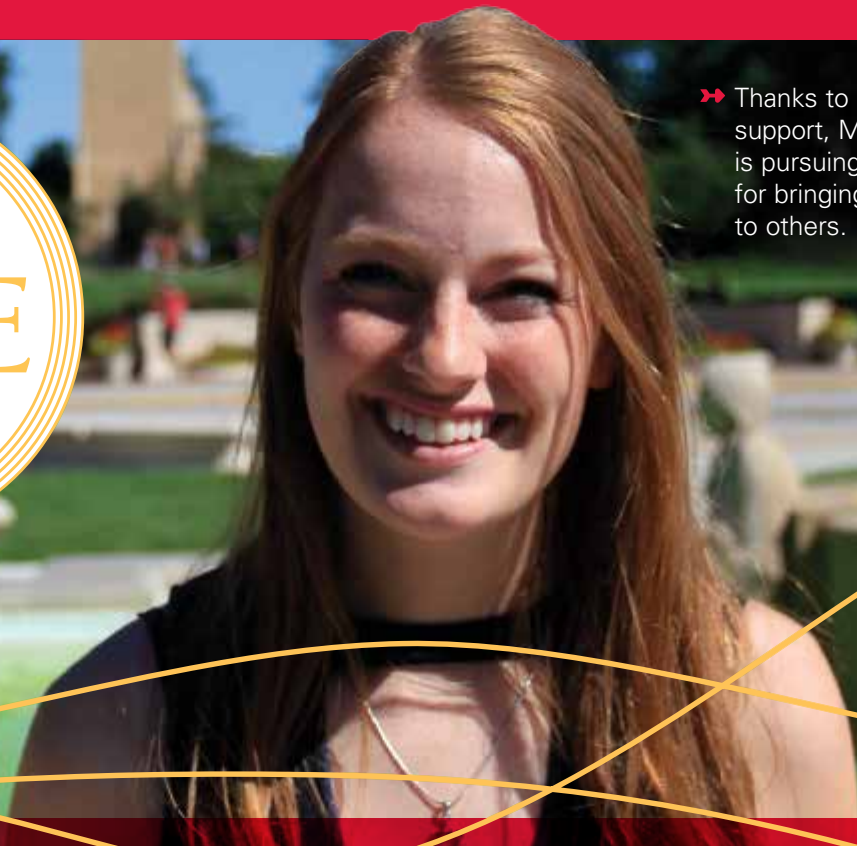




➤ Thanks to scholarship support, Marissa Carlson is pursuing her passion for bringing enjoyment to others.



Insights

A Silent Force

With passions for business and working with people, junior Marissa Carlson deemed hospitality management the perfect major to study at Iowa State. “I love being behind the scenes of people’s vacations so that they can enjoy every second of their getaway without worry,” she said. “I take pleasure in being the silent force that allows guests to relax and have fun.”

At Iowa State, Carlson is involved with numerous student groups, including serving as the fiscal director for Human Sciences Week and treasurer for Starts with Soap, an organization that seeks to provide basic necessities to the nation’s most underfunded schools. This past summer, Carlson also worked as a marketing intern with Pinstripes, a restaurant and event venue that combines food with bowling and bocce ball.


Carlson plans to use her skills in hospitality management to work for a cruise line, country club or resort after graduation. “It’s my dream to be in charge, helping to

make a business run smoothly and positively impact any employee, coworker or guest I work with.”

Scholarships like the Anne Shaner Hotel, Restaurant and Institution Management Award allow Carlson to fully immerse herself in hands-on experiences at Iowa State. “The field I have chosen to study isn’t one where I know I will make lots of money but is one I’m very passionate about. Scholarships enable me to focus on my studies without worrying about my financial situation. I’m thankful to donors for making attaining a higher education possible!”

Inside This Issue

From chairperson of the annual cherry pie sale in the ‘50s to creating scholarships for this and future generations of Iowa State students, Anne Shaner has always given back to Iowa State in creative and meaningful ways.

A photograph of an elderly woman with short white hair and glasses, wearing a bright green long-sleeved shirt and light-colored pants. She is smiling and holding a round pie on a metal tray. The pie has a golden crust and some red toppings. She is standing in a kitchen with wooden cabinets, a white microwave, and a white stove. A silver pot is on the stove. The background shows a countertop with a wooden cutting board and a blue container. The image is framed by a red banner at the bottom with yellow wavy lines.

Anne Shaner treasures the memories and friendships she made at Iowa State.

Passing It Forward

One of Anne Shaner's most

memorable experiences at Iowa State University was serving as chairperson of the annual cherry pie sale. It was a full operation to manage students baking thousands of small pies made from scratch. "You had cherries – that came in 5-gallon cans – that you had to cook and thicken for the filling and then place in tart shells made in Friley Hall," explained Shaner, a 1957 graduate.

The cherry pie sale began in 1920 to raise money for the home economics club. That first year, students sold 2,000 pies, which required 80 pounds of flour, 50 pounds of shortening, 30 gallons of cherries, 60 pounds of sugar, 15 pounds of cornstarch and 166 bricks of ice cream. In the '50s, Shaner's team sold 7,000 pies.

Overseeing the student-run sale was good practice for her upcoming career.

After receiving her bachelor's degree in institution management – a precursor to the hospitality management program – the Iowa native headed to Rochester, New York, for a year-long internship at the Eastman Kodak plant, where she helped serve 35,000 meals a day to the employees of the film and camera company.

It was former Iowa State University instructor Carolyn Cason who helped Shaner land her first job assisting in food service management at Rice University. "My large quantity cookery teacher had gone to Rice University at the end of my junior year," Shaner explained. "She called me and asked if I would like to work for her."



Iowa State

gave me a good education, and now
I can help give to someone else.

– ANNE SHANER



Shaner met her husband, Gary, at Rice, where he was working on his chemical engineering degree and serving as a member of the Navy ROTC. After the couple married, they lived in Guam for three years, started a family and eventually moved back to Iowa, where Anne became a consulting dietitian for assisted living and skilled-care facilities.

Throughout the years, she has treasured the memories and friendships she made at Iowa State. “College is the time in your life when those experiences are important,” Shaner said, whether they are cultivated in the classroom or while making thousands of cherry pies.

She wants to help nurture meaningful experiences for current and future Iowa State students – a goal she is accomplishing through two types of scholarships.

The Anne Shaner Hotel, Restaurant and Institution Management Award provides scholarships to current students accepted into Iowa State’s hospitality management program. She has also established a gift through her will to endow the Anne Shaner Internship Scholarship for students participating in an unpaid internship or student teaching.

For Shaner, giving back to her alma mater is like passing food around the dinner table – there is a time when you receive and a time when you pass it forward. “Iowa State gave me a good education, and now I can help give to someone else.”



You can join Anne Shaner in making a meaningful difference in the lives of Iowa State students. Contact the office of gift planning at 800.621.8515 or visit isugift.org to discover smart ways you can make a planned gift – and a lasting impact on Iowa State University.



FUN FACTS *Cherry Pie Sale*

- In 1920, food preparation instructor N. Beth Bailey suggested baking and selling small pies to raise money for the home economics club.
- Students chose cherry as the pie filling in honor of George Washington, who was known for cutting down a cherry tree and whose birthday was in February, the month the first sale was to take place.



- First made as a 9-inch pie, the desserts were switched to a tart form in the 1940s.
- The pies were topped with ice cream until World War II, when food rationing demanded the use of whipped cream instead.
- The approximate amount of cherries that are used in the cherry pies every year is about 30 5-gallon buckets. The result is about 150 gallons of cherry filling.



The Sweet Taste of Charitable Giving

When you give to the Iowa State University Foundation this year, Iowa State and its students benefit from your generosity. And the cherry on top? You benefit, too.

Benefits for Iowa State

Few pleasures in life offer more personal satisfaction or endure longer than helping others live better lives. By making a gift to the Iowa State University Foundation, you'll help improve lives across campus and around the globe. Your gift will strengthen Iowa State's land-grant mission and enhance the Iowa State experience for this and future generations of students.

Benefits for You

Depending on the gift arrangements you choose, you may reap one or more of the following benefits:

- + **Reduce your income taxes**
- + **Increase your spendable income**
- + **Reduce or eliminate capital gains tax**
- + **Attain no-cost, worry-free asset management**

To discover smart giving options that benefit you and Iowa State University, contact the office of gift planning today to start a conversation.

Create a Lasting Legacy

Four Steps to Building a Better Endowment

An endowment is a forever gift –

a fund you establish in which the principal is invested and all or part of the earnings are used to help the programs and goals you want to support. Because the principal isn't typically spent, endowments are intended to essentially last forever.

If you want to make a permanent mark on Iowa State University, establish an endowment. Your gift will support the university's land-grant mission and Iowa State students forever. Simply take these four steps to make sure your intentions are carried out exactly as you wish.

1. Put your wishes in writing.

If you are creating an endowment through your will or living trust and you want the endowment to be a permanent fund, in most cases, you must explicitly state this. If you are establishing an endowment during your lifetime, we will work with you to create an agreement that outlines how you want your gift to be used.

2. Determine the amount needed.

If you are creating an endowment today, we can inform you of the minimum amount required to establish a named fund. If you intend to create your endowment through your estate, however, we recommend that you specify a

minimum amount in your will or living trust and include a provision directing your executor to distribute more funds if needed to meet future requirements, should they change.

3. Include safety language.

Nationwide, millions of dollars directed to permanent endowments sit idle in bank accounts because the funds are no longer needed. This is why we encourage you to include a statement that allows our board of directors to redistribute the funds to another area if the original use is no longer necessary. We can provide you with language to ensure that your name still remains associated with the gift, regardless of its final use.

4. Lean on us for help.

We respect the personal nature of these decisions and have experience with the sensitive issues involved. We would be glad to consult with you to help ensure that your wishes are satisfied.

An endowment is an appropriate gift if you want to make sure your support continues after your lifetime, honor your family name or someone special to you, or provide for a favorite program far into the future. Please contact the office of gift planning for more information.



Give in Their Name

Create a lasting tribute to someone special by making a gift in their name to the Iowa State University Foundation. Learn the details in our new guide *Give From the Heart With a Tribute Gift*. Simply return the enclosed survey today for your complimentary copy.



Last fall, Iowa State University launched *Forever True, For Iowa State* – our most ambitious and transformative campaign yet. Among the campaign priorities is to ensure access to an exceptional student experience for students like Marissa Carlson, whom you read about on the front cover.

It's an experience that offers practical, global and leadership opportunities that shape the well-rounded citizens and informed critical thinkers needed in the 21st century.

Thanks to donors like you, we're steadily moving closer to achieving our historic \$1.1 billion campaign goal, which will strengthen every aspect of Iowa State and make it possible for more students like Marissa to achieve their dreams of an Iowa State education.

For there's no greater purpose – or privilege – than ensuring Iowa State students are prepared to thrive in the 21st century.



I'm thankful
to donors for making
attaining a higher
education possible!

–MARISSA CARLSON
JUNIOR, HOSPITALITY
MANAGEMENT



HOW TO REMEMBER IOWA STATE UNIVERSITY IN YOUR WILL OR TRUST

Share the following language with your estate planning attorney to add to your will or living trust.

I give, devise and bequeath to the Iowa State University Foundation, a not-for-profit corporation existing under the laws of the State of Iowa and located at Ames, Iowa, _____ (percent of my estate, dollars, property, securities, etc.) to be used for _____ (however you wish for your gift to be used) at Iowa State University.

IOWA STATE UNIVERSITY FOUNDATION

The Iowa State Foundation is acknowledged by Iowa State University as the preferred channel for administering trust and estate gifts that benefit the university. This is accomplished by using the name Iowa State University Foundation in your legal documents. Please contact the foundation for additional information.

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