs, a 1961 graduate who worked for Guthrie for three years. "She would bring me in and I would check off a list of cups and saucers; she kept a very strict inventory."

"Miss Guthrie was truly respected," says Al Jennings ('56). "In fact, when Miss Guthrie left one dining room it was almost like a telegraph system as the word passed quickly from building to building. The signal was, 'Fire in the paint locker.' That meant Elsie was on her way or in the hall."

There was often good reason to issue warnings about Miss Guthrie's arrival, her former employees admit. Jennings recalls an incident involving mistletoe. Jacobs remembers pranks pulled on fellow waiters and some hot coffee he once inflicted upon a defenseless sweater while trying to impress a young woman.

"I don't know how she put up with us, looking back on it," says Fenner of Miss Guthrie. "But she had her rules and she adhered to them. She was a little bit intimidating; she knew what she wanted and got it done."

When he got his first position in management, Nielsen says, he went to visit Miss Guthrie and thank her for everything she had taught him. "I owed a lot to her," he says.

Come for the meals, stay for the friendships

For many Iowa State alumni of the 1940s and '50s, serving meals to Iowa State's female population is a memory they will always cherish.

"The primary reason you do it at the time is to get your meals," says Chuck Rehman ('54), who worked for Miss Guthrie in the dormitories and also worked in Alpha Gamma Delta and Chi Omega sororities. "But the lasting memory isn't the dollar figure of what you're saving. The lasting memory is the connections you make with the group."

Many of the former waiters fondly recall joking around with the cooks and the fun times they had hanging out with fellow waiters and kitchen helpers.

"We put on little skits in the sorority house," Rehman says. "With things like that you get to know people in a smaller group setting, and that made it appealing to me. It personalized my college education, and I think that's why the memories are a little more meaningful."

There was also that unique advantage the waiters had in the dating department.

"In the early 1950s there were only 8,000 students," Rehman explains. "And 6,000 of them were men. Back in those days, the psychology was that if you didn't find somebody in college there was something wrong with you, so it was always in the back of your mind [to try to meet someone.]"

"It was definitely one of the benefits of the job," says Jacobs.

"Serving as a waiter in a girls' freshman dormitory seemed to be the ultimate," says Jennings. "It was just like dying and going to heaven. Wednesday night and Sunday dinners were open seating [in 1956]. It was always an experience to see what set of girls would gather and choose your tables."

"Serving as a waiter in a girls' freshman dormitory seemed to be the ultimate. It was just like dying and going to heaven."

"I think I gained 20 pounds my first quarter"

While the social experiences were memorable, the free meals the waiters received were definitely nothing to sneeze at.

"Usually the food was very good," says Jacobs. "It was pork chops, roast beef, vegetables, mashed potatoes and gravy ... food like your mother cooks. One thing we hated, though, was the mutton. The smell would go through the whole hall."

Meals were typically something waiters had to cram into a tight schedule, so they had to learn to eat very fast. "After we got done serving we only had 10 minutes to eat. That was always a hassle. I still eat that way – my wife still has to tell me to slow down," Jacobs says.

On the rare occasions he couldn't work for his meal, Fenner says he would hunt down some food at a local greasy spoon. But it wasn't often that he missed the opportunity to work for a meal in the women's dormitory. He says Sunday afternoon meals were a highlight because the waiters were all anticipating the night off – Sunday dinners were not served in the dormitories.

"Usually when the dining room was cleared out we had a table where we could grab food and eat. Sometimes people would dawdle at the Sunday noon meal, so in the wintertime you could always just open the windows to clear everyone out."

There were perks after the meals, too. "The cooks made sure we ate well," says Nielsen. "They were so nice. One of the cooks, Mabel, would give us what she called 'rusty old pork chops' and leftover pie."

"I think I gained 20 pounds my first quarter," Jacobs says.

Together again

Jennings, who is now serving on the committee for the 2006 Alumni Days Class Reunion, says he is in the process of organizing a "mini reunion" of men and women who worked as waiters, kitchen helpers, and hostesses in Welch, Birch, Lyon, Freeman, Oak, and Elm Halls between 1950 and 1960.

"I would have never gone to college if I hadn't had that board job," Jacobs says. "It was a good job, and we took a lot of pride in being good waiters."

WAITERS' REUNION

A reunion will be held for waiters, kitchen helpers, and hostesses in Welch, Birch, Lyon, Freeman, Oak, and Elm Halls between 1950 and 1960 during Alumni Days 2006, May 11-12. Alumni who are interested in participating in the reunion, or sharing a message about their experiences, are encouraged to contact Julie Larson at the ISU Alumni Association at jlarson@alumni.iastate.edu or (877) ISU-ALUM.

A SHATTERED PAST

REBELLIOUS, DRIVEN BY PAIN, AND CAUGHT IN THE PRISON SYSTEM, THREE

BY DAVE GIESEKE

WHEN SHARE A PATH TOWARD REHABILITATION AND EDUCATION

Dan Murphy's life of crime can be traced back to 1971. A budding high school basketball star in Wisconsin, Murphy was the all-American kid looking to play the game at the collegiate level.

A series of car accidents changed all that – and ultimately changed his life. Slipped disks. Spinal injuries. A lip wound that took 268 stitches to sew up.

In 1985, a drunk driver crashed into Murphy. He spent six months in the hospital and almost a year at home.

"I can't describe the pain," he said. "It was so bad that I was planning to commit suicide if I couldn't find something to stop it."

No medication worked. The pain was so intense that Murphy says he couldn't sleep for more than an hour or two. A friend suggested that marijuana had helped his brother's back pain.

"I told him no thanks, but he insisted and left a joint on my bed stand," Murphy recalled. "Finally, at two in the morning, the pain was so bad I couldn't stand it. I thought, 'What do I have to lose?'

"It was a miracle. I slept for six hours straight for the first time in 16 months. I woke up the next morning and thought it was a fluke. But I smoked the other half and the pain went away again."

For the next seven years, Murphy says he smoked pot every day to eliminate his constant pain. Then his dealer went out of business.

Murphy figured he was pretty good at growing plants, so he went out into the Wisconsin countryside and planted a few seeds. Soon he had inch-high marijuana plants.

What he didn't know was that a federal agent saw the seedlings and staked out the field. Soon Murphy's life turned upside down.

"I was in my office one day and in jail the next. It was a nightmare," he said. "I lost everything."

His wife divorced him, leaving him

with three shirts and four pairs of pants. His thriving real estate business was ruined. He was left virtually penniless, sentenced to 66 months in federal prison with no chance of parole.

MURPHY DIDN'T THINK HE WOULD SURVIVE HIS FIRST WEEK IN PRISON.

"I walked in there – I'm not kidding you – and I had a sensation like 'Beam me up, Scottie.' I thought I had landed on Mars," he says. "I did not know anything about the convict code."

It didn't take long to learn. Murphy's third day behind bars was almost his last.

"I was walking down the subwalk – and I don't even remember doing this, but apparently I glanced off to the left as I was walking," he recalled. "I get three steps and there is a guy behind me and he has me in a choke hold with a shiv [knife] in my ribs.

"And he says, 'Look, [expletive], you ever look in my house again, I'll kill you.'"

Somehow Murphy survived the next five-plus years in prison.

But it's the transition from prison to the outside world that often takes its toll on paroled offenders. More than two-thirds of parolees ultimately return to prison.

Dan Murphy wonders why, in the days, weeks, and months after he was released, he didn't commit a crime and return.

"The first two years I was out was an absolute period of insanity," he says. "I'm very fortunate that I made it through that. You get programmed to live by the convict code in the joint, but you don't get deprogrammed when you come back to society. I didn't want to go walking into a room with a bunch of people. I didn't know who was going to stick me. It sounds irrational, but that was my reality."

RICK JONES

STEPHEN RICHARDS

PHOTOS BY DAVE GIESEKE

"It is part of our social responsibility that we break the stereotype of the ex-con. Most people think convicts are poor, uneducated, and tattooed. There are hundreds of thousands of middle-class Americans who have been in or are in prison."

DAN MURPHY

POT ALSO CAUGHT UP WITH STEPHEN RICHARDS. Orphaned at a young age, Richards grew up in a children's home. He graduated from high school and enrolled in the University of Wisconsin-Madison during the Vietnam War and the Civil Rights Movement.

Protests and counter culture were part of Richards' everyday college experience, and he participated in both. He eventually dropped out and was later arrested. When he refused to cooperate with the Drug Enforcement Agency (DEA), he was indicted on 10 counts of conspiracy to distribute marijuana.

Richards claims a friend and the DEA set him up. When he was arrested, he was not in possession of marijuana, nor did he actually sell it. Regardless, he was convicted. Despite appeals all the way to the U.S. Supreme Court, he was sentenced to nine years in the maximum-security U.S. Penitentiary System.

All told, he spent 11 years in correctional custody and served time in eight Federal Bureau of Prisons institutions in six states.

Richards says, "You never forget the smell [in a prison]," he said. "You breathe that smell, the sweat and urine, the deeper you go into the prison and the cell blocks."

RICK JONES SAYS HE WAS PROBABLY LUCKY. Arrested and convicted for possession of marijuana with the intent to distribute, Jones was incarcerated in a maximum-security state correctional facility in Minnesota, sentenced to one year and one day.

"Minnesota is a relatively liberal state with relatively lenient penalties for marijuana convictions," Jones says. "If I had been sentenced by a federal court, or in a different state, I might have been required to do more time."

While serving his sentence, Jones kept

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a journal of extensive notes describing everyday interactions with other members of the prison community as well as observations of prison life.

After completing his sentence, Jones, who had a degree in sociology, found it difficult to be on the outside. No one would hire him. He limited his job search to entry-level positions at restaurants, factories, and moving companies. While ex-cons are forced to report their criminal status when applying for work, Jones found that it was his college degree that eliminated him from exactly the type of positions he was seeking.

"It's amazing I went back to college at all," he says. "I was close to going back to the old bag of dealing pot. The only reason I went to graduate school [at Mankato State University in Minnesota] was that I couldn't get work."

IT'S HERE THAT OUR STORY TAKES A DECIDEDLY IOWA STATE TURN.

Figuring he was still unemployable even with a master's degree, Rick Jones moved to Ames and entered the doctoral program in sociology.

"I was scared to death," he said. "If I hadn't met Ron Simons [professor of sociology] and others there, I don't think I could have made it."

Criminology was far from Jones' mind when he first entered Iowa State. Although he didn't want to do prison research, Simons convinced him to do something with his experience. Jones completed his dissertation by conducting research at the state women's prison in Mitchellville.

Jones was an excellent student at Iowa State, graduating with nearly a 4.0 grade point average in 1986. But job offers still weren't coming his way.

"All of the faculty were supportive and continued to reassure me that I was on track and that my criminal conviction would not be an issue in the future," he said. "But I learned that being an ex-con is perceived negatively by many people, even in a relatively liberal discipline like sociology."

Eventually Jones found a job at Pittsburg (Kansas) State University and later at Marquette University in Milwaukee. Although not embarrassed by his past, Jones guards his criminal experience tightly.

"The stigma of doing time is still very powerful," he says. "People treat you differently."

In his Marquette classes, Jones lectures on the social reality of crime and punishment – what he calls his "anti-criminal-justice" course.

"One day I came in and gave myself as an example. I didn't know what to expect from the students, but they weren't appalled or shocked," he said. "At the end of the semester, in the student evaluations, they talked about how important it was for me to share my experiences with them."

IF RICK JONES IS RELUCTANT TO TALK ABOUT HIS PAST, Steve Richards, the '60s protestor, shouts his story from the rooftops. He could be the poster boy of ex-cons talking about their experiences.

"It is part of our social responsibility that we break the stereotype of the ex-con," he says. "Most people think convicts are poor, uneducated, and tattooed. There are hundreds of thousands of middle-class Americans who have been in or are in prison."

Richards completed his bachelor's degree during his incarceration. After his release, he entered the master's program at the University of Wisconsin-Milwaukee. That's where he met Rick Jones.

It was a fluke that the two ever met. Richards had talked to an author about his experiences. She knew Jones and got the two together.

Jones served as Richards' mentor during graduate school and later put him in touch with Ron Simons at Iowa State. Simons had an assistantship available, and soon the Department of Sociology had its second ex-con in the program.

Since graduating from Iowa State with a Ph.D. in 1992, Richards has been on the faculty at three universities: Northern Iowa, Northern Kentucky, and now the University of Wisconsin-Oshkosh, where he is an associate professor.

He is a prominent spokesperson on the subject of convict criminology, appearing on CNBC, Fox News, and MSNBC and in the *New York Times*. He co-authored a book, *Convict Criminology*, featuring autobiographic chapters by "professors with a past."

DAN MURPHY'S ROUTE FROM PRISON TO A PH.D. AT IOWA STATE also came through the University of Wisconsin-Milwaukee. His academic adviser had also advised Steve Richards and Rick Jones. Like the others, Murphy found himself being introduced to ISU's Ron Simons.

"[The sociology faculty at ISU] really enabled me to accomplish and succeed at my goal," he said. "Ron Simons is one of the most compassionate, kind, and understanding human beings I know. He really touched my life."

Simons gives all the credit to his three students.

"I found all three to be very serious students, given what they had gone through," said Simons, who is now on the faculty at the University of Georgia. "They were determined not to waste this opportunity they had.

"The fact is that these guys had a lot going for them before they went into prison. They just needed to survive that experience and resume their lives."

AFTER GRADUATING FROM IOWA STATE IN 2004, MURPHY TAUGHT AT MONTANA STATE before taking a job at Appalachian State in North Carolina. His dissertation research focused on post-traumatic stress symptoms after prison.

It's a subject in which he is well versed. While at Montana State, he set up a tour to go to a prison.

"About a week before this was to take place, I started having panic attacks and sweat-drenched nightmares," he said. "I basically couldn't go. I had to make arrangements with a colleague of mine to fill my spot because I couldn't go back."

But Murphy thinks it's important that he continues his work with prisons.

"I can talk from both sides of the razor wire," Murphy said. "I've lived it, and now I've got the academic credentials."

"Criminal justice is a science, [but it's] a naive science," Jones said. "Many don't know the reality – being arrested, going to trial, prison, and parole. It gives us a different, in-depth look at the system."

Their pasts also encourage them to help others. Jones mentored Richards. Richards mentored Murphy. And now all three are helping other ex-cons make the transition from prison to college.

"It was just a stellar thing that Iowa State did when you think about the impact, the number of people that have been re-trained," Murphy said. "It's remarkable to think that three people coming from prison wind up leaving Iowa State with Ph.D.s."

Dave Gieseke is the public relations manager for the College of Liberal Arts and Sciences.

The Veterinary Teaching Hospital: Preparing tomorrow's veterinarians, treating today's patients

BY TRACY ANN RAEF

Shortly after midnight on Oct. 20, 2004, Des Moines K-9 Officer Reno was shot in the line of duty. Reno had tracked a suspect who had fled into the woods in Des Moines after shooting a man. The suspect opened fire on the police who, in turn, returned fire. Reno received several gunshot wounds, one of which shattered his knee cap. After spending the night at an emergency center, Reno was referred to an area practitioner, Dr. Brian Martz. "Once I saw the radiograph, I decided that this highly trained, expensive dog needed a specialist," Mertz said. Reno was transferred to the Iowa State University Veterinary Teaching Hospital.

On Sept. 27, 2005, Ruthann Robson went to check on her 13-month old miniature schnauzer, Beau. She found him collapsed in the yard. She rushed Beau to the Veterinary Teaching Hospital.

Veterinarians, technicians, and staff at Iowa State University's Veterinary Teaching Hospital don't need to watch the television channel Animal Planet. They live it every day.

As part of Iowa State University's College of Veterinary Medicine, the teaching hospital serves as a referral center for Iowa's veterinarians and as a teaching center for fourth-year veterinary students who work under the supervision and direction of the hospital's veterinarians.

Each year, approximately 17,000 patients are examined and treated at the hospital. With 52 board-certified specialists, there's always a veterinarian available who has the experience and expertise to handle whatever walks, hops, or slithers through the front doors.

As human medicine has grown, so has veterinary medicine. In the past 25 years, there has been a proliferation of newly recognized veterinary specialties.

Thanks to advancements in veterinary medicine, the two cases involving Beau and Reno have happy endings. Although the cause of his illness has yet to be determined, Beau required several blood transfusions, nearly wiping out the teaching hospital's blood supply.

> "We now have specialties that didn't exist 30 years ago, and we don't have space for them."

He also underwent emergency exploratory surgery to determine the cause of stomach pain that was diagnosed after he was admitted. In Reno's case, he had orthopedic surgery to stabilize his leg and patella and extensive rehabilitation afterward in the hospital's hydrotherapy pool and underwater treadmill.

Orthopedic surgery and emergency medicine are just two of many specialties that have grown over the past 20 years. Others include dermatology, cardiology, radiology, animal behavior, neurology, oncology, and ophthalmology.

While those advances in specialty veterinary medicine are priceless to countless owners whose pets are alive and well because of them, they come at a significant cost to the veterinary teaching hospital that has to accommodate the new technologies and specialists.

"We now have specialties that didn't exist 30 years ago, and we don't have space for them," said Mary Ann Nieves, director of the Veterinary Teaching Hospital. When the veterinary teaching hospital was built originally, it had two examination rooms; it now has eight, but 25 are needed.

Specialists provide examinations and treatments in whatever space they can find, often in converted faculty offices. Neurology is one such area. An important part of a neurological examination is to see the animal walk. Often the only place the veterinarian can see an animal walk is in the hallway – which is full of students, technicians, veterinarians, gurneys, carts, and other patients.

New specialty areas also mean the need for new advances in technology. The new technologies allow the veterinarians to pinpoint more complex problems. For example, the CT scanner (computer-assisted tomography) installed in 2001 allows veterinarians to see more than they can with a conventional radiograph. A CT scanner provides 3-D images, allowing veterinarians to better detect tumors and other lesions, an invaluable tool in the field of oncology. But, space was limited. Office space

K-9 Officer Reno with Des Moines Police Officer Tim Nading outside the Veterinary Teaching Hospital following Reno's surgery.

Des Moines Police Department K-9 Officer Reno is one of the first patients to benefit from the Veterinary Teaching Hospital's Aqua Paws Underwater Treadmill System. The underwater treadmill is the newest equipment addition to the Canine Rehabilitation Program. Reno's knee cap was shattered in the line offfire in October 2004. The system allowed him to exercise his limbs with less pain.

About the College of Veterinary Medicine

- Dean: John U. Thomson
- Number of veterinary degree candidates enrolled fall 2005: 431
- Number of master's and PhD candidates: 102
- Number of tenure-track faculty: 102
- Number of alumni: 4,888
- Number of Alumni Association members: 1,397
- Departments: Veterinary Microbiology and Preventive Medicine, Veterinary Pathology, Veterinary Diagnostic and Production Animal Medicine, Biomedical Sciences, and Veterinary Clinical Services
- In 1879, Iowa State University became the nation's first publicly supported College of Veterinary Medicine. (The college celebrated its 125th year in 2004.)
- In 1903, Iowa State University began offering the nation's first four-year curriculum in veterinary medicine.
- One of most recognizable symbols in veterinary medicine is ISU's *Gentle Doctor*. The statue was created in 1938 by Christian Petersen while he was a resident artist at Iowa State.
- In 1887, the Iowa State University Veterinary Teaching Hospital had a caseload of 250 patients. In 2004, the number of patients totaled 17,000.
- The Veterinary Teaching Hospital has 52 board-certified veterinary specialists. Specialty areas include anesthesiology, cardiology, dermatology, emergency and critical care, internal medicine, neurology, ophthalmology, radiology, reproduction, and surgery.
- Orthopedic specialist Michael Conzemius designed the first successful elbow implant and developed surgical techniques for a total elbow replacement in dogs suffering from severe arthritis.
- Global Emerging Diseases, developed by Jeff Beetham in veterinary pathology, is a unique new secondary major offered at Iowa State to teach students about geographic and environmental differences that sustain diseases in various parts of the world.
- The College of Veterinary Medicine is a cornerstone of one of the world's largest concentrations of animal health professionals, along with the USDA's national Animal Disease Center, National Veterinary Services Laboratories, and the Center for Veterinary Biologies.

An anesthetized patient is positioned in the Veterinary Teaching Hospital's CT (computer-assisted tomography) scanner that detects tumors and other lesions. The images recorded by the scanner can be viewed via the computer.

was converted to radiology space to renovate and house a CT scanner large enough to handle patients weighing 400 pounds.

"We have been cramped, trying to renovate just to get enough space for people – internally we are just out of room," said John U. Thomson, dean of the veterinary college.

It's not just overcrowding in the medicine wards; clients who check in at the small animal desk often find the space overcrowded. Imagine walking up to the reception desk with your Chihuahua while a client is checking out with her Great Dane and two small children.

As the teaching hospital runs out of creative solutions to the overcrowding, a $51 million plan for renovation has been set in motion. "When the project is completed in 2009, we will have space for all of our specialties," Thomson said.

"We have an obligation to the greater community as a referral center. The renovation plan will enhance our capabilities to serve the region's animal owners, provide students with a conducive environment for learning and practicing their skills, and support veterinarians in a manner that helps them succeed professionally," Thomson said.

"Our high caseload demonstrates the value of the Veterinary Teaching Hospital to Iowa's pet owners and practitioners," Nieves said. "Our services are needed and in demand, and that's a positive reflection on how the College of Veterinary Medicine is helping Iowa State University meet its historic mandate to serve the people of Iowa." ⊟

Tracy Raef is the communications specialist for the College of Veterinary Medicine.

Bricks and mortar:
The College of Veterinary Medicine renovation project

Top-tier veterinary programs reflect their stature with state-of-the-art facilities. The ISU College of Veterinary Medicine's goals of being a top-tier program and being as effective and efficient as possible are dependent on the transformation of the teaching hospital environment through structural changes. These changes will allow for safety, security, and preparations for future service and learning needs for those who utilize the hospital: students, the animal-owning public, referring veterinarians, and faculty.

Infrastructure changes in the first phase of the renovation will include a separate large animal isolation unit, an equine and large animal intensive care area with in-patient ward and surgical facility, intensive care unit, and office space. Construction will provide an imaging center with equipment to diagnose and treat large and small veterinary patients. Faculty and staff inside the college and across the university will find that the facility will allow them to maintain and expand their research efforts.

Nearly $10 million of the $51 million cost of phase one of the project must be raised through private gifts. Once the private fund-raising goal for the first phase is completed, efforts will turn to seeking funds for renovation of existing facilities to establish appropriate space for the small animal hospital.

For more information about the college's building project, contact O. Richard Bundy, assistant vice president for development, at rbundy@iastate.edu or (515) 294-9088.

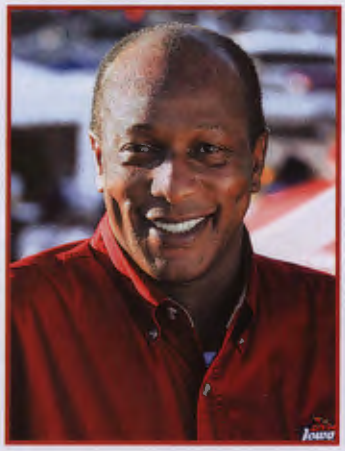
Happy New Year!

Dear Alumni, Students, and Friends:

There is so much I want to tell you about! I'll just get right to it:

• **Excitement is building!** We unveiled the ISU Alumni Center design during a special groundbreaking ceremony on Oct. 22 at the future building site just south of C.Y. Stephens Auditorium. I have to say thank you to Bobbi and Roy Reiman and the other donors, campus colleagues, architects, board and staff members, and many others who have helped make this project come to life. See the photos and design drawings on the next two pages, and read how you can get involved in this exciting project!

• **We reached our membership goal!** As of Dec. 14, the ISU Alumni Association is 50,000 members strong and growing! We are thrilled to have reached this important milestone goal set during our recent 125th anniversary celebration. Iowa State's Alumni Association is the second largest in the Big 12, and our student membership program, the Student Alumni Association, is the largest program in the country. Thanks for making all of this happen! But don't quit now! We still need you to renew your annual membership, purchase gift



memberships, and encourage your family and friends to join the Association. (Go to www.isualum.org/join) We want to be No. 1 in the Big 12!

• **And speaking of membership**, another special thank you goes out to our life members who participated in the 2005 Sustaining Life Member program. The generosity of these 572 individuals and couples yielded more than $114,548, providing the Association additional revenue to serve students, our members, and Iowa State. If you are a current life member and would like to make a sustaining life gift, go to www.isualum.org/sustaining or call us toll-free at 877-ISU ALUM.

• **Show your loyalty** and support for Iowa State by displaying your ISU Alumni Association member window decal on your vehicle (if you don't have a decal, call the toll-free number above) and by using your official Cyclone or Campanile credit card. If you are one of the 32,000 cardholders currently using the card, thank you! You are supporting Iowa State students, athletics, the university, and the Alumni Association. The university benefits because MBNA makes an annual payment to us equal to a percentage of the collective charges made on all cards. You also benefit if you use the mileage program version of the card; each dollar spent on the card is worth one mileage point. To see our new card designs and learn more about the credit card program, see the ad on the back cover.

• **Keep in touch!** Make sure we have your current e-mail address so we can send you the bi-weekly *ISU News Flash* electronic newsletter as well as other important e-mail communications. And use the online alumni directory to keep in touch with old college friends and to learn of alumni in your community or workplace.

• **Get involved in a local Alumni Association club** and join fellow Cyclones at one of our gamewatch sites during football and basketball seasons. Through the involvement of area alumni, we now have 30 local alumni clubs and a total of 44 gamewatch sites established. To see a complete listing, go to www.isualum.org/clubs

• **Finally, please join me in saluting your Alumni Association staff.** I work with the greatest staff anywhere on the planet! These folks are smart, passionate, and dedicated to the success and future advancement of Iowa State and this Alumni Association. They do great work, and every detail is done to perfection. Learn more about our staff at www.isualum.org/about/staff.

Thanks again for all you do to make us worthy of your trust and involvement. Together we can do powerful things for Iowa State!

Yours for Iowa State,

Jeff Johnson
President, ISU Alumni Association

P.S. Happy holidays from all of us here at your ISU Alumni Association.

P.S.S. Congratulations to Iowa State's sports teams who had or are having GREAT seasons this year!

Iowa State University Alumni Center

OCTOBER 22, 2005 GROUNDBREAKING

Roy and Bobbi Reiman lead a procession along the red carpet through the ceremonial "door" of the new ISU Alumni Center.

Jeff Johnson, president, ISU Alumni Association.

"Today, we continue our journey toward the realization of a more-than-30-year dream ... the Iowa State University Alumni Center will be a place all of us will be able to call home."

—Jeff Johnson, ISU Alumni Association President

WEST VIEW (main entrance)

Project donors Sandy and Roy Uelner with the architect's drawing of the ISU Alumni Center.

Breaking ground for the new ISU Alumni Center above: Circle Chair Roy ('57) and Sandy ('58) Uelner; ISU Foundation President Dan Saftig, Kathy Geoffroy, ISU President Gregory Geoffroy, Bobbi and Roy ('57) Reiman, 2005-06 ISU Alumni Association Board of Directors Chair Jim Anderson ('93), ISU Alumni Association President Jeffery Johnson, Student Alumni Leadership Council President Erin McKeown, former ISU Alumni Association Executive Director Jim Hopson ('69).

Left: Connie Cher and husband, former ISU Alumni Association Board of Directors chair Choy Leow ('85, MAR '88), with current board director Ruby Talley Trice ('87).

GROUNDBREAKING PHOTOS BY JIM HEEMSTRA

THE ISU ALUMNI CENTER

- Location: Beach Avenue, south of Stephens Auditorium, in the Iowa State Center complex
- Approximately 33,000 gross square feet
- Built into the hill, with three levels visible on the east side and one level on the west side
- Featuring a banquet hall, visitors' lounge, library and memorabilia archives, display areas, staff offices, meeting rooms, board room, welcoming space, outdoor gathering space, limited hillside parking, and office space for the Student Alumni Leadership Council
- Architects: Herbert Lewis Kruse Blunck, Des Moines, Iowa
- Completion date: Late 2007

AERIAL VIEW

EAST VIEW

ARCHITECTURAL DRAWING COURTESY OF HERBERT LEWIS KRUSE BLUNCK

FUNDING THE CENTER

Although most of the fundraising ($11.5 million of the needed $13 million) has been completed, there are still naming opportunities for Iowa State couples, families, and individuals who would like to be part of this building project (including memorial gifts). For more information on making a gift to this project, please contact:

Dan Saftig, President
ISU Foundation
515-294-4077
dsaftig@iastate.edu

or

Jeff Johnson, President
ISU Alumni Association
1-877-ISU-ALUM
jjohnson@alumni.iastate.edu

Distinguished

Honoring Iowa State Alumni and Friends

Iowa State University Alumni Association Sponsored Awards

Distinguished Achievement Award

Lauro E Cavazos
PhD '54 Physiology
Professor, Tufts University School of Medicine
Concord, Mass.

Luis Ernesto Derbez*
PhD '80 Economics
Minister for Foreign Affairs, Republic of Mexico
Mexico City, Mexico

Deborah A. Diersen-Schade*
BS '78 Animal Science; MS '81 Nutritional Physiology; PhD '84
Research Fellow and Nutrition Scientist, Global Regulatory and Scientific Affairs, Mead Johnson & Company
Evansville, Ind.

James L. Oblinger*
MS '70 Food Technology; PhD '72
Chancellor, North Carolina State University
Raleigh, N.C.

Honorary Alumnus/Alumna Award

Christina M. Hixson
Trustee, Lied Foundation Trust
Las Vegas, Nev.

Bobbi Reiman**
Philanthropist
Greendale, Wis.

Neal E. Smith
Attorney, Davis, Brown, Koehn, Shors, and Roberts
Des Moines, Iowa

*Annual member, ISU Alumni Association **Life member, ISU Alumni Association
Note: Only ISU degrees are listed

Iowa State University Foundation Sponsored Awards

Order of the Knoll Campanile Award

Gerald A. and Karen A. Kolschowsky**
BS '62 Agricultural Business (Gerald)
Chairman Emeritus, OSI Industries, Inc.
Oak Brook, Ill.

Order of the Knoll Cardinal and Gold Award

Jack Cosgrove**
BS '56 Electrical Engineering
Retired President of Rockwell Collins
Cedar Rapids, Iowa

Order of the Knoll Corporate and Foundation Award

Monsanto Corporation
Ankeny, Iowa
Represented by Ted Crosbie**, Vice President
BS '73 Agricultural Education, MS '76 Agronomy, PhD '78

Order of the Knoll Faculty / Staff Award

James and Katherine Melsa**
BS '60 Electrical Engineering (James)
Retired Dean, ISU College of Engineering
Naperville, Ill.

You are invited to attend

The 2006 Distinguished Awards Ceremony
Thursday, April 20, 2006
4:15 p.m., Sun Room, Memorial Union
Reception following at 5:30 p.m.
in the South Ballroom

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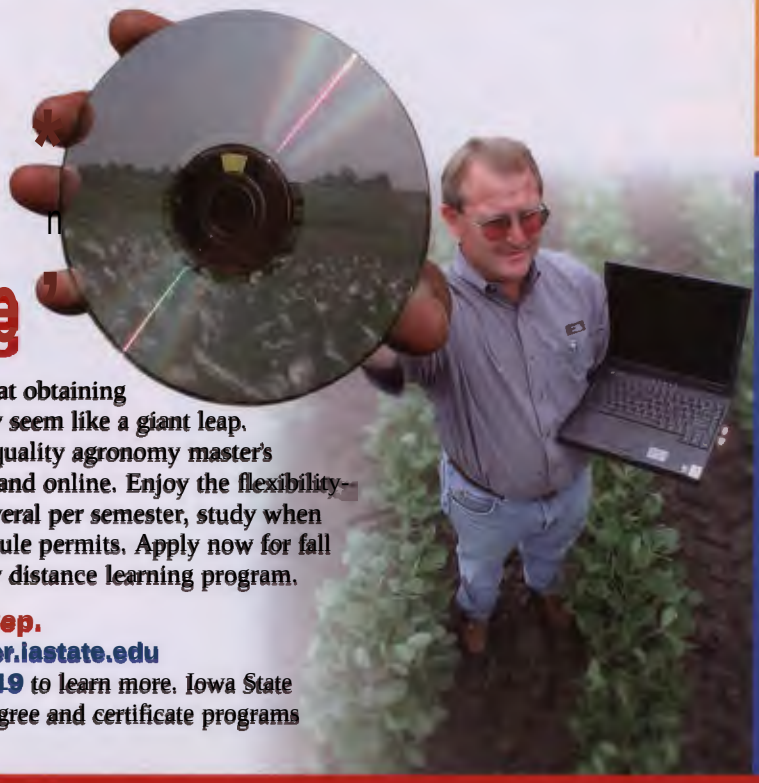

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CR1015

Come back to Fisher-Nickell

Reunion planned for July 2006

A reunion for all former Fisher-Nickell Hall residents is being planned for July 28-30, 2006. This could be the last opportunity for former residents to see their old residence hall rooms, as Fisher-Nickell has been identified for future demolition.

The event will kick off with registration and an open house from 7-10 p.m. on Friday, July 28. On Saturday, there will be a bus tour of Ames, Campustown, and campus, including a visit to Fisher-Nickell Hall, which now houses the ISU Alumni Association offices. Lunch on campus will be followed by a tour of Reiman Gardens. A dinner banquet with music will end the evening. If there is interest, a golf outing can be added for early Friday afternoon. Registration forms and reunion details may be found at www.isualum.org/reunion/fn.

Please contact your fellow Fisher-Nickell friends and roommates and encourage them to join you for this memorable weekend. As people register, their names will be posted on the Association's Fisher-Nickell Reunion Web site.

If you have any questions, please e-mail Linda Leier Thomason ('82) at lindathomason@knology.net.

IOWA STATE UNIVERSITY ALUMNI DAYS REUNION • MAY 11-12, 2006

CLASS OF 1956

Join your 1956 ISU classmates for your golden 50-year class reunion. Among the many activities planned is the Gold Medal Dinner, during which you will receive your 50-year class medallion and become a member of the Gold Medal Club.

Other members of the Gold Medal Club (alumni who graduated before 1956) are also invited to attend Alumni Days2006.

A detailed brochure will be mailed to members of the class of 1956 in February. A schedule of Alumni Days activities and a list of reunion attendees are posted online at www.isualumorg/AlumniDays/2006

A waiters' reunion will be held in conjunctiion with Alumni Days 2006. (See *the story on page 25.*)

"A great two days filled with so many memories. Absolutely A+++!"
– 2004 ALUMNI DAYS ATTENDEE

"Excellent! Well planned! Good food! A wonderful experience!"
– 2005 ALUMNI DAYS ATTENDEE

SPECIAL RECOGNITION WILL BE GIVEN TO THE CLASSES OF 1951, 1946, 1941, 1936, 1931, AND 1926.

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For Reservations call 1-800-FOR-AMES . www.GatewayAmes.com

Focus on family

ISU paid tribute to families on Oct. 8 during Family Weekend 2005, providing activities and opportunities for families of current students and honoring the university's 2005 Families of the Year. This year, the Albright family of Lytton, Iowa, and the McNutt family of Iowa City, Iowa, were recognized as ISU's Families of the Year.

The Albright family includes Alan (ag business '77) and Lisa (sociology '78) Albright and their three children: Ben (ag studies '04), Nick (ag studies '05), and the late Andy Albright, an ISU student who was tragically killed in a car accident Sept. 13. Andy had been working on the nomination materials for his family at the time of his death, so his brothers and father completed the paperwork on his behalf.

The McNutt family includes Jim (DVM '70) and his wife, Susan, and Jim's two daughters, Alana, an ISU junior, and Ashton, an ISU freshman. The McNutts have a long tradition of ISU alumni in the family, including grandparents, aunts, uncles, and cousins.

Family of the Year and Family of the Year Society are programs of the ISU Alumni Association.

Deanne Stuart joins Association team

Deanne Stuart

Deanne Stuart ('85 management) joined the Alumni Association on Sept. 26 as a part-time staff member of the Outreach and Events Team. Stuart is responsible for spirit rallies in conjunction with bowl games and Big 12 tournaments, and for alumni outreach in the greater Des Moines area and Story County. Stuart earned a master's degree in management from St. Thomas in St. Paul, Minn., in 1993. She has extensive experience working with volunteers and planning fundraising events for the American Cancer Society and March of Dimes.

You shop; we reap the benefits

This is the best deal we've heard about in a very long time: It's called CareClicks.com, and it's an online shopping mall that links you to more than 1,000 online stores, including Barnes & Noble, Eddie Bauer, eBay, Old Navy, and Orbitz. Every time you purchase something from merchants through our Web site, your purchases generate income for the Alumni Association. These funds will be used to support the Alumni Association's student and alumni programs and services – and it doesn't cost you a dime more to do it!! There is no fee to use this new feature. You just have to enter each merchant's online site through www.careclicks.com//group.php?groupID=259 (you can also get to this site through the ISU Alumni Association home page at www.isualum.org).

If you have an Iowa State/MBNA Visa, MasterCard, or American Express, even better!! Just make sure to use your Cyclone or Campanile card for your online purchases, as these cards provide revenue for Association programs. Thank you, and happy shopping!!

Cheer contest update

We announced in the fall 2004 issue of VISIONS that we were looking for an additional musical chant or cheer to be used at athletic events. The contest was re-advertised with more specific requirements in the spring 2005 issue. Members of the committee regret that they still did not choose a winning chant, but they thank all the participants for their entries.

"THE LOOK ON HIS FACE WHEN I ARRIVED HOME FROM WORK. GUESS YOU HAD TO BE THERE."

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Recruiting and retaining the best faculty at Iowa State

A Q&A with ISU President Gregory Geoffroy

In a recent conversation with VISIONS magazine, President Geoffroy discussed the important role that private support plays in recruiting and retaining the best faculty. He also outlined Iowa State's fundraising priorities and shared his outlook for a bright future.

Q: *When alumni visit campus, they're always amazed at the changes they see. But there are times when steady continuity is harder to observe. From your point of view, what is the most important constant at Iowa State?*

A: The excellence of our faculty. I love the words of a member of Iowa State's Board of Trustees, written 127 years ago. "On the character and ability of its faculty will the character and success of the institution depend more than upon all other circumstances taken together." I couldn't have said it better myself. The faculty were the heart and soul of this institution when it opened its doors in 1868, and they remain so today.

There is nothing more important to me and to this university than recruiting and retaining top-notch teachers and researchers. While facilities, buildings, and technology are essential tools, the contributions this university makes to humanity are possible because of our people.

Q: *So how are we doing? We understand that the race to attract "the best" is increasingly competitive.*

A: We have areas of excellence in which our faculty are world leaders in their disciplines. We must keep them at Iowa State. But the number of tenured professors – faculty who are most likely to combine teaching and research in a way that is most beneficial to students and society – have declined a bit at Iowa State because of recent shortfalls in state support. Iowa State's number of tenured, or tenure-track professors is the lowest it has been for the last 18 years. A recent report by the Board of Regents, State of Iowa showed that Iowa State ranks below most of our peer universities in percentage of tenured or tenure-eligible faculty.

> **"There is nothing more important to me and to this university than recruiting and retaining top-notch teachers and researchers."**

Q: *What's the solution? Isn't it the state's job to provide for salaries?*

A: Absolutely. But salaries are only part of what attracts top professionals. While we must always rely on state support, our margins of excellence represent opportunities that only private support can achieve. Faculty come to Iowa State and remain here because of opportunity for scholarly travel and growth, the prestige of our institution, sufficient funds to mentor students and conduct research, and the ability to acquire necessary equipment.

The solution lies in tapping into the generosity of Iowa State's friends and alumni, who believe that investing in people brings high returns.

Q: *So if I wanted to "invest in faculty," how would I go about doing it?*

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A: There are many ways – through deanships, faculty chairs, and professorships; faculty fellowships and awards; and lectureship and research funds. Endowments provide for enhanced salaries, prestige, and opportunities and can make a huge difference in our ability to attract and retain some of the world's best scientists and teachers.

Q: *Are you optimistic? Can Iowa State receive what it needs in this area from donors?*

A: Absolutely! I've never been more optimistic. This last fiscal year, 55,279 people – the most in our university's history – made gifts or future commitments. Donors committed $16.1 million for faculty support.

Q: *What do you think motivates people to give?*

A: When I visit with people, I hear lots of reasons. Many say it's a way to give back. They're successful because of their Iowa State experience and they want to say "thanks." Some have been deeply touched by a teacher or mentor, and they want to honor that person. Some want to make a difference in the world and believe that through Iowa State faculty they can be an agent of change.

> "The faculty were the heart and soul of this institution when it opened its doors in 1868, and they remain so today."

All have faith that Iowa State is fulfilling its mission – to create, share, and apply knowledge that will make Iowa and the world a better place. ▫

Top of the list

ISU's new athletics director Jamie Pollard knew what he was looking for, and he found it in Ames

In 1994 when Jamie Pollard was working at the University of Maryland for his mentor, athletics director Debbie Yow, Yow gave the young ex-accountant some good advice: Make a list of the universities at which you would most like to end up, then plan your career around getting there.

So Pollard made a list. Wisconsin, Indiana, Missouri, Iowa, Iowa State. He chose schools with Midwestern values, strong academic reputations, and highly competitive athletics conferences. Those attributes were perfect in the mind of the Wisconsin native; he just needed to achieve his goal of finding a permanent home. Pollard spent the last two years as deputy athletics director at Wisconsin, and he was offered but turned down the A.D. position at Indiana in 2004. A few years ago he crossed Iowa off the list, he says, because he didn't feel like it was a place he could make a real difference anymore. By late last summer, the 40-year-old Pollard had worked his way more than halfway through the list.

Then the A.D. position at Iowa State came open. Pollard, who at the time was performing many of the duties of Wisconsin athletics director Barry Alvarez as Alvarez began his final season coaching football, was paying attention.

There was just one problem: Even though Iowa State was on Pollard's list of dream jobs, he had never once been to Ames.

But that problem had an easy solution. In this case, Pollard and his family piled into the car and went on the vacation of a lifetime to Ames, Iowa. Okay, so maybe it wasn't really a vacation, but it did change their lives. The kids had a blast. They shopped at North Grand Mall, saw Reiman Gardens, and learned about a red bird named Cy. The family took in an authentic college town of a size they loved ("a company town where the university is the company," Pollard notes), and saw a thriving research institution with lots of collegiate athletics potential. It was during that weekend trip, sitting and munching pizza in a Campustown restaurant, that Jamie and Ellen Pollard looked at one another and knew: Iowa State indeed deserved its spot on the list.

At that time ISU's A.D. search had not begun, so Pollard knew he had to be discreet. He didn't even know yet if Iowa State would consider his application, and of course he knew his kids could spill the beans all over Madison if he told them the real reason for their visit. So he let the process run its course, and before long the Pollard children were bouncing with delight at the news on the other end of the phone line: They were going back to Ames – that town where they stayed at the hotel with the cool indoor pool. They were going to be Cyclones.

> "I have a huge responsibility to lead this athletics program to a place that will make everybody proud to be an alum or fan of this institution."

Jamie and Ellen Pollard's children are 8-year-old Thomas, 7-year-old Annie, 5-year-old Maggie, and 3-year-old James. James, who was born with a rare form of cancer in his tailbone, underwent the last in a grueling series of surgeries this fall but will continue to require physical treatment and monitoring. Easy access to the highly regarded Blank Children's Hospital in Des Moines helped solidify Pollard's belief that Iowa State was the right place for his family.

Family and career are by far the two most important things to Pollard, who says it was essential that the move to Ames be beneficial not just to him and to Ellen, but to his children. "[The 'vacation'] ended up being good because... they knew where Ames was, what a Cyclone was, and they could envision where they were moving. They've transitioned extremely well."

Pollard says his own transition from Badger to Cyclone was a quick – yet painful – one. His first official day of work was Oct. 1, the day of Iowa State's heartbreaking double overtime football loss at Nebraska. "I told Coach McCarney that I knew I was a Cyclone after that game because I had butterflies in my stomach during the game, and then it was like someone kicked me in the gut after we lost it," Pollard says. "I know a lot of fans felt that way, but on Friday I was a Badger fan. By Saturday I had completely switched, and that's not easy to do. I just love competition, and I got thrust right into that [on my first day]. I love the action that's in our business. It's intense."

"Intensely competitive" has always described Pollard, a University of Wisconsin-Osh Kosh graduate who won the 1987 Division III national championship in the 5,000-meter run. His mother still has all his elementary school report cards saved in a box. "I got all As," Pollard says, "but I got Cs in citizenship. There would be notes that say, 'Can't stand to lose.' I can't stand to lose. I'm not saying I'm a bad sport, but I just don't accept losing."

Pollard left his job at Arthur Andersen & Company in 1989 when he realized that competitive spirit would be better utilized in the college athletics environment. "There are many other things you can do with your career that would take

JIM HEEMSTRA

Jamie Pollard

less time and are probably easier to do," Pollard says of his decision to pursue a career in athletics administration, "so don't do this unless you have an absolute passion for it."

Pollard's passion for his chosen career path is clear. In the past 16 years he has worked for St. Louis University, the University of Maryland, and the University of Wisconsin. At each institution he rose steadily in responsibility. Today, having acquired his ultimate job, he says he hopes Iowa State will be his final stop. "I guess nothing's forever, but I took this job thinking I would be here for the rest of my life. I hope Iowa State wants me for the rest of my life."

To get the job started, Pollard says he has several ideas about what he would like to accomplish during his first year. The first, he says, is raising the expectation level of Iowa State's fans. "From football to cross country and swimming and to our entire athletics department staff, we need to raise the expectation level," Pollard says. "Our fans should be upset [when we lose]. I'm glad they are. Because if they accept it, we're in trouble."

Another goal for Pollard is what he calls "creating and communicating a vision for the future of ISU athletics."

Pollard says his vision starts with getting everyone in the Cyclone family out of his or her comfort zone. "We don't need to be the team that's the worst funded in our conference," Pollard says. "We need to do something about that – create that vision of where we want to go, and quit talking about what we don't have. The fact that the budget is what it is is a symptom, not a problem. The problem is that we don't have a vision of where we want to get to. And if 10 years from now Iowa State doesn't want me here any longer because we couldn't get to that vision, it's going to be because it can't be done."

A third goal is to develop a master plan for Iowa State's facilities that is tied to the overall vision for the program. Pollard says he hopes to have a set of goals and objectives for improving facilities outlined by the start of the next academic year. His final first-year goal is, quite simply, to ensure that members of his athletics department staff have fun and enjoy their work to the fullest.

Pollard has faith that Iowa State can accomplish these goals for one simple reason: It has good people who truly care. He says it is an honor and a privilege for him, Ellen, Thomas, Annie, Maggie, and James to be welcomed into the Cyclone family. "Everybody told me coming in that the people here are wonderful," he says. "They've been that and more.

"I feel an immense sense of responsibility in accepting this position, because I feel like I have the weight of the future of Cyclone athletics on my back – and that's okay; I accepted that and I want that. To me, being a Cyclone means I have a huge responsibility to lead this athletics program to a place that will make everybody proud to be an alum or fan of this institution."

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Calendar

IOWA STATE UNIVERSITY ALUMNI ASSOCIATION

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

JANUARY

5 ISUAA Club of Kansas City First Thursday networking event at the Roasterie
6 Regents Universities Iowa Job Fair
8 ISUAA Club of Phoenix at Cyclone wrestling: Sun Devil Duels at Tempe
9 Spring semester begins
10 ISUAA Club of Southwest Florida Cardinal Ladies Lunch (contact Judy Rogers at kdrogers@prodigy.net for additional lunch dates)
11 ISUAA Club of Indianapolis night at the Indiana Pacers
14 ISU Alumni Association Night at women's basketball vs. Nebraska (tickets are discounted for ISUAA members)
15 Alumni Travel: *Queen Mary 2*: Route to Rio (through Jan. 27)
16 University holiday
17 ISUAA Club of Omaha/Council Bluffs at men's basketball: ISU vs. Nebraska in Lincoln
17 Cyclone Alley road trip to ISU men's basketball game in Lincoln, Neb.
20 Men's basketball reunion social for 1956, 1986, and 1996 teams
21 ISU Letterwinners Club winter social
24 *42nd Street*, Stephens
29 Alumni Travel: Panama Canal on *Oceania* (through Feb. 14)

FEBRUARY

1 Nominations due for Alumni Medal, Alumni Merit, Outstanding Young Alumna/us, Impact, and Hopson Alumni Volunteer Awards and the ISUAA Award for Superior Service to Alumni (www.isualum.org/services/awards/)
2 ISUAA Club of Kansas City First Thursday at the Crown Center Ice Terrace
4 Life 490 Conference for ISU students
4 Cyclone Alley road trip to ISU women's basketball in Lawrence, Kan.
11 *Thoroughly Modern Millie*, Stephens
12 Harold Nichols Day at ISU wrestling, with post-meet social sponsored by Cyclone Wrestling Club
17 Board of Directors winter meeting
22 *Oklahoma!*, Stephens
23 Polish Chamber Orchestra with Sir James and Lady Jeanne Galway, Stephens
24 Alumni Travel: Egypt and the Nile (through March 5)
25 ISUAA Club of Southern Colorado annual winter banquet
26 ISUAA Club of Southwest Florida all-alumni brunch

MARCH

2 ISUAA Club of Kansas City First Thursday networking event
4 ISUAA Club of Denver at men's basketball: ISU vs. Colorado in Boulder
7-12 Big 12 men's and women's basketball tournaments with ISU Alumni Association spirit rallies, Dallas
13 Alumni Travel: *Paradores & Pousades* of Spain & Portugal (through April 27)
13-17 Spring break
24 *Prisoner of Second Avenue*, Stephens
28-29 Grad Fair
29 Children of Uganda, Stephens
30 Alumni Travel: Budapest & Prague (through April 7)
31 Ballet Hispanico, Stephens

APRIL

2 Student Scholars and Leaders Recognition Ceremony
6 ISUAA Club of Kansas City First Thursday family event
7 SAA Spring BBQ
10 ISU Community Visit and Alumni Reception in Mason City, Iowa
10-14 Senior Week
21-22 ISU Distinguished Awards Celebration
21-23 VEISHEA
23 Alumni Travel: Springtime in Holland & Belgium (through May 4)
23 Diane Schuur featuring Dave Samuels & the Caribbean Jazz Project, Stephens
24 Alumni Travel: Treasures of Peru (through May 4)
28 Trinity Irish Dance Company, Stephens

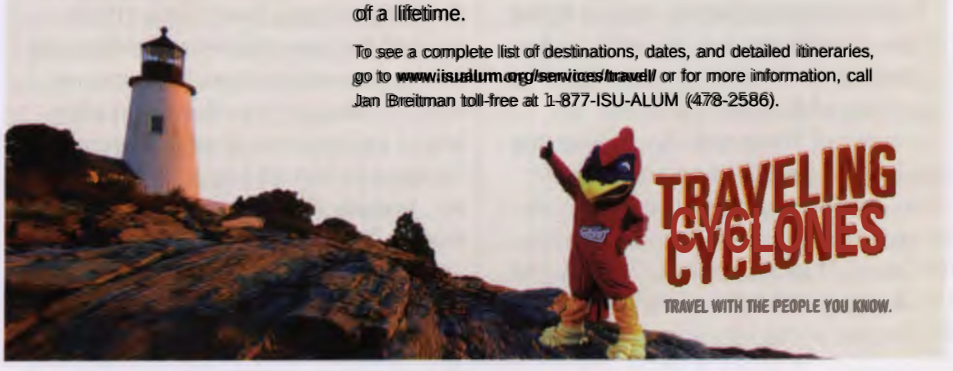
Save the Date

- **Alumni Days**, May 11-12, 2006
- **Waiters' Reunion**, May 11-12, 2006
- **Fisher-Nickell Reunion**, July 28-30, 2006
- **Family Weekend**, Sept. 30, 2006
- **Homecoming**, Oct. 21, 2006

TRAVELING CYCLONES 2006 ADVENTURES

Rediscover your sense of adventure on a tour sponsored by the ISU Alumni Association. You can choose from 29 destinations in 2006 – from the *paradores* of Spain to the treasures of Peru, from the waterways of coastal Maine to the mysteries of Vietnam. Whatever you are looking for in group travel – tropical destinations, family adventures, natural exploration, culture, history – in the United States or abroad, Traveling Cyclones tours offer the journey of a lifetime.

To see a complete list of destinations, dates, and detailed itineraries, go to **www.isualum.org/services/travel/** or for more information, call Jan Breitman toll-free at 1-877-ISU-ALUM (478-2586).



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Snowscapes

Simple scenes from an Iowa winter, PHOTOS BY JIM HEEMSTRA

IOWA STATE UNIVERSITY
ALUMNI ASSOCIATION

ISU Alumni Association
Fisher-Nickell Hall
214 Richardson Court
Ames, Iowa 50011-1370

Change Service Requested

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FOR INVESTING IN US!

Thanks to the 32,000 alumni and friends of Iowa State University who use their ISU MBNA credit cards, more than $75,000 of our total annual credit card royalties goes to support key student programs: Student Alumni Leadership Council, Student Alumni Association, and Cyclone Alley. These dollars go a long way toward keeping prices affordable for as many students as possible and offering high quality student leadership opportunities.

So if you have an ISU MBNA Cyclone or Campanile credit card, thanks for using it! If you have a card and are not using it, we encourage you to pull out the card today to support Iowa State students. If you don't have a card, call 866-598-4970 or apply online at www.isualum.org/creditcard. Thank you from all of us!