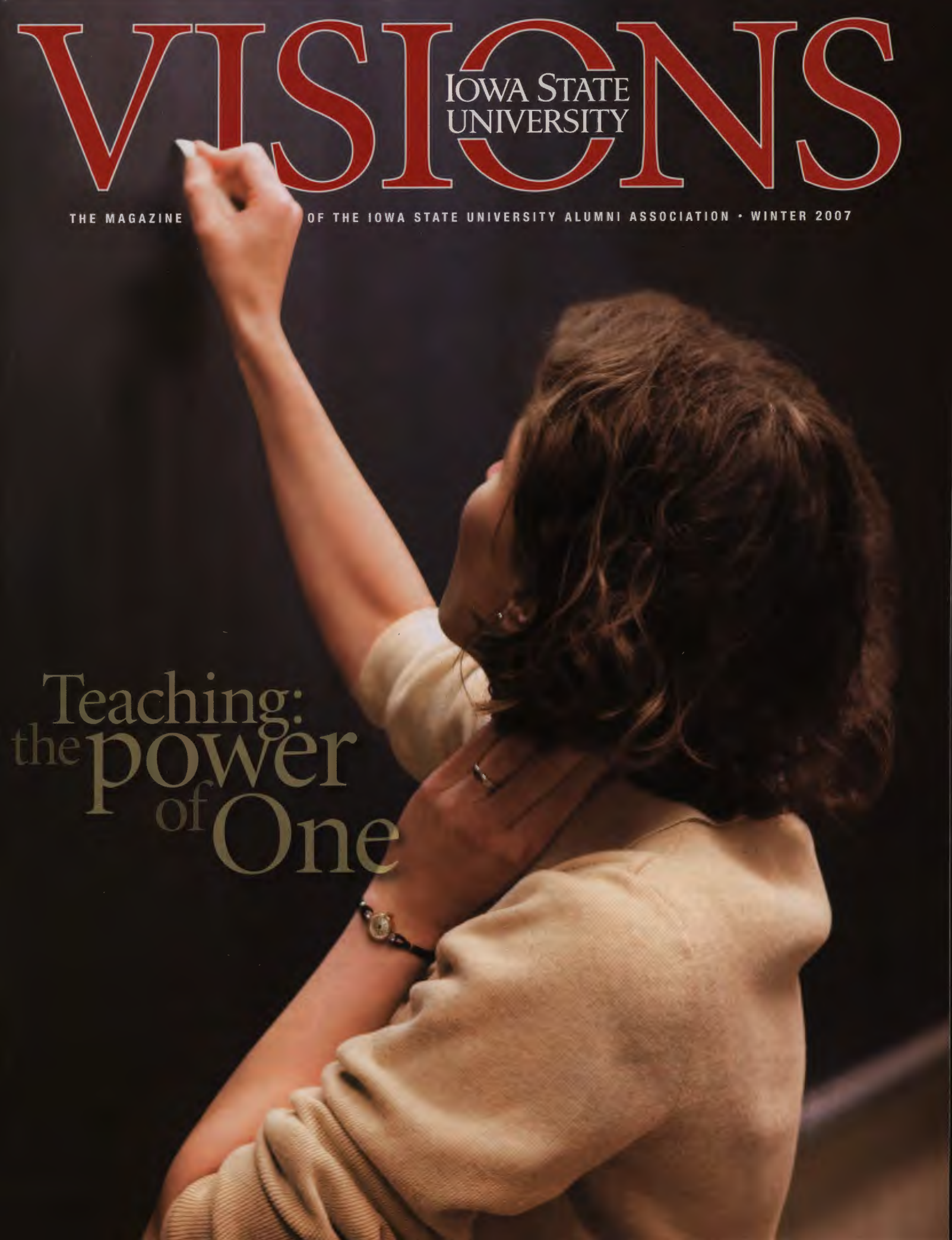
VISIONS

IOWA STATE UNIVERSITY

THE MAGAZINE OF THE IOWA STATE UNIVERSITY ALUMNI ASSOCIATION • WINTER 2007



Teaching: the power of One

By Carole Gieseke

Teacher appreciation

My best memories of elementary school don't involve friends or field trips or recess or lunch. They're about my teachers.

I loved ALL of my teachers at Ott Elementary, and later at my new neighborhood school, Mill Creek Elementary. There was Miss Turnage, my first grade teacher. She was a tiny woman, barely bigger than we were (and we were only 6 years old). There was my second grade teacher, Mrs. Mason, who for some unexplained reason my friend Lori Wilmes and I lovingly nicknamed "Grandma Teenager." I even liked my third grade teacher, Mrs. Doubt (not to be confused with Mrs. Doubtfire, although she did have the same taste in clothes). Mrs. Doubt was nearing retirement, and the thing I remember the most about her was the way her upper arms swung back and forth when she wrote on the chalkboard. I used to think that was hilarious, but now that I'm getting close to 50, it's not funny anymore.

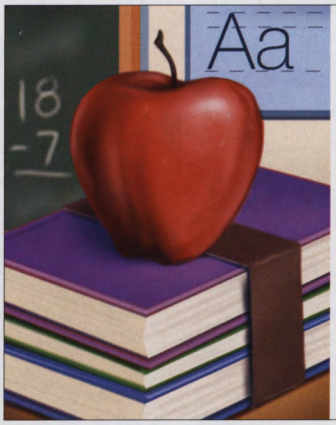
My fourth grade teacher was Mrs. Spadafora, and I don't think it's an exaggeration to say that Mrs. Spadafora changed my life. She did something in our classroom that no teacher had done before: She treated us like adults. This is a revelation of monumental proportions when you're 10 years old. She gave us responsibility! She used the proper name for body parts! She never talked to us like we were a bunch of dumb little kids. She told great stories about her life and her family and all her adventures. She had been to the Florida Keys! Her son was a cop! She let us read *Owls in the Family*, and she made us correctly spell and pronounce "Saskatoon, Saskatchewan." I grew up a lot that year.

Fifth grade was a blur, because my class got split up when the new school was built. Nothing was really the same after that. My sixth grade teacher was Mr. Hale, and my friend Kathy Brewer and I had a contest to see which one of us could be MORE in love with him. It was probably a draw, but I was definitely more in love with David Cassidy.

If you would have asked me in elementary school what I wanted to be when I grew up, I might have said an artist or a writer. But I might also have said a teacher. Because I thought teachers were the coolest people ever.

But I would have made a lousy teacher. I just don't have the patience to deal with a classroom full of kids. But I'm so glad that there are people who ARE cut out to be teachers.

From Ms. Wilde, my college prep English teacher, I learned about life and love and literature. I took every class she taught at William Chrisman High School. I learned about run-on sentences and comma splices. I read *Crime and Punishment* for that woman. I did my best work for her. I thought I knew everything by the time I graduated from high school. She made me feel like a genius.



If you would have asked me in elementary school what I wanted to be when I grew up, I might have said an artist or a writer. But I might also have said a teacher. Because I thought teachers were the coolest people ever.

From Linda Smith, my high school journalism teacher, I learned that I might want to be a journalist. Early in my junior year, she asked me if I had considered majoring in journalism in college. I had not. I wanted to write poetry and books. I wanted to paint and draw. I thought I might want to write and illustrate children's books. Maybe. The only reason I was in a journalism class was because it was an outlet for my writing. I loved having people read what I wrote.

But by the end of my junior year, not only did I want to be a journalist, I wanted to be Woodward AND Bernstein rolled into one. I wanted to set the world on fire. I wanted to right the wrongs and get the bad guys. I wanted to be a rock'n'roll reporter and a magazine editor and go to New York and be a Pulitzer-prize-winning newspaper reporter and travel to other countries and be the best journalist there ever was. Thus was the profound effect that Linda Smith had on my life.

I haven't done most of those things, but I did major in journalism at a university in Missouri. There I had more great teachers – especially in English, journalism, and philosophy – who helped shape the person I've become. I was the editor of my college newspaper one summer, and I was managing editor of the yearbook. I was part of the "McCracken Muckrakers," a would-be band of gonzo journalists on campus in the late 1970s. I did freelance rock'n'roll reporting for the *Kansas City Star*. After graduation, I was editor of a couple of small-town newspapers. And yadda-yadda-yadda, now I'm here.

I may not have set the world on fire (yet!) but I've met some amazing people and done some pretty cool things in my career. I still run into Linda Smith occasionally. She left high school teaching a long time ago. Now she works at Kansas State. I personally know at least a dozen people whose lives and careers changed because of her, and I can only imagine that there are hundreds more, maybe thousands.

To her, and to all the other teachers who taught me so much over the years, all I can say is "Thanks, and I'll try not to disappoint you." □

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

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COVER STORY

The power of one

One professor, one student, one connection. That's all it takes. As we looked at Iowa State's outstanding faculty, we asked ourselves: Why do faculty choose to teach? What's a typical week like for an assistant professor? Why is it so challenging to attract – and keep – great faculty? And who are the professors who changed our lives?

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Time to celebrate!

Iowa State will celebrate its sesquicentennial year, beginning with a kickoff celebration during VEISHEA on April 21, 2007.

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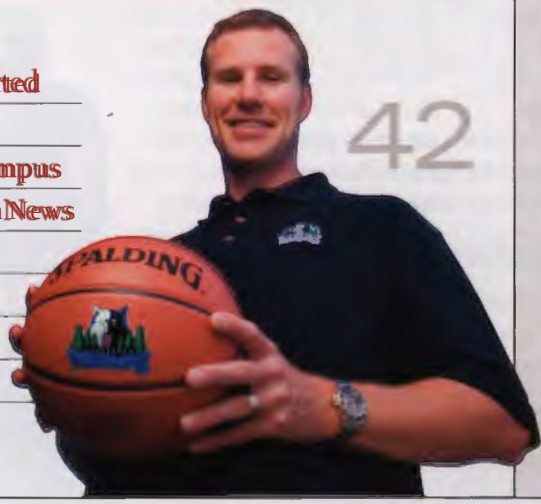

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The ISU Alumni Association mission:
To engage the talents and resources of alumni, students, and friends in the life, work, and aspiration of Iowa State University

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On the cover:
Assistant professor of English Laura Mielke. Photo by Jim Heemstra

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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 50011-1370; or e-mail cgieseke@alumni.iastate.edu.

Good chemistry

I WANTED TO SHARE PART OF AN e-mail from my 86-year-old dad. I knew he would enjoy the latest VISIONS magazine (he and my mom are graduates of Michigan State):

"Got the ISU book. Fascinating about that man Gilman, the master chemist, and the extended chemistry article ("Good chemistry," *fall 2006*). I happened to love the subject and found myself in the wrong course or perhaps I might have majored in it."

Henry Gilman

No way would I have thought about chemistry for myself, but the pieces were interesting and well written, especially the foreword from the author, prompting everyone to take the time and read the articles. And it is great to know about our outstanding alumni who are doing well in the chemistry field.

Coey (Baker) Podraza*
'79 speech communication
Lewis Center, Ohio

MAY I ADD A COMMENT TO THE FINE article about Dr. Gilman? ("Henry Gilman: Iowa State's master chemist," *fall 2006*). In spite of being a brilliant scientist, he was a wonderful teacher. We were (mostly) junior-year chemistry majors without a speck of former knowledge about organic chemistry, and Dr. Gilman reached us at our level. As the only girl in the class, I was particularly aware of the dangers of a timid, unsure answer which would bring forth Dr. Gilman's somewhat booming voice: "Will you repeat that, please, louder and with more confidence."

Looking back, it is apparent that I had an unusual lot of outstanding professors: Gilman for organic, Wilhelm and Spedding for physical, John Wilkinson for analytic, one of the Drs. Brown for inorganic, and Benjamin King for semimicro analysis (although we didn't totally appreciate him, as the introduction of semimicro methods caused us all to add an extra course).

Mary Helen (Merriam) Stewart**
'41 chemistry
Maquoketa, Iowa

Boys and girls, math and science

I WAS DISMAYED BY THE TITLE AND opening paragraph of your Getting Started article for the VISIONS fall 2006 magazine. While you might not have been a strong student in the sciences, many girls do "make the grade in math and science." I find it hard to believe that you would so flippantly talk about this subject, especially after the Harvard University scandal. As recently as Sept. 18th, CBS News reported on the gender bias that holds female scientists down at colleges and universities: www.cbsnews.com/stories/2006/09/18/tech/main2019989.shtml. Shame on you for purporting the myth.

Kim Bentley
'89 aerospace engineering
Ames, Iowa

Editor's Note: *I hope the account of my own experience in science and math didn't overshadow the fact that the fall issue of VISIONS featured a woman chemist on the cover, that two of the five featured chemistry professors were women, and that one of the two featured chemistry alumni was a woman. We also ran a profile about a highly successful female civil engineering alum. Though I did not personally excel in science and math as a student, I believe the magazine clearly showed that many, many Iowa State women do.*

The games in Ames

AFTER READING THE LATEST ISSUE OF VISIONS and the story about the Special Olympics ("The games in Ames soar and score," *fall 2006*), I thought you maybe interested in the experience that my wife, Sandy (ISU '92), and I had as volunteers for the Citation Airlift. I wrote the following to share with my friends and coworkers: "Compete – Empower – Unite."

> "Even though we were 150 feet away, we could see the huge smiles of the passengers as they stepped off the aircraft."

Here is an excerpt; you may read the full story at http://jdsqrd.blogspot.com/2006/07/compete-empower-unite.html

"As the plane came to a halt, a Cessna VIP and a group of photographers and videographers rushed to the door of the plane. As the group exited the plane they were greeted by the VIP, and the camera people did their thing. Imagine the President arriving in Air Force One, well, anywhere and the greeting he gets – this was it, only with a smaller plane. Even though we were 150 feet away, we could see the huge smiles of the passengers as they stepped off the aircraft. Then the applause began. All the people clapped as the athletes and their coaches walked across the tarmac toward the registration hangar. The Ames High cheerleaders formed lines on both sides of the path and performed cheers as the team passed through as members of the Special Olympics Torch Run team gave the athletes high-fives. It reminded me of the Jordan-era Bulls during pre-game introductions, only without the laser light show. We had been there maybe twelve minutes and it was already obvious there was no better way to spend the day."

Jeffrey D. Deitering**
'91 civil engineering
Lawrence, Kansas

Go the distance

HERE'S AN UPDATE: I FINISHED Ironman Wisconsin Sept. 10 in 12:43.37 for 813th place out of about 2,400-2,500. ("Go the distance: Cycling for a cure," *summer 2006*). I was pretty happy with how it went.

Oh, and I decided to run a marathon Sept. 22 with Dean Karnazes, an elite ultramarathoner who's doing 50 marathons in all 50 states in 50 straight days.

Here's the scoop on that: www.endurance50.com.

Tyler Weig
'05 community health education
West Des Moines, Iowa

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Hoffman named ISU executive vice president and provost

Elizabeth Hoffman, former University of Colorado president and Iowa State University dean, has been named executive vice president and provost at Iowa State.

Most recently a professor of economics and public affairs at Colorado, Hoffman assumed her new role at Iowa State on Jan. 1. President Gregory Geoffroy selected Hoffman following a nationwide search by an 18-member ISU committee.

"Elizabeth Hoffman is an exceptionally talented and experienced academic leader, and we are excited that she is returning to Iowa State," Geoffroy said. "She cares deeply about this university, our students, faculty, and staff, and she will be a great leader of all aspects of the university's academic enterprise and our land-grant mission to serve Iowa."

Hoffman was president of the University of Colorado System from 2000 to 2005. She served as provost and vice chancellor for academic affairs at the University of Illinois, Chicago, from 1997 to 2000; and she was dean of the College of Liberal Arts and Sciences and professor of economics at Iowa State from 1993 to 1997.

"Iowa State is an outstanding university, known for its excellence in teaching, bold research initiatives, and service to Iowans," Hoffman said. "It means a great deal to me to return to such a special place. I'm looking forward to the opportunity to work with President Geoffroy and the university community."

Hoffman holds an A.B. in history ('68) from Smith College, Northampton, Mass.; an M.A. in history ('69) from the University of Pennsylvania, Philadelphia; a Ph.D. in history ('72) from the University of Pennsylvania, and a Ph.D. in economics ('79) from the California Institute of Technology, Pasadena.

Former ISU Provost Benjamin Allen left Iowa State last May to become president of the University of Northern Iowa.

Iowa State University "has developed a succinct and vibrant strategic plan, reallocated over $20 million in resources, made significant improvements in university facilities, and elevated the stature of the university among land-grant institutions."

-from the Higher Learning Commission, a commission of the North Central Association of Colleges and Schools, in its final report in which ISU was re-accredited without stipulations until 2015. Read the full report: www.provost.iastate.edu/news/reports.html

College of Vet Med: Building a solid future

The College of Veterinary Medicine broke ground during Homecoming 2006 on the Dr. W. Eugene and Linda Lloyd Veterinary Teaching Hospital, a new state-of-the-art facility scheduled to be complete in fall 2008. The $48 million, 55,000-square-foot facility will include an advanced imaging facility, intensive care unit, new animal in-patient wards, and improved biosecurity–including a new infectious disease isolation area. The project, which will be named for lead donors Gene and Linda Lloyd of Ft. Myers, Fla., and formerly of Shenandoah, Iowa, will increase the college's total space by 25 percent.

In other vet med news, the two top livestock producing states are teaming up to keep the country's best and brightest large animal veterinarians at home through the recently approved Agreement in Veterinary Medical Education, a partnership which links ISU with the University of Nebraska-Lincoln for veterinary education. Through the program, up to 25 University of Nebraska students annually will enter a four-year veterinary medicine program that includes two years in Lincoln and two years in Ames.

ISU competes for BP **biofuels** research lab

A partnership of the University of California, San Diego; Iowa State University; and the J. Craig Venter Institute will compete for BP's $500 million Energy Biosciences Institute. BP, a global energy company, has invited UC San Diego to submit a proposal for a biofuels research institute to be located on or adjacent to that campus. The university has asked Iowa State and the Venter Institute – a non-profit research institute based in Rockville, Md., and dedicated to the science of genomics – to be partners in the proposed institute.

The institute will be dedicated to developing and improving biofuels, inventing new technologies that convert crops into biofuels, and developing plants that produce high yields of biofuels while growing on land not suitable for food production.

BP officials were scheduled to announce the location of the institute by the end of December 2006, with the goal of launching research programs in 2007.

"We are honored to be part of a proposal for a research institute dedicated to developing new sources of transportation fuels and cleaner energy from renewable plant materials," said ISU President Gregory Geoffroy. "This is a major priority area for research and education at Iowa State University because it is so important for the future economic prosperity of Iowa and our nation."

DID YOU KNOW?

This fall, ISU enrolled its largest freshman (3,983) and transfer (1,461) class since 2002.

A LIFE-CHANGING EXPERIENCE

ISU students who study abroad experience exhilaration, disappointment, passion, and a newfound awareness of who they are as Americans. For most of them, it's a life-changing experience. Read the 2006 Year of Study Abroad essay contest winners, posted at www.studyabroad.iastate.edu/YOSA/YOSAwinners.html

Kickin' it for the kids

This winter, ISU Dance Marathon, the university's largest philanthropic organization, will be "kickin' it for the kids" for the 10th time. Dance Marathon 2K7 will be Jan. 20 from 9 a.m. to midnight at the Memorial Union's Great Hall.

Since its founding in the spring of 1998, Iowa State students have raised more than $900,000 for the Children's Hospital of Iowa. This year's goal is to raise $200,000, taking the total to well over $1 million. More than 500 students have signed up to be on their feet in the Great Hall for 15 hours on Jan. 20.

Dance Marathon is affiliated with the Children's Miracle Network. Find out more about the event at **www.dm.stuorg.iastate.edu**. There's special information on the site for Dance Marathon alumni and how anyone can get involved.

People in the news

Dione Somerville: ISU dean of students
Dione Somerville, whom ISU Vice President for Student Affairs Tom Hill describes as a proven leader who has experience serving both two-year and four-year higher education institutions, is ISU's new dean of students. Somerville has served as the director of enrollment services and registrar at Lorain County Community College in Elyria, Ohio, since 2001. Somerville replaces Pete Englin, who became director of the Department of Residence in July 2005.

Scott Stanzel: White House press corps
Scott Stanzel (journalism '95) is trading in his job in Microsoft's public relations office for a place on the hot seat (or hot podium, as it were). The former Bush-Cheney '04 national press secretary was appointed to the position of deputy White House press secretary to Tony Snow. Stanzel will be a spokesman for President Bush on issues dealing with homeland security, education, and agriculture

Stanzel's career started in Iowa politics as a Dole for President field representative in 1996. He later worked on Rep. Jim Ross Lightfoot's campaign for Senate and for Sen. Charles Grassley before joining the Bush presidential campaign in 1999. Stanzel, 33, received the Outstanding Young Alumnus Award from the ISU Alumni Association last year, and his family was named ISU Family of the Year in 1994.

Nancy Cox: Federal Employee of the Year
An Iowa State alumna who was recently named one of *Newsweek* magazine's "15 People Who Make America Great" and one of *Time* magazine's "100 Most Influential People of the Year" has added a new distinction to her impressive resume: 2006 Federal Employee of the Year. Nancy Cox (bacteriology '70), who grew up in Iowa, is the chief of the Influenza Division at the Centers for Disease Control and Prevention (CDC).

With avian flu making headlines worldwide, Cox's task in the pastyear has been no small one: helping control and prepare the response to a potential influenza pandemic in the United States, including researching possible vaccines, devising systems for tracking an outbreak, and mobilizing the U.S. government to think about how to prepare for potential disaster.

Cox, who received her Ph.D. in virology from Cambridge University in England, has devoted her entire career to influenza research, working for both the CDC and the World Health Organization.

Rosmann family: Spencer Award for Sustainable Agriculture
A Shelby County family with deep ISU roots has been honored with one of the state's most prestigious awards in sustainable agriculture.

Ron and Maria Vakulskas Rosmann, along with their sons David, Daniel, and Mark, received the 2006 Spencer Award for Sustainable Agriculture in November. The Rosmanns farm 600 acres, all certified organic, near Harlan.

The family holds several degrees from ISU: Ron graduated in '73 in biology; Daniel received an agronomy degree in '05; and David graduated in '04 in public service and administration in agriculture. Mark is currently a junior in agronomy and history at Iowa State.

Maria Rosmann has been experimenting with Cyclone popcorn: breeds of red and yellow popcorn that should be "pop"ular with ISU fans.

Clayton Anderson: Cyclone in space
Two astronauts and two cosmonauts will make up the next International Space Station crew, and we're happy to report

that Expedition 15 will see a Cyclone in space. Clayton C. Anderson (MS aero eng '83) will ride to the station aboard Space Shuttle Endeavor in June 2007 and return to Earth on shuttle Atlantis.

The Nebraska native has forged an impressive technical career in mission operations at NASA's Johnson Space Center. Anderson formerly managed the Emergency Operations Center at Johnson before becoming an astronaut in 1998.

Iver Anderson: Iowa Inventor of the Year
The Iowa Intellectual Property Law Association has named Iver Anderson, a senior metallurgist at Ames Lab and an ISU adjunct professor of materials science and engineering, as its 2006 Inventor of the Year. Anderson developed a lead-free solder alloy consisting of tin, silver, and copper. Licensed to more than 50 companies worldwide, lead-free solder has generated royalties for ISU in excess of $10 million.

Don Voelker: Cy's Favorite Alum
Don Voelker ('43 ag ed, MS '50) has held season tickets for Iowa State football and men's basketball since 1947. He's missed just one home football game in 60 years. All five of his children have degrees from Iowa State. He worked as an ISU Extension dairy specialist for 37 years. Voelker's Cyclone loyalty earned him the special distinction of "Cy's Favorite Alum" last October. The award has been given annually since 1955.

Longhorns' Chizik is Cyclones' new head coach

University of Texas assistant head coach Gene Chizik, who won the Frank Broyles Award as the nation's top assistant coach at Auburn in 2004 before helping lead the Longhorns to a national championship in 2005, has been named Iowa State's new head football coach. Chizik and ISU Athletics Director Jamie Pollard agreed to a six-year, $6.75 million deal with bonus incentives that include $1.5 million for nine assistant coaches.

Chizik, a 44-year-old Florida native whose past coaching stops include positions as defensive coordinator at Texas, Auburn, Central Florida, and Stephen F. Austin, was introduced to a crowd of about 2,500 ISU fans and members of the press at a special event at Hilton Coliseum Nov. 27.

"The institutional commitment being made by Iowa State was critical in my decision. I value integrity, loyalty, and leadership," said Chizik, who was cited by many experts to be the nation's top head coaching prospect at the time of his hiring.

Chizik succeeds Dan McCarney, whose 12-year tenure ended when he was carried off the field by his players Nov. 18 following a 21-16 win over Missouri. "What this football program has done in the last 12 years to me is phenomenal, and [McCarney's] responsible for that," Chizik said.

Under McCarney's leadership, ISU won its first bowl championship in school history and defeated archrival Iowa five years in a row, making the instate series competitive again. The Cyclones earned a total of five bowl berths under Coach Mac, more than all other previous coaches combined.

Dan McCarney, ISU's winningest coach, is carried off the field after his final ISU win.

CLASS OF 1957

Join your 1957 ISU classmates **May 17-19** for your golden 50-year class reunion. You will have the opportunity to visit Reiman Gardens, tour the Knoll, experience "modern" residence hall dining, and be inducted into the Gold Medal Club during the Gold Medal Dinner on Friday, May 18, where you will receive your 50-year class medallion and Golden Diploma.

Current members of the Gold Medal Club (alumni who graduated before 1957) are also invited to attend Alumni Days 2007. Special recognition will be given to the classes of 1952, 1947, 1942, 1937, 1933, and 1927.

A detailed brochure will be mailed to members of the class of 1957 in February and to those in other classes who request information. A schedule of Alumni Days activities and a list of reunion attendees will be posted online at **www.isualum.org/AlumniDays/2007**

SPECIAL ACTIVITIES AND MINI-REUNIONS

- **Class President Tom Twetten** ('57 psychology), former deputy director of operations for the CIA, will speak at Alumni Days 2007. Twetten retired from the CIA in 1995 after serving 34 years in its clandestine services. He spent the majority of his career in Africa, South Asia, and the Middle East.
- A reunion is planned May 18 (noon-3 p.m.) for the men who lived in **Alumni Hall** prior to 1958. RSVP to Dick Snyder (515-597-2240), John O'Connell (515-895-6905), or Ken Cook (641-497-5484), and encourage your Alumni Hall friends to attend.
- If you are interested in gathering members of your residence hall, greek house, or other group for a **mini-reunion** during Alumni Days, call the Alumni Association toll-free 1-877-ISU-ALUM (478-2586) or Bruce Alexander at bgalex@mcleodusa.net.

ALUMNI DAYS REUNION • MAY 17-19, 2007

GIFTS AND GRANTS

Craig estate gift among largest ever to ISU

ISU alumna Frances Craig (home economics '49), who died in November 2005 at the age of 79, has left behind a lasting legacy. Through a bequest in her will, Craig gave ISU one of its largest-ever gifts: the $12 million Craig Family Fund, an endowment with earnings directed to strategic priorities at the president's discretion. A portion of the fund has already been used to establish the Frances M. Craig Chair in Chemistry.

Elings supports new home for agricultural and biosystems engineering

With his $5 million gift, alumnus Virgil Elings (mech. engr. '61) of Santa Barbara, Calif., has ensured a strong future for the country's oldest and largest agricultural engineering program. His generous contribution will be used to help construct a new building for ISU's Department of Agricultural and Biosystems Engineering and kick-start fundraising efforts for what will be a 166,000-square-foot research and teaching facility for the department.

"I was happy to provide the momentum that a project like this needs to get started," Elings said. "Iowa State students and faculty deserve state-of-the-art facilities to educate our future agricultural and biosystems engineers." In Elings' honor, the university will propose that part of the $63.3 million complex, which will also house the ISU Office of Biorenewables, be named Elings Hall.

NSF grant will help advance women's careers

The National Science Foundation has awarded a five-year, $3.3 million grant to Iowa State to focus on institutional transformation in advancing the careers of women in science, technology, engineering, and math – the so-called "STEM" fields. The grant will fund research, development, and implementation of programs that will support the recruitment, promotion, and retention of women scientists at ISU.

"This grant recognizes Iowa State's leadership role in and commitment to improving the representation of women in STEM fields," said Susan Carlson, ISU's interim provost. "The project's innovative approach to institutional change will make ISU a model for other universities facing similar challenges."

According to the NSF, women comprise only about 25 percent of the science and engineering workforce and less than 21 percent of science and engineering faculty in four-year colleges and universities.

1858 150 2008

Iowa State University

Need a reason to come back to campus? **This is it!** Iowa State will celebrate its sesquicentennial year in 2007-2008, beginning with a kickoff celebration during VEISHEA on April 21, 2007. Hundreds of activities – including open houses, historic exhibits, and family fun – will all be part of the party. So don't miss out! Mark your calendars today to return to campus in April!

Sesquicentennial Kickoff

April 21, 2007

Central Campus

IMMEDIATELY FOLLOWING
THE VEISHEA PARADE

www.iastate.edu/isu150/

Your source for all things sesquicentennial

SNEAK PEEK

Here are just a few things to look for during ISU's sesquicentennial:

History book

Hitting the shelves this winter is a new history book: *Tradition and Transformation: A Sesquicentennial History of Iowa State University*. To order your copy, go to **www.isualum.org/store**

150th mementos

Special sesquicentennial merchandise will be sold during the kickoff celebration and throughout the year.

Exhibits

Reiman Gardens, Parks Library, and University Museums will each have exhibits during the year to commemorate the sesquicentennial.

So much more...

We're planning events and activities throughout the celebration year, so visit the sesquicentennial Web site frequently! **www.iastate.edu/isu150/**

GET INVOLVED

Quilt contest

Calling all quilters! There will be a special category in the 2007 Iowa State Fair fabric and threads competition in honor of Iowa State's 150th birthday. Entries may consist of any combination of quilting techniques and must be at least 36 inches on each side. The winner will receive $150. In addition, there will be a special competition that also includes out-of-state Iowa Staters to create quilt blocks that commemorate the university's sesquicentennial. Blocks will be 10 inches finished (10 ½"); they cannot have additional fabrics and cannot be quilted. The blocks will be used to construct a finished sesquicentennial quilt, which will be on display throughout the fair and sold at the state fair auction on Aug. 18. Rules for entering will be available after May 1 by contacting the Entry Department, Iowa State Fair. So think it over and check out **www.iowastatefair.org** after May 1. In the meantime, happy stitching!

Extension service projects

Iowa State University Extension will celebrate the sesquicentennial through service projects at Extension's 100 county offices. ISU students and alumni, 4-Hers, ISU faculty, staff, and many others will join local Extension staff and volunteers to honor the university's contributions to each community through these service projects. The projects will be conducted from April through September 2007. To volunteer, contact your local county extension office. For more information, see the ISU Extension sesquicentennial Web site at **www.extension.iastate.edu/150th**

the power of 1

We all had them. The professor whose teaching style was so riveting we couldn't take our eyes off of him. And the professor who was so demanding that we couldn't wait to get out of her class – but darn it if we didn't learn the most from her that semester. And the professor who knewjust the right time to reach out to us when we really needed someone to talk to.

Those are the professors we remember, whose class notes we still cherish, whose teaching style set in motion a lifetime oflearning. Those are the professors who truly are the heart and soul of Iowa State University.

ISU President Gregory Geoffrey, at his 2003 fall convocation, said, "Faculty are the heart of everything, and the excellence of the institution will rise and fall with the excellence of the faculty."

In this issue, VISIONS explores why faculty choose to teach, what a typical week is like for an assistant professor at Iowa State, and why it's so challenging to attract – and keep – great faculty. And we look at a few of the professors who changed our lives.

Because in the end, that's what really matters: That cosmic set of circumstances that allows one professor to connect with one student in a meaningful way. To *share, to grow, to laugh, to love, to ignite a fire. To teach.*

Photos by Jim Heemstra

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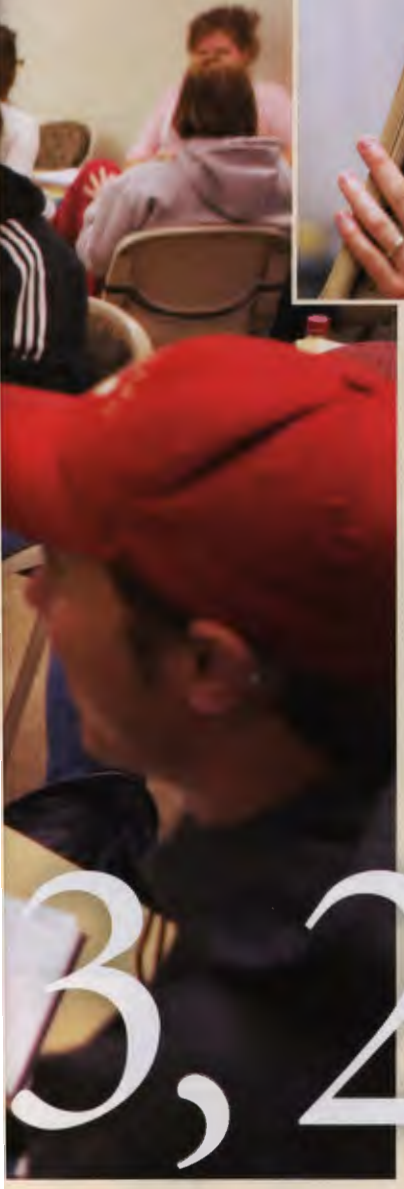
October 9–1

A WEEK IN THE LIFE OF LAURA MIELKE, ASSISTANT PROFESSOR OF ENGLISH

It's supposed to be an average week for an assistant professor at Iowa State University. ✍ And for the most part, it probably is. ✍ There will be classes to teach. And the preparation that goes with teaching. And the grading that goes with teaching. ✍ There will be committee meetings and office hours and research. ✍ There will be the usual lunches eaten at the computer. ✍ But there will be surprises, too. *By Carole Gieseke*



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Laura Mielke is an assistant professor of English. An assistant professor of American literature, to be exact. An assistant professor of early-American-literature-slash-19th-century-U.S.-literature-and-culture-slash-race-and-ethnicity-in-literature-slash-American-studies, to put an even finer point on it.

She's in her fourth year in the English Department, the largest academic department on the Iowa State campus.

The week of Oct. 9 begins the way all fall-semester weeks begin, with English 260: Introduction to Literary Study at 10 a.m. on Monday.

Mielke greets the class of about 20 students by returning last week's test. The average score on the test was 79 percent, she says, and clearly not all students are pleased with their grades.

"Pay particular attention to vocabulary on the next exam," she tells them. "Don't take this as a death sentence if you're unhappy with your grade. Think of it as a call to action."

She invites them to her office during office hours to discuss their grades.

And then the class begins.

The students have been assigned to read two short stories, one about an abused wash-woman and one about a young man who is a pallbearer at his mother's funeral.

To start out, Mielke gives a short quiz. (She later says most students receive either 100 percent or zero percent on the quiz, in direct relation to whether or not they have read the stories.)

Mielke then leads the class through a series of discussion points, outlining key story elements on the chalkboard: point of view, style, theme, irony, dialect, narration, poetic justice, symbolism, contrast, violence, death.

Nobody sleeps through this class.

Mielke knows each student's name, and she calls on them. She reads passages from the book, keeps the discussion moving. She makes eye contact. She walks between the students' desks, striding across the front of the room, pausing occasionally to drink from a large blue water bottle.

The 50-minute-long class flies by.

Mielke, 31, grew up in Boone, N.C., in the Appalachian Mountains. Her father taught at Appalachian State University and is a Lutheran minister. Her mother

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teaches middle school. She has a brother, Matt, who works at Duke University. So it's no surprise that she decided to teach.

An outstanding student, Mielke spent her junior and senior years at the North Carolina School of Science and Mathematics, which she describes as a public boarding school for students with skills in math and science.

"I loved it," she says. "I was very driven, motivated, kind of a perfectionist."

She originally planned to teach high school math and English, but after one semester at Saint Olaf College in Northfield, Minn., she dropped the math major and began to think about graduate school in English. She returned to her home state to earn her master's and Ph.D. at the University of North Carolina at Chapel Hill.

With her Ph.D. wrapping up, she began to apply for academic jobs all over the country. She was drawn to Iowa State for a number of reasons, she says. She liked the faculty who interviewed her. Her husband, Scott, is from Lincoln, Neb., so the Midwest felt right to them. And the position at Iowa State allowed her to continue her research in early American literature and culture.

Most days, Mielke eats lunch at her desk. This Monday is no exception. Her office hours are scheduled between her morning and afternoon classes, so she'll be available to students who wish to drop by her Ross Hall office between 11 a.m. and 2 p.m. Two do. Jerry Fisher, a senior English major who is interviewing Mielke for a class, and Dawn Eyestone, a graduate student working on a master's in literature. Eyestone has come to Mielke's office for advice on changing her thesis topic. Between appointments, Mielke types letters of reference, answers e-mail, and eats a peanut butter sandwich. Then it's back to the classroom, where she teaches a second section of English 260.

This is Mielke's fourth year at Iowa State. She was hired as an assistant professor on tenure track. That means she is expected to teach, publish, and perform service within the department.

At this point, Mielke's academic career is right where she wants it to be. Her third-year review–where, she says, they "take your pulse and make sure you're on track" –went very well. She has a book, *Moving Encounters: Sympathy and the Indian Question in Antebellum Literature*, currently in copy editing at the University of Massachusetts Press. She has received two awards for early achievement in teaching. She serves on the literature area committee and on an ad hoc committee on department organization and governance.

She comes up for tenure in year six, and while she's cautiously optimistic about it, there's still stress.

"Like at any institution, the tenure process is a black box," she says. "Even though you can be advised and mentored, you still just cannot know exactly how your case is going to go."

But the pressure to publish doesn't bother her.

"It's never been a matter of 'publish or perish.' Never have I gotten that sense here. It's more, 'Look, here are our expectations and

Left: Laura Mielke counsels Dawn Eyestone about her master's thesis topic. Below: Mielke and her husband, Scott Hanrath (far right), visit with Randal ('05 biology) and Lori Cassling, who established the Cassling faculty award in honor of Randal's parents.

"I think anyone who teaches at this level can't imagine breathing any other kind of air, you know?"

we want to help you meet them.' It doesn't feel like people are rooting against me."

The ad hoc committee on department organization and governance meets late Monday afternoon. Mielke is one of seven English faculty who have gathered to respond to suggestions for improvement from a recent external review of the department.

There's reason to be concerned. The department's structure is unwieldy. There are too many committees. The department is large, making communication difficult.

"We don't interact," says one committee member. "We don't know what each other does."

Another professor suggests that the department's service courses are like the pit of an avocado, with the major courses clustered around.

The meeting ends with no measurable solutions.

Growing up in a family of teachers, Mielke always thought of herself as a prospective teacher. But she credits excellent teachers as far back as sixth grade who were passionate about what they taught and who really pushed her as a writer and a reader.

"I think anyone who teaches at this level can't imagine breathing any other kind of air, you know?"

Mielke has just enough time to go to her office and shut down her computer before heading out the door. Tonight she's a guest of honor at a College of Liberal Arts and Sciences awards dinner in the Scheman Building.

She's being honored with the prestigious Cassling Family Faculty Award for Early Achievement in Teaching. She remembers the day she learned she had received the award.

"I thought I heard wrong," she says. "I thought they called someone else's name. But then people started congratulating me."

During the fall semester, Tuesdays and Thursdays are supposed to be set aside for Mielke's research. But this week, she's taking over a class for a colleague on maternity leave.

So Tuesday morning she's back in the classroom in the basement of Ross Hall, discussing the novel *América's Dream* with a room full of students she's never met.

She moves easily through the material, drawing students into the discussion, covering the chalkboard with words. What is the American dream? she asks the students. How do you feel about illegal immigrants? What kind of person is the protagonist? The class buzzes with energy.

As a student, Mielke says she had very little tolerance for students who came to class late or unprepared. Now, she says, she's mellowed a bit.

"When you're a college student so devoted to your studies, it's easy for you to forget the variety of learning styles and learning goals of the students around you," she says. "But as a teacher, you're constantly aware of that. The students are there for different reasons; they have different backgrounds. Not all of them want to become YOU."

*"Students are there for **different reasons;** they have different backgrounds. **Not all of them want to become YOU.**"*

Mielke and Amy Slagell at Stomping Grounds.

Right: Mielke walks across campus with a colleague and friend, Amy Slagell. Below: The ad hoc committee on English Department organization and governance meets in Ross Hall on Monday. Below right: Mielke checks facts for her upcoming book.

Grading exams and papers at home may soon be a thing of the past – Mielke and her husband are expecting their first child in February.

She says that first and foremost she is there to "help students become critical thinkers, good communicators, good citizens, good people." But "not necessarily the person who's going to write the next great book on Nathaniel Hawthorne."

Today's schedule continues to break the normal Tuesday routine. Mielke has lunch plans with Amy Slagell, an associate professor of English who works in Carver Hall. The two walk together to Stomping Grounds, a popular coffee café in Campustown.

After a quick lunch, Mielke meets her husband, Scott Hamrath, 31, who works on campus in the Center for Survey Statistics and Methodology. The couple is expecting a baby in February, and they have an appointment for an ultrasound. When she returns to Ross Hall for an afternoon meeting, she has big news: It's a boy.

This will be Mielke's first child, and she knows that becoming a parent will be a life-changing experience.

"I know it means that I won't be doing as much work at home," she says. "I'd like to think that I'll become a more productive daytime worker, more focused. But this definitely will help establish more firmly the line between work and home life. That's something I welcome."

Budget – or the lack of resources to fill two faculty positions – is the main topic of this afternoon's English Department meeting led by Charlie Kostelnick, department chair. The faculty who've assembled for the meeting also discuss an upcoming resource fair, services for students with disabilities, and reinstating the department newsletter. But it is the budget that is on everyone's mind.

Later, Mielke says, "Our department has been under constant budget strain since I got here. It makes me worry about the future."

When Mielke leaves Ross Hall tonight, her workday still isn't over. She has papers to grade and classes for which to prepare. She estimates that her normal workday is about 10 hours.

"I spend about twice the amount of time outside of class preparing than I do inside of class," she said. "On top of that, there's time spent reading, grading, student conferencing. I like to prepare and have a typewritten lesson plan with agenda items and announcements. I'm more comfortable when I have a structured lesson plan."

Wednesday's and Friday's class schedules are a mirror of Monday's. But on Thursday, after Mielke finishes her 9:30 lit class, she walks to her private research carrel at Parks Library. It's quiet there, with few distractions and all the books she needs to finalize her book project.

"I'm interested in how literature reflects, embodies, and interacts with the larger culture that produces it," she says. "The book project that's coming out next year is about literature of the Antebellum Period and its depictions of American Indians."

The final meeting of the week is technically not a meeting at all. It's a group of junior (untenured) faculty who get together periodically to critique each other's writing projects. It's an informal process, and Mielke provides thoughtful criticism of her colleague's work. At the next meeting of this group, it will be someone else's turn to be critiqued.

By the end of the week of Oct. 9-13, Laura Mielke has taught eight classes, attended four meetings, graded several dozen exams, written lesson plans, received a teaching award, kept five office hours, checked facts for her book, and learned that the baby she is carrying is a boy.

She is ready for the weekend.

Let's talk about sex

By Erica Mack Fischer,
'00 communication studies

Pregnant... finally! What an exciting time! Looking back, if I would have listened to those boys in my junior high sex education class (one actually thought you got pregnant by washing your underwear together), this may never have happened.

Eight years ago I was sitting in the MacKay Auditorium for HDFS 276: Human Sexuality. This was a class everyone talked about and wanted to take. The waiting list was long and it seemed you had to have junior status to "get in." I clearly remember Corly Brooke walking in the first day of class. It was obvious she was going to make this class fun. It wasn't one you were going to skip or sleep through.

By the end of the first class everyone was laughing. Who else but Corly could get a lecture hall of 380 students to yell out things like "the one-eyed monster" and "it's not the size of the ship but the motion of the ocean"? She had a talent. She knew how to take what many consider to be a taboo topic and get students to open up and talk freely and comfortably about sex. She was up front, open, non-judgmental, and honest. Everyone loved her!

Corly taught more than sex education, however. She taught confidence, self-assurance, and courage. She knew how to reach out to her audience. She knew how to relate.

Corly continues to have a passion and spirit for teaching, and it's evident. Iowa State is lucky to have Corly engaging our students, and I was lucky to have her as a mentor.

I wonder what my husband would think of the name "Corly" if it's a girl?!

Erica Fischer is a communication specialist for ISU's Information Technology Services academic technologies. Corly Petersen Brooke ('68) is the director of ISU's Center for Excellence in Learning and Teaching and a professor of Human Development and Family Studies.

Editor's note: Erica and her husband, Darrin '97 business admin/fin), are the proud parents of a baby girl, Madison Jene, born Oct. 23.

Drawing on experience

By Gary Hintermeister, '83 architecture

It was 1981, and I was just sure I wanted to be an architect. I had two years of junior college behind me, and I had transferred to the architecture program at ISU. My adviser informed me I was required to take a freshman-level art class. Not having taken any art in high school or college, I was somewhat intimidated by the prospect. Maybe terrified was a better word. The class was taught by Distingttished Professor Richard Heggen, and after the first day of class I quickly discovered it was going to be an interesting semester. Prof. Heggen taught by sharing life experience stories with us while we drew. His captivating teaching technique had us learning, laughing, and loving art all at the same time.

As the class went on, I shared my concern about my lack of formal art education with Prof. Heggen and my dream of becoming an architect. After my first assignment was graded, he offered real constructive criticism and encouragement. I learned as much or more about architectural space and form from Prof. Heggen than from most of my architecture professors.

I have been an architect now for 23 years and it's been 25 years since I took this class, but I saved every drawing in the black portfolio that we were required to buy from the bookstore. It was truly an amazing class that set the foundation for my drawing and design abilities.

We have a family tradition of going to the Iowa State Fair. Every year my wife and I take our children to the cultural arts center to view the artwork. Many times I have found artwork by Prof. Heggen, usually with a blue ribbon attached, and I proudly exclaim, "I knew him, and he was the best professor I ever had."

Gary Hintermeister is a senior project architect with Downing Architects PC in Bettendorf, Iowa. Richard Heggen is a distinguished professor emeritus of art and design who lives in Ames.

A friend for life

By Rhonda Clark-Leyda, '98 journalism and mass communication

I walked into Barbara Mack's office 10 years ago and introduced myself as a student looking to choose a professional emphasis – my direction in life. At the time, I wasn't sure if I wanted to focus on newspaper reporting or public relations. Professor Mack seemed so confident and sure. I thought she could help me find clarity. What I found was a friend for life.

We talked that day about careers, my upcoming wedding, and family. We talked for two hours, which turned into plans to attend a wedding exposition the next weekend.

Long story short, Barbara was my wedding attendant a year later.

Over the years, Barbara has helped me grow from an uncertain college student to a successful leader, professional, and mother. She's taught me the importance of self-reliance and perseverance. Barbara has earned in the truest sense of the word everything she has, tangible or intangible. Whenever I seek the easy way in life, she challenges me back to doing things on my own with all that I have.

I've also learned to embrace my individuality. Like her or not, if Barbara's anything, she's unique. It's this individuality that makes her strong. I respect Barbara's ability to stay true to who she is, whether she's addressing a classroom of college freshmen or challenging a dignitary.

It's an understatement to say that Barbara has influenced me. Barbara has forever changed me. To be sure, she'll always be part of my life. Barbara and her husband, Jim, are godparents to my three children. I can only hope that Barbara's charisma will be instilled in my children. That they, too, will lead and influence others the same way their godmother does – whether she's aware of it, or not.

Rhonda Clark-Leyda is a media relations officer at Principal Financial Group in Des Moines. Barbara Mack is an associate professor in the Greenlee School of Journalism and Communication at Iowa State.

A natural connection

By Paul Brooke, '88 fisheries and wildlife biology, '90 English

Several years ago I was returning from Costa Rica with a group of Grand View College students and I ran into Jim Pease, who was also traveling abroad with students. I realized in that moment how much Jim Pease had impacted my career. There I was, doing exactly what he was doing. I couldn't have been happier to realize this!

Coming from a very small town in southwest Iowa, I was initially overwhelmed when I arrived at Iowa State with its enormous campus and student population. It wasn't until I took a class from Jim Pease that I felt I had found a home, a place to be myself. The class was Nature Interpretation and I was nervous, about being in front of people. Jim's enthusiasm and hilarious wit prodded me well outside of my comfort zone. He had such conviction about the environment and about the role education can play in changing people's behaviors. Toward the end of the semester, I actually did a program dressed in a Superman outfit playing the part of David Litterman (yes, Litterman). The content was solid; the delivery divine. I knew I was destined to be an educator.

Today, in my own classroom, I think of Jim as a model of what outstanding teaching should be: well informed, humorous, passionate about his subject matter, and deeply caring about his students. As the head of humanities at Grand View College, I often daydream that all faculty could have Jim's conviction to the art and craft of teaching.

Paul Brooke, Ames, has been teaching 14 years, including three at ISU (1993-96) and 11 at Grand View College (1996-present). He has earned many teaching awards and was recently nominated for the CASE Professor of the Year Award. Jim Pease (Ph.D. '92) is an assistant professor of natural resource ecology and management and an Extension wildlife specialist.

Touched by an angel

By Jeanette Johnson Bradley, '79 agronomy

When I came to ISU in 1975, the university overwhelmed me. I – a sharecropper's daughter, an African-American girl from a small town in Mississippi, the first in my family and community to attend college – was a student on a college campus. WOW!!!

As I stood on the top floor of Bessey Hall looking out the window, I suddenly realized the magnitude of it all. I knew that within me were the hopes and dreams of not only myself but my people that I carried inside me. I didn't know what to do or who to turn to, so I knelt and prayed to God. I prayed that the weight of it all would not buckle my knees and force me to fall. I prayed that he would send me an angel to carry me when I could not walk on my own, and that is what he did.

My angel came in the form of Dr. Wayne Scholtes, soils professor in the Agronomy Department. He was my mentor. He told me that there were few blacks or women in the field of soil science, but he said, "If this is something you want to do, I will make sure you are the best soil scientist there is."

After graduation, I tried many times to repay him, and he always told me to repay him by helping others. I am doing that now – and have been since I left ISU – with Big Brothers/Big Sisters, Habitat for Humanity, mentoring, and many other things.

I know my story is bigger than I am because it is not about me; it is much bigger than that. It is about passing the baton to inspire young people so they can achieve more than others expect of them as was done for me.

Dr. Scholtes passed several years ago, but I carry his memories and training within me. I know where I came from, and without my mentor I would not be where I am.

Jeanette Bradley is a remote sensing leader with the USDA in Burleson, Texas. Wayne Scholtes ('39 forestry, '51 Ph.D. soil genetics), a professor of agronomy at ISU from 1951 to 1983, died in 1998 at the age of 81. At the time of his retirement, he was a Charles F. Curtiss Distinguished Professor in Agriculture, and he was twice voted Professor of the Year by students in the College of Agriculture.

Compassionate guidance

By Robin Spooner Ostedgaard, '80 child development

Seated behind the massive desk in the Child Development Building, Professor Joan Herwig looked as if she jumped out of the Grant Wood painting, *Sisters*. Joan had a reputation for being a tough professor, but I soon discovered she had a soft heart.

She provided me with organization and structure in an undisciplined world of the '80s, filled with "toga" parties and more fun than I could handle. That was the problem: too much fun and not enough studying.

My years at ISU proved to be a roller coaster ride and almost ended after receiving a deficiency slip. I particularly remember climbing the darkened stairwell in the CD Building, hoping for one second she wouldn't be at her desk, waiting to lecture me. Much to my surprise I discovered Joan in her office ready to spark creativity and help me make a life-changing career decision.

She could've lectured me about my poor grades, but instead she listened wholeheartedly. I told her how I wanted to work with children, enjoyed the hospital setting, and to my knowledge this career was non-existent. Joan was quick to suggest that I write my own curriculum and explore a non-traditional path. She inspired me to begin a career in child life, a rapidly developing field that addresses the psychosocial needs of children and families in the health care setting.

With Joan's assistance, I completed the very first internship ever in child life at the University of Iowa Hospitals and Clinics. I am forever indebted to this fine and talented professor and hope that I can be half as inspirational to my interns as Joan was to me.

Robin Ostedgaard is a senior child life specialist at the Children's Hospital in Iowa City. Joan Herwig (MS '71) retired in 2003 after 32 years at Iowa State. She was an associate professor of human development and family studies and served as the director of the Child Development Laboratory from 1993 until her retirement.

THE HIGH COST OF ATTRACTING AND RETAINING TOP FACULTY

> "If someone out there is really outstanding, you're competing with Harvard and MIT, and that's a hard battle to win. You have to think faster and be quicker than the competition."

BY SAMANTHA BERES

It was an opportunity he couldn't ignore. Robert C. Brown – director of the Office of Biorenewables Programs and professor of mechanical engineering – had an invitation from Purdue University to apply for a job. He was one of three top picks for director of a new Energy Center.

"Purdue is our biggest competitor in the field," said Brown. "They've made some significant investments in the area of biorenewables, and it was attractive from that standpoint."

What would it take to make Brown stay? Iowa State is already a leader in biorenewables, but Brown was looking for a commitment that the university would keep ahead of the curve, move decisively and quickly, maintain its leadership. Could Iowa State deliver?

As Iowa State works toward its goal of being the leading land-grant university in the nation, its leaders realize that the key is in having excellent faculty and holding on to leaders like Brown. "It's pure and simple," said ISU President Gregory Geoffroy. "The overall quality of the university is correlated with the quality of the faculty. They are the core of the institution."

Meanwhile, faculty and administrators are wrestling with the same challenges faced by universities across the nation: how to retain outstanding faculty who are being wooed (and, in some cases, wined and dined) by other institutions while at the same time successfully recruit high-impact faculty.

"Iowa State University and the College of Agriculture operate in a very competitive world in terms of retaining and recruiting the very best faculty," said Dean of Agriculture Wendy Wintersteen, who worked with a team on Robert Brown's retention. "Often collaborators have insight to one of our key faculty who would fit into their university's program very well. Or, they know them by reputation. They've gotten into the practice of going out and cherry picking."

When that happens, there is a scramble for resources to create a retention package – a salary increase, possibly a commitment of more space or equipment. The intent is to counter an offer already on the table, or, as in Brown's situation, prevent an interview from ever taking place.

In Robert Brown's case, his retention involved moving a whole initiative forward,

CAN IOWA STATE MAINTAIN A COMPETITIVE ADVANTAGE?

one with statewide interest. In just four days, Wintersteen secured $1 million from the Iowa Farm Bureau Federation that would support the operation of the Bioeconomy Initiative. Commitments were made to support endowed chairs and new faculty lines in the program. And the Colleges of Engineering and Agriculture agreed to dedicate a wing in the new agricultural and biosystems building to the Office of Biorenewables Programs.

In the end, Brown stayed.

"From my perspective, Robert Brown's situation brought about a tremendous opportunity for the university and the state," said Wintersteen. "The great thing is that we were given gifts and that led to another set of gifts. More of that is going to have to happen in the future for some of these retention packages or we won't remain competitive."

Wintersteen, who has dealt with four faculty retentions in 2006, knows of six more on the horizon. Retention issues are not just the result of competition with other universities or industry, she said. There could be family issues. A spouse of a key faculty might need a job or want to live in another part of the country to be near aging parents.

"Sometimes we just can't win," Wintersteen said.

The 64 billion dollar question

Retentions come in all shapes and sizes. Two of Iowa State's key faculty–we'll call them Professors A and B – were sought out and offered positions with substantial salary increases and access to more resources. One of the outside institutions had actually created a position for Professor A. Professor B was made an offer by a national corporation. Even though the retention packages from Iowa State did not meet the other offers (neither of these professors expected them to, nor did they divulge the offers on the table), they stayed.

Both said it was mainly people – colleagues and students – behind their reasons for staying. Professor B mentioned that his wife and kids are happy living in Ames and he didn't want to uproot his family.

If highly sought-after faculty are happy elsewhere, and by definition very successful where they are, why would they come to Ames?

"That's the 64 billion dollar question," said Mark J. Kushner, dean of the College of Engineering. "They're going to come because there is a vision that they don't see elsewhere or an opportunity they don't see elsewhere. You need to offer them something that they don't have at their home institutions. Very often those are leadership opportunities."

Kushner added, "You need that occasional senior hire that brings with it instant credibility, that mentoring capability, that big-picture thinking, and brings with it the 'wow' factor: individuals who are so accomplished that when your peers hear about it their reaction is, 'Wow.'"

Often those people say no, at first. Persistence helps seal the deal. It did for Kushner when Iowa State recruited him, and recently in the hiring of Jim Alleman, an eminent scholar in his field, who came in as new chair of the Department of Civil, Construction, and Environmental Engineering. Alleman was on the fence about coming. He was successful, happy, and settled into his 20-year career at Purdue, but... "Mark [Kushner] was very savvy about how he pulled me through this process from 'no' to 'yes.' He convinced me that at this point in my career ISU is the perfect place for me to come."

Kushner, like many others involved in recruiting, said that getting candidates on campus can turn the tide. "We don't tell our story well enough. Historical mindset has been that our land-grant mission stops at the borders of Iowa, whereas in this day the land-grant mission is regional, national, international. The perception from the outside is not as positive as it should be, but we are making tremendous strides in that regard."

Perception of the inside played a role recently for a hire in the Chemistry Department. Theresa Windus, known worldwide as one of the best computational chemists of her generation, wasn't looking for a job when she got the phone calls from chemistry faculty encouraging her to apply.

"I was pretty happy where I was," she said about her former position as chief scientist at Pacific Northwest National Laboratory in Richmond, Wash. "But I really wanted to get back to basic research and have the opportunity to teach and the timing was right. It didn't hurt that the Chemistry Department was pursuing me."

There were other factors, too. Windus grew up in the Midwest and loves it. She did her graduate work under Mark Gordon, distinguished chemistry professor at Iowa State. The two have collaborated since 1993. That ongoing collaboration, the strength of the department, and the presence of Ames Lab helped solidify Windus' decision.

Recruiting young faculty

Theresa Windus came to Iowa State as a full professor, but most hires are young assistant professors. It's how Robert C. Brown started his career at Iowa State back in 1983. Of the 60 faculty hired last fall, 49 came in as tenure track or junior hires;

WHAT ABOUT DIVERSITY?

It's a high priority for Iowa State – having a diverse faculty. How are we doing? Without sugarcoating the answer: not great.

Despite training programs that coach faculty and search committees to uncover excellent, diverse candidates, and despite many other efforts, "It's been an uphill battle," said interim associate provost Eric Hoiberg. "Certainly the Provost's Office is not satisfied with the progress we have made."

"There's very intense competition out there for faculty of color, and Iowa State wants to position itself to be as competitive as possible," he said. In the spring, the Provost's Office will up the ante by bringing in outside experts to train search committees.

But it's not just a recruitment difficulty. Of the 48 faculty who resigned last year, 14 were faculty of color.

A 2004 campus climate study looked at the campus environment with respect to diverse populations. "The results gave us our marching orders in terms of how we want to move ahead to make this a welcome, inclusive environment for everyone," Hoiberg said.

IOWA STATE'S COMPETITIVE EDGE

AMES LAB Iowa State is the only university in the nation that has a U.S. Department of Energy research laboratory located right on campus. Of Iowa State's approximately $120 million in federal research dollars, about $80 million are DOE awards to Ames Lab. The lab's contract was recently extended for the next five years.

THE PLANT SCIENCES INSTITUTE The PSI's nine centers are the heart of collaborations that draw on 30 departments on campus. PSI has contributed $6 million since 2000 to 35 start-up packages and eight retention packages of key faculty.

THE OFFICE OF BIOTECHNOLOGY Since 1984, The Office of Biotechnology has provided $12.9 million to 116 new faculty to help them initiate their research programs.

THE ISU RESEARCH FOUNDATION The Research Foundation has given $5.25 million in grants to the Office of the Vice President for Research and Economic Development. Of last year's grant, $264,000 helped recruit four faculty, $98,000 helped retain another four who have attracted more than $41 million in external research funding.

FACULTY FELLOWSHIP The Gregory L. and Kathleen C. Geoffroy Faculty Fellowship Fund of $250,000 provides annual support for teaching and research. It is intended to attract and retain top faculty, particularly to help beginning faculty.

USDA The presence of the USDA on campus, such as the National Soil Tilth Lab, and in Ames, such as the National Animal Disease Center, allows ISU faculty and USDA collaborators to work together on research that has a national impact.

11 came in with tenure.

Department chairs and search committees do the nitty-gritty work of retention and recruitment. They cull out candidates for their high-impact potential – those who will rapidly rise in their area of expertise, get grants from the most prestigious and competitive institutions, get published in the best journals, and make good teachers. They're up against a tough marketplace.

"If someone out there is really outstanding, you're competing with Harvard and MIT, and that's a hard battle to win. You have to think faster and be quicker than the competition," said Jacob Petrich, Chemistry Department chair. "I try to identify people who are outstanding but not on everybody's radar screen yet."

Identifying candidates early is also one of Judy Vance's strategies. The professor of mechanical engineering served her department as chair for three years, and she said she always had feelers out. "It's often a discussion among colleagues," she said. Her first question might be: "Do you have any exceptional Ph.D. students who are graduating in the spring?" Her second question: "Are any of them females or minorities?"

Another successful approach, said Vance, is the idea of "growing our own." The way this works is that faculty identify promising students early in their academic careers and encourage them to obtain their Ph.D.s from other institutions. These faculty continue to keep tabs on these students, and when the students graduate they are encouraged to apply to ISU for faculty positions. If successful, these hires come to the job with a commitment to the university from day one.

The high cost of hiring

Finding the perfect candidate is one thing. Making the hire is another. Highly qualified people have options – offers from other universities of salary and start-up packages and lab space.

Start-up packages at Iowa State for chemistry, biology, and physics average about $400,000 but can go up to $1 million, depending on the research. The money helps a researcher get a lab up and running quickly with the expectation that in a few years he or she will receive competitive research grants that will more than compensate for the initial investment.

"Start-up packages are an investment in the future," said David Oliver, associate dean in the College of Liberal Arts and Sciences. Oliver puts together start-up packages for incoming faculty in his college. "These young faculty members are interested in joining universities that give them the best chance of establishing nationally competitive research programs. Unfortunately, the availability of resources at Iowa State is limiting the university's capacity to hire some of the best research faculty on the market each year."

There are pockets of support on campus that give Iowa State an edge in competitive hires. The Plant Sciences Institute contributes dollars up front for the hiring of new faculty members who will benefit the PSI's initiatives such as bio-renewables and high-tech agriculture. The PSI has contributed $6 million toward the hiring of 35 faculty (and retention of eight) since 2000. The Office of Biotechnology has a faculty recruitment program and last year made awards totaling $751,000 to eight new faculty members to establish their research programs.

For many scientists, the presence of Ames Lab differentiates Iowa State from other universities. The lab gives physicists, chemists, engineers, and other researchers access to state-of-the-art equipment and facilities they otherwise wouldn't have. For some faculty who have dual appointments, Ames Lab funds their research, freeing them from having to bring in external grant funding.

"I think the lure of not having to worry about funding, yet still having a lot of freedom to do what I want was an attractive thing," said Rob McQueeney, assistant professor in physics who took a pay cut when he came to Iowa State from Los Alamos National Laboratory.

McQueeney, who has served on two search committees, added that Ames Lab makes an impression on possible future

> **"The most important thing we do at the university is bring in, recruit, and keep excellent faculty. It's at the heart of everything we do as an academic institution."**

candidates. "A hard hump to get over is that there's something good going on in Iowa. Sometimes before a person even applies we bring them out for a seminar. They look around and say, 'Hey, they have Ames Lab here; they have a good group of scientists here doing interesting research.'"

That's something faculty are looking for: inspiring colleagues. Alan Myers, chair of the Department of Biochemistry, Biophysics, and Molecular Biology (BBMB) calls it a positive feedback loop.

"In our experience, the thing that is most successful in recruiting new faculty at the assistant level is a preexisting vibrant group of young faculty," Myers said. "It's like a camaraderie and a social structure that young faculty can step into. They know they will have colleagues and compatriots who do exciting research."

This was a primary deciding factor for Reuben Peters, assistant professor in BBMB. He had two other offers, one of which was from the University of British Columbia. "It wasn't an easy decision," said Peters, who pointed out that UBC is one of the top three universities in Canada. "There's a core of dynamic young people that made Iowa State an attractive place." Peters and his wife also liked the small town feel of Ames for bringing up their children.

The bottom line

It comes full circle. Successful recruiting leads to Iowa State making strong hires. Whether they're early in their careers or seasoned, if a faculty member is good, other institutions and industry take note. One of the great challenges department chairs face in retaining excellent faculty are small salary increases.

Over the years, less-than-stellar pay raises make ISU faculty easy targets to outside institutions. Here are some facts: Average faculty salary increases have been below 4 percent annually since 2001. State appropriations are at the level they were in 1997. Overall, Iowa State faculty salary averages rank at or near the bottom of its Peer 11 group.

"I think if we could pay faculty a decent, competitive salary and reward them we wouldn't have retention problems," said Kendall Lamkey. In his first six months as interim chair of the Agronomy Department, Lamkey has had two retention issues. "You end up in this position where unless somebody gets a job offer, they don't get a raise."

Lamkey's is not a lone voice. BBMB's Alan Myers "cannibalized" a position in his department and spread the money around for salary increases. Justin R. Peters, chair of the Math Department, gave a presentation in 2005 in which he said "... the salaries of our faculty is a major issue. Due in large measure to salary issues, we have lost and are in danger of losing some of our best faculty." The Math Department has had nine faculty resignations since 2002.

Increasing faculty salaries is one of President Geoffroy's priorities. He said about $7 million per year over the next three years is needed just to bring faculty and staff salaries up to the mid-range of the Peer 11 comparisons.

> "Due in large measure to salary issues, we have lost and are in danger of losing some of our best faculty."

Relief may come in the form of endowed professorships or endowed chairs, but not all departments have such dedicated funds.

The other challenge that presents itself with almost every new hire is the "two-career problem:" new faculty who come with a spouse or partner in need of a job. The retention problem could come later, if the trailing partner never finds employment. Sometimes it just pops up – a faculty member whose spouse took time off to raise children may suddenly be back on the market.

In all of these cases, department chairs become headhunters. If the spouse/partner is in academia, chairs often go to other departments to see if there are opportunities. But it is rare for there to be an open position in a matching department in which the partner is the best candidate.

Department chairs get on the phone and call businesses off campus, too. "We put so much money into startup packages and mentoring and hiring people, we just can't afford to lose them once they're here," said Judy Vance. "If both people are happy in their jobs, it's harder for them to leave, and that's what we want."

Alan Myers recently found a position in the Ames/Des Moines area for a physician with an unusual specialty. While it's a success story, he added that Iowa State could not provide him any assistance in that effort.

That may be changing. The Provost's Office recently hired Melanie Smith, program coordinator of dual career services and diversity initiatives. "Dual career accommodation is something that every university is dealing with," said Smith. "Iowa State is not unique in that regard." But, she pointed out that Ames isn't located near a major metropolitan area, like Chicago. There are also some interesting challenges in Ames. For example, while there is a nursing shortage nearly everywhere in the country, Ames is a highly educated community. There's no nursing shortage here. In her first three months, Smith dealt with three dual career cases and has successfully placed one.

The Provost's Office has also worked hard in the last seven years to implement a new promotion and tenure policy. The new policy has broadened the focus from scholarship as defined primarily by research to a more holistic view of what a faculty member has accomplished by also recognizing the scholarship of teaching and outreach.

And it all counts, because as Interim Provost Susan Carlson said, "The most important thing we do at the university is bring in, recruit, and keep excellent faculty. It's at the heart of everything we do as an academic institution."

Samantha Beres is a communication specialist in ISU's Office of University Relations.

A community of learners

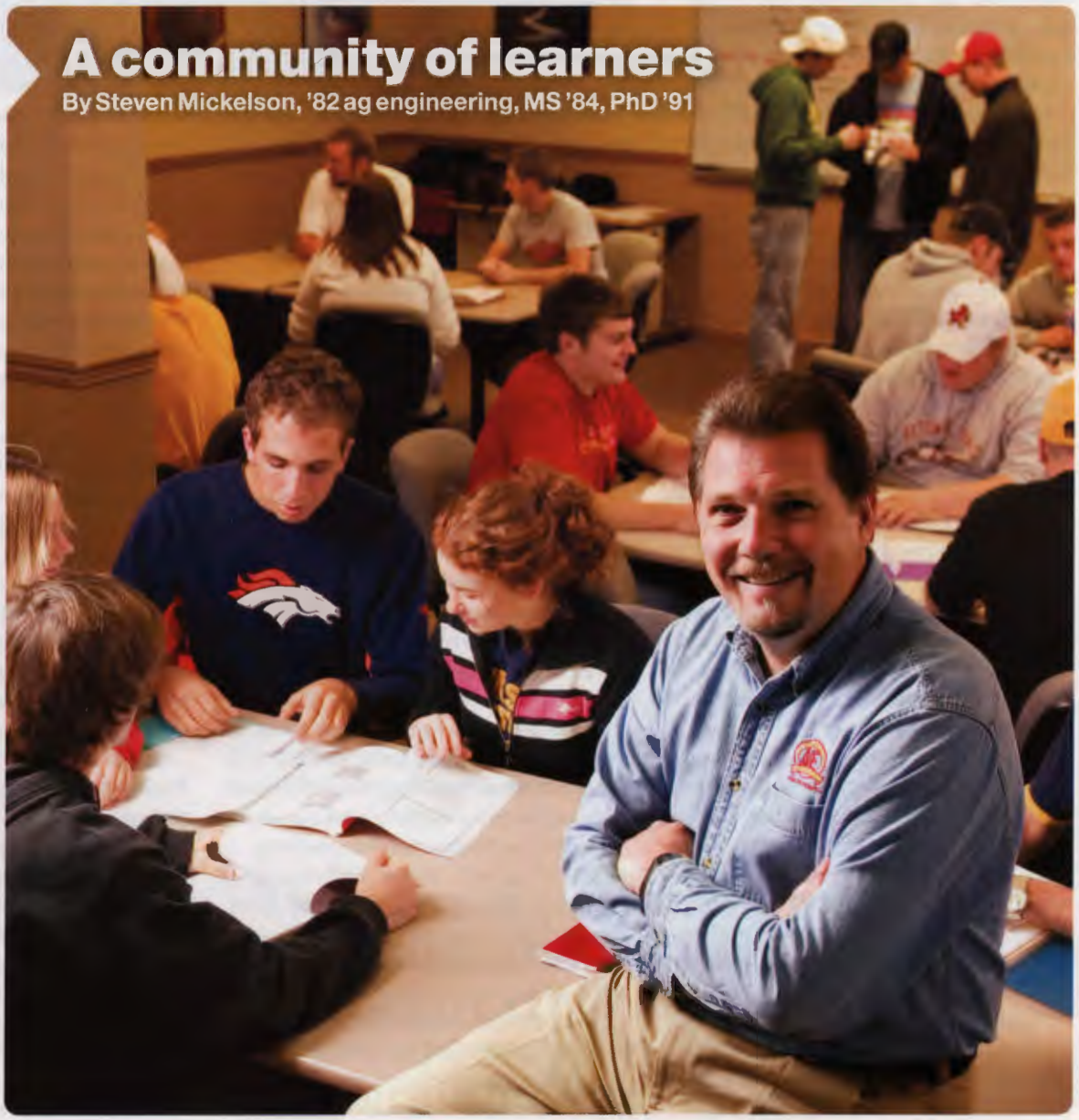
By Steven Mickelson, '82 ag engineering, MS '84, PhD '91

I've been teaching at Iowa State for 24 years. I never expected to be a university professor after attending the smallest high school in the state of Iowa – Bernard – but teaching has become my passion. My philosophy of teaching is based on several elements that I think makes someone an "excellent teacher." I believe an excellent teacher should:

- provide a creative and stimulating atmosphere for learning
- respect students and respect various ways of learning
- maintain a focus and commitment to student learning by showing consideration and support
- exhibit fair and ethical behavior
- utilize the tools of effective teaching, and
- engage in continual interactive evaluation of the course, students, and self.

I love working with students to help them fulfill their academic dreams. It is important that we provide students with an environment for success at ISU. Our Agricultural and Biosystems Engineering learning community has helped to provide this type of environment for our students over the past eight years. The learning community initiative at ISU is, in my opinion, the most meaningful student success program ever developed. It has been very rewarding for me to be a part of bringing this system into our undergraduate program.

Steve Mickelson is an associate professor of agricultural and biosystems engineering.



Plant the seeds and watch them grow

By Amanda Fales-Williams, '00 PhD veterinary pathology

Why teach veterinary pathology? It is my skill set and my passion. This is how I can make a difference. I can help students understand disease mechanisms, which will help them recognize, treat, and research diseases more effectively. Along the way, I hope to arm these future veterinarians with the skills to successfully communicate with their clients and colleagues and, ultimately, to find daily satisfaction in their careers.

Teaching is like gardening. A gardener assesses delivery of nutrients to roots by what is seen above ground, weeks or months after initial planting. The case that I review with students today may not reveal its usefulness to the student for months or even years.

As a new parent, I've gained greater awareness of how narrow our window of influence is on our students. Despite our best intentions, the information we teach today may be obsolete before the zenith of our students' careers. We will not be able to guide them forever; therefore, they must develop the independence and resolve to assess their knowledge and find new information.

I love teaching because I love working with other teachers. We may cover vastly different content but operate as an orchestra, with each member performing a unique and necessary role.

At the core, I teach to repay the efforts made by the teachers who pushed, extracted, and polished my achievements. I would be remiss if I did not pass on the light that these teachers shared with me.

Amanda Fales-Williams, DVM, is an assistant professor of veterinary pathology in the College of Veterinary Medicine.

Make learning personal

By Connie Hargrave, PhD '93 curriculum and instruction

I teach to help students make the college experience personal. Learning is personal. Whether in a class of 300 students or 13, each student must make sense of the content for him/herself. So I try to establish relationships with my students so that the state of not knowing is not humiliating or embarrassing for them. I want to make the learning process empowering so that in their efforts to make sense they are free to inquire, reason, and cognitively wrestle with the content.

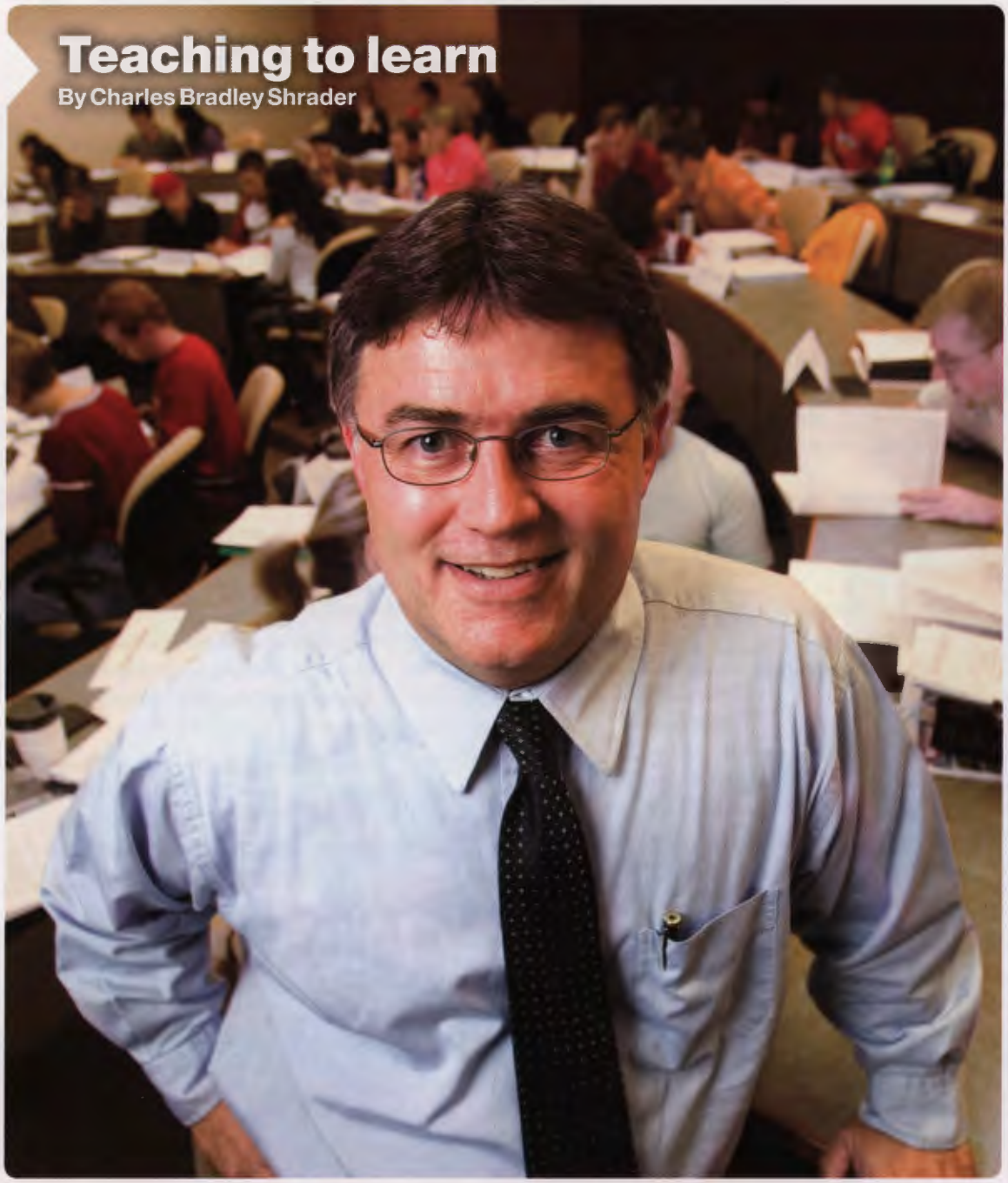
I consider lecturing to be a small part of teaching – and often the easiest part. The challenge and the fun of teaching is designing experiences before, during, after, and instead of the lecture that cause students to create meaning. When students have the basics and are ready to do something with their knowledge, teaching becomes the real-time dynamic interaction of minds overlaying content and content overlaying minds. As the instructor, I no longer control the classroom; I only direct it, and my direction is negotiated with students who now assume more control because their knowledge empowers them. Now the students can banter with each other and with me; they challenge what I say and question my perspectives as they each struggle to truly come to know the content.

Often, the most meaningful learning experiences do not occur in a classroom; instead, they occur when students are challenged to go beyond their limits or operate outside of their comfort zone. I teach to make learning personal.

Connie Hargrave is an associate professor at the Center for Technology in Learning and Teaching, Department of Curriculum and Instruction.

Teaching to learn

By Charles Bradley Shrader



Why do I teach? Part of the answer is rather straightforward: It's my job. Teaching is fundamental to modern academic scholarship. I teach because that is what I was hired to do. I like my work and care about doing my job well. I have a responsibility both to teach and engage in research. I believe the outcomes of research enhance good teaching, and good teaching effectively communicates the results of research. I enjoy working collaboratively with others in the classroom. Students gain more from teachers who care and are enthusiastic about the material. And as a teacher, I come to understand the subject better as I create new ways to get the point across. As a result, I am constantly learning as I teach. I teach to learn. And in class, I strive to present myself as the most eager learner of all.

Brad Shrader is a professor of management and Bill and Liz Goodwin Faculty Fellow in the College of Business.

Alumni Center UPDATE

Watercolor: Travis Rice

It's been a busy fall on the Alumni Center construction site. There's been a lot of "dirt work," and more than 170 shafts have been drilled on the site for the ground-anchoring system. When you consider that next spring more than 80 wells will be drilled–each one 200 feet deep to support the geothermal heating system – we can honestly say that the Alumni Center is on "holey" ground! All of the dirt work has amounted to more than 1,800 dump-truck loads hauled away from the Alumni Center site to other Iowa State construction sites. **Be sure to watch our progress on our Web cam at www.fpm.iastate.edu/webcam/alumni/**

Donor Profile

VISIONS asked Alumni Center donors Richard and Marijo Marshall about their decision to make a gift to the ISU Alumni Center.

"We were interested in supporting the Alumni Center's Gallery of Patents, Licenses, and Inventions because it demonstrates the excellence and breadth of Iowa State's undergraduate education, research capabilities, and history. Iowa State holds more than 350 patents and has nearly 700 active and operating license agreements.

"These patents and licenses would not have occurred without high-quality undergraduate and graduate degree training programs and a sound research philosophy.

"Most of us know that the first digital computer was invented by John Atanasoff and Clifford Berry in the late 1930s, but not many realize that approximately 45% of the hybrid corn grown in the United States contains a genetic background developed at ISU. An important key to the successful operation of first-generation low-cost fax machines was developed at ISU and has been an important source of licensing income to the university.

"Too often people associate ISU only with agriculture, engineering, or veterinary medicine and do not realize the other very important contributions the university has made."

Marijo and Dick Marshall Griswold, Iowa

Dick: '61 DVM, '67 MS veterinary clinical science
Retired veterinary researcher

Marijo: University of Northern Iowa, '62 home economics
Retired teacher

ISU involvement:
Order of the Knoll, National Cyclone Club, Gridiron Club, College of Veterinary Medicine, joint annual members of the ISU Alumni Association, ISUAA travelers

Children:
Lee Ann Berigan, Richard (ag business '83), John, and Mike

About the Marshalls' Alumni Center gift:

Named space: The Marshall Hall of ISU Inventions, given in memory of Janet L. Marshall

GIFT-GIVING AND NAMING OPPORTUNITIES

Alumni and friends have two categories (gift-level giving and naming opportunities) to choose from to make a gift to the Iowa State University Alumni Center project. To date, 105 individuals and/or couples have contributed nearly $12.1 million of the $13 million needed to finish the project. All gifts to this project go toward supporting the construction, furnishing, landscaping, and endowment of the Alumni Center. The gifting categories are as follows:

Iowa State University Alumni Center Giving Levels

Bells of Iowa State	$1,000,000 and above
True and Valiant	$500,000-$999,999
Spirits Great	$250,000-$499,999
Dear Alma Mater	$100,000-$249,999
Love and Loyalty	$50,000-$99,999
Golden Melody	$25,000-$49,999
Green Hills	$10,000-$24,999
Fight for Iowa State	Under $10,000

Continued on next page

Iowa State University Alumni Center Naming Opportunities

THIRD FLOOR	
Board Room	NAMED
Foyer	NAMED
Library/Memorabilia	NAMED
President's Suite	NAMED
East Lounge	NAMED
Reception Area	NAMED
Library/Memorabilia Fireplace	NAMED
Travel and Alumni Services Office	NAMED
Executive Conference Room	$150,000
Hall of Alumni Leadership	$125,000
College for Seniors Office	PENDING
Vice President's Office	NAMED
Business Manager's Office	NAMED

SECOND FLOOR	
Alumni Ballroom	NAMED
Hall of Inspiration	NAMED
Cy's Den	NAMED
Grand Staircase (interior) / Historic MU Doors Display	NAMED
Hall of ISU Inventions	NAMED
Alumni Living Room	NAMED
Staff Break Room	NAMED
Living Room Fireplace	NAMED
Alumni Ballroom Fireplace	NAMED
East Terrace	$350,000
Communication Production Room	$50,000
Executive Reception Area	$25,000
Marketing Director's Office	$25,000
Communications Director's Office	$25,000
Kitchen and Catering Area	$25,000

FIRST FLOOR	
Student Alumni Leadership Coun. Ste.	$150,000
Grand Staircase (exterior)	$200,000
Multi-Purpose Conference Room	$100,000
General Production Room	$75,000
East Foyer	$75,000
Hall of Student Organizations	$50,000
Outreach and Events Director's Office	$25,000

Gifts to this project are tax-deductible, count toward one's total lifetime giving to the university and in the university's current comprehensive campaign, and qualify or support one's membership in the Order of the Knoll.

For more information on making a gift to the ISU Alumni Center, contact:
Kelly Hanfelt, director of development, ISU Foundation
515-294-1849, khanfelt@foundation.iastate.edu
Or **Jeff Johnson,** president, ISU Alumni Association
877-ISU-ALUM, jjohnson@alumni.iastate.edu

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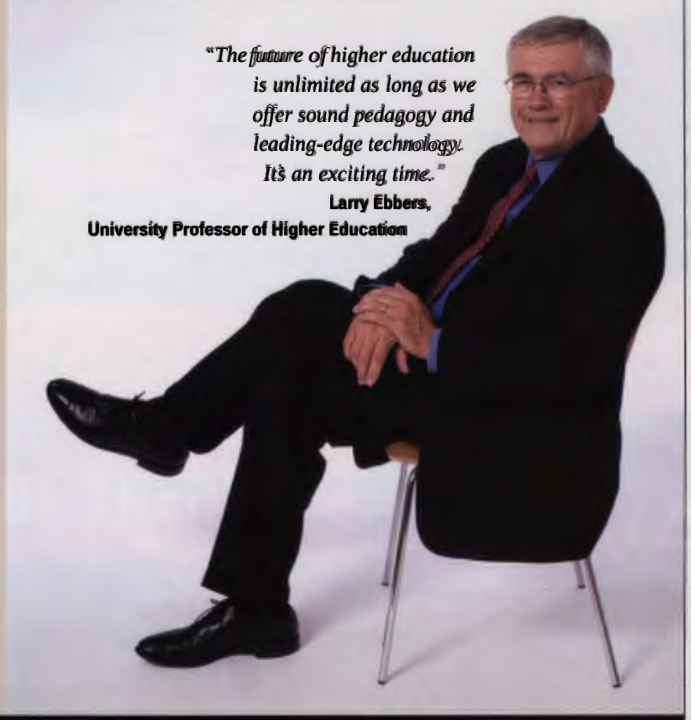

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DISTINGUISHED ALUMNI AWARD

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Nawal El Moutawakel-Bennis
BS '88 Physical Education
Women in sport commissioner for
Moroccan Association of Sport and Development
Casablanca, Morocco

Charles E. Herbert
BS '51 Architecture
Retired president,
Herbert Lewis Kruse Blunck Architecture
Des Moines, Iowa

Theodore "Ted" Kooser
BS '62 English & Speech
US Poet Laureate; retired VP, Lincoln Benefit Life Co.
Garland, Neb.

HONORARY ALUMNUS/ALUMNA AWARD

Simon Estes
Professor, Iowa State University
Waverly, Iowa

Helen H. Howe**
Philanthropist
Muscatine, Iowa

Robert W. Stafford**
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Note: Only ISU degrees are listed

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Thank you, Mrs. McCann

I still love her. I still honor her. I've even gotten to tell her that during a public ceremony.

She's still alive. She's still interested in how I'm doing. She still cares.

I live in Ames now. She still lives in rural Collins, Miss.

I will never forget her, and I will always honor her and her legacy.

Outside of my parents and my first employer, Mrs. Jessie Allred, the teacher who will forever remain central to the person I have become and responsible for my drive for excellence and perfection is Mrs. Ruth McCann.

Mrs. McCann taught my sixth grade English class at Hopewell Elementary School. This was a public school in Collins, educating rural black kids. The school was located on the same grounds as a local church. To put things in perspective, this rural area in Covington County was a mix of black and white families; however, the white families either drove their kids to the in-town public elementary school or sent them to the county's private school. Until recently, I never really thought about this separation. While I was growing up and going to school, no one ever talked about the separation, either. The focus was always on each child getting an education, staying out of trouble, finding faith in God, and planning for our futures. We believed we had no limits!

When we got to Collins Junior High School, this meant going into town. Our parents and teachers told us we would see all the kids of our community under one roof. They also told us that the competition would be fierce, and that we were ready and could compete. I guess this was their first lesson to us that we were not inferior. Mrs. McCann used to say that we needed our education and our character intact if we were ever going to live out our dreams. She also reminded us every day that we were in charge of our own destinies. She told us that we were smart, and we believed it – and we achieved at the highest levels. Collins Junior High and Collins High School became our next triumphs, and from my sixth grade Hopewell class, the majority of us went on to graduate from high school and college.

Today, Mrs. McCann still pushes me. I hear her (and my parents) in my conscience, telling me how special I am and how proud they are of me. Her steady voice assures me that I am worthy, capable, and deserving of all that has come my way. In this rural community, she was also a true professional – in the way she dressed, in the way she wore her hair, in what she drove, and how she lived. She firmly believed that teachers were professionals, that they needed to look, live, and present themselves like doctors and lawyers. We all wanted to be like her. We all dressed our best. Today, I think I still dress, live, and present myself with her unspoken convictions. She was the consummate professional and my example of success.

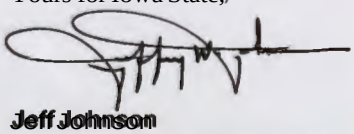
> "Mrs. McCann used to say that we needed our education and our character intact if we were ever going to live out our dreams. She also reminded us every day that we were in charge of our own destinies. She told us that we were smart, and we believed it."

All of my classmates – and especially myself – feared Mrs. McCann. Not that we were afraid of her. . .we just feared failing her. As a result of this fear, we came to respect her.

Today, we honor her. I can still hear her telling us, like she did so many times during test time, "You know this material, folks!" Somehow, we dug deeper and tried harder.

Thank you, Mrs. McCann, and Mom and Dad. I am a better, stronger person today because of each of you.

Yours for Iowa State,



Jeff Johnson
PRESIDENT, ISU ALUMNI ASSOCIATION

Members of the ISU Alumni Association staff gathered Oct. 25 at the site of the new Alumni Center for their annual group photo. *They are, ground level from left:* Diane Smith, Beth Lott, Julie Larson, Carole Gieseke, Ash Lea Anderson, John Luke. *Second level:* Katie White, Breck Breitspreicher, Kate Bruns, Barb Meyer, Don Kocker, Elaine Smuck. *Top level:* Pat Theide, Scott Dahl, Jan Breitman, Deanne Stuart, Emily Trewilyan, Jeff Johnson, Shellie Henry. *Not pictured:* Cecilia Dunlay, Shellie Siders.

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Families of the Year honored during Family Weekend

The Shook-Trumbo and Halbur families are honored during the Sept. 30 Family Weekend football game by ISU Alumni Association President Jeff Johnson and his wife, Peggy (left side of group) and ISU President Greg Geoffroy and his wife, Kathy (right side of group).

The Halbur family of Carroll, Iowa, and the Shook-Trumbo family of Des Moines were honored Sept. 30 as the 2006 ISU Families of the Year. The awards are presented annually as part of Family Weekend at Iowa State dating back to 1968.

The Halburs include Jim ('79 farm op) and Barb ('79 phys ed/indust ed) and their five children: Brian ('03 ag studies/farm op); Scott ('05 ag bus/econ); Jay, a current student; Chad, a student at Kuemper Catholic High School; and Bridget, also a student at Kuemper.

While Torin and Rochelle Shook are not alumni of Iowa State, their encouragement of their daughters, Dawniece, Dionne, and Dominique Trumbo, to attend ISU truly qualifies them as a Cyclone family. Dawniece will graduate in marketing this year, Dionne is a junior in psychology/foreign languages and literatures, and Dominique is a freshman in anthropology.

Homecoming 2006: A return to tradition

Homecoming 2006 marked a return to the ISU tradition of Homecoming royalty, as five students were selected as finalists for the Cardinal Court Scholarship. Nathan Katzer, a senior in agronomy from Creston, Iowa, was chosen from among five finalists. (Other finalists included Andrew Nelson, Charles Fisher, Chris Deal, and Eric Petersen.) Candidates were evaluated on academics, campus involvement, goals and objectives, and their responses to two short essay questions. Katzer and the other four finalists were recognized during 2006 Homecoming festivities.

Mark your calendars **NOW** for **Homecoming 2007**: Oct. 20.

Club leaders gather on campus

On Sept. 8-9, the ISU Alumni Association welcomed 25 club leaders from around the country to campus for a two-day summit on the role clubs will play in further connecting ISU alumni and friends to the university. The leaders networked throughout the conference, shared best-practice ideas, and attended a tailgate prior to the UNLV football game.

In the end, a mission statement was created for the national clubs program: *"To be the premier local resource for strengthening connections with and service to alumni, students, friends and Iowa State University."*

Calling all Oak-Elm alumni

Are you interested in being reconnected to Oak-Elm Hall, knowing what traditions are still alive and what new traditions have been created? A group of alumni is looking for enthusiastic alumni willing to share their stories with current residents and friends of Oak-Elm Hall. If interested, please e-mail your name, address, phone number, and e-mail address to Mickey Fitch at fitchm@iastate.edu and you will be included in the Oak-Elm Society of Alumni and Friends. Plans for the society include newsletters as well as events during VEISHEA and Homecoming.

VEISHEA Alumni: Save the date!

A VEISHEA Alumni and Friends dinner will be held April 21 at 5 p.m. on campus. Details will be sent to this group in the spring. For more information, contact Eric Pille (epille@iastate.edu) or Nick Dial (dialn@iastate.edu).

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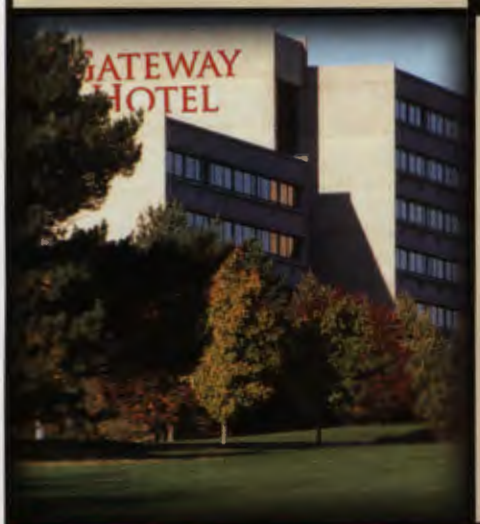

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A grateful heart

ISU basketball legend Fred Hoiberg starts a new life off the court

A year after a heart ailment turned Fred Hoiberg's world upside down, there's still a comfortable familiarity about The Mayor. His quiet demeanor, long limbs, and closely cropped blond hair all seem the same as they ever were as he glides through the Minnesota Timberwolves' head office. A regulation basketball still looks small in his hands. He'll still exchange barbs with Hawkeye fans. And he's still got a smile and a pat on the back for his admirers. Because, oh yeah: Everyone still loves him.

But a lot has changed in the life of Fred Hoiberg. It's a sunny September morning in Minneapolis, and he's inside the Target Center trying to manage a thousand different tasks as he weaves his way past T-Wolves' veep Kevin McHale's office, grabs a bottle of water, and falls into his office chair, making sure to keep his ever-jingling cell phone within reach. This is the "working world," he realizes, that he prepared for more than 10 years ago, when he earned a finance degree from ISU.

"This is the first time I've really had to work a full day," Hoiberg says. "When I was playing, I would come in and work out for three hours and then I'd be home. I'd play with my kids or play golf. I haven't played much golf lately, especially around draft time you're here pretty much 9 to 9."

The next day, the Timberwolves would officially release Hoiberg's new job title: assistant general manager, working mainly on player personnel issues, the annual draft, and scouting. It's the job he'd always planned to do; he's just starting it a few years earlier than he'd hoped.

A broken heart

"You need open heart surgery, and you need it quickly." Hoiberg still vividly remembers the words of the cardiologist who delivered that life-changing news to him more than a year ago.

"It was a shock to me," he says. "I was 32 years old and had just had arguably the best two years of my NBA career. It's not something you think about. When you hear 'open heart surgery,' you think of your grandpa."

But it was Hoiberg, not any other family member, who was the first to experience what doctors say is a hereditary and life-threatening heart ailment. When his life insurance application was denied due to questions about his cardiovascular health last year, he suspected it was just related to the abnormal aortic valve he already knew about. He played out the season with the T-Wolves, his 10th in the NBA and second in Minnesota, before he went to the doctor

Fred Hoiberg (finance '95), the hometown hero who earned the nickname "The Mayor" at ISU, was recently named assistant GM of the NBA's Minnesota Timberwolves.

for a more thorough exam. They scheduled the highly invasive surgery right away.

But things soon got even scarier for the Hoibergs. There were complications during the surgery, and doctors had to insert a pacemaker. A week later Hoiberg's wife, Carol (marketing '94), found him lying unresponsive on the floor of their home, a stream of blood running down his chin. The blood wasn't getting to his brain, which caused him to lose consciousness.

Hoiberg was lucky that she found him relatively quickly. He was even luckier that he fell on his right shoulder when he collapsed.

"If I had taken one more step I would have fallen on my left shoulder and landed where the pacemaker was," Hoiberg explains. "It could have dislodged, and my heart may never have restarted again. That was the scariest day."

His heart's desire

"It took about two months for me to feel myself again," he says. "I lost about half my blood during surgery, so I lost about 25 pounds. Just walking down the street was an adventure for me."

But as soon as he was feeling like Fred again, Hoiberg got himself back in playing shape. He had a new career goal: to become the first NBA player with a pacemaker. He came close to signing with a couple of teams, but some of them had medical staffers who were concerned about his health. And with a little piece of titanium in his shoulder keeping his heart beating and an unreliable aorta that could rupture if dealt the right type of blow, Hoiberg couldn't help but be a little concerned, too.

"If I was a rookie and 22 years old and didn't have a family, I'd probably be playing right now," he admits. "But I just remember the look on (Carol's) face at the doctor's. As tough as it was to walk away from the game I love, I can't be selfish. The risk was just too much for me with the family that I have."

Hoiberg's family includes his wife of 10 years and their four young children – Paige, Jack, and twin boys Sam and Charlie. It's a close-knit, sports-loving suburban Minneapolis family; you can even find the Hoiberg clan in the caravan of Twin Cities Cyclones weaving its way down I-35 on football Saturdays. Hoiberg likes his job and enjoys getting the opportunity to work for an organization that he says gave him a chance to play when other teams wouldn't. He moonlights as co-owner of the Pritchard Auto Centers in Iowa. His life is good, he's blessed, he says.

Where the heart is

Ames still means something very special to Hoiberg. Both his and Carol's family still live there, and Hoiberg says his biggest support has always come from the people of Ames and Iowa State. When he was recovering, he received more than 3,000 letters and cards from Iowa Staters, some from as far away as Yugoslavia and Iceland. The state championship he won at Ames High is the only basketball title on his resume, and last winter Hoiberg was inducted into the Iowa High School Athletics Hall of Fame.

Each summer for the last nine years, Hoiberg has returned to Ames to direct his own youth basketball camp. "It's a good opportunity for me to give back and work with kids who basically grew up the same way I did," he says. "It's great."

And a longer-term return to Ames isn't out of the realm of possibility, either.

"I talked to [ISU athletics director] Jamie Pollard a little when the [men's basketball] coaching job opened up," he says. "I just wanted to make sure that Iowa State got the right person in there, and I think [Greg] McDermott is going to be a great coach for a long time. Right now I'm in a position where I'm very happy, but if that were to ever change, moving back to Ames is definitely a possibility."

And if that ever happens, Ames would gladly welcome back its Mayor.

THIS PROFESSIONAL LIFE

After open heart surgery, Fred Hoiberg closed to retire in April 2005 from a 10-year NBA playing career. Here's a look back at life in the NBA for The Mayor.

The NBA family

Just like he's been embraced by the Ames community, Hoiberg has found the NBA to be like a family, too. "In the 10 years I played, I got along with every teammate I ever played with," Hoiberg says. Superstar Kevin Garnett even spent hours at the Hoiberg home following Fred's surgery, playing video games with the kids while Dad recovered.

Here and there

During his career, Hoiberg played for Indiana, Chicago, and Minnesota. "Everywhere I played, there was always someone in the crowd in an ISU sweatshirt holding a sign that said 'The Mayor,'" he says.

Memories

The first time Hoiberg played, he had no reason to be nervous. He was only guarding all-time great Michael Jordan. The surreal feeling of standing on the court as a rookie with Jordan, Scottie Pippen, and Dennis Rodman is something Hoiberg still carries with him. But he lists his most memorable NBA moment as hitting a game-winning three pointer against the Hornets during his rookie season.

Staying power

"I was the 52nd pick in the draft, selected by the Pacers, in 1995," Hoiberg says. "Ten years is a long time. In fact, when I retired there were only two other second-round picks from my draft year who were still playing. I had a great career. I exceeded a lot of people's expectations. I always knew that my work ethic and the fact that I could shoot would help me stay around."

By Ann Wilson

Endowments help attract and retain the best

President Gregory Geoffroy speaks often about the excellence and character of Iowa State's faculty – the benchmark of what truly makes a great university. Faculty have an impact in every corner of ISU, from research and discovery to inspiring students and providing sound advice.

There is also a trickle-down effect because top-notch faculty attract the best and brightest students, who in turn help to elevate Iowa State's national and international reputation even more.

Iowa State has recruited some of the best faculty to Ames. But while there are many successes to celebrate, there is also cause for concern. As state support has declined, competition from other universities and industry for ISU faculty has grown more intense.

Faculty support is one of the top priorities for Iowa State's upcoming comprehensive fundraising campaign that will launch in the fall of 2007. In fact, Geoffroy has said he wants to double the number of endowed positions during the campaign.

Attracting and retaining some of the world's best faculty is a lofty goal, but it is essential because the excellence of Iowa State depends upon it.

Faculty support is one of the top priorities for Iowa State's upcoming comprehensive fundraising campaign that will launch in the fall of 2007.

Mark Gordon, the Frances M. Craig Chair in Chemistry, is one of Iowa State's most recently endowed faculty members.

"It is very meaningful that the university chose to recognize me this way. It's extremely important to me as a member of the faculty, but at the same time, the additional funds provide important flexibility in my research," Gordon said.

Mike Whiteford, dean of the College of Liberal Arts and Sciences, emphasized the benefits of private support when it comes to retaining faculty members like Gordon.

"When other institutions want to recruit someone of Gordon's stature, they're going to offer endowed professorships. We were able to respond to early initiatives with a position positively, forcefully, and quickly," Whiteford said.

There are many ways for donors to support ISU faculty, but the most powerful is to create an endowment. This means an initial gift will be invested as a permanent fund – the endowment – and a portion of the annual investment return will be used by the faculty member. The remaining return on the endowment (minus a management fee) is reinvested along with the fund's principal. Endowments are a way for alumni to leave legacies in their names or the names of people they want to honor.

Endowed faculty positions provide the highest level of faculty recognition. They help support course development, graduate assistants, laboratory equipment, salary enhancements, professional development, and research projects. Earnings from endowments are like margin of excellence dollars – they provide opportunities that are not typically budgeted for in a college or department.

Faculty support is a critical issue for Iowa State to continue educating the world leaders of tomorrow. For more information about supporting ISU faculty, visit www.foundation.iastate.edu.

ESTABLISHING FACULTY FUNDS

The most powerful way to support Iowa State faculty is to create an endowment. The minimum endowment amounts are:

Dean's Chair	$3 million
Department/Director's Chair	$2 million
Faculty Chair	$1.5 million
Professorship	$500,000
Fellowship	$150,000

It is possible to work with the Iowa State University Foundation to build an endowment over time. A series of gifts may be pledged, with a portion directed to annual support and the rest used to bring the endowment to the required level.

Recently endowed faculty positions at ISU

Iowa State currently has 95 endowed chairs, professorships, and faculty fellowships. Some of the more recently created faculty positions include:

Brian Gleeson
Alan and Julie Benken Professorship in Materials Science and Engineering

James K. West (71 DVM; 75MS)
Scott and Nancy Armbrust Professor of Veterinary Medicine

Malika Jeffries-EL
Gregory L. and Kathleen C. Geoffroy Faculty Fellow

Mark Gordon
Frances M. Craig Chair in Chemistry

Gary Munkvold
Seed Science Endowed Chair

Paula Morrow (78 Ph.D. sociology)
Max S. Wortman, Jr. Endowed Professorship (management)

Paul Durbin
Martin C. Jischke Professorship in Aerospace Engineering

44 VISIONS WINTER 2007

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Iowa State University
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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. Details on university events can be found at http://event.iastate.edu

JANUARY

1 University holiday
8 Spring semester classes begin
12-13 Madrigal Dinners, Great Hall
15 University holiday
20 Alumni Travel: Around the World (through Feb. 12)
20 Turtle Island String Quartet, Fisher Theater
26 Violinist Joshua Bell, Stephens
28 Alumni Travel: Panama Canal (through Feb. 13)
28 *Clifford the Big Red Dog LIVE!*, children's theatre, Stephens

FEBRUARY

1 **Nominations due for Homecoming 2007 ISUAA awards (go to www.isualum.org/en/awards for more information)**
1 *Swimmy, Frederick, and Inch by Inch*, children's theatre, Stephens
2 Alumni Travel: Amazon Voyage (through Feb. 11)
4 Hungarian State Folk Ensemble, Stephens
13 *Seussical the musical*, children's theatre, Stephens
15 Alumni Travel: Yucatan Peninsula (through Feb. 22)
16 Board of Directors' winter meeting and Student recognition luncheon
16 *Romeo and Juliet*, Stephens
18 Alison Brown Quartet, Stephens
24 Life 490 Conference
24 Alumni Travel: Argentina and Chile (through March 8)

MARCH

1 Alumni Travel: Morocco (through March 12)
6-11 **Big 12 Basketball Tournaments with Alumni Association spirit rallies, Oklahoma City**
9 Alumni Travel: Egypt and the Nile (through March 18)
12-16 Spring Break
20 *The Marriage of Figaro*, Stephens
22 Celebration opening of the Christian Petersen Art Museum
23 Soweto Gospel Choir, Stephens
25 Student Scholars and Leaders Recognition Ceremony
28 *Late Night Catechism*, Fisher Theater (through April 1)

APRIL

2 ISU Community Visit and Alumni Reception in Sioux City, Iowa
2 *A Midnight Cry: The Underground Railroad to Freedom*, children's theatre, Stephens
3-4 Grad Fair, Memorial Union Great Hall
9 *The Lion, the Witch, and the Wardrobe*, children's theatre, Stephens
12 Alumni Travel: Holland and Belgium (through April 20)
12 Alumni Travel: China, Tibet, and the Yangtze River (through April 30)
12 *Anastasia Krupnik*, children's theatre, Stephens
13 Kremerata Baltic Chamber Orchestra, Stephens
14 Alumni Travel: Paris to London (through April 22)
19 College of Engineering Marston Club and Patent Dinner
19-21 **ISU Distinguished Awards Celebration**
20 Morrill Hall rededication ceremony
20-21 VEISHEA
20-22 Tau Beta Pi reunion
21 **ISU Sesquicentennial Celebration Kickoff at VEISHEA** (for more information, see page 10)
21 VEISHEA Alumni and Friends dinner
26 Official ISU Ring Ceremony
30 Final exams begin

ALUMNI TRAVEL

For a complete list of 2007 ISU Alumni Association-sponsored trips, go to www.isualum.org/travel2007

BASKETBALL GAMEWATCHES

For a gamewatch or other club event in your area, go to www.isualum.org/clubs. For men's and women's basketball schedules, go to www.cyclones.com

MARK YOUR CALENDARS NOW!

Alumni Days: May 17-19, 2007
ISUAA 74th Annual Members' Meeting: May 19, 2007
Deadline for Distinguished Alumni and Honorary Alumni Awards: Aug. 1, 2007
Family Weekend: Oct. 13, 2007
Homecoming: Oct. 20, 2007

College for Seniors

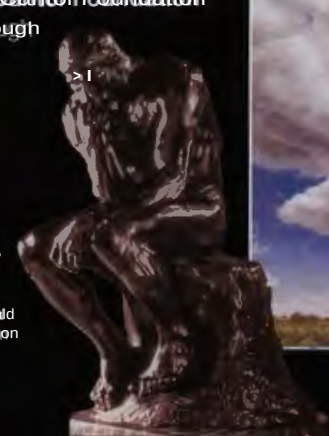
College for Seniors winter classes begin Jan. 17, and spring classes begin March 19. For details, visit www.isualum.org/collegefor seniors.

Brunnier Art Museum Exhibitions

www.museums.iastate.edu

Obsessed: Images of Weather (through March 18)

***Rodin: In His Own Words*, Selections from the Iris and B. Gerald Cantor Foundation** (Jan. 9 through April 29)



THE THINKER
Auguste Rodin
Bronze
Iris and B. Gerald Cantor Collection

FALL, Ellen Wagener, *Pastel*, 2006

Happy Hollandays

Go Dutch this winter and enjoy the holidays in Pella, Iowa. BY JIM HEEMSTRA

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