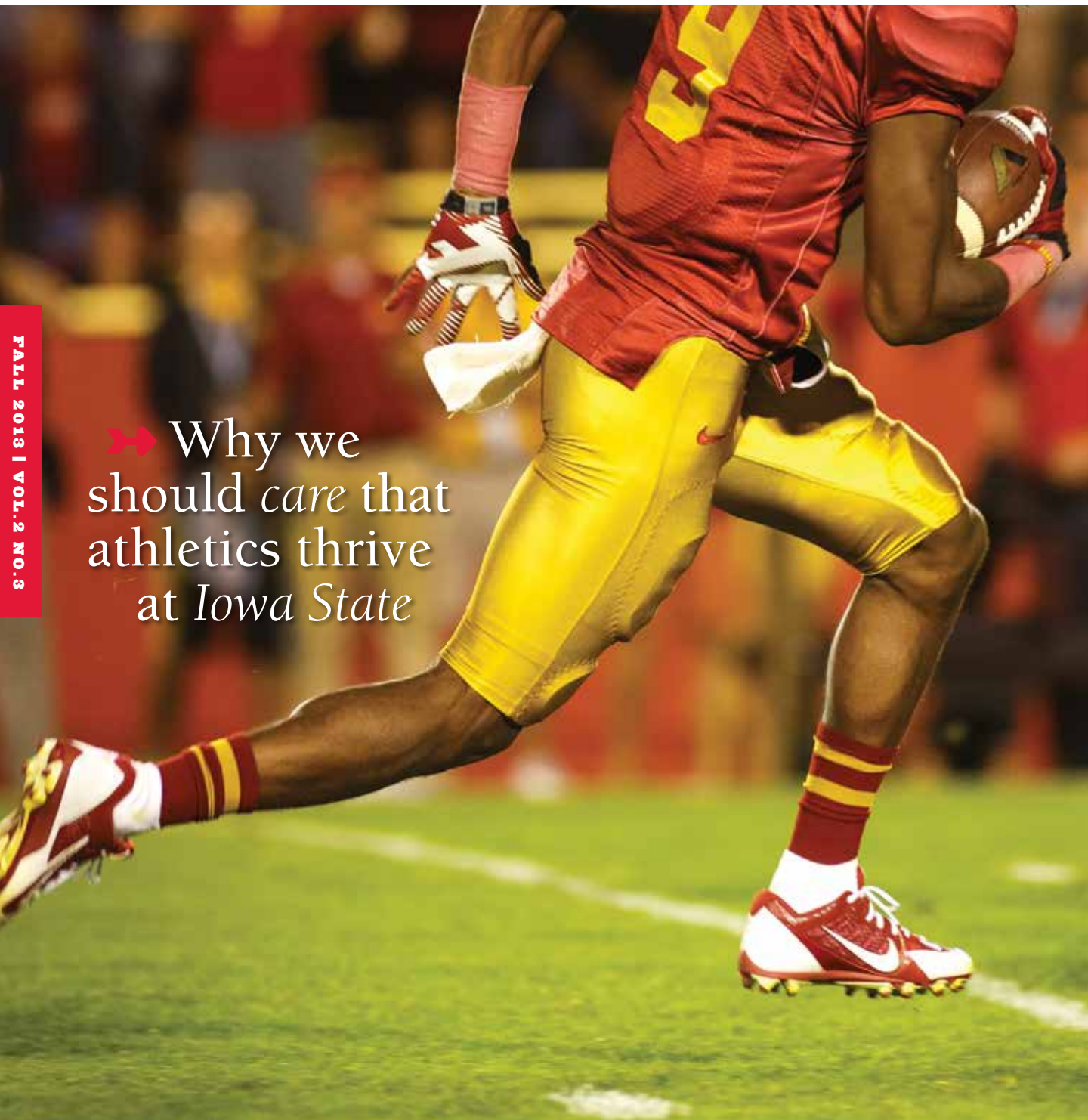


# forward

IOWA STATE UNIVERSITY FOUNDATION



►► Why we  
should *care* that  
athletics thrive  
at *Iowa State*



# Why we should care that ATHLETICS THRIVE AT IOWA STATE

By Chuck Schoffner

»» These magic moments  
Fans and players alike roar as the Cyclone men's basketball team seals its 17th straight victory at the James H. Hilton Coliseum with a 69-67 win over West Virginia in January. Over its 40-year history, the coliseum has been the scene of countless such "Hilton Magic" moments in Cyclone athletics history.

In a climate where collegiate *athletics* can be the tail that wags the dog, Iowa State is building a *culture* in which everyone *wins*, both on and off the playing field.

Photo: KL6 Photo



**A** PHOTOGRAPH SNAPPED on a November Friday night two years ago tells a compelling story about Iowa State University athletics.

It shows a mass of Iowa State fans blanketing every square inch of the football field at Jack Trice Stadium, trying to extend their euphoria as long as possible as they celebrate the biggest victory in school history, a double-overtime win over No. 2-ranked Oklahoma State.

It was just one game, a single moment in time. But it depicts in one snapshot the excitement sweeping through Iowa State's fan base – and what can happen when the right coaches, the right student-athletes, and the right foundation are in place.

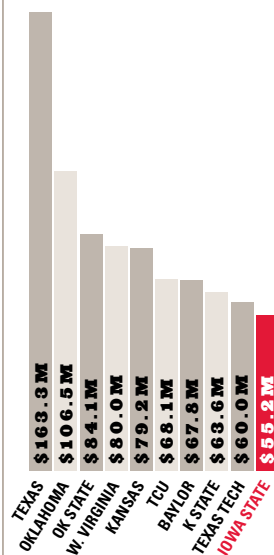
Interest in Iowa State athletics has never been higher. And the university's exposure through athletics has never been greater.

Athletics commands a reach no other entity in the university can match. Network telecasts of games, Cyclones.tv, print stories, social media and radio showcase the Iowa State name to millions. Football Coach Paul Rhoads has become a YouTube sensation via his postgame victory speeches. And when a school's highest profile teams are winning, as they are at Iowa State, those viewers, readers and listeners link that name with achievement.

"Students and their parents want to be associated with successful people," said Women's Volleyball Coach Christy Johnson-Lynch. "So when they see Iowa State athletics doing well, when you see good publicity surrounding athletics, people want to be associated with that."

Volleyball has thrived under Johnson-Lynch, making seven straight appearances in the NCAA tournament, a string

**Lean and mean:** Iowa State's huge gains in overall athletics success are being accomplished on a budget that's the smallest in the Big 12.



For FY12 - Source USA Today

**...And self-supporting** Since 2011, Iowa State Athletics has received no public funds.



matched by coach Bill Fennelly's women's basketball team. Coach Fred Hoiberg, who re-ignited excitement for men's basketball the day he was hired, has guided his team to the last two NCAA tournaments. Rhoads led the Cyclones to bowl games in three of his first four seasons.

Since Jamie Pollard became athletics director in 2005, Iowa State has risen from an average finish of 115th in the Directors' Cup standings, a measure of overall athletics success, to 41st last year. Iowa State made those gains with the smallest budget in the Big 12 Conference.

Does this type of success matter? A 2012 University of California–Berkeley study concludes that it does, particularly in football. The study found that winning football games leads to increases in alumni donations to athletics, enhances a school's academic reputation, sparks an increase in student applications, and triggers a rise in incoming SAT scores.

Fennelly notes that often, someone's first contact with Iowa State is through athletics. They see thousands of fans tailgating before a football game or feel the energy at a basketball game in Hilton Coliseum.

"They're like, 'Wow!'" he said. "The people, the environment, the enthusiasm. Well, that probably translates to academics: chemistry, engineering, vet med, dietetics. I think they all play off of each other."

Iowa State fans certainly are energized. The Cyclones ended the 2012 season with a record run of 13 straight football crowds of 50,000-plus; the 2013 season ticket allotment is sold out. Attendance for men's basketball last season averaged 93 percent of capacity, and athletics recently confirmed that more than 11,000 season tickets have

IOWA STATE HISTORY

Memorable moments in Cyclone athletics



**SEPTEMBER 28, 1895**  
*It's a State-nado!*  
After Iowa State routs Northwestern 36-0 in football, a newspaper headline proclaims that Northwestern was "Struck by a Cyclone." The name, of course, sticks.

**MARCH 27, 1965**  
*Grappler glory*  
Wrestlers Veryl Long and Tom Peckham win individual championships to help Iowa State claim the first of six NCAA team titles it would capture under wrestling coach **Harold Nichols**, who led the Cyclones to unprecedented success in his 32 seasons.



**AUGUST 1971**  
*Tracking success*  
**Bill Bergan** joins the staff as cross-country coach and is named track-and-field coach in 1976. In 23 years, Bergan's teams won two NCAA championships and 25 Big Eight Conference titles. Today, the track at the Cyclone Sports Complex bears the name of Bergan and his wife, Karen.

**MARCH 20, 1999**  
*Twister sisters persist*  
Iowa State upsets fourth-ranked Connecticut 64-58 in the NCAA women's basketball tournament to reach the Elite Eight for the first time and establish coach **Bill Fennelly's** program as a player on the national stage.



**DECEMBER 12, 2008**  
*NCAA aces*  
Iowa State defeats No. 7 Oregon in five games in the NCAA women's volleyball tournament to reach the Elite Eight for the first time. It's the third in what becomes a run of seven consecutive appearances in the NAAs for coach **Christy Johnson-Lynch's** program.

**NOVEMBER 18, 2011**  
*'So proud!'*  
Iowa State's football team stuns No. 2 Oklahoma State 37-31 in two overtimes in a nationally televised Friday night game, bringing unprecedented attention and exposure to coach **Paul Rhoads'** team and the university.



**OCTOBER 8, 1923**  
*Remembering Jack*  
**Jack Trice**, Iowa State's first African-American football player, dies from injuries suffered in a game two days earlier. Seventy-five years later his story inspired a movement to attach his name to the university's football stadium, built in 1975 with private support. Cyclone Stadium was renamed JackTrice Stadium in 1997.

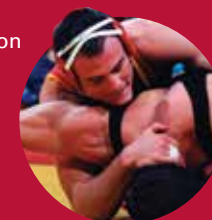


**DECEMBER 2, 1971**  
*Home court rules*  
James H. Hilton Coliseum opens with a men's basketball win over Arizona. The 14,000-seat arena is named for the Iowa State president who envisioned the project and was built with the help of more than 11,000 donors. Since then, Hilton has seen innumerable memorable moments, including Johnny Orr turning it into one of the nation's most formidable home courts, creating an electric atmosphere known as "Hilton Magic," and Fred Hoiberg rocketing from ball boy to All-American to Big 12 Coach of the Year.



**AUGUST 8, 1984**  
*In the footsteps of greatness*  
Iowa State's **Nawal El Moutawakel** becomes the first athlete from Morocco and first Muslim woman to win an Olympic gold medal when she sets an Olympic record in the 400-meter hurdles in Los Angeles. El Moutawakel continues a legacy of outstanding runners in women's track started by Peg Neppel and Debbie Esser in the 1970s and extending to today with NCAA champions Lisa Koll and Betsy Saina.

**MARCH 23, 2002**  
*Gold pins*  
Wrestler **Cael Sanderson** defeats Jon Trengie 12-4 in the NCAA finals to finish his Iowa State career 159-0, the first unbeaten four-time national champion in NCAA history. Two years later, Sanderson earns one of the nine Olympic gold medals won by Iowa State wrestlers, a list that includes Dan Gable and Cyclones coach Kevin Jackson.



▶ **What's your most memorable moment in Cyclone sports? Weigh in at [www.facebook.com/isufoundation](http://www.facebook.com/isufoundation).**



been sold for the first time ever. Iowa State finished second nationally in women's basketball attendance, sixth in wrestling attendance, and 11th in women's volleyball attendance. Membership in the Cyclone Club last year alone resulted in \$8.3 million in fundraising, an all-time high. And the athletics department no longer relies on state money, which comprised 12 percent of the budget in 2005.

Some 25,000 fans followed the football team to the Liberty Bowl last December, descending en masse on Memphis for a team that was just 6-6. Pollard called it one huge Iowa State infomercial.

"There is no logic to 25,000 people going to Memphis," he said. "Other than people being very passionate about Iowa State and about who Coach Rhoads is, how our whole department carries itself, how our student-athletes behave.

"To me, that is what is important about our culture. We are in a state where people value honesty, hard work, integrity. And they're rewarding us for doing that."

### Valuing values

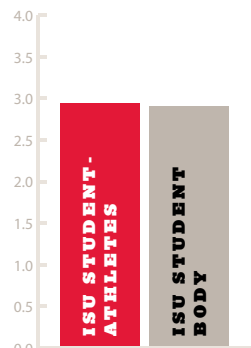
At times, athletics success has come at the expense of a university's reputation. Recent athletics scandals have rocked Penn State, North Carolina, Florida State, Miami and Ohio State.

These scandals are seen by many as evidence of how much influence college football has over institutions, the proverbial tail wagging the dog.

That will not happen at Iowa State, administrators and coaches insist.

"It's too grounded of a place," Rhoads said. "At a place like this, I'm not a farm system (for the pros). I don't think that will ever be a concern, where we get too big for our britches and think we're the focus of this institution."

**Earning and scoring points:** Iowa State student-athletes have built a reputation for dedication and excellence both on and off the playing field.



**2.94**

**AVERAGE GPA**  
Higher GPA than student body in seven of last eight semesters.  
2.91 GPA overall student body (Fall 2012)

**52%**  
of student-athletes recorded GPAs of 3.0 or better



**92%**  
of student-athletes who complete their eligibility earn their degrees

Source: Iowa State Athletics

Pollard, with support from Iowa State University President Steven Leath and his predecessor, Gregory Geoffroy, has set that tone while raising the profile of Iowa State athletics. Private revenue, including donations, has fueled more than \$100 million in building projects since 2005, involving several sports.

Improvements at Jack Trice Stadium have enhanced the game-day experience for fans. There are new practice and competition facilities such as the Bergstrom Football Complex, the Sukup Basketball Complex, the Golf Performance Center, and the Cyclone Sports Complex for soccer, softball, and track and field. The Rod and Connie French Athletic Academic Center, part of the Hixson-Lied Student Success Center, has helped student-athletes improve in the classroom. (See "Raising the grade," p. 7.)

It's a testament to Iowa State that many donors to athletics also give to other areas. An example is the Sukup family of Sheffield, Iowa, lead benefactors for the basketball complex, who also provided capital support for Sukup Hall, part of the new Agricultural and Biological Engineering Complex, as well as the Hixson-Lied Center and programs in the College of Agriculture and Life Sciences.

### The right stuff

The athletics department has not reached this point without some challenges. Previous ADs eliminated baseball, men's gymnastics, men's swimming and men's tennis because of budget constraints. Some coaches' exits have slowed momentum and dampened fan – and recruit – enthusiasm.

Last spring, Iowa State penalized itself after its own investigation found that coaches had phoned and texted



### PROGRAMS THAT MATTER

#### Raising the grade

Athletes at Iowa State generally face more demands than most students – maintaining their grades to stay eligible while balancing their academic responsibilities with practices, meetings, games and travel.

Staff at the Rod and Connie French Athletic Academic Center help them keep those priorities in line, support that is critical, says basketball player Brynn Williamson, especially for freshmen.

"Time management was a big

challenge coming in," she says.

"But you have the best people helping you. It took me a semester or two, but after that, I was pretty good."

Good enough for Academic All-Big 12 second team.

In fact, Iowa State student-athletes compiled a higher grade-point average than the overall student body seven of the last eight semesters, with a graduation rate that puts Iowa State third in the Big 12.

"Our student-athletes have very demanding schedules, and we strive to help them achieve balance in their lives," says David Harris, senior associate athletics director for student services. "Our ultimate goal is for them to graduate and go on to successful careers in their chosen profession."

▶ Watch video on student athletes at [www.foundation.iastate.edu/forwardmag](http://www.foundation.iastate.edu/forwardmag).



recruits in violation of NCAA rules. The university turned itself in after Hoiberg saw a former Iowa State basketball player who worked as a student assistant at an AAU game he should not have attended.

“I guarantee you, 99 percent of all other coaches in the country would have walked out of the gym and not said a word, and life would have gone on,” Pollard said. “But Fred did the right thing. Could we have avoided it all? Yeah, by not doing the right thing. But that’s not who we are.”

It’s important at Iowa State that coaches such as Hoiberg, so popular when he played for the Cyclones that he became known as the Mayor, have ties to the university, the state or the Midwest. They understand the culture. They know how people in Iowa think and appreciate their values.

“They aren’t coaches here because they are from Iowa, but the fact they are from Iowa is helping them be successful and helping our department be more successful,” Pollard said. “Paul Rhoads helps put people in the stands because people want to cheer for Paul Rhoads.”

Rhoads, who grew up in Ankeny, has returned the favor by treating fans to upsets of Texas, Nebraska, Texas Tech and TCU, plus that stunning nationally televised win over Oklahoma State, which resulted in unprecedented exposure for the team and university.

“Prior to this we had success, but we didn’t beat the teams we weren’t supposed to beat,” Pollard said. “Paul’s created a belief that it can happen, where before I think people wished it could happen.”

Pollard is working to keep his coaches in place. Fennelly has a life-time contract. Hoiberg recently signed a 10-year contract, Rhoads signed a 10-year deal in 2011, Johnson-Lynch signed for seven years, and wrestling

coach Kevin Jackson is under contract through 2015.

Those long-term deals give the department stability and let athletes know they can count on their coach being there.

“Jamie gets everybody what they need to give them an opportunity to be successful,” Rhoads said. “If you’ve got that, you’re not always looking across the fence at that greener grass of the next job.”

### Sold on the cardinal and gold

Demographics and efforts to reach youngsters have Pollard and his staff optimistic about future success for Cyclone athletics. With more Iowa high school graduates attending Iowa State than any other college or university, and more Iowa State graduates living in Iowa, potentially those numbers mean more fans, ticket buyers and donors.

The momentum goes both ways. Membership in the Junior Cyclone Club has increased from 2,000 youngsters to 5,500 during Pollard’s tenure. If kids get excited about Iowa State early, it’s more likely they’ll become students at the university.

“In my 18 years, I’ve never seen Iowa State in a better position,” Fennelly said. “I’m talking about public perception, the mood, the demeanor, the way people walk around campus. Athletics gives people a chance to wear their colors – all that stuff that builds a sense of pride and identity. And that’s a good thing.”



### WATCH ONLINE

Watch videos with Cyclone coaches and student-athletes online at [www.foundation.iastate.edu/forwardmag](http://www.foundation.iastate.edu/forwardmag)

## What you can do

**Scholarship support is essential to help Iowa State Athletics recruit and retain exceptional scholar-athletes to Cyclone teams. Scholarships ensure that students are able to succeed academically while achieving their best on the field, court, track or mat.**

*Moving Students Forward* seeks to increase scholarship support for all Iowa State students, including outstanding student-athletes across all 14 varsity sports at Iowa State:

- Endowed funds, which use annual interest yields to fund scholarships, can create a legacy that benefits student-athletes for generations to come.
- Outright, expendable funds can make an immediate impact on Iowa State student-athletes, often through a smaller gift commitment.

### CONTACT US

515.294.4607  
toll-free  
866.419.6768  
[www.movingstudentsforward.com](http://www.movingstudentsforward.com)

# GIFTS *at* WORK

## EXTENDING IOWA STATE’S IMPACT THROUGH PHILANTHROPIC GIVING



Photo: Cameron Campbell

### ➤ Optimal education

Helping optimize the quality of instruction and student learning in high-enrollment introductory classes at Iowa State is **Troxel Hall**. Opened this fall, the 400-seat, state-of-the-art auditorium is named for Douglas Troxel, class of 1967, president and CEO of the Change Happens Foundation, whose \$5 million gift made the facility possible.

# LEARNING IN PLACE

Iowa State architecture students gain valuable perspective on their future profession with the help of the Lyle E. and Anna M. Lightfoot Internships in Architecture Endowment.

By Veronica Lorson Fowler | Photo: James Lockwood



➤ **Architecturally speaking**  
Lightfoot scholar Brandon Franke (right) looks over blueprints with BWBR architects Jessie McClurg and Charles Orton.

AN INTERNSHIP CAN BE A transformative experience, linking learning with workplace practice for the first time.

Just ask Shaylyn Voellinger, a senior in architecture from Dubuque, Iowa, who was selected as a Lyle E. and Anna M. Lightfoot Scholar. The scholarship enabled her to spend her summer interning at the DLR Group in Phoenix, named the country's top architecture firm by *Architect*, the magazine of the American Institute of Architects.

Voellinger "really wanted to be part of an architecture team, to see how that works." So she was thrilled that within five minutes of walking in the door at DLR, she was pulled into a team meeting on a penitentiary project. "I learned a lot. It's gratifying to see the correlation between school and the real world, and to be able to apply what I learn on the job at school and what I learn at school to the job."

"It's through the intern program that students make their first significant professional contacts and, more importantly, begin to imagine their own possible futures," said Deborah Hauptmann, chair of Iowa State's department of architecture. "Today, more than ever, as the profession of architecture is changing and reaching beyond traditional boundaries, such opportunities become even more important. The fact that Lyle and Anna Lightfoot understood the significance of this opportunity is in itself noteworthy."

Getting an internship under their belts before graduating gives students a tremendous jump-start on their careers. In architecture, internships play an important role in licensing. After earning their bachelor's degree, architecture graduates must do an extensive, three-year-minimum internship before being



## ➤ **Lightfoots' legacy**

The Lyle E. and Anna M. Lightfoot Internship in Architecture Endowment came about because of Lyle Lightfoot's own experience as an architecture student. After working at a Los Angeles architecture firm one summer, he realized how much more relevant his formal schooling became.

As a result, in 1995 he created the endowment that bears his name and that of his wife, Anna, who died in 1992. Its purpose is to provide support for the practical workplace experiences that enable architecture students to become better versed in the realities of the profession while they are still in school.

Lyle Lightfoot died in 2005, but his legacy lives on in the students his endowment supports – the future architects who will lead their profession.

eligible to take the licensing exam.

"Enabling students to take internships during their undergraduate academic career is a particularly rich vision in the Lightfoots' gift," said Gregory Palermo, professor of architecture.

Students selected as Lightfoot Scholars are some of the architecture program's best, he says. They are vetted through faculty committee reviews of portfolios, academic performance, and an essay detailing their expectations for the internship.

Brandon Franke, a senior in architecture and Lightfoot Scholar from Clive, Iowa, interned at the firm BWBR in St. Paul, Minn., this summer. He's appreciative that the Lightfoot program requires the host firm to assign a mentor. Franke's mentor was one of the firm's younger architects. He showed Franke the ropes, "then once or twice a week or so we took a walk and talked about what was going on and how I was doing."

Franke aspires to have his own architecture firm someday, and he says his internship was the "holistic experience" he wanted – working not only with architects, but also graphic, interior and landscape designers.

"I want to be a very user-oriented architect," Franke said. "I want the architecture to make a connection with people, for them to really get something out of it. This internship helped me understand the profession more deeply at every level."

## ➤ **GIVE FORWARD**

To learn more about supporting design students, go to [movingstudentsforward.com](http://movingstudentsforward.com) or email [questions@foundation.iastate.edu](mailto:questions@foundation.iastate.edu)



# CLIMBING TO NEW HEIGHTS

With funding from the Vance and Arlene Coffman Departmental Chair in Aerospace Engineering, Richard Wlezien is helping students in Iowa State's aerospace engineering program reach for the sky.

By Thomas R. O'Donnell | Photo: Erich Ernst



» Beyond lift, weight, thrust and drag

Coffman Chair Richard Wlezien with aerospace engineering students William Harding and Grace Papadopoulos in the M:2:I lab.

GRACE PAPADOPOULOS ENTERED IOWA State University's aerospace engineering program and immediately plunged in, helping to design and build a satellite in the department's new Make to Innovate (M:2:I) program.

"I came into this as a freshman with zero engineering experience and zero project management experience," says Papadopoulos, now a junior, from Woodstock, Ill. Then she joined CySat, a team creating a "cubesat," or miniaturized satellite.

About 17 M:2:I teams are building high-altitude balloons, small drones for agriculture, and other projects. Students earn credit, but more important is the experience they gain, says Richard Wlezien, the Vance and Arlene Coffman Departmental Chair in Aerospace Engineering. For undergraduates, "if you find a way to properly motivate them, they tend to be more successful."

Papadopoulos, who now leads the CySat team, agrees. "As a freshman, to be able to come in and do engineering, it's incredibly motivating and satisfying."

Wlezien says when he arrived in 2010, he found a program strong in fundamentals but short on context. Students learned programming, for instance, but not why they did. "It's like learning the mechanics of a sentence without learning to tell a story," says Wlezien who, prior to coming to Iowa State, taught at Tufts University after working for NASA and the Defense Advanced Research Projects Administration.

The Coffman Chair has been key to the program's transformation. When Wlezien met Vance Coffman, a 1967 aerospace engineering graduate and retired chairman and CEO of Lockheed Martin, and his wife, Arlene, "We quickly saw eye to eye that we needed to focus



[Vance and Arlene Coffman and I] quickly saw eye to eye that we needed to focus on the undergraduate program, the design sequence and complex systems.

**RICHARD WLEZIEN**

Vance and Arlene Coffman  
Departmental Chair in  
Aerospace Engineering



on the undergraduate program, the design sequence and complex systems."

It starts with an introductory course Wlezien himself teaches. Students team up for problem-solving, including designing and building a lighter-than-air vehicle. They also learn about elements of the aerospace engineering major so "they're not just taking a math course. They understand where the math fits."

The department revamped its design sequence to focus on simulation-based design for the senior capstone project – students begin with a full aircraft configuration and work to optimize its performance. The result: A Boeing manager described Iowa State students' design capabilities as so good as to be "eye-watering." Freshman retention, meanwhile, rocketed from 65 percent to 90 percent.

Teaching loads also have been adjusted and professors added for smaller classes. There's a new interactive classroom in Howe Hall. Labs have new equipment and are open longer hours. A new program promotes ethnic and gender diversity.

One mark of success: Aviation Week & Space Technology magazine rated Iowa State's program first for the number of graduates hired in aerospace and defense. The graduate sequence also is strong, Wlezien says, with almost linear growth in sponsored research over the past 13 years.

What's next for this leading-edge program? A course in complex systems – a sought-after skill in industry, Wlezien says, that will position graduates for even greater success.

▶ **LEARN MORE**

Watch video on the aerospace engineering program and M:2:I at [www.foundation.iastate.edu/forwardmag](http://www.foundation.iastate.edu/forwardmag)

IMPACT

### Building Momentum

It's been a banner year for **Thomas Leslie**, Pickard Chilton Professor in Architecture at Iowa State.

Along with the release of his book, "Chicago Skyscrapers, 1871-1934," and publication of his op-ed "Heights of Fancy" in the May 30 New York Times, the American Academy in Rome named Leslie recipient of the prestigious 2012-14 Booth Family Rome Prize in Historic Preservation. Leslie is spending six months at the academy researching and visiting the buildings of postwar Italian architect and engineer Pier Nervi, the subject of his next book.

Leslie used funds from the endowed professorship to travel to Rome last year to conduct research at major Nervi sites and document the buildings' preservation problems, which became the basis for his successful Rome Prize proposal. When he returns to campus, Leslie will be equipped with a "huge library" of classroom

examples derived from hand-drawn and hand-calculated construction documents for Nervi's complex structures. Architecture graduate students at Iowa State will be able to use the archival drawings to make digital reconstructions and models of Nervi's buildings to "really understand how things work in three dimension," Leslie said.

▶ Read Leslie's blog on Chicago history and current topics in architecture and design at [www.acme-architecture.net](http://www.acme-architecture.net)



### DID YOU KNOW?

Iowa is one of only seven states with two public universities – Iowa State University and the University of Iowa – belonging to the prestigious Association of American Universities, the organization of 62 leading public and private research universities devoted to maintaining a strong system of academic research and education.



**A SPLICE OF LIFE**  
 "In many ways, this is still a very poorly understood field. But around half of all genetic diseases are a result of errors in splicing, so we have much to gain from answering these questions."

—Ravindra Singh, professor of biomedical sciences and John G. Salsbury Endowed Chair in Veterinary Medicine, who heads the group of Iowa State researchers that identified an RNA structure in humans that could lead to a new treatment for spinal muscular atrophy, the leading genetic cause of death in babies and young children.

ACCOLADES



**6**  
**IOWA STATE DOCTORAL STUDENTS** in statistics, five of whom receive private scholarship support, including the Vera David Graduate Fellowship in Statistics and the Holly C. and E. Beth Fryer Scholarship.

**1**  
**KILLER ALGORITHM** for predicting whether customers make a purchase or not

**50,000**  
**ONLINE SHOPPING SESSIONS** sorted through

**97%**  
**ACCURACY** in predictions

**1st**  
**PLACE** among American teams

**5th**  
**PLACE** among 99 international teams

**MAKING OVER MARSTON HALL**  
 Home to Iowa State University's College of Engineering for more than a century, **Marston Hall** is set to undergo an extensive \$20 million renovation, with the help of private support. The renovation will honor the building's historical significance while serving the college's future: the students who must be equipped to tackle the challenges of the 21st century.



▶ Watch video with engineering emeriti faculty and learn more about the renovation of this campus icon at: [www.engineering.iastate.edu/marston](http://www.engineering.iastate.edu/marston)



**Gift assist**  
 "Receiving the Agatha Huepenbecker Burnet Graduate Assistantship was important in helping me make my decision to pursue my graduate studies in apparel, merchandising and design at Iowa State. Graduate support is important when you have to weigh the decision to study with the need to support yourself. Especially in a challenging economy, the financial uncertainty can dissuade people from taking the chance. This support makes it possible for me to further my education in the field I love.  
 "I've been reading about Dr. Agatha Huepenbecker Burnet, and I can tell she was a remarkable woman, deeply committed to and respected by the Iowa State and Ames communities. It is a great honor to be chosen for the award that bears her name, and I will work hard to live up to it."  
 —Jennifer Farley



TRADITION



### Keeping up with the times – and chimes

On Nov. 3, facilities planning and management staff will climb to the top of the Iowa State Campanile’s bell tower to reset the time on the four clock faces for the latter of the “spring forward, fall back” time change ritual.

Fortunately, since the renovation of the campanile and the Edgar W. and Margaret MacDonald Stanton Memorial Carillon in 1994, a computer system allows for programming the clocks and automatic lights and bell chimes in advance so they don’t skip a second. The renovation – and the endowment for the tower’s upkeep – were the result of a fundraising drive in the early 1990s led by Jean, class of 1960, and Michael Steffenson, class of 1959. In fact, Edgar Stanton, a former professor and one of Iowa State’s first graduates, gave Iowa State its first philanthropic gift when he donated the original 10 bells of the carillon in 1899.

➤ Read more about the renovation at [www.music.iastate.edu/carillon/renovation](http://www.music.iastate.edu/carillon/renovation)

IMPACT

### ANIMAL PLANET

In the past three years, 212 veterinary medicine students participated in 15 study abroad programs, working with animals on six continents – equine and small animal acupuncture in China; wildlife immobilization in South Africa; spaying and neutering in Ecuador, Nicaragua and Jordan; zoo and wildlife medicine in Ecuador, Costa Rica and Thailand; and evolutionary biology in the Galapagos Islands. Helping students pursue these opportunities is the Hutton International Veterinary Scholarship established by Dr. Norman Hutton, class of 1966.



### WE ASKED. YOU RESPONDED.

Our thanks to all – more than 750 of you – who responded to the Forward readership survey in March. Your input will be valuable to us as we work to enhance the magazine’s writing and design, and to focus on the topics and issues that matter to you as donors and friends of Iowa State University. Thanks again!

### Career achievement

Little did **Roger Bruene** (with wife, Barbara, below) know when he launched his first Ag Career Day at Iowa State in 1975 that it would grow to one of the largest events of its kind, with today’s agricultural career fair drawing upwards of 200 employers and organizations and close to 1,400 students. The career fair is just one aspect of Bruene’s leadership over his 40 years at Iowa State as professor, advisor and director of career services. By the time he retired in 1998, he had helped thousands of students secure their first jobs post-graduation.

Many of these alumni are recognizing Bruene’s impact on their lives through gifts to name the Roger Bruene Career Services Suite in the renovated Curtiss Hall. It’s a fitting honor for Bruene, himself a 1956 agronomy graduate: More than a few alumni have told him, “Because of you, I love my job!” – a sentiment he could well echo back to them.

➤ To contribute to the Roger Bruene Career Services Suite, go online to [www.cals.iastate.edu/bruene](http://www.cals.iastate.edu/bruene)



# 33,241

## RECORD ENROLLMENT

### IOWA STATE’S STUDENT NUMBERS SET RECORDS IN NEARLY EVERY CATEGORY AGAIN THIS FALL:



**27,659**  
RECORD UNDERGRADUATE ENROLLMENT

**6,089**  
LARGEST FRESHMAN CLASS EVER

**18,009**  
HIGHEST RESIDENT UNDERGRADUATE ENROLLMENT

**65%**  
OF UNDERGRADUATES ARE IOWANS

**3,797**  
RECORD INTERNATIONAL ENROLLMENT

**7,486**  
MULTICULTURAL AND INTERNATIONAL STUDENTS, FOR RECORD DIVERSITY



# FIELD CAMP OF DREAMS

Iowa State geology alumni are preserving the field camp experience that set them on the path to pursue geology as both their profession and their passion.

By Betsy Snow Hickok | Contributed photo

WHEN IOWA STATE UNIVERSITY students choose their adventure, not many dream of dodging rattlesnakes in cowboy country.

Yet each summer since 1957, a group of geology majors has journeyed to the Bighorn Mountains in Wyoming, spending six weeks at the Carl F. Vondra Geology Field

Station, where they put classroom learning into practice. Just a day's drive across South Dakota, the area's young mountains, arid climate, and sparse vegetation make the western terrain a geoscientist's paradise.

For many, one visit to this paradise isn't enough. When the first reunion was held in 2002, 140 alumni, faculty, family members, and friends of all ages attended. "For years, I'd described to my wife the beauty of the red-orange bluffs you wake up to each morning," said Kevin Connolly, class of 1987. "She fell in love with them, too." He added, "It was my field camp experience that gave me the knowledge and the tools to move ahead in life after Iowa State."

Alumni not only come back, they also give back. Tom Smith, classes of 1968 and 1971, and Evonne Smith, class of 1968, want to ensure the camp continues to place Iowa State's geology program among the best in the nation. The greatest need was improving the



facilities, which for decades consisted of four buildings recycled from a World War II internment camp, a shower house and separate outhouses for men and women.

The couple's gift in 2004 connected the site to the city water line, and another contribution in 2007 helped fund a

main lodge with a kitchen, dining room-classroom, and staff quarters. The Smiths' recent commitment of \$1.8 million will support student living quarters scheduled for completion in summer 2015, establish a staff position to teach and to oversee the camp, and endow a maintenance fund. The project will vastly improve the student experience and enable Iowa State to leverage the property's potential, making it possible to host other schools and even rent the facility for events. As Tom Smith explained, "I have wonderful memories, but more important, I have a profound interest in the camp's future."

Like the Smiths, many dedicated alumni give back, including Connolly, who created a scholarship and funded the wide porch on the main lodge where more generations of Iowa Staters will enjoy the view.

"Something about this place, this camp, gets under your skin and never lets go of you," he said.

There is absolutely no substitute for this style of education, and the result is a truly transformative learning experience.

**NEIL IVERSON**  
Smith Family Foundation  
Departmental Chair  
in Geology

Illustration: Evanny Henningsen

# WAYS TO GIVE

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

## The Thomes



I grew up in a small Iowa town, and attending Iowa State played an important part in my development. So my interest in giving back to Iowa State was how to help more young Iowans have a great undergraduate experience to start them on the path to success.

Jan and I chose to fund this professorship in business now, rather than as an estate gift, so we could see its impact on students today.

— **KEN, CLASS OF 1969, AND JAN THOME**, of Wayzata, Minn., who established the Thome Professorship in Business through current gifts to Iowa State University. The inaugural holder of the Thome Professorship is Zhengrui Jiang, associate professor of information systems.

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#### Powerful practice

With support from corporate and individual sponsors, including Kinze Manufacturing, the 2013 Cyclone Power Pullers team worked throughout the year on the built-from-scratch DeCYder for the American Society of Agricultural and Biological Engineers' Annual International 1/4-Scale Tractor Student Design Competition in Peoria, Ill., in May. Iowa State has entered a design in the competition every year since it began in 1998.

*giveforward*



Photo: Erich Ernst

#### Forward

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