



Jan. 27

### Mary Alice Gallery is wedding central this spring

An opening reception for the Mary Alice Gallery's "Weddings in the Heartland: Apparel, Traditions, Memories" exhibit will be held Sunday, Jan. 30. The show, which runs through April 16, features 19 wedding gowns -- and their stories -- from the Textiles and Clothing Museum.

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### E-textbook launch at bookstore is a good one

About 1 percent of the textbooks purchased at University Book Store so far this semester are of the electronic variety. Spring semester marks the first time students have this purchase option at UBS.



E-textbooks

Jan. 27

### Throw away used alkaline batteries. Really.

Recycling alkaline batteries is not a cost-effective option, yet. If you must use them, don't hoard the used ones. The earth-friendlier option still is rechargeable batteries.

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### Free workshops focus on NSF grant proposals

Faculty and post-docs interested in obtaining National Science Foundation grants will want to check out this free spring workshop series. Workshop dates are Feb. 24, March 2 and 8.

#### Announcements

- Former alumni association director Jim Hopson died Jan. 24
- Sustainability symposium award nominations, poster proposal deadlines extended
- Several college career fairs are scheduled for February

#### Receptions & open houses

##### Receptions

- SHOP food pantry, Jan. 27
- "Intersections, Symbolism and Imagery" exhibit, Jan. 31

#### Arts & events



Cyclone sports weekend

#### Full schedule for Cyclone fans

This weekend is packed with Cyclone events, including a Jan. 29 basketball double-header at Hilton Coliseum.

#### Around campus

- ISU researcher examines sustainable organic vegetable production
- Learning communities develop leaders

#### Inside tools

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Photos by Bob Elbert.

## Mary Alice Gallery is wedding central this spring

by Erin Rosacker

A new exhibit debuted Monday at the Mary Alice Gallery in 1015 Morrill Hall. "Weddings in the Heartland: Apparel, Traditions, Memories," features historic wedding apparel from the Textiles and Clothing Museum collection.

The exhibit features 19 wedding gowns. The oldest is a vintage dress from 1897, the newest is a 2009 design. Janet Fitzpatrick, exhibit curator and lecturer in apparel, educational studies and hospitality management, said each piece was specifically selected for the display because it has a story to tell.

"All of the gowns are connected to the university or the state of Iowa," Fitzpatrick said. "Each dress has an anecdote about the dress, the wedding or the person."

For example, Fitzpatrick said there is a story about generations of wedding day serenades associated with a well-used satin wedding dress from 1914 (pictured at right). Another highlight of the collection comes from executive vice president and provost Elizabeth Hoffman. The dress she made for her 1966 wedding is featured, along with her veil, a family heirloom from Russia.



An opening reception for the exhibit will be held Sunday, Jan. 30 (1:30-3:30 p.m., Mary Alice Gallery). The exhibit runs through April 16. Gallery hours are 11 a.m.-4 p.m., Monday-Friday, with extended hours Feb. 13 and 20, March 6 and 27 and April 9 (1-4 p.m.); and April 16 (1-3 p.m.).

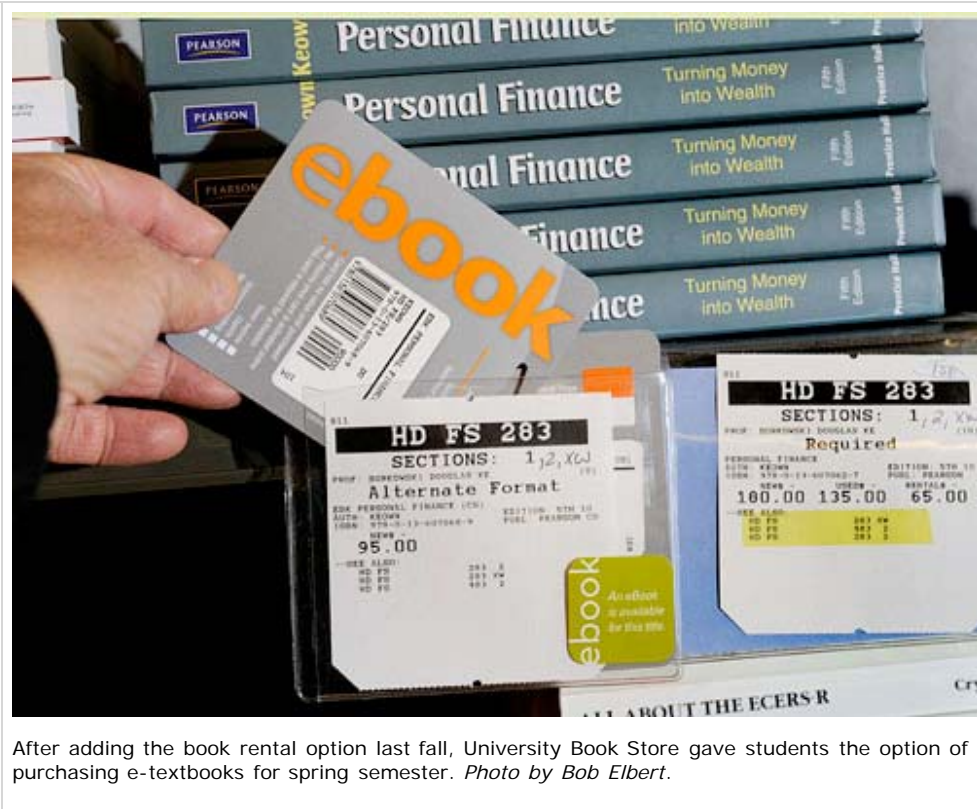
*Photo by Bob Elbert.*

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After adding the book rental option last fall, University Book Store gave students the option of purchasing e-textbooks for spring semester. *Photo by Bob Elbert.*

## E-textbook sales are off to a good start

by Anne Krapfl

In University Book Store's (UBS) first semester of offering textbooks in electronic form, 1 percent of the texts sold were e-textbooks. As of Monday (two weeks into spring semester), bookstore officials said students had purchased 458 e-textbooks from the 245 titles the store offered in electronic format. They're pleased with those results.

"We had been advised that we'd probably sell between 100 and 200 e-textbooks the first semester," said John Wierson, a textbook buyer for UBS who coordinated the addition of e-textbooks to the store's services. "I am really happy with the results so far."

Wierson said last year, a little less than 3 percent of all textbook revenue nationally was for e-textbooks. Some expect that to grow to 10 or 12 percent over the next two years.

UBS decided to sell e-texts because students have been asking for the option, he said.

They're less expensive -- as little as half the cost of a new hard copy of the same title and typically less than a used copy as well -- and less cumbersome to haul around, Wierson noted. E-textbooks include

**Variables in expanded use of e-textbooks**



features such as highlighting, note-taking on specific pages and a read-aloud audio feature. And, Wierson said, nationally, 25 percent of college students prefer reading online to reading a printed page.

The downside? They have no buy-back value at the bookstore, textbooks aren't yet compatible with Amazon's Kindle or Barnes & Noble's Nook e-readers and, depending on which electronic publisher offers the title, there may be an expiration date -- six or 12 months out -- on your "ownership." The least expensive e-textbooks typically come with an expiration date.

- Making them more interactive
- Making them viewable on more kinds of portable devices, including e-readers and smartphones

## How e-textbooks work

A student who purchases an e-textbook is equipped with several purchase codes to log into the digital textbook website of the bookstore's wholesaler, MBS Textbook Exchange, Columbia, Mo. From there, MBS directs the student to one of three electronic publishers, CourseSmart, VitalSource or Xplana, for the e-text. When more than one offers a title, MBS selects the one with the lowest price.

All publishers offer a "view online" option; an internet browser and Adobe Flash software are the basic requirements. VitalSource and CourseSmart offer an alternative: download the e-textbook to a personal computer or laptop. CourseSmart's download option also lets clients read the book on an iPad, iPhone or iPod with the right application. But Wierson noted the publishers are working on improvements and options constantly.

At the time UBS sells an e-textbook to a student, it also generates a purchase invoice with the electronic publisher. The bookstore pays the publishers monthly.

## Looking ahead

Wierson said the bookstore expects to stay in the e-textbook business. Where there's a match between a faculty member's textbook request and the wholesaler's e-textbook catalog, in most cases UBS will sell it.

He noted that two evolving variables may influence student interest in purchasing e-textbooks:

- E-textbooks that are increasingly interactive
- E-textbooks that are viewable on more models of portable devices, including e-readers and smartphones

## Cost comparison: New, used, rental and electronic

*Introduction to Engineering Analysis* (Aerospace engineering 160)

New	\$ 53.00
Used	\$ 39.70
E-text	\$ 23.70

*Chemistry The Central Science* (Chemistry 178)

New	\$218.60
Used	\$163.90
Rent	\$ 75.00
E-text	\$149.30

*Nutritional Sciences* (Food science and human nutrition 265)

New	\$154.00
Used	\$115.50
E-text	\$ 79.40

*Genetics* (Agronomy 320)

New	\$175.00
Used	\$131.20
Rent	\$ 76.00
E-text	\$ 77.80

*Real Analysis* (Math 516)

New	\$132.00
Used	\$ 99.00
E-text	\$ 55.90

*Hard Evidence* (Anthropology 524)

New	\$ 57.40
Used	\$ 43.00
E-text	\$ 24.30

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If you use alkaline batteries in your office, throw them in the trash when they lose their charge. Accumulating them for disposal later may be more detrimental to the environment. Remember, not all single-charge batteries are alkaline. Some (lithium, silver-zinc) contain hazardous substances and should not be added to the trash. They need to be recycled. *Photo by Bob Elbert.*

## It's OK to throw away alkaline batteries . . . But have you considered rechargeable ones instead?

by Anne Krapfl

You pop those alkaline batteries out of your office clock or calculator and drop them in the trash, with a pang of guilt. In this reduce-reuse-recycle era, you're fairly certain there must be an easy recycling option for them . . . isn't there?

Actually, no, there's not.

If you use alkaline batteries, the best disposal option is to throw them away with your weekly trash, say the experts on campus. Don't collect them in a separate container. They contain no hazardous materials and, pound for pound, would be 10 to 12 times more expensive to recycle than some of the most toxic wastes Iowa State's environmental health and safety department handles, according to assistant director Bill Diesslin.

### Recycle the rechargeables

Iowa State recycles rechargeable, lead acid and automotive batteries because they are hazardous

Diesslin and director of sustainability programs Merry Rankin said they field calls on alkaline battery disposal nearly every week.

"I'm thrilled people are noticing what's going into the trash and want to change that," Rankin said. "At this time, the cost-benefit analysis doesn't support it."

### **Why can't I recycle alkalines?**

Alkaline batteries haven't contained mercury for nearly two decades and contain a small amount of metal -- such as nickel, cobalt, zinc, manganese or silver. The core is zinc chloride. To say they're not recyclable isn't true, but at this point, there is no cost-effective method for de-manufacturing them.

Because of this, there is no alkaline battery recycling program on campus. Rankin and Diesslin both cautioned against businesses that accept batteries for recycling. Most likely, they're pulling out the alkalines and adding them to the trash, too.

Separating alkaline batteries from your trash actually might be worse for the environment. In higher concentrations they could cause problems at the landfill. And even in Ames, where lots of garbage is burned and converted to electricity, the weight of alkaline batteries causes them to sift out of the trash bound for the city power plant and end up in a landfill anyway.

### **Is there an alternative?**

Rankin and Diesslin's best advice: If you don't like the idea of throwing away alkaline batteries, don't buy them and stop generating the waste. Instead, buy rechargeable batteries and commit to using them. They're more expensive than one-use batteries, Rankin noted, and users have to monitor them a little more closely. But they do the job, and Rankin said she has used the same set of recyclable batteries for more than seven years.

"As a society, we've got to stop buying one-use things," Diesslin said. "Alkali batteries are a prime example of that."

waste, there's an economic value to recycling their components -- or both. Rechargeables can be placed in **recycling boxes** in 1400 Gilman, 74 Durham and the General Services (Central Stores) and EH&S buildings.



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## Workshop series examines best practices for NSF grant proposals

by Paula Van Brocklin

Faculty and post-docs are invited to participate in a free workshop series offered by the Office of the Vice President for Research and Economic Development and "[Strengthening the Professoriate at Iowa State University](#)" (SP@ISU), a three-year initiative funded by a grant from the National Science Foundation.

The first workshop is Feb. 24 (11:45 a.m.-1:15 p.m., Pioneer Room, Memorial Union), and will focus on NSF career awards. Executive vice president and provost Elizabeth Hoffman will provide opening remarks. Michael Kessler, associate professor of materials science and engineering; and Aaron Sadow, assistant professor of chemistry; will discuss their experiences with NSF grant proposals. Lunch will be served. Contact [Laurie Engleen](#), 4-6344, to register.

Two additional workshops in March will focus on the "broader impacts" (participation, education and outreach components) of an NSF grant proposal. No registration is required.

- **March 2 (3:30-5 p.m., Pioneer Room, MU)** -- This workshop will focus on campus programs that promote K-12 education and research, and ways those programs can partner with faculty to develop successful broader impact plans.
- **March 8 (11:45 a.m.-1:15 p.m., Cardinal Room, MU)** -- This workshop will look at various components of the broader impact criterion and campus programs that can partner with faculty to develop successful broader impact plans. No lunch will be served.

Contact the [SP@ISU office](#), 4-8061, for more information.

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## Full weekend schedule for Cyclone fans

This weekend is packed with Cyclone events, including a Big 12 Conference basketball double-header at Hilton Coliseum on Saturday. Junior guard Lauren Mansfield (pictured) and the Cyclone women's basketball team face Missouri at 2 p.m., while the men's basketball team squares off against Oklahoma at 8 p.m.

The ISU track and field team plays host to the Bill Bergan Invitational Jan. 29 (10:30 a.m.-4 p.m.) in the Lied Center, preceded by heptathlon and pentathlon competitions Jan. 27-28. The swimming and

diving squad entertains Nebraska Jan. 29 (1 p.m.) at the Beyer Hall pool in its final home meet of the year. In American Collegiate Hockey Association action, the Cyclone men's hockey team will play Colorado State on Jan. 28 (7:30 p.m.) and Jan. 29 (4:45 p.m.) at the Ames/ISU Ice Arena. *Photo by Steve Pope.*

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