Iowa State is educating a new corps of architects, landscape architects, designers, and urban planners to create the spaces that are transforming the ways we live, work, learn, play and connect.

**Building in resilience**

After a 2011 tornado devastated Mapleton, Iowa, residents needed more than just to rebuild their town. So over the past three years, Mapleton has partnered with successive Community Design Studio students at Iowa State, and others, to develop projects that address the town’s preexisting issues and provide a sustainable framework for future development. Says Mapleton Rebuild and Recover chair Marie Whiteing, “Part of our healing has been to dream. We’d be lost without these students.”

Shown is landscape architecture senior Rian French presenting the Nature Play Group’s concepts to community members, professionals, and faculty critics in December. Nature Play creates places that foster creativity and imagination by connecting children with the outdoors.

*Photo: Paul Gates*
I

AGINE A SECLUDED PROPERTY defined by 300 trees along its perimeter. Now add an aspen grove, outdoor classrooms, and a patio where people gather to decompress at day’s end. Complete the picture with colorful shrubs, and you have what most people would consider an idyllic setting — except for the surrounding razor wire.

Since 2011, students in Iowa State University’s landscape architecture program have been recreating the surroundings at the Iowa Correctional Institution for Women in Mitchellville. What started as a request to “shrub up” the prison’s expansion evolved into a multi-year design-build project aimed at improving the lives of offenders and staff through the natural environment.

“There is a lot of stress and mental fatigue in prison, living in close quarters with tiny windows and no fresh air,” says Julie Stevens, assistant professor of landscape architecture. “We knew we could contribute to therapeutic outcomes if we took the project further.”

Led by Stevens, students quickly became quasi-experts in therapeutic garden theory and developed plans for adapting its principles to the facility’s grounds.

“Our job is to change women’s behaviors — those that led them to prison — so they don’t come back,” says Patti Wachtendorf, ICIW’s warden.

Problem-solving in place

“In design, we take our understanding of human aspirations and use it to imagine the future,” says Luis Rico-Gutierrez, dean of Iowa State’s College of Design. “We marry the poetic and the pragmatic to improve people’s lives.”

It’s at this intersection of beauty and practicality that design students at Iowa State are learning to solve tangible, complex problems through creating the environments for our future and an improved quality of life. Students hone their skills in a specific discipline as well as their ability to access higher levels of creativity through collaboration and practical experience taking a project from start to finish.

The capstone of the college’s educational model is the interdisciplinary studio in students’ junior and senior years. Having already gained depth in a particular field, students from multiple disciplines come together to solve real-world problems through design.

“Sometimes the perception is that design is peripheral, but there are critical issues in real places that could benefit from design input,” says Nadia Anderson, assistant professor of architecture and extension specialist, who has taught such a studio for several years.

For the past three years, Iowa State’s community and regional planning graduate studio has contracted with the City of Des Moines to update its plans for core urban neighborhoods. This arrangement gives students experience learning by doing, and provides innovative approach for reinforcing rehabilitation and reducing recidivism.

“I thought landscape architecture was about trees and shrubs, but it ended up being so much more,” says Wachtendorf.

An engaging future

"Community engagement and partnership are the foundations of what we do," says Nadia Anderson, assistant professor of architecture and extension specialist.

Anderson is describing how the ISU Community Design Lab uses design thinking to identify and visualize spatial infrastructures that will shape identity, increase resilience, and improve quality of life for Iowa communities.

Co-directed by Anderson and Carl Rogers, associate professor of landscape architecture, the CDL is a design research venture between the College of Design and ISU Extension and Outreach. Addressing global issues from a local perspective, the work of the CDL relies on the engagement of community members.

“We bring professional expertise, but that is not enough,” says Anderson. “Residents understand the neighborhood and the people. Their knowledge helps us better represent alternatives.”

To tap into this knowledge, the CDL leads brainstorming, inventory mapping, and participatory design sessions with key stakeholders including government, residents, businesses and nonprofits. They also solicit public feedback through open houses and public events.

“We listen to people and identify things they have in common. Then we present a range of possibilities and let people respond to them,” says Anderson. “This engaged way of working is critical.”

Programs that Matter

The CDL is working with a Des Moines neighborhood to transform its main corridor from a cars-only environment to a pedestrian- and bicycle-friendly one. Residents weigh in on whether they would ride their bikes more often if bike lanes were available.
Because of the depth of disciplines housed in the College of Design, our students are prepared better than most around the country to understand the multidisciplinary nature of our profession. It’s what employers have begun to recognize as our biggest contribution.

"The right solution for the problem

Whether applying design thinking to Main Street’s challenges or the world’s, the process hinges on defining the problem. “This is a complex task that requires asking the right questions to determine the right problem to solve,” says Rico-Gutierrez. “If we don’t ask the right question, we will inevitably arrive at the wrong conclusion.”

“Not everything is a design problem; some are economic, social or political. We’re hoping to make students more sophisticated in identifying problems and what their role is in solving them,” says Clare Cardinal-Petit, associate professor of architecture.

Cardinal-Petit’s Studio Andino collaborated with the Peruvian University of Applied Sciences for a design-build project in an informal suburb near Lima, Peru. “Looking at the dark, cramped houses, your first impulse would be to build new ones. But these people don’t want to live in houses others have built,” she says.

The final project, a micro-library, was one that aligned with the community’s short- and long-term goals. Students learned to apply design thinking in an international context where culture, building materials, and environmental conditions differ from the U.S. “Studio Andino made real the concept that people approach design differently in different places and that architecture is a service-oriented profession,” says Kellen Pacheco, an architecture graduate student.

In the healthcare design studio, students learn that as designers, they need to be informed by people in other fields to achieve the best design solutions for complicated environments like hospitals. In the studio, students contribute to multidisciplinary teams.

Well-researched, innovative plans for neighborhoods over the next 20 years. “Neighborhoods are the building blocks for the wellbeing of cities,” says Jane Krongerude, assistant professor of community and regional planning. “As planners, we think about the larger urban systems like physical infrastructure and social systems.”

After reviewing a neighborhood’s previous plan, students immerse themselves in demographic and neighborhood statistics, historical documents, and community outreach activities.

“One of the big differences between design and other disciplines is that design always takes place in a particular context with a particular audience and user. The best thing we can do is understand the history of the place and the aspirations of that community,” says Rico-Gutierrez. (See p. 5.)

With a deeper understanding of people and place, students create early-stage plans, solicit feedback from stakeholders, and incorporate improvements, all before presenting final solutions to city and county officials for approval. “It takes longer than you think to get to the point of implementation,” observes Katherine Dostart, a graduate student in architecture and community and regional planning from Creston, Iowa. “It’s a spiral cycle,” Rico-Gutierrez explains. “You develop a solution, put it in front of people and critique it. You refine it, then propose an improved version. It’s the process that gets you closer and closer to the right solution.”

This iterative, collaborative process anchors the concept of design thinking. Requiring analytic skills, a deep understanding of context, and high levels of creativity, design thinking is the foundation from which designers develop unique solutions for myriad problems.

Reimagined and revitalized to remain relevant

Renovations of many of Iowa State’s historically significant buildings preserve the original character of these campus icons, while reconfiguring interior spaces to focus on modern needs. Other buildings have been saved from the wrecking ball and reimagined to serve new purposes. All of these renovations have been vastly enriched by philanthropic gifts.
including researchers, physicians, administrators, patients and staff to transform the efficiency and effectiveness of one of the nation’s most complex, critical industries.

Partnering with HDR, an international healthcare design firm, students in architecture, interior design and landscape architecture have teamed up with health-care professionals to provide solutions for myriad healthcare environments, including a rehabilitation center, cancer center, hospital, and surgery center.

“Healthcare design practice demands teamwork beyond designers to transform the healthcare experience and patient outcomes,” says Jihyun Song, associate professor of interior design.

In a recent project, students worked with healthcare administrators and staff to redesign the operating room of an ambulatory surgery center. Students had to ensure their solutions addressed emerging technologies, patient-centered care, sustainability, best practices, and other trends related to healthcare delivery. “It’s a valuable experience for students. They see how other disciplines work and how other methodologies are applied,” says Song. “The interdisciplinary structure requires students to challenge each other and defend their own designs. These skills are critical in the professional world.”

Cameron Campbell, associate professor of architecture and co-instructor with Song, agrees. “Many institutions do one thing really well. We have faculty who are specialists in several areas and we train in diverse ways,” says Campbell. “Our students can communicate across disciplines and work with others in creative ways.”

Most professionals take years to develop these skills. “Because of the depth of disciplines housed in the College of Design, our students are prepared better than most around the country to understand the multidisciplinary nature of our professors,” Rico-Gutierrez says. “It’s what employers have begun to recognize as our biggest contribution.”

**Philanthropic potential**

Emphasizing student-faculty relationships, interdisciplinary teamwork, and practical experience, the healthcare and other studios reflect an academic culture that has become more intentional throughout the College of Design. The result is an infinite potential for collaboration, inspiration, and innovation. Philanthropy can ensure that potential is realized.

“There are two things we need to do: create an amazing experience for students and provide a nurturing environment for faculty,” Rico-Gutierrez says. “And what does that look like?”

Enhanced and expanded studio experiences. Opportunities for travel – both in the U.S. and abroad. Scholarships like the Barbara King Landscape Architecture Scholarship for Innovation and Entrepreneurship that further fuel students’ creativity. Endowed positions that recognize and incentivize accomplished faculty, like the Pickard Chilton Professorship in Architecture and the Stan G. Thurston Professorship in Design Build. And unique, state-of-the-art environments, such as the planned Student Innovation Center.

Regardless of designation, gifts toward design education are an investment in the improved condition of our lives and our culture. “Design is the activity that shapes our environment,” says Rico-Gutierrez. “And the moment we shape our environment, we shape our lives.”

What you can do
The potential for collaboration, inspiration and innovation abounds in the College of Design. Philanthropy can ensure that potential is realized through:

- **Scholarship** support to provide students the ability to gain the hands-on and in-place learning experiences that will equip them to bring about creative, lasting solutions.
- **Study abroad** scholarships that make the difference between a student staying behind or growing professionally and personally with peers through a once-in-a-lifetime experience.
- Enhanced and expanded studio experiences that put teams of students in situations where they must apply their skills to solve real-world problems.

**CONTACT US**

515.294.4607 866.419.6768 questrim@foundation.iastate.edu

**Down to EARTH**

The Education and Resiliency Through Horticulture program, a partnership between Iowa State and Gifft Hill School in St. John, U.S. Virgin Islands, and made possible through the generosity of Martha and Dana Robes, is yielding tremendous benefits, from Iowa State horticulture students who gain an enriched educational experience, to schoolchildren who gain important new lessons in both agriculture and life – like it doesn’t hurt to get your hands dirty.

**Photo: Contributed**
SUCCESS VIRTUALLY ASSURED

Judy Vance, the Joseph C. and Elizabeth A. Anderlik Professor of Engineering, is making Iowa State a leader in virtual reality for industry and education.

By Thomas R. O’Donnell | Photo: Kathryn Gamble

WHEN JUDY VANCE FINISHED HER doctorate in mechanical engineering at Iowa State and joined the faculty in 1992, she met with her adviser, Jim Bernard.

New computers and software were just coming online that allowed engineers – and moviemakers – to create on-screen animations without painstakingly drawing one frame at a time.

Bernard, then director of the university’s Iowa Center for Emerging Manufacturing Technology, was intrigued. “With computers going the way they’re going, this virtual reality stuff is going to take off,” Vance recalls him saying.

It was an understatement. The center became the Virtual Reality Applications Center, or VRAC, where Vance, the Joseph C. and Elizabeth A. Anderlik Professor of Engineering, is a faculty fellow. She’s helped make Iowa State a leader in virtual reality for industry and education.

Vance’s work puts tools like VRAC’s METaL (Multimodal Experience Testbed and Laboratory) in engineers’ hands, improving collaboration and accelerating product development.

For example, engineers from Ames manufacturer Danfoss use METaL to virtually manipulate a three-dimensional model of a pump to resolve conflicts between the design and manufacturing processes. The team “can walk around models and reach out, take parts off and put them on,” Vance says. “Where it really makes a difference is when you’re trying to answer questions involving how a person has to bend and reach” during assembly.

Vance’s teaching likewise puts students at the forefront of virtual reality-assisted design. In her sophomore engineering design course, teams create a product and produce a prototype. “They can bring their design into METaL, like the Danfoss design team,” Vance says, and work out details. Iowa State architecture students also used METaL as part of a research project exploring how people use VR to make decisions. Next, Vance will bring architecture and engineering students together and observe how they use virtual reality to communicate.

“Communication is the heart of the design process,” especially across disciplines. “By showing the product in real size and allowing natural human interaction, virtual reality can pass on an understanding of the complexities of what we’re looking at.”

The Anderlik Professorship has especially helped advance both Vance’s research and that of her graduate students, Vance says. It’s attracted top students “doing some interesting things that were on the edge of my understanding.”

The professorship “gave me the funds to explore something that maybe I wouldn’t have explored.”

That includes developing software to make virtual reality more accessible. With Anderlik Professorship support, human-computer interaction doctoral student Ryan Pavlik has developed software tools that “do all the nitty-gritty of setting up a virtual environment,” she says, letting users focus on solving problems rather than writing code.

Pavlik will graduate soon, and master’s student Meisha Berg will become the next student funded through the Anderlik Professorship. Berg studies how industrial designers, concerned with making an attractive product, and engineers, concerned with making a functional product, communicate. “There is a traditional chasm between those groups,” Vance says. Virtual reality “has potential to serve as a communication medium between the two.”
INVESTING IN THOSE WHO TEACH

The Myrna and Jon Hamann Student Teaching Scholarship supports education majors at a critical time in their professional development.

By Veronica Lorson Fowler | Photo: Paul Gates

MOST YOUNG PEOPLE WHO go into teaching do so to pursue their passion rather than monetary rewards. But sometimes money can be a stumbling block for a student aspiring to a teaching career.

Education majors at Iowa State and elsewhere face a special financial challenge when they embark on their required student teaching experience. For at least 14 weeks, these young people enter into an intensive hands-on, unpaid learning experience—often commuting considerable distances from campus. For many, student teaching is so all-consuming that it precludes holding a part-time job to help with expenses.

It’s the student teaching experience that often forges great teachers—an increasing necessity in a world built on education and learning, especially in science, technology, engineering, and mathematics (STEM).

“A thriving society is built on good educations for our future doctors, lawyers, plumbers, politicians, technology experts, shopkeepers—the foundation on which everything is built,” says Pat Carlson, director of undergraduate education for Iowa State’s School of Education. With a record 270 Iowa State student teachers placed in schools across Iowa and around the world this spring, Carlson and her colleagues regularly discuss how to ease the financial burdens of student teaching.

Enter the Myrna and Jon Hamann Student Teaching Scholarship, designed to support education majors at this critical time in their professional development.

The scholarship provides $2,500 a year to an education student planning to teach STEM subjects. That support can make a huge difference in helping a student transition into becoming a successful teacher with a long career, especially when an education major sees students in other areas getting paid internships in fields that will also be more lucrative once they graduate.

The scholarship’s first recipient is Ashley Sonderman, a senior in elementary education who wants to teach math and science. She had been worried about finances during student teaching, and the financial boost has enabled her to broaden her horizons even further, quite literally. One of her student teaching placements is in Norway, enabling her to learn about educational systems in northern Europe.

Sonderman’s first placement is in Diane Jones’ fourth-grade classroom at Fellows Elementary School in Ames. She’s excited to be the teacher in the classroom for the first time, and to see her pupils, with their bright, inquisitive faces, look to her for their next adventure in learning. “I want to get to the child underneath,” she says. “I want to get to know the students and their particular strengths and talents so I can help them advance and find their purpose in life.”

Sonderman is well aware of the importance of her future profession. “I love teaching. It has a true impact on society. It challenges people. It helps them learn to improve themselves. And that leads to an improved society. I want to be part of that.”

LEARN MORE
Learn more about Iowa State’s School of Education at www.education.iastate.edu
IMPACT

HELPING STRAY CATS STRUT AGAIN
As part of the Feral Cat Alliance in the College of Veterinary Medicine and supported in part by private gifts from Deloris Wright, Iowa State veterinary students hosted an all-day “wet lab” clinic in Ames in November. Feral cats were trapped humanely by caretakers to be surgically sterilized and vaccinated, before being released back into their territory. Clinics may last 10 hours or more, as students stay until every cat has been treated. Through these clinics, veterinary students gain valuable hands-on surgical experience early in their career assisting with preparation and recovery.

BUILDING BLOCKS FOR SUCCESS
The list of activities on Collin Swenson’s calendar is always growing. From clubs and organizations such as the ISU Finance Club, ISU Golf Club, and Gerdin Citizenship Program, to a summer internship at Ruan Transportation Management Systems in Des Moines, “I’m involved with a little bit of everything,” Swenson says.

The junior in finance and supply chain management applies the strong work ethic and time management skills he developed growing up on a farm to his academic and extracurricular activities at Iowa State. His motivation and extracurricular involvement made Swenson an ideal recipient of the Harry L. Shadle Scholarship, established by Jim and Ann Frein of Vail, Colo. who recently gifted $1.5 million toward the scholarship fund. Shadle, who died in 1995, was a finance professor who mentored Jim Frein during his time at Iowa State.

“O ur scholarship helps the average student who shows direction and motivation to be better than average. Dr. Shadle was always the champion of the average student,” Jim Frein explains. “Because of the opportunity that both Ann and I had at Iowa State, we feel it was the building block we needed to go out into the real world and succeed in life.”

Swenson, who hopes to stay close to his farming roots with a career at an agriculture lending bank, embodies the kind of student the Freins mean to encourage. “With all of the opportunities available on campus, I know that I can be successful – now and in the future,” Swenson says.

183,330 KILOWATT HOURS – the energy produced by the wind turbine on campus – enough to power Catt Hall for a year. Source: Iowa State Wind Energy Manufacturing Lab

NEWS

AHEAD FOR BUSINESS
This fall Iowa State’s College of Business leapt ahead nine spots to tie for 50th among public institutions, and jumped 22 spots to tie for 79th overall among Association to Advance Collegiate Schools of Business-accredited programs in the U.S. News & World Report’s 2015 “America’s Best Colleges” rankings.

7 Continents
More than 400 students from the College of Agriculture and Life Sciences went abroad on travel courses last year, going to all seven continents.

CY-TATION NATION

Mark Gordon, Francis M. Craig Chair in Chemistry and Distinguished Professor in Liberal Arts and Sciences, was honored with the 2015 American Chemical Society Award in Theoretical Chemistry, recognizing innovative research in theoretical chemistry that either advances theoretical methodology or contributes to new discoveries about chemical systems.

David Jiles, Palmer Endowed Chair in the Department of Electrical and Computer Engineering, was elected to the Royal Academy of Engineering, the United Kingdom’s national academy for engineering, for his seminal contributions to the scientific understanding and engineering applications of magnetism.

Among the Iowa State researchers named 2014 Fellows of the American Association for the Advancement of Science, the world’s largest general scientific society and publisher of Science, are Richard LeSar, Lynn Gleason Professor of Interdisciplinary Engineering in the Department of Materials Science and Engineering, and a scientist at the U.S. Department of Energy’s Ames Laboratory, and Edward Yu, John D. Corbett Professor in Chemistry, professor of physics and astronomy and of biochemistry, biophysics and molecular biology, and an associate of the Ames Laboratory.
**NOTABLE QUOTES**

“I have a new appreciation for the world I live in – and Iowa State – since studying abroad. I’ve been able to experience the beauty of the world while traveling on a budget, which sometimes means staying in a hostel with people from countries like Spain, Denmark, the Netherlands and France.”

Samantha Campbell
Senior in finance and 2014-15 recipient of the Schuler Study Abroad Scholarship, which funds international experiences for students. Campbell studied in Exeter, England.

“I’ve been able to experience the beauty of the world while traveling on a budget, which sometimes means staying in a hostel with people from countries like Spain, Denmark, the Netherlands and France.”

Michael Goleno
Professor and chair, department of music. Last year the department received a $1 million gift from the estate of longtime Ames residents Paul and Irene Klingseis.

“Establishing a fellowship at the graduate level is a special opportunity to support and promote the future of veterinary medicine. … We view the contributions to our Talbot Graduate Fellowship as investments in the further development of talented and superior students who have demonstrated that they are the ‘best of the best.’ We want to help them pursue their dreams and fulfill their goals.”

Russ and Lora Talbot
of Belmond, Iowa, long-term donors and dedicated supporters of Iowa State, who recently created the fully endowed Lora and Russ Talbot Graduate Fellowship in Veterinary Medicine.

“We are extremely thankful to this wonderful couple for their extraordinary generosity toward their alma mater. Through their gift, they assure that the mission of this great university will be advanced for generations to come through the creation of a facility that fosters innovative, interdisciplinary learning and also by enhancing educational opportunities in the College of Human Sciences.”

Steven Leath
Iowa State University President, announcing a $22 million anonymous gift to support the planned Student Innovation Center and provide funding toward creating an endowed dean’s chair in the College of Human Sciences.

“Partners in protecting animal health”

Drew Magstadt accomplished every college student’s dream when he went straight into a secure position following his graduation from Iowa State University’s College of Veterinary Medicine in 2011. After spending two years as an associate veterinarian at a mixed animal clinic, however, Magstadt wanted to return to Iowa State to keep learning. “After working in practice, I felt I needed to expand my knowledge base,” he said.

His passion for large animal medicine and Iowa State’s premier veterinary diagnostic laboratory – as well as his Cyclone pride – led Magstadt back to campus to pursue a master’s degree in veterinary microbiology. Magstadt’s decision to leave a thriving career and return to school was supported by the Zoetis Fellowship in Veterinary Diagnostic and Production Animal Medicine. He and two other graduate students with veterinary interests currently benefit from the funding provided by the fellowship, which was created by the global animal health company in part to aid in increasing expertise in veterinary microbiology. With a mission to expand his understanding of diagnostic pathology and contribute to the veterinary microbiology field, Magstadt exemplifies the purpose of the Zoetis Fellowship.

Following his graduation in December 2015, Magstadt hopes to work in a predominantly food animal diagnostic laboratory. “I enjoy working with people that have a passion for animal agriculture, and who truly care about feeding a growing population,” Magstadt said.

**ISU Foundation board names new leadership**

In February, the Iowa State University Foundation Board of Directors named Larissa Holtmyer Jones as the new president and CEO of the organization.

During her 17 years with the foundation, Holtmyer Jones has held numerous leadership positions, including serving as the vice president of development, in which she played a critical role in the oversight and implementation of the largest fundraising campaign in the history of the university.

“Larissa is a seasoned fundraising professional and we are excited that she has agreed to step into this leadership role,” said Len Rodman, chairman of the foundation’s board of directors. “We look forward to working with her, the senior management team, and the rest of the foundation staff.”

“It’s an honor and privilege to serve Iowa State University, the foundation and its committed volunteers and generous donors,” Holtmyer Jones said. “Focusing on the goals of the foundation and its strength in advancing the mission of Iowa State are the most important tasks at hand. We are excited to plan for the future, which includes Iowa State’s next comprehensive campaign.”

Iowa State University President Steven Leath said, “I have worked closely with Larissa over the past three years, and I am certain she has the perfect set of skills and abilities to lead the foundation’s efforts to make Iowa State our nation’s premier land-grant institution.”

**IMPACT**

Drew Magstadt
Partners in protecting animal health

Photo: Christopher Gannon

**GIFTS AT WORK / IN BRIEF**
FOR LOVE OF THE CRAFT

When you learn your craft from a legend such as Professor Bill Kunerth, you want to ensure the legend never ends.

By Debra Solberg Gibson | Photo: Special Collections, Iowa State University Library

LIKE MANY IOWA STATE JOURNALISM GRADUATES, Barbara Riedesel Iverson learned to construct a sound news story from a rough-talking, cowboy-hatted, cigarette-smoking former newspaper editor. But unlike students somewhat intimidated by Professor Bill Kunerth, Iverson felt inspired by his passion for pushing his students to be their best.

So inspired, in fact, that in October, nearly 40 years after graduating, Iverson made a gift to Iowa State’s Greenlee School of Journalism and Communication to support and name its PRSSA chapter in recognition of Kunerth’s influence on her. With Iverson’s donation, Greenlee established the Barbara Riedesel Iverson Chapter of the Public Relations Student Society of America.

“Perhaps some thought Bill was rough, but I thought he just said it like it was,” Iverson recalls. “I loved the classes he taught – he made the work feel very real and not so academic.”

After graduating in 1976, Iverson worked as a weekly newspaper editor in eastern Iowa before transitioning to public relations positions at Montana State University and later at the University of Wisconsin–Eau Claire. Currently president of the financial services industry for Debra Solberg Gibson | Photo: Special Collections, Iowa State University Library

Shandwick, she helped secure approval of the public relations major at Iowa State in 2013. “I contributed the employer’s voice, sharing what we’re looking for when hiring,” she says. Once the major became reality, it was natural for Iverson to support PR students.

“There are many PRSSA chapters named, so that really makes this one,” says president Charlie O’Brien, a senior public relations major from Waterloo. “We’re hoping the funds will help us offset travel costs for agency tours, national conferences, and the national assembly, and also help us enhance our brand, on both a local and a national scale. Best of all, it’s a huge honor for our chapter to be associated with one of our best-known alumni, who’s a driving force in the PR industry.”

Iverson last saw Kunerth in 2009. “It was a great time,” she recalls. “Nothing about him had changed.” Kunerth died nearly 40 years after graduating, Iverson felt inspired by his passion for pushing his students to be their best.

“I credit Iowa State and the Greenlee School for so much of my personal and professional successes,” says Iverson. “Those four years were very positive. I made the best of friends, I worked hard and had fun.”

Even Bill Kunerth would approve of that story ending.

TURNED ON TO THE NEWS
Bill Kunerth coaches a classroom of fledgling journalists, circa 1960.

I credit Iowa State and the Greenlee School for so much of my personal and professional successes.

BARBARA RIEDESEL IVESDEN

The McCrackens

While at Iowa State, I participated in extracurricular activities that taught me how to interview, network, and interact across disciplines. The situations I encountered became touchstones of my career. With this scholarship, we hope recipients can focus full time on their studies and extracurricular school activities.

— ANA HAYS MCCRACKEN class of 1984.

The Ana and Ed McCracken Apparel Merchandising and Design Scholarship is the first gift Ana and Ed McCracken, class of 1966, have made to the College of Human Sciences. Also longtime supporters of the College of Engineering and its students, the McCrackens are passionate about “passing forward” the lifelong benefits they received as students at Iowa State.

Ways to give

The Iowa State University Foundation can help you give a gift that moves lives forward.

LEARN MORE about planned gifts and other ways to support Iowa State at www.foundation.iastate.edu/ogp

Illustration: Evanny Henningsen

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What you make possible

Although still a junior in accounting at Iowa State, Jake Gallego already knows how he wants to make a difference in the world after graduation.

A recipient of the Edward L. and Grace B. Tubbs Business Scholarship and Wolfe Scholarship in Business, Jake also knows he, along with thousands of Iowa State students, will get there with the support of people like you. Learn more at www.movingstudentsforward.com.