



March 24

**Wise one chooses Iowa State**

A barred owl, to the delight of humans and dismay of crows, is a frequent visitor to a tree near Curtiss Hall.

March 24

**Regents set 2011-12 tuition rates**

Expressing frustration with declining state support for public higher education, the state Board of Regents approved tuition increases for next year on March 23: 5 percent for in-state students and 3.5 percent for out-of-state students.

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**Search committee for LAS dean announced**

The search committee for the next dean of the College of Liberal Arts and Sciences will begin its work next week.

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**Kress named VP for extension and outreach**

Cathann Kress, senior policy analyst and program lead for Military Community and Family Policy at the U.S. Department of Defense, Washington, D.C., will become Iowa State's next vice president for extension and outreach on July 1.

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**Regents request one more look at sports complex plans**

The athletics department may begin detailed design planning on an outdoor sports complex adjacent to the Towers residence halls, but the state Board of Regents withheld final approval for the project March 23, pending those plans. Neighbors have expressed concern about storm water drainage on the site, among others.

March 24

**Help test Iowa State's next homepage**

Preview samples of Iowa State's next homepage and some redesigned secondary pages are available for your review and comments.

March 24

**Work begins on Campustown transportation hub****Announcements**

- Ames City Council seeks input from residents
- Sign up now for storm spotter training March 29
- Highway 30 reconstruction begins March 28
- Feed the Need food drive starts March 28
- University Book Store closed March 27 for inventory
- P&S CYtation Award nominations due March 31
- Register now for April 29 ISU ADVANCE highlights workshop
- New Zealand earthquake presentation is March 24
- Mass spectrometry, stable isotope measurement services available on campus
- Des Moines-ISU employee carpool has an opening

**Receptions & open houses**

Retirement

- Donna Flanagan, April 1

**Arts & events**

Brunnier in Bloom

**Brunnier in full bloom March 25-27**

Fans of art and flowers won't want to miss this weekend's annual Brunnier in Bloom exhibition -- flower arrangements inspired by art pieces.

**Honors & awards**

- Walter Fehr
- Hongwei Xin

Construction is under way on a new Ames intermodal transportation facility designed to accommodate commuter, bus, taxi and bike traffic. The hub, located on university property west of the Chamberlain Street intersection at Hayward Avenue, is expected to open in June 2012.



Transportation facility

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### **Diversity gets a new home**

Dawn Bratsch-Prince, chief diversity officer and associate provost for academic personnel, is charged with leading and directing Iowa State's diversity initiatives. Human resource services now is focused on equal opportunity and compliance.

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### **Around campus**

- ISU alumnus, adviser to U.S. secretary of state is Reiman Entrepreneurial Speaker
- New student group pushes for more diversity in education

### **Inside tools**

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March 24, 2011



Photo by Bob Elbert.

## Wise one chooses ISU

by Diana Pounds

Spring brought something special to those who hang out around Curtiss Hall. Several weeks ago, a barred owl took up residence in a tall tree on the east side of the building.

Employees who are lucky enough to have east-facing windows are enjoying close-ups of the big bird, who often perches just 15 feet away. Prime spectating spots are on the first or second floors of Curtiss, depending on the owl's choice of limb.

Beth Weiser, a program assistant in agriculture and life sciences administration, said visitors from other parts of campus are dropping by Curtiss to check out the owl.

Not quite so enamored with the newcomer are resident crows, which can be seen and heard harassing the creature, Weiser said. Unruffled, the owl has retained its spot among a **grove of Canadian hemlock** trees for five to six weeks. Owl gazers should look for the tallest tree in the grove that sits between the main part of Curtiss and its connecting semicircular auditorium. The grove is on the north side of the connection.

ISU's Canadian  
hemlock: Lovely,  
educational

## 'Who cooks for you?'

Wildlife extension specialist Rebecca Christoffel said the Iowa State campus is a perfect habitat for barred owls, who prefer floodplain areas. She reports the owl's song sounds something like this:

"Who cooks for you? Who cooks for you? Who cooks for you ... all?"

This [YouTube video](#) shares an up-close look at a barred owl vocalizing in a forest.

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## Regents approve 5 percent tuition hike for in-state students

by Anne Krapfl

On a 7-2 vote, the state Board of Regents approved tuition and fee rates for next year at its March 23 meeting in Ames. At Iowa State, resident students, both undergraduate and graduate, will pay 5 percent more in tuition; out-of-state students will pay 3.5 percent more. The tuition increase equates to \$306 for resident undergraduates and \$356 for resident graduate students, and \$612 for out-of-state undergraduates and \$644 for out-of-state graduate students.

### More regents coverage

Sports complex moves into final design phase

Regents Michael Gartner and Ruth Harkin voted against the increase.

With the new recreation facility scheduled to open in August, all Iowa State students will pay an additional \$180 per year in mandatory fees -- roughly a 20 percent increase over current fees -- to begin to pay off the bond debt on that facility. As a result, combined tuition and fees will go up about 7 percent for resident students and 4.3 percent for nonresident students. A resident undergraduate will pay \$7,485 for the year; a resident graduate student will pay \$8,507.

Gartner proposed a "rollback" plan that would incrementally reduce the tuition increase -- for in-state undergraduates only -- from a 5 percent maximum if the Iowa Legislature were to approve higher appropriations this spring than what's in Gov. Terry Branstad's proposed budget. (The Branstad budget reduces funding for the three regent universities by \$36.7 million, or 7.6 percent, from current levels). Gartner said he hoped to demonstrate to elected officials "the impact of their decision on their constituents depending on if those numbers [appropriations] rise or fall."

Other regents expressed unwillingness to try to "make a deal" with the legislature at this late date and some urgency to set tuition rates so prospective students can make decisions and schools can finalize financial aid packages for students. The board did not support Gartner's proposal.

### Differential tuition

The board also approved Iowa State's three requests for differential tuition next year. They are:

- Juniors and seniors in both the agricultural systems technology and industrial technology majors, College of Agriculture and Life Sciences, will pay \$584 extra next fall, the first of three annual increments.
- In the third and final year of a request, juniors and seniors in the College of Business will pay an additional \$500 above their peers in other colleges.
- Business graduate students will pay an additional \$1,600 next year to make up the difference between undergraduate and graduate tuitions in the college as a result of the undergraduate differential tuition.

Following four years of differential increases (2006-07 through 2009-10), juniors and seniors in the College of Engineering continue to pay about \$2,000 more annually in differential tuition.

## FY12 Tuition and mandatory fees

	Tuition only 2011-12	Increase over 2010-11	Tuition and fees 2011-12	Increase over 2010-11
<b>Iowa residents</b>				
Undergraduate	\$6,408	5.0%	\$7,485	7.0%
Business upper division*	\$7,990	12.0%	\$9,107	12.9%
AST/IT upper division*	\$6,992	14.6%	\$8,285	14.9%
Engineering upper division	\$8,494	5.0%	\$9,787	6.4%
<b>Non-resident students</b>				
Undergraduate	\$18,280	3.5%	\$19,357	4.3%
Business upper division*	\$19,844	6.2%	\$20,961	6.8%
AST/IT upper division*	\$18,864	6.8%	\$20,157	7.3%
Engineering upper division	\$20,264	3.5%	\$21,557	4.2%
<b>Iowa residents (continued)</b>				
Graduate	\$7,476	5.0%	\$8,507	6.8%
Business graduate*	\$9,076	27.5%	\$10,147	26.7%
Engineering graduate	\$8,616	5.0%	\$9,909	6.4%
Vet Med, years 1-3	\$17,456	5.0%	\$18,533	5.8%
Vet Med, year 4	\$25,803	5.0%	\$26,880	5.5%
<b>Non-resident students (continued)</b>				
Graduate	\$19,192	3.5%	\$20,223	4.3%
Business graduate*	\$20,792	12.1%	\$21,863	12.5%
Engineering graduate	\$20,280	3.5%	\$21,573	4.2%
Vet Med, years 1-3	\$39,990	3.1%	\$41,067	3.5%
Vet Med, year 4	\$48,039	3.1%	\$49,116	3.4%

\*Reflects differential tuitions

AST/IT: Agricultural Systems Technology and Industrial Technology majors

## New room and board rates

The board took a first look at proposed room and board rates that would take effect May 9. Iowa State will offer students about 30 room or suite rates and eight apartment options, reflecting variables such as building, number of roommates and air conditioning.

Proposed residence hall rates vary from a 0.98 percent decrease to an increase of 5.19 percent.

Campus apartment rates would rise between 1.9 percent and 3.8 percent. ISU's three student housing councils support the proposed rate increases.

Following a review of its meal plans last summer, ISU Dining revised its meal plan options. It eliminated weekly plans (semester plans remain) and will offer five meal plan options, three of which are new. The two existing plans would go up a proposed 1.91 percent and 3.62 percent.

Dining dollar packages would remain the same, with up to a 10 percent discount on the dollar for 600 dining dollars. Meal block plans -- designed as an on-campus meal option for campus apartment or off-campus students -- would increase between 13 and 14 percent, as proposed. Last summer's review

showed that meal block plans were inequitable compared to the meal plan rates on-campus students are required to purchase. All meal block plans still include a discount, between 6 and 9 percent, off the cash price of a meal.

For purposes of year-to-year comparisons, Iowa State uses a double room in Richardson Court and a meal plan of 225 meals/semester and \$200 dining dollars. This package would increase a proposed \$224, or 3.0 percent, next year.

In its five-year plan to the board, the residence department reported it opened fall 2010 semester with 9,403 students; a third-highest (ever) occupancy rate of 97.8 percent. Department officials anticipate an occupancy rate of 95.1 percent next year, with a gradual decline to 87.6 percent (727 fewer students) by fall 2016. Occupancy rates are based on enrollment projections (which are declining), a five-year average on campus housing retention rates, and historical "capture" rates of new students just out of high school.

## **Honorary degree, stadium scoreboard**

In other business, the regents:

- Approved the former "miscellaneous" student fees (those not related to tuition) which, at the board's request, have been recategorized as either academic or administrative. Iowa State will raise by 5 percent the per-credit-hour rate for extension/continuing education workshops and summer course fees at the Iowa Lakeside Lab field station near Spencer. A 5 percent increase also will be applied to the new student programs fee and the enrollment fee for graduate students who have completed their coursework but not their thesis work.
- Approved Iowa State's request to award an Honorary Doctor of Science degree to University of Arizona president Robert Shelton for both "pioneering work in superconductivity and magnetism" and "outstanding scientific and academic leadership in major administrative positions at several universities." Shelton was an ISU faculty member in the physics department from 1978 to 1987. He served at the universities of California, Davis (1987-2001) and North Carolina, Chapel Hill (2001-06), prior to his presidency at Arizona. Shelton will be honored at this spring's commencement.
- Approved an increase in the not-to-exceed cost of a new video scoreboard and sound system at Jack Trice Stadium, from \$4 million to \$5 million. The increase is due primarily to revised costs to build the necessary support structure above the Jacobson Building, where the system will be installed.

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## Search begins for next dean of the College of Liberal Arts and Sciences

by Diana Pounds

The search is under way for the next dean of the College of Liberal Arts and Sciences. Executive vice president and provost Elizabeth Hoffman identified a 20-member search committee to seek a successor to LAS dean Michael Whiteford, who will retire on June 30.

Search committee co-chairs are Jonathan Wickert, dean of the College of Engineering, and David Holger, associate provost for academic programs and dean of the Graduate College. The committee will begin its work next week and anticipates a new dean will be named by the end of fall semester 2011 and on the job no later than July 2012.

Starting this July 1, David Oliver, professor of genetics, development, and cell biology and associate dean of LAS, will serve as interim dean.

Nominations for the LAS post may be submitted to provost Hoffman, [bhoffman@iastate.edu](mailto:bhoffman@iastate.edu), or co-chairs Wickert, [wickert@iastate.edu](mailto:wickert@iastate.edu), and Holger, [holger@iastate.edu](mailto:holger@iastate.edu).

### Search committee

Members of the LAS dean search committee are:

- Jonathan Wickert, committee co-chair and dean of the College of Engineering
- David Holger, committee co-chair and associate provost for academic programs and dean of the Graduate College
- James Andrews, professor, history
- Sawyer Baker, sophomore, political science
- Dennis Banasiak, LAS Advisory Council member
- Diane Birt, Distinguished Professor, food science and human nutrition
- Alicia Carriquiry, Distinguished Professor, statistics
- Barbara Ching, professor and chair, English
- Art Croyle, associate professor, art and design
- Veronica Dark, professor, psychology
- Bill David, University Professor, music
- Wyndolyn Ludwikowski, a graduate student in psychology
- Malika Jeffries-El, assistant professor, chemistry
- Eric Northway, senior lecturer, philosophy and religious studies
- Emily Olson, academic adviser, LAS
- David Peterson, associate professor, political science
- Loreto Prieto, professor, psychology and U.S. Latino/a Studies
- Kay Runge, past LAS Advisory Council member



- Rob Wallace, associate professor, ecology, evolution and organismal biology
- Wendy Wintersteen, dean of the College of Agriculture and Life Sciences

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March 24, 2011



## **Kress named vice president for extension and outreach**

by Annette Hacker, News Service

Cathann Kress, senior policy analyst and program lead for Military Community and Family Policy at the U.S. Department of Defense, Washington, D.C., will become Iowa State's next vice president for extension and outreach. Kress will begin her new role on July 1.

In her role as vice president, Kress will serve as director of ISU Extension, which connects Iowans with Iowa State resources through educational opportunities that promote healthy people, support healthy environments and advance healthy economies. ISU Extension program areas include 4-H/youth development, community and economic development, agriculture and natural resources, families, and the Center for Industrial Research and Service.

Kress succeeds Jack Payne, who accepted a position at the University of Florida, Gainesville, last May. Gerald "Jerry" Miller, longtime faculty member and administrator at Iowa State, has served as interim vice president for extension and outreach since June 1, 2010.

### **'Tremendous experience'**

"I am very excited that Cathann will be joining us," said executive vice president and provost Elizabeth Hoffman. "Her experience and vision make her just the right person to lead ISU Extension during these challenging economic times and well into the future. I also want to extend a special thank you to Jerry Miller, who has led Extension as interim vice president over the past year. Following the extensive reorganization, his steady hand, kindness, and deep understanding of Extension have been invaluable."

President Gregory Geoffroy noted, "Cathann has tremendous experience with Extension and in working with people. She's a graduate of both Iowa State and the University of Iowa, and she started her career with Extension right here in Iowa, so she is very familiar with the state. She has held top state and national positions in Extension, and she will provide great leadership for Extension in Iowa."

Prior to joining the Department of Defense in 2008, Kress was director of youth development for the U.S. Department of Agriculture's Cooperative State Research, Education and Extension Service (CSREES) in Washington, D.C., for six years. There, she provided national leadership for youth programs administered through cooperative extension and land-grant universities, including 4-H, USDA-military partnerships, rural youth opportunity programs and Children, Youth and Families at-Risk (CYFAR). She also established the mission and role of the National 4-H headquarters.

From 2000 to 2002, Kress was assistant director of Cornell University's (Ithaca, N.Y.) cooperative extension and the state program leader for 4-H Youth Development. She also served as an adjunct

faculty member in the Department of Education, College of Agriculture and Life Sciences at Cornell; and as acting executive director (in 2002) of the New York State 4-H Foundation.

## **Coming home**

A native of Sharon Center, Iowa, Kress taught psychology at Kirkwood Community College in the late 1980s and served as a youth development specialist and a youth and family violence specialist for ISU Extension from 1992 to 2000. She earned a bachelor of science in social work from Iowa State (1983), and a master's in counseling (1986) and a Ph.D. in education (1990) from Iowa.

"I'm honored to return to Iowa State and to serve the people of Iowa," Kress said. "I directly benefited from Iowa's commitment to education, and am a product of an excellent Iowa high school and two Iowa universities which prepared me well. Iowa State has affirmed the three-fold, land-grant mission: teaching, research and service for the public good. I look forward to working with dedicated volunteers, faculty and staff who have earned national reputations, and an institution which understands its role to both educate and innovate. And I will welcome feedback from the people of Iowa, which is critical to fulfilling our mission and continuing to provide relevant, high-impact programs for the state."

College of Agriculture and Life Sciences Dean Wendy Wintersteen and David Holger, associate provost for academic programs and dean of the Graduate College, chaired the search committee.

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March 24, 2011



## Sports complex moves into final design phase; regents ask for one more look

by Anne Krapfl

The athletics department received state Board of Regents approval March 23 to begin a detailed design of an outdoor sports complex on the green space east of the Towers residence halls. Stopping short of giving the final green light to construction, the board asked to review the final design, especially plans for storm water runoff and site drainage, before the project goes out for bid early this summer.

### More regents coverage

[Regents approve 2011-12 tuition rates](#)

The complex will provide practice and competition facilities for the women's soccer and softball, and men's and women's track and field teams. Its estimated cost, \$13 million, will be covered by annual athletics revenues and private gifts and financed over 15 years. No general university funds or student fees will be used.

Vice president for business and finance Warren Madden summarized several months of university officials' discussions with neighbors along the east and north side of the sports complex site. Madden said the [preliminary site plan](#) has been modified to address concerns about lighting, noise and parking. He said that in the final design, Iowa State will address the neighbors' concern about storm water runoff.

"We are aware that some in the neighborhood wish this project wouldn't happen at all," he said. "We believe this is an improved plan, and we will work within city and [Iowa Department of Natural Resources] requirements to try to respond to their concerns."

He said the intent is to actually improve water runoff at the site in the final design, not further hinder it, as neighbors fear.

Regent Robert Downer proposed delaying the board's final approval of the project until the detailed design is complete.

"Looking at the topography, drainage may be a difficult issue," he said. "I don't doubt anything anyone at the university has said. We want to be good neighbors."

### Parking permit rates for next year

The cost of ISU parking permits would rise about 3 percent on July 1, under proposed rates presented to the regents. The board will vote on parking fees at its April 27-28 meeting. Parking permit funds are used to pay operating expenses in the parking division and to upgrade and repair existing lots.

### Parking permits: Proposed increases on July 1

<b>Permit</b>	<b>Proposed FY12</b>	<b>Current</b>	<b>Increase</b>
Reserved	\$471	\$457	3.1%
24-hour reserved	\$846	\$821	3.0%
General staff*	\$132	\$128	3.1%
Departmental	\$132	\$128	3.1%
Vendor	\$171	\$166	3.0%
Motorcycle	\$44	\$43	2.3%
Memorial Union ramp			
MU employee	\$474	\$462	2.6%
Annual	\$474	\$462	2.6%
Seasonal**	\$202	\$195	3.6%
Summer	\$162	\$156	3.8%

\*Includes Residence, Ames Lab staff permits

\*\*Fall, Winter and Spring



March 24, 2011



## Help test Iowa State's next homepage

You can have a sneak peek and, perhaps, help tweak Iowa State University's next homepage. The new homepage will make its official public debut early this summer. However, a preview sample of the new page (and several key secondary pages) is available now at [new-www.iastate.edu](http://new-www.iastate.edu).

The web development team hopes the ISU community and others who use the university website will try the new pages and offer feedback.

"We're interested not only in what people think of the new look, but in how well the homepage helps them get where they want to go," said Diana Pounds, associate director in university relations. "The homepage serves a broad audience, from current students to visitors who've never set foot on campus. It should provide a fast path to information for all of them.

"We've tested the sample homepage with various groups -- ISU students, faculty and staff, prospective students and their parents, and alumni," Pounds said. "Over the next few weeks, we hope that many others will take a look at the new page and tell us what they think."

### How to comment

Comments can be posted via a [feedback form](#).

### New Website FAQ

More information on the homepage redesign is available on the [New Website FAQ](#). The site will be updated frequently to reflect new questions and answers.

### Samples of new pages

- [Homepage](#)
- [ISU profile](#)
- [Student links, resources](#)

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Ames intermodal transportation facility. *Submitted photo.*

## Work begins on Campustown transportation hub

by Erin Rosacker

Work has begun on the [Ames intermodal transportation facility](#), located on university property west of the Chamberlain Street intersection at Hayward Avenue. It will provide more than 390 parking spots and accommodate commuter, bus, taxi and bike traffic.

Construction fences are up and crews are working to clear the area. ISU parking lot 60, which offered 236 spaces for residence hall and student government parking, was part of the space. Permit holders were moved to the Towers parking lots.

Jon Harvey, project manager and architect in facilities planning and management, said the intermodal facility is expected to be substantially complete by June 2012. He said that at a minimum, the project will be LEED certified silver, but crews are shooting for a gold rating.

CyRide will own the facility, which will include enclosed bus bays, a two-level parking ramp and a taxi stand. Federal grant funds, and Congressional and local matching dollars are paying for the \$9.2 million project. Iowa State has not committed any funding to the project, but has been contracted to manage the facility.

March 24, 2011



## Diversity gets a new home

by Paula Van Brocklin

Efforts to enhance diversity initiatives at ISU have resulted in a push to create a more centralized leadership function in the office of the executive vice president and provost.

Dawn Bratsch-Prince, who recently was appointed associate provost for academic personnel, also accepted the role of Iowa State's chief diversity officer. The university has not had a chief diversity officer before, signaling a move toward a more centralized plan for diversity at Iowa State.

"Since this office has the responsibility for the academic enterprise on campus, it seemed to be the right place to centralize and coordinate diversity efforts and provide some leadership," Bratsch-Prince said.

In her role as chief diversity officer, Bratsch-Prince chairs the University Committee on Diversity (formerly the Advisory Committee on Diversity Programming and Coordination), an advisory committee on diversity programming and issues at Iowa State. She envisions opportunities to get faculty more involved in existing diversity initiatives, such as the annual [Iowa State Conference on Race and Ethnicity \(ISCORE\)](#). She intends to lend support to the campus-wide efforts to attract a diverse pool of applicants for faculty and staff positions, and to make permanent some of the [ISU ADVANCE](#) initiatives that have resulted from a five-year National Science Foundation grant.

To assist with her efforts, Bratsch-Prince is in the process of hiring an equity and diversity coordinator; she hopes to fill the position by May 1. This person will assist Bratsch-Prince in all aspects of diversity planning and administration, and will have a significant role on the university work/life committee and with the ADVANCE programs.

"I think it's important for us to be cognizant of the fact that the [2010-15 ISU strategic plan] talks about the diversity of faculty, students and staff, and respect for diversity of people and ideas," Bratsch-Prince said. "So, investment in this new equity and diversity coordinator position and in a chief diversity officer really does align with our vision for our future as an institution."

## HRS to focus on compliance

With the chief diversity officer located in the executive vice president and provost's office, human resource services is shifting its focus from diversity programming to compliance. As an equal opportunity/affirmative action employer, Iowa State must provide the federal government with statistical information on employees to make sure the university is complying with federal rules and regulations.

Last fall, Carla Espinoza, associate vice president of HRS, became the university's interim

compliance officer. A search for a new compliance director will begin in April, and the position should be filled this summer. The department received a name change as well, from equal opportunity and diversity (EOD) to equal opportunity and compliance (EOC).

A focus on compliance is a necessary change, Espinoza said. The results of an 18-month compliance review by the U.S. Department of Labor concluded that ISU must conform to several new compliance requirements.

"As they asked questions, it became clear to us that on top of everything else we were doing, we were barely able to keep up with the compliance side of things," Espinoza said.

She said procedures the university used to follow no longer are accepted, and additional documentation and tracking are necessary.

"We have to provide lots of data that we have but can't necessarily access easily because [the federal government] wants it in a different format," she said.

The new compliance director will help ease the compliance workload by completing compliance reporting, educating the campus community on compliance issues and leading investigation complaints.

"I think the provost's commitment to focus on the diversity program is great for Iowa State," Espinoza said. "Our role is very much compliance-oriented now."

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*Contributed photo.*

## **The Brunnier will bloom this weekend**

Spring has sprung at the Brunnier Art Museum in the Scheman Building, which will hold its third annual "Brunnier in Bloom" exhibition March 25-27. As in the past, the event will showcase floral arrangements by local amateur and professional florists who are charged with creating displays that complement the museum's works of art. The show runs Friday from 6 to 8 p.m., and Saturday and Sunday from 1 to 4 p.m.

Throughout the weekend, attendees may participate in a raffle for prizes (tickets are \$2 each) and a



silent auction for select floral arrangements. High bidders may take home the flowers following the conclusion of the exhibition Sunday afternoon. Raffle proceeds will help support University Museums' educational programming.

Some floral designers will receive kudos for their efforts. A best in show and two honorable mention awards will be unveiled Friday evening, and a people's choice award will be announced at 3 p.m. Sunday. Judges are John Cunnally, associate professor of art and design, and Deb Lewis, curator of the Ames Arboretum.

The exhibition is free and open to the public, though a \$3 donation is appreciated.

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