



# Insights

## A Short Love Story



*Like the history* of Iowa State’s treasured campanile, the tale of Gary and Harriet Short is in essence a love story.

The two knew each other growing up in their hometown of Webster City, Iowa, but they didn’t start dating until the summer after their high school graduation.

In the fall, Harriet was off to Iowa State. Growing up, she often visited campus with her parents, who were alumni, and she knew fairly early on she would be a Cyclone. “I loved walking the campus and have fond memories of the campanile,” Harriet said.

It took some convincing to get Gary to Ames. He started at a community college before “Harriet made it clear I needed to do something else,” said Gary, who knew that meant joining her at Iowa State. He was the first member of his family to go to college, earning a Bachelor of Science in Animal Science.

Gary and Harriet’s young love blossomed at Iowa State as they studied, worked part time to help pay expenses, cheered on the Cyclones at games and forged lifelong friendships with Phi Kappa Psi fraternity brothers and Kappa Kappa Gamma sorority sisters. Some of these friends would later be members of the couple’s wedding party.

After graduation in 1960, Gary briefly bought livestock before becoming a banker and eventually president of Independence Bancshares, Inc. Harriet was selected

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### *Inside This Issue*

Gary and Harriet Short found true love at Iowa State – for each other and their professions. Now the couple is enabling promising students, like Ryan Godfredsen, to pursue what they love with support from the Gary F. Short and Harriet Mason Short Scholarship.



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for the Mortar Board honor society and graduated with a Bachelor of Science in Food and Nutrition. She worked in the experimental foods division with Betty Crocker in Minneapolis before moving back to Iowa and marrying Gary in 1961. She earned a second degree in education from another university and became a Talented and Gifted Program teacher in Independence.

Now retired, Harriet and Gary look back on their success and time at Iowa State and want to help provide similar opportunities for today's students from northeast Iowa.

"What a college education did for me was open doors that wouldn't have been opened otherwise," Gary said of the Gary F. Short and Harriet Mason Short Scholarship, which they will fund through the proceeds of their charitable remainder trust.

Last year, the couple visited campus and took a moment to honor the long-standing tradition of "campaniling" by kissing under the campus bell tower. Gary said one of his fondest memories from Iowa State is dating Harriet. "She has been very supportive, and she is my best friend," Gary said of Harriet. "It has been a wonderful life."

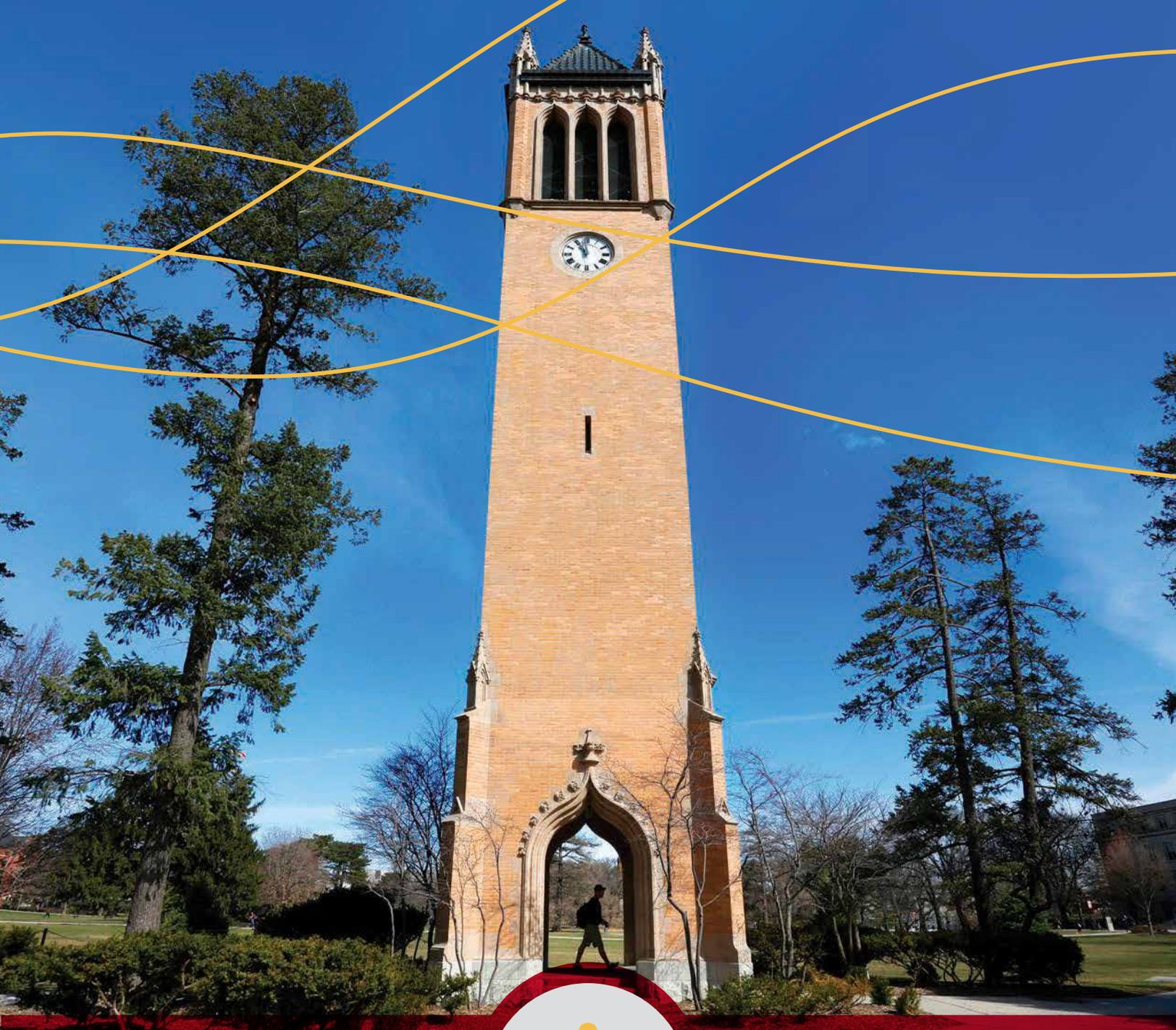


*Education is so important* and so expensive, and there is a whole lot of people who need help. You can benefit a lot of people by setting up a scholarship, and that will help people for as long as Iowa State is there – it will have a lot of meaning to a lot of people.

– GARY SHORT



Whether you found your true love at Iowa State or discovered a love for your profession, the campus or fellow Cyclones, you can show that love with a gift from your estate. Contact the office of gift planning at 800.621.8515 or [www.isugift.org](http://www.isugift.org) to learn more.



## *'Official' Iowa Staters*

The history of the Iowa State campanile began when Edgar Stanton, one of Iowa State's first graduates who eventually served as its vice president, purchased 10 bells and had them installed in a bell tower on central campus so students would remember his wife, Margaret MacDonald Stanton. Margaret was the first dean of women and passed away in 1895. Over time, it became a tradition for Iowa State students to "officially" become an Iowa Stater by kissing under the campanile at the stroke of midnight.

# Success Through Determination

*While growing up* on an acreage in rural Webster City, Iowa, Ryan Godfredsen learned the value of hard work and cultivated a passion for working with his hands. He is a self-proclaimed farm boy and keeps busy by helping his family with chores and working part time for a mowing and snow removal company. In addition, he does his own automotive painting and restoration.

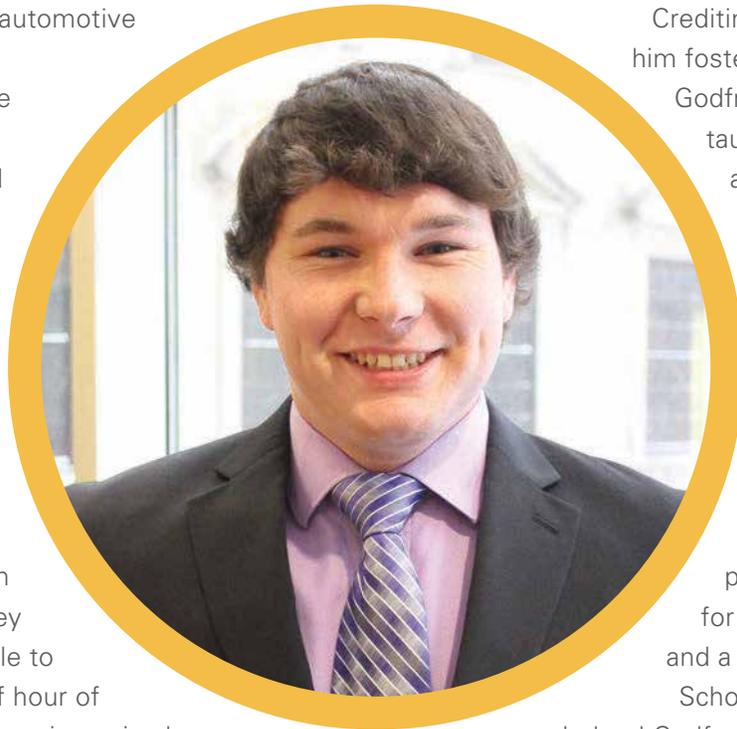
Godfredsen is guided by the motto, "In order to succeed, you must fail," and has found its truth numerous times in his life. "Ever since I was little, I have wanted to race motocross," he said. "No one in my hometown raced and there wasn't even a track to ride nearby, but I didn't let this stop me. I worked summer after summer detasseling and bean walking to save enough money for a dirt bike. I was finally able to purchase one, and after a half hour of riding it for the first time, the engine seized up. Yet, instead of letting this crush my dreams, I did everything I could to learn about dirt bike repairs and how to rebuild an engine. After hours and hours of work, I got my bike running again and was able to follow my desire to race when I joined the Iowa State Motocross Club."

Godfredsen is pursuing a degree in agricultural systems technology because of his love for figuring out how things

work and problem solving. He enjoys that it is a broad field, which will allow him to explore various careers. At Iowa State and beyond, Godfredsen is involved with numerous organizations including the Iowa State Hunting Club, National Society of Leadership and Success, and National Cued Speech Association.

Crediting his parents for helping him foster his gifts and talents, Godfredsen notes that they have taught him the value of respect and determination. He also points out that his employers have given him wonderful experiences from which to learn and grow. "From working on machinery and equipment to operating them, they have all taken the time to teach and guide me. These employers have provided me with opportunities for critical thinking and leadership and a chance to succeed."

Scholarship support has greatly helped Godfredsen while he works to achieve a degree and focus on his schoolwork and extracurricular involvement. "Being able to spend more time focusing on school helps me understand the materials covered in class to the best of my ability. The more I know, the better I can suit the needs of others when I am in the workplace. Donors have granted me this opportunity, and I am so thankful."



## Gifts That Give Back

You can make an impact at Iowa State while receiving payments during your retirement. For more information, use the enclosed reply card to request the complimentary guide *Retirement Income Plans: Ways to Pay You More*.



# Enrich Iowa State – and Your Retirement

*Finding ways to give* to the people and places we hold dear to our hearts – such as Iowa State and its students – adds meaning to our lives that no other experience can. But we miss out on these experiences when we're unsure about our ability to make a difference and support ourselves and family. A life income gift may be the solution.

A life income gift allows you to provide for others while receiving payments in return. Many of our donors, such as Gary and Harriet Short, featured in this issue of *Insights*, choose this type of gift for its flexibility and tax benefits. Plus, gifts can be funded with cash or securities. Two of the most popular are charitable remainder trusts and charitable gift annuities. Here's how they work:

## Charitable Remainder Trust

A charitable remainder trust provides a fixed income for the rest of your life or for a term of up to 20 years from a trust you create. At the end of the trust term, the balance goes to Iowa State, allowing countless students to benefit from your generosity. Additional advantages may include:

- A steady income
- A partial income tax charitable deduction
- Elimination of up-front capital gains tax

## Charitable Gift Annuity

Gift annuities make lifetime payments you never outlive. You can also provide payments for another person, such as your spouse. You'll feel good knowing your retirement is secure and that at the end of your lives, what is left of your gift will make a positive impact on Iowa State students for years to come. Other potential benefits include:

- Payments that are partially income tax free
- Qualifying for an income tax charitable deduction
- Deciding whether you want to receive payments quarterly, semi-annually or annually

*To see how a life income gift can benefit you, choose from the following options:*



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800.621.8515.



**SEE**  
your potential  
benefits now.  
Use our online  
gift calculator  
at [isugift.org](http://isugift.org).

**California residents: Annuities are subject to regulation by the State of California. Payments under such agreements, however, are not protected or otherwise guaranteed by any government agency or the California Life and Health Insurance Guarantee Association. Oklahoma residents: A charitable gift annuity is not regulated by the Oklahoma Insurance Department and is not protected by a guaranty association affiliated with the Oklahoma Insurance Department. South Dakota residents: Charitable gift annuities are not regulated by and are not under the jurisdiction of the South Dakota Division of Insurance.**



## CAMPAIGN UPDATE

In fall 2016, Iowa State announced its most ambitious fundraising campaign ever: \$1.1 billion by 2020. Since then, Iowa Staters – from across the country and the globe – have rallied together, giving what they can to enhance the student experience, fortify groundbreaking research and accelerate Iowa State’s contributions to the world. Large or small, your gifts are getting us closer to our goal. You’re proving once again what Iowa Staters have always known to be true: that together, we can achieve the most ambitious goals. Together, we can elevate Iowa State – and transform the world.

\$0

\$1.1B

\$979M

Total as of 2/28/18



## Donors

have granted me this opportunity, and I am so thankful.

–RYAN GODFREYSEN



## 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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