

FOREVER  
**TRUE**  
FOR IOWA STATE



## Insights

# The Simple Equation of Giving

### *Cara Heiden excelled at math*

as a young student growing up in Denison, Iowa, but her choice to study accounting at Iowa State University was not a calculated move.

Heiden left her hometown after high school to earn a degree in math education at a teacher's college in Nebraska. During her freshman year, her father became seriously ill. She wanted to transfer to a college closer to home and started researching Iowa schools when a good friend suggested Heiden change her major to accounting.

"So, I changed it all up. I pursued accounting and finance courses at Iowa State and was able to get home frequently for my dad and family," she explained.

It was a pivotal decision for Heiden, who found she enjoyed her new classes.



Heiden was solely focused on becoming a certified public accountant and working at one of the "Big 8" accounting firms, when a professor called her out of class one day.

Don Brown, who taught accounting, wanted her to interview with a representative from a large corporation

*Continued on Page 2*

### *Inside This Issue*

Michaela Christian, a senior from Algona, Iowa, hopes to someday emerge as a leader in her field and give back to others – just as Cara Heiden has done for her and other young women who aim to make a difference in the field of business.

➤ *Right:* Cara Heiden aims to empower young women in business.  
*Below:* Heiden with Raisbeck Endowed Dean David Spalding, Iowa Governor Kim Reynolds and former interim President Benjamin Allen at the first Young Women in Business Leadership Camp held at Iowa State.



## The Simple Equation of Giving

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visiting campus. "Brown wanted to make certain I understood all the career path options he thought were available to me," she said. Brown, along with other professors, encouraged Heiden to realize her career and leadership potential.

She graduated with honors in 1978 with a Bachelor of Science in Industrial Administration from the College of Sciences and Humanities. Heiden started out as a certified public accountant at Ernst & Young, where she was one of only four women and the first woman to travel out of town for client engagements.

After three years at Ernst & Young, she joined Norwest Bank Iowa, now Wells Fargo Bank Iowa, in 1981. She worked her way up to become the bank's chief financial officer. In 1992, Heiden had the opportunity to become the chief financial officer for Wells Fargo Home Mortgage. Throughout the years, she subsequently assumed various

operating leadership roles and became its co-president in 2004. Heiden was named multiple times as one of U.S. Banker magazine's "25 Most Powerful Women in Banking." She retired from Wells Fargo Home Mortgage in 2011.

"I am extremely thankful to my professors and how they motivated my intellectual curiosity and my confidence that I could reach high goals," Heiden said.

She wants to similarly encourage today's young women to envision a full range of possibilities for their future. This past summer, she joined Iowa Governor Kim Reynolds as a featured speaker at the first Young Women in Business Leadership Camp held at Iowa State.

Recently, she established the Heiden Fund for Women in Business to support the Debbie and Jerry Ivy College of Business's initiatives to increase the number of women on its faculty and the number of young women pursuing a degree in business.



## *I give back to the university*

because I clearly see how my Iowa State education was key to career success.

Also, I am proud of the entire institution and the value it adds to our state, country and world. I want Iowa State University to reach higher and higher levels of quality and continue to be recognized globally.

– **CARA HEIDEN**



Heiden has provided additional financial support to the university over the years through current giving and a bequest. “From the very beginning, my financial support has been directed to faculty development – attracting, retaining and developing the highest quality of faculty,” Heiden said. “This is because I hope all students can experience effective relationships with professors, like I had, helping them achieve student and career success.”

For Heiden, philanthropy and supporting Iowa State is a simple equation: “Find the cause or need you’re most passionate about, get involved in helping solve it, financially support it and, along the way, experience the rewarding feeling.”

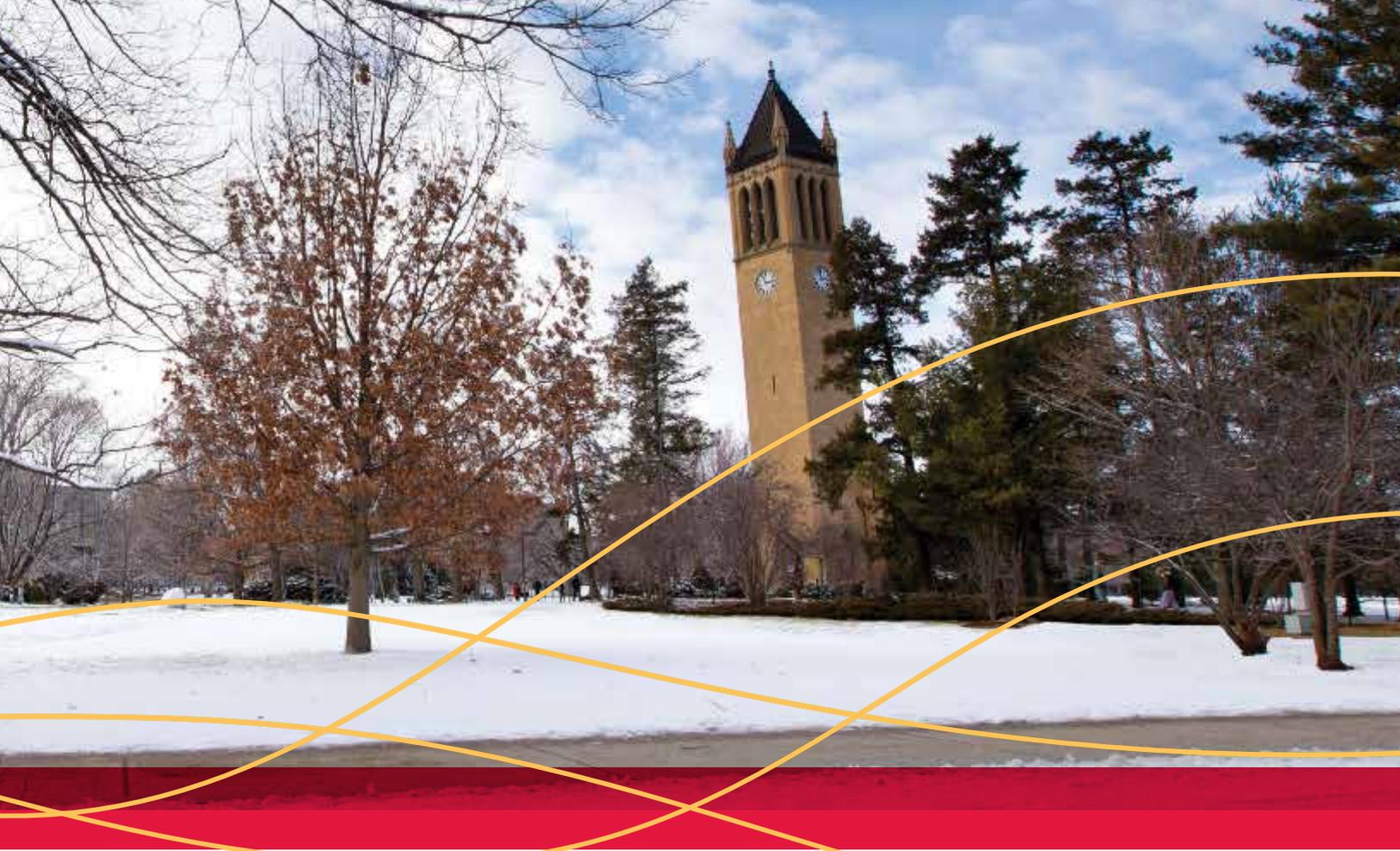


Whether you’ve reached the top of your field or are still aiming to get there, you can make a difference in the lives of Iowa State students. Visit [isugift.org](http://isugift.org) to learn more.



## *Plan Now for the Future*

Plan thoughtfully for the future. Use the enclosed reply card today to receive your FREE copy of *Estate Planning Starters* to learn about creating (or updating) your estate plan.



# A Resolution Iowa Staters Really Should Keep

## MAKE 2018 THE YEAR FOR ESTATE PLANNING

### *There are two sure things*

about New Year's resolutions: Everyone makes them, and everyone breaks them. Typical resolutions are things we know we should do, like eat more vegetables or wear more cardinal and gold. Yet, we often don't follow through. Maybe you've been thinking about updating your estate plan but it's been moved to the back burner. This is one resolution that you simply must keep.

#### **Why It's Critical**

Preparing or updating a will and getting a comprehensive review of your estate plan can help safeguard your family's financial security. If you pass away without a will, the laws of your state – whether it's Iowa or somewhere else – determine how your property is divided. If you have a spouse and children, they may have to share part of your estate with your siblings and

parents. This can have serious financial consequences for your loved ones. Having an out-of-date will can cause similar problems.

#### **What Is Missing?**

- The last time you considered your estate plan, you may have been concerned about the financial needs of young children. Today, your greater concerns may be long-term care planning for your aging parents, or even yourself.
- The life insurance policy that was once "just the right amount" now may be either more than you need or not enough.
- Have you remembered Iowa State University in your will? The gift language you'll need to share with your attorney to add a gift to your will or trust is on the back of this newsletter. To learn more, contact the office of gift planning today.

# Inspiration<sup>2</sup>

*Sometimes it takes years* for people to find their calling. Others discover their passions early in their lives. Michaela Christian, a senior from Algona, Iowa, is one of the latter.

"I always knew heading into college that I wanted to major in accounting," she said. "I loved my accounting class in high school, and my passion for the field has only grown the more I learn through my courses at Iowa State University."

Christian aspires to become a leader in public accounting and mentor other young individuals who are beginning their accounting careers. The people who inspire Christian the most are those who take time to help others, and leaders who give back to their communities – in other words, the type of individuals who mirror Christian herself.

She also looks to her parents as inspiration and motivation to become the best she can be. While growing up, both of Christian's parents were reserve judge advocates in the U.S. Air Force, which meant that one of them would be gone for a week every other month or so. "Their absence, for service, taught me to take responsibility of my own schedule and schoolwork. To this day, I am lucky that I learned independence, a hard-work ethic and time management from the example set by my parents."

Since falling in love with the accounting profession, Christian's dream has been to work for a large public accounting firm – a goal that will come to fruition when she begins her career as a tax associate in fall 2018.

"Last spring during their busy season, I completed a tax internship with RSM in Des Moines. Upon wrapping up my time there, I was offered and accepted a full-time position with the company. I am so excited to help clients and continue to grow in the public accounting industry," Christian said.

Receiving support from the Heiden Fund for Women in Business has been a profound honor for Christian. "The greatest impact has been the financial assistance, which allows me to focus on my coursework instead of worrying about working extra hours in order to afford tuition," she said. "I will always remember the generosity of Cara Heiden, who I am greatly appreciative of for supporting me as I reach my educational goals. I hope to follow her example as a leader and give back one day, as she has done for me."



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the generosity of Cara Heiden, who I am greatly appreciative of for supporting me as I reach my educational goals. I hope to follow her example as a leader and give back one day, as she has done for me.

**–MICHAELA CHRISTIAN**  
SENIOR, ACCOUNTING





### CAMPAIGN UPDATE

Last fall, Iowa State announced a comprehensive fundraising campaign, *Forever True, For Iowa State*. Among the campaign priorities is to enhance the exceptional education that Iowa State has always been known for – classroom work combined with real-world application, award-winning faculty dedicated to inspiring young minds and campus-wide leadership possibilities. Since the start of the campaign, donors like you have helped us move closer to our historic \$1.1 billion goal. Visit [forevertrueisu.com](http://forevertrueisu.com) to learn more.



*Find the cause* or need you're most passionate about, get involved in helping solve it, financially support it and, along the way, experience the rewarding feeling.

–CARA HEIDEN



\$0

\$925M \$1.1B

Total as of 11/30/17

## 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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[www.isugift.org](http://www.isugift.org)

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