

WINTER 2016

Contributed photos



Olivia Reicks



Trey Forsyth

## Big Problems, Manageable Solutions

“People may need a doctor once a year or a lawyer once in a lifetime, but people need farmers every day,” said Iowa State University senior Olivia Reicks. Having spent the last year addressing food insecurity, she fully realizes the impact an agriculture research university can have on the world.

Yet reducing food insecurity isn’t just about being a powerhouse in agriculture; it also relates to what Iowa State has to offer as a whole. “More food is not the only answer to food security,” she continued. “Solutions and collaboration to feed the growing population need to come from everyone: engineers, food scientists, journalists, anthropologists and supply chain managers.”

Reicks’s statement is exactly the reason why, as a supply chain management major, she was one of only 10 students from five universities selected to participate in the Land O’Lakes Global Food Challenge Emerging Leaders for Food Security Fellowship. The other Iowa State student to join her on this journey was Trey Forsyth, a junior majoring in ag

business and agriculture and society.

Through her research, Reicks studied the amount of food waste in developing countries due to transportation problems, poor infrastructure or insect infestation. She spent the duration of the fellowship finding ways to eliminate waste at different points in the supply chain to minimize spoilage.

Forsyth’s idea revolved around working with government in Malawi to create sustainable farmer cooperatives and implement smart business practices. “If used correctly, cooperatives can be a great way for farmers to gain access to larger markets for their products,” he said.

As part of the Land O’Lakes initiative, the students received a series of challenge assignments to complete throughout the 2014-15 school year. The students then embarked on an 11-week summer internship, which took them to the Land O’Lakes headquarters in Arden Mills, Minnesota, across Africa to Malawi, Zambia, Botswana and South Africa, and eventually to Washington D.C.

Among the multitude of benefits Reicks

and Forsyth gained from this fellowship – including critical thinking skills and a passion for learning and discovering – was the lesson that big impact can come from small, calculated changes. While global hunger can seem like a looming issue, it can be broken down into smaller challenges to tackle, such as food transportation or local farmer cooperatives.

“This experience opened my eyes not only to food insecurity, but to the urgency it brings. People are dying of hunger every day, and the time for action is now.”  
–Olivia Reicks



## What's Trending?

Iowa State is in style! Our fashion merchandising program was ranked number one in the Midwest by Fashion Schools, an online resource that ranks fashion programs across the country.



## The Ethics of Success

Sure, each student in Iowa State University's College of Business wants to be a success. And yes, success in business requires critical thinking, tenacity and entrepreneurship, among many other things. But there is another secret to success – ethics.

Brad Shrader, holder of the Eucher Faculty Fellowship in Business, spends much of his time investigating and teaching the importance of ethics and its relevance in the classroom, in the workplace and in one's life. He serves on the College of Business ethics task force, which has developed a new course on the subject that integrates real-world case studies into the classroom.

Shrader had already been bringing a group of students to case competition each year for the opportunity to further wrestle with ethics in business. The participants are given a case beforehand, and they work together to present feasible, ethical solutions backed with thorough research. "This event is not for the fainthearted – it is a baptism by fire," said Shrader.

Such experiences provide students valuable real-world applications as well as the theory of ethics – a combination that allows them to build a strong ethical foundation to rely on when their aspirations of running their own corporations become a reality.



## FIRST DATE FLASHBACK

Have you heard of this old Memorial Union tradition? Back in the day, usually the first meeting between a boy and a girl was in the form of a "Coke date" – the boy would treat his date to a Coke while they sat in the "neutral territory" of the Commons to get acquainted.



## Decades of Waves

If you've ever listened to Iowa Public Radio's 90.1 station, thank Iowa State! In 1911 physics professor "Dad" Hoffman hung a transmission line between the campus water tower and the engineering building, creating a wireless telegraph station that would become WOI Radio.



## THE FACELIFT OF THE CENTURY

What exactly does the restoration project of a 100-year-old building look like? Imagine the familiar shell of Marston Hall intact, but the inside floors, walls and structures demolished and completely rebuilt.

The two-year project began in 2014 – relocating all the College of Engineering staff to various offices around campus. While the demolition process unearthed hidden treasures, such as original Carnegie steel, there is much more to look forward to in the coming months.

The Muses outside of the building, representing the four engineering disciplines when Marston was built, have been restored, the interior spaces will come together, and a new work of art will be installed in the front atrium. Be on the lookout for a new Marston Hall!



## Will Freeze for Funds

Under the pale March sun, a swarm of spirited Greek students dove into a frigid Lake LaVerne – all in the name of philanthropy.

The annual Polar Bear Plunge at Iowa State is part of Greek Week, a much larger tradition that dates back 63 years. In 2015, the fundraising efforts from the plunge totaled more than \$188,000 for the Special Olympics of Iowa – the largest single donation in the organization's history.

Greek Week 2016 is scheduled for March 27 – April 3, and includes lip sync contests, tournaments, block

parties and Vespers, a Greek leadership recognition night. All of these events serve to unite the different fraternities and sororities as one Greek community.

Those involved in the Greek system at Iowa State don't just wait for Greek Week to give back however; they focus on philanthropy all year long. In 2015, the Greek community logged more than 50,000 hours of volunteer time, and each house sponsors its own events to impact the local community.

With these kind of traditions in place, Iowa State students are guaranteed to make a splash.



## Two Birds of a Feather

The Green Gander, a campus humor magazine, launched its first issue on April Fool's Day in 1915 and became an immediate success. However, since the publication was run by Iowa State's men's journalism honorary society, Sigma Delta Chi, no women were permitted on staff. In response, a group of female journalism students started their own honorary society and magazine, called the Emerald Goose – which was also an instant hit. Coming together as one team, the two magazines announced their "marriage" in the February 1922 Valentine issue.



Photo: Nicole Wiegand/Iowa State Daily

Welcome to **YOUR IOWA STATE**,  
the newsletter that keeps you connected  
with **Iowa State University**. Look inside to  
find out what's happening on campus as  
well as to relive some of your own Iowa  
State memories.

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## The Love Story Continues

Last year, we gathered some of your favorite Iowa State memories as part of our **#ISULoveStory** feature. One couple responded, wondering if the couple kissing under the campanile in the photo we ran with the story could be them. While we couldn't find enough evidence to prove that it was the case, their love story is indeed just as special: Parting ways after leaving Iowa State in 1956, **Warren Ahnell** and **Jan Carlton** met up again in 2014 and were married in the summer of 2015.

Share your **#ISULoveStory** with us on our Facebook page!

