



April 15

Veishea weekend gears up

Cherry pies, Taste of Veishea, SOV, canoe races, battling bands, Dr. Drew, and the Bonnaroo College Comedy Tour are among the highlights of the next four days of Veishea.

April 15

Everyday hero leads the parade

Marcia Clendenen, mentor of hundreds of students during 33 years in ISU's parking division and behind-the-scenes helper at a floatload of Veishea parades, will lead this year's procession as grand marshal.

April 15

ISU Dining menu includes student creations

A unique partnership between ISU Dining and a culinary science class gives students a shot at developing menu items for their peers.



Culinary science students

April 15

ISU helped pioneer direct lending plan

Recent legislation that removes private lenders from the federal student loan process won't have much effect on ISU students. Iowa State was among schools that helped pioneer direct lending in 1994.

April 15

Gnome on the range

Reiman Gardens is home to the country's largest concrete gnome. The giant garden ornament is one of the features for this year's theme, "A Celebration of Garden Ornamentation."



Reiman Gardens

April 15

Earth Day turns 40

Iowa State will commemorate Earth Day's 40th anniversary with lots of on-campus events during Earth Week, April 19-25.

April 15

Move in begins at biorenewables lab building**Announcements**

- Central Stores will be closed April 21-23 for inventory
- Graphic Design Senior Portfolio Night April 22
- Learning community teams to hold *Apprentice* competition April 15-22
- Fire safety training begins April 20
- Storm-spotter training scheduled for April 27
- Vet Med dean search committee seeks input for position description at April 21 forum
- Submit requests now for library course reserve materials
- Register to volunteer for Special Olympics by April 23
- Computer virus captures keystrokes to gather information

Receptions & open houses

Retirement

- **Kenneth Windom, April 21**

Arts & events*Guys and Dolls***Dancing (and singing) with 'Stars'**

This year's Stars Over Veishea production, the Tony Award-winning musical *Guys and Dolls*, brings gamblers, gangsters and showgirls to Stephens Auditorium April 16-17.

Honors & awards

- **Cory Harms**

Around campus

- **Student dies; bacterial meningitis**

Faculty and staff are starting to check in at the new Biorenewables Research Laboratory on the west side of campus. Move-in will continue into the summer; a building dedication is scheduled for September.

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suspected

- Giving corn a vitamin boost
- A crime-fighting professor
- MBA case competition comes to Iowa State

Inside tools

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April 15, 2010



Iowa Staters enjoy Tuesday's central campus lunch barbecue co-hosted by the LAS, Human Sciences and Graduate colleges. The **lunches** continue through Friday; a \$5 Veishea button gets you lunch at no additional cost every day. *Photo by Bob Elbert.*

Veishea weekend gears up today

by Tim Greene, News Service

Student organizers have packed Veishea 2010 with traditional activities and new events. Here are some highlights of the next four days. A [complete Veishea calendar](#) is online.

Veishea favorites

Family fun underneath Cy's Big Top, canoe races on Lake LaVerne, and carnival rides and games near the Molecular Biology Building will be back. This year's Stars Over Veishea production is the Tony Award-winning musical *Guys and Dolls*. Performances will begin at 7:30 p.m. April 16 and 17 at Stephens Auditorium. Tickets (\$20; \$15 for students) are available at the Stephens ticket office or through [Ticketmaster](#).

Everybody loves the parade

The Veishea parade, all 115 entries, will begin winding its way through campus at 10:40 a.m. on Saturday, April 17. Marcia Clendenen, retired parking and transportation supervisor for the department of public safety, will be the grand marshal. In January, Clendenen concluded a 33-year career with the parking division, where she served as a resource and planning team member for many large events, including Veishea. The [Veishea parade route](#) is online. If you can't make it to the live version, the parade will be broadcast statewide on the Mediacom Connections channel (channel 22 in central Iowa) at 7 p.m. Saturday.

Veishea Village

More Veishea

- [Parade marshal Clendenen](#)
- [Some north lots closed](#)

Academic organizations and student groups will present a variety of displays on central campus from 11 a.m. to 4:30 p.m. Saturday. Veishea Village has something for everyone, including a large sandbox area created by the student chapter of the Associated General Contractors of America; and a petting zoo in the Farm Bureau Pavilion, Kildee Hall, hosted by the Pre-veterinary Club. Visitors can watch demonstrations by the taekwondo and judo clubs, learn about financial literacy and food science inside MacKay Hall, and watch duels performed by the Medieval Re-creationist Club just outside. The College of Engineering will have nine displays, showcasing the Team PrISUm solar car, Cyclone Power Pullers, Engineers Without Borders and much more. A [map of Veishea Village and a list of exhibitors](#) is online.

Pancakes, cherry pies and other good things

If you purchased a \$5 button to enjoy lunches on central campus this week, you also can use it at midnight pancake feeds Friday and Saturday on central campus. Serving continues until 3 a.m.

And don't forget to pick up your cherry pie -- an Iowa State tradition since 1919. Hospitality management students will make and sell 12,750 of the delectable little tarts on Friday and Saturday, from 7:30 a.m. to 4:30 p.m. or until they're sold out. Pies are \$1 each in room 16, MacKay. Proceeds will help fund scholarships.

The International Food Fair will run from 11 a.m. to 3 p.m. Saturday in the MU Great Hall. About 18 student and scholar organizations will sell specialty foods from around the globe. Admission is \$3 and food tickets are 50 cents. Food and beverage items require one to five tickets.

Taste of Veishea vendors will be available in two locations: on Union Drive next to Lake LaVerne and north of the Molecular Biology Building, Friday afternoon through 3 a.m. Sunday.

Late Night with Dr. Drew

Producer and host of VH-1's *Celebrity Rehab*, *Sober House* and *Sex Rehab*, Dr. Drew Pinsky will host "Late Night with Dr. Drew" at 11 p.m. Friday, April 16, at Stephens. Admission is free. Pinsky, a practicing medical doctor and host of the nationally syndicated radio show Loveline, has been helping young adults with relationships, sexuality and drug addiction problems for almost three decades. Immediately following Pinsky's talk, there will be a book signing downstairs in Stephens' Celebrity Cafe.

Bonnaroo College Comedy Tour

The 2010 Bonnaroo College Comedy Tour will provide some laughs at 11 p.m. Saturday. The event features comedian, actor, writer and cartoonist Pete Holmes, NBC TV's *30 Rock* star; rising comic Amy Schumer; and New York-based writer and performer Kumail Nanjiani, who has been featured on Comedy Central's *The Colbert Report*. The event will be in the Memorial Union Great Hall. Admission is free.

Where to park . . .

Lots 12, 27, 28 and 29 on the north side of campus will be the site of Veishea events Friday afternoon through Saturday night, and so unavailable for parking. Some parking will be available in surrounding lots and in lots north of the railroad tracks and west of Stange Road (lots 29B, 120, 120A, 121, 122, 124 and 125). See [campus map](#).

Concert information

Tickets for Friday night's Battle of the Bands concert (10 bands plus headliner Motion City Soundtrack

and opening act Fun) and Saturday night's Live @ VEISHEA (hellogoodbye, Emerson Drive, Leslie and the LYs, The Envy Corps and Landon Pigg) are on sale through April 16 for Iowa State students, faculty, staff and alumni.

Student, faculty and staff tickets are on sale at the MU Maintenance Shop from 11 a.m. to 5 p.m. through Friday. This week, anyone with a valid Iowa State ID may purchase up to five tickets for \$8 each.

ISU alumni (\$10) and Alumni Association members (\$8) may purchase up to two tickets for the Friday and Saturday night concerts **online** by April 16. Tickets must be picked up at the ISU Alumni Center during regular business hours (8 a.m.-5 p.m., Monday through Friday) or between 1 and 5 p.m. on Saturday, April 17.

Concerts will be held north of Molecular Biology, rain or shine. Tickets will be exchanged for wristbands at the concert venue, and the wristband is valid for concert admission on both nights.

Alcohol is not allowed at any Veishea events.

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April 15, 2010



Photo by Bob Elbert.

Marcia Clendenen -- Veishea parade grand marshal

by Annette Hacker

Look at a decades-long list of Veishea parade grand marshals, and you'll see governors, university presidents, inventors, authors, athletes, coaches and Olympians. Even an astronaut. Many are names you'd recognize. This year, the students who organize Veishea decided to honor an everyday hero.

For 33 years, Marcia Clendenen worked in the parking division in the department of public safety. During that time, she mentored and supervised hundreds of students, helped start the ISU HelpVan program (which assists motorists with minor car problems), served on the transportation advisory council, and worked on planning teams for large events such as football games, Special Olympics, the Iowa Games and, of course, Veishea.

More Veishea

- [Event highlights](#)
- [Some north lots closed](#)

Clendenen is a problem solver. Resourceful. Cheerful. Until she retired in January, she always told everyone she had "the best job on campus."

Clendenen was grocery shopping when the Veishea students called her cell phone and asked if she'd be this year's grand marshal in the parade -- and the keynote speaker at closing ceremonies. She tried to talk them out of it, pointing out, "That's for astronauts, VPs, famous alums, people who have donated a lot of money."

But the students told her they'd already decided. They wanted her. She pushed her grocery cart aside and had a good cry. Right there in the Fareway produce department. And then she said yes.

So this year, instead of arriving at 3:30 a.m. to help move floats down Lincoln Way and onto campus, checking to make sure the parade route is clear, or off in the wings helping, Clendenen is going to be riding in the Veishea parade, with her grandchildren walking alongside. Most years, she missed most of the parade because she was working.

"I don't know 'why me?'" she said. "But I'm just so honored that they picked a staff member to be the grand marshal."

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April 15, 2010



Culinary science students and the entrees they prepared for 100 diners Wednesday (l-r): Ashley Swanson, rice with peanut cilantro sauce; Kendall Olson, Italian chicken pasta; Dan Nelson, pasta with spicy Ragu sauce; Curtis West, pizza casserole; and Courtney Van Arkel, rotini pasta dish. Photo by Bob Elbert.

Culinary science students create menu items for ISU Dining

by Mike Ferlazzo, News Service

While it's not uncommon for students to serve other students in university dining halls, an introductory culinary science course and its partnership with ISU Dining is allowing some Iowa State students to create new menu items for their peers.

Students enrolled in the Intro to Professional Skills in Culinary Science course are required to become paid ISU Dining employees who work with the chefs and cooks in the kitchen for 100 hours of culinary work experience. They also prepare and test a new recipe in the dining halls -- a project that is nearly two-thirds of their final grade.

With input from ISU Dining chefs, the students first prepare and serve their new food item to 20 students, collecting written feedback from those who sampled it. They use that feedback to improve the recipe before preparing it again for 100 students.

Winners

If the new dish is well received and cost-effective to prepare in large quantities, it may be considered for ISU Dining's regular menu rotation. One of the recipes now in the rotation was created last fall by culinary science sophomore Rebecca Swegle. "Cyclone Pasta" is spiral pasta served with a red sauce that contains red and yellow peppers and sausage.

"One goal of this recipe project is to get ISU Dining some new recipes," said Erica Beirman, culinary

science coordinator and a lecturer in food science and human nutrition. "The chefs get to approve these projects. We want them to approve projects that can be feasible and utilized in a dining center that prepares meals for 2,400 students each meal."

Beirman was a manager for ISU Dining before accepting a faculty position three years ago.

ISU Dining executive chef Everett Phillips sees several positives in the relationship.

"We get recipes out of [the class], and hopefully we also get continued employment with the culinary science students, since they come to us at a different level [of culinary interest] than most of our students," he said. "The students from the class do more kitchen work and cooking with food in a large-scale operation.

"It's also nice for them to come up with these menu ideas, because their ideas are different from our ideas a lot of the time."

Students in this semester's class, taught by Beirman, will be testing their new foods for the remainder of the semester in both the Union Drive and Maple-Willow-Larch dining centers.

Extracurricular creations

But it's not only students in the culinary science class who are creating new ISU Dining menu options. Cassie Miller and Amanda Pudlik, two culinary science juniors, created soy-based recipes in ISU's research food lab last summer as interns for the Iowa Soy Foods Council.

Phillips said that some of their creations -- including Southwest tofu pasta (tofu and salsa macaroni and cheese), soy pad Thai noodles and shrimp, and tofu croutons -- have been added to ISU Dining's rotation. And two new desserts -- a Hawaiian scone and blueberry crumble cake -- will be served in campus dining locations soon.

Phillips said he hasn't quite perfected the desserts to produce in mass quantity. He starts with a home-size recipe and adjusts it for 100 servings. With that size mastered, he then multiplies it for 1,500, the normal quantity prepared for each dining hall.

April 15, 2010

ISU helped pioneer direct lending plan

by Diana Pounds

Recent legislation that removed private lenders from the federal student loan process won't have much effect on Iowa State students.

"ISU students have been getting their federal loans without going through banks since 1994," said Roberta Johnson, director of student financial aid. "Iowa State was among the schools that helped pioneer direct lending."

The new legislation, the Student Aid and Fiscal Responsibility Act, ended the system of passing federal loans through private lenders en route to students. Lenders received subsidies for their role in the process. The savings generated by eliminating the lenders' subsidies will be directed to need-based Pell Grants, community college expansion and the federal deficit, Johnson said.

Johnson said the current bill has its roots in 1993 legislation that allowed some schools to pilot a direct-lending program. Iowa State joined 104 other schools, many of them public universities, in a first-year pilot of the program.

Johnson applauds the new legislation.

"It's better use of taxpayer dollars if we cut out the middle man," she said. "Banks should not need federal subsidies. Let's plug that back into the loan program. With this economy, students' need for Pell Grants is burgeoning."

In FY10, ISU students received 25,680 federal direct loans, totaling \$136 million. Some students received more than one loan.

There's still a place for private loans in higher education, Johnson said, because there are caps on the amount of federal loans students can receive.

Johnson said about 73 percent of ISU students graduating in 2008-09 had taken out loans for their education. The average debt at graduation for these students was \$29,767.

April 15, 2010



Photo by Bob Elbert.

Gnome on the range

The largest concrete gnome in the country was installed at Reiman Gardens last week as part of a new exhibition opening April 23 and continuing through mid-October. Commissioned by Reiman Gardens, the gnome was created by sculptor Andy Kautza of National Rock and Sculpture, Wausau, Wis. The gnome stands 15 feet tall in a part of the gardens known as the shade garden and weighs 3,500 pounds (with a hollow frame of steel rebar and metal lath, covered by about 2 inches of concrete). He cost \$10,000, which was covered by strong gate receipts during last year's dinosaurs exhibition.

He doesn't have a "gname" yet, but gardens staff is accepting suggestions. The selected name will be announced at the exhibition's preview event on Earth Day, April 22.

Joining the big gnome in this exhibition are 20 much smaller versions of the same guy, adopted and custom painted by area civic groups and organizations, and displayed throughout the gardens.

Director Teresa McLaughlin said she expects the tall gnome will remain at Reiman Gardens for several years. The gnome exhibition is part of Reiman Gardens' 2010 theme, "Celebration of Garden Ornamentation."

April 15, 2010

Get your green on for Earth Week, April 19-25

by Paula Van Brocklin

April 22 marks the 40th anniversary of Earth Day, and Iowa State is celebrating with several activities during Earth Week, April 19-25. Many campus events will take place multiple times during the week. A complete [calendar \(PDF\)](#), including Ames community events, is online. All events are free unless noted.

Here's a snapshot of Earth Week events taking place on campus.

Reoccurring during the week:

- **Used magazine sale**, April 19-23 (8 a.m.- 10 p.m.; April 23, through 4 p.m., browsing library, Memorial Union). Bring your unwanted magazines and pick up a few more for 25 cents each. All proceeds support the [browsing library](#).
- **Book swap**, April 19-21 (2-8 p.m., Pine Room, MU). Books of all kinds are welcome at the [Green Umbrella Group](#) book swap. Take a book for every book you bring. Swap at least two books and receive a free tote bag made from recycled pop bottles.
- **Scavenger hunt**, April 19-22 (ongoing, campus-wide). The list of items to find will be available at the book swap (see above). Take photos of the items and bring the pictures to the Parks Library lawn April 22 between 11 a.m. and 1 p.m. Winners will be announced April 23 at the Gabrielle Louise workshop and concert (see April 23).
- **ISU Dining specials**, April 19-23 (regular hours, campus cafes). Stop by any ISU cafe) with a reusable mug (up to 24 ounces) and fill it with hot tea, fountain pop or brewed coffee for 99 cents. Also, stock up on free coffee grounds for your garden at Caribou Coffee, Hawthorn Market and Cafe), MU Market and Cafe), and Bookends.

April 21

- **Sustainable lunch** (10:30 a.m.-2:30 p.m., Union Drive Marketplace; 11 a.m.-2 p.m., Linden Dining Center; and 10:45 a.m.-2 p.m., Seasons Marketplace). The menu includes local foods and pasture-raised meat. Cost is \$9 (Dining Dollars and meal plan also accepted).
- **Inherit the Earth fund-raiser** (11 a.m.-2 p.m., front of Curtiss). Sigma Kappa sorority will sell potted plants, blooming flowers and cookies to benefit [Inherit the Earth](#). Cost is \$3 to \$5.

April 22, Earth Day

- **Student organization displays** (11 a.m.-1 p.m., Parks Library lawn). Stop by and talk with student representatives from eco-friendly organizations about their latest projects. And, test your eco-wisdom with a round of Earth Week Jeopardy.
- **Bike tune-ups** (11 a.m.-1 p.m., Parks Library lawn). [The outdoor recreation program](#) is offering free bike tune-ups.

- **Light bulb giveaway** (11:30 a.m.-1 p.m., Parks Library lawn). The Council on Sustainability is giving away free compact fluorescent light bulbs (one per person).
- **"How's Your Building Doing?" research project awards** (noon-1 p.m., 192 Parks Library). During the 2009-10 academic year, 24 campus buildings took part in an experiment to see which buildings conserved the most energy. Stop by to learn more about the projects and celebrate with the top conservers.
- **Tree planting and volunteer recognition** (noon-1 p.m., Reiman Gardens). Former Iowa first lady Christie Vilsack will participate in a tree planting ceremony and speak at the volunteer recognition luncheon. Attendees should bring their own lunch in a reusable bag. The all-day entry fee is \$10 for the public; free for ISU students. Stay from 5 to 7 p.m. and enjoy discounts on all sustainable products at the Reiman Gardens gift shop. Admission is waived for those just visiting the gift shop.
- **Art exhibit** (7-8 p.m., Brunner Art Museum). "A Walk in the Woods" features the environmental artwork of C. Arthur Croyle, associate professor in art and design; and the research conducted in Latin American jungles by Lynn Clark, professor in ecology, evolution and organismal biology.

April 23

- **Migratory bird kite flying awareness** (11 a.m.- 1 p.m., central campus). Learn about Iowa's role as part of the migratory bird flyway through kite flying. A limited number of kites and kite kits will be available. You also may bring your own kite.
- **Gabrielle Louise workshop and concert** (5:30-8 p.m., Reiman Gardens). Performer/songwriter **Gabrielle Louise**, an advocate of alternative fuel, travels the country in a van powered by used vegetable oil. She will present a workshop on the economic and environmental impact of this fuel source, followed by a concert.
- **Nearly Naked Mile** (8-10 p.m., ISU Alumni Center). Give the shirt (and maybe a few other unnecessary clothing items) off your back to **benefit Haiti**. Participants may strip and donate excess layers of clothing before the start of the race (bathing suit areas must be covered). Or, you may wear a costume. All runners must donate at least one clothing item. **Registration** is free, but participants must pay \$5 to get a T-shirt.

April 15, 2010



Photos by Bob Elbert.

New digs for university's biorenewables research

by Anne Krapfl

Move-in is under way at the new \$32 million Biorenewables Research Laboratory on the west side of campus. The four-story, 70,000-square-foot facility is the new home of Iowa State's Bioeconomy Institute, including two of its affiliate centers, the Center for Biorenewable Chemicals and the Biobased Industry Center.

The building includes chemistry and microbiology labs for bench-scale research, two large teaching laboratories, administrative and faculty offices, and graduate student office areas. It also features a two-story "high bay" facility for pilot-scale research projects in thermochemical biomass conversion. About \$1 million of the building's cost is for laboratory furnishings and equipment.

People and projects from about a half dozen campus buildings will have state-of-the-art space in the new facility. Academic departments represented are: agronomy; biochemistry, biophysics and molecular biology; chemical and biological engineering; mechanical engineering; agricultural and biosystems engineering; and food science and human nutrition. By the end of May, many of the lab areas will be in use; the high bay and teaching labs will be ready for fall semester.

Iowa State is seeking Gold LEED® certification for the Biorenewables Research Laboratory. Environmentally friendly features include extensive use of natural lighting, building materials made from recycled products, a rainwater collection and storage system, and a vegetated roof on the high bay.

Faculty and staff moving to the new building will keep their university phone numbers. The facility officially will be dedicated on Sept. 17.

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April 15, 2010



A large cast of actors, singers and dancers are part of *Guys and Dolls*, this year's Stars Over Veishea production. Photo by Lindsey Van Wyk.

Dancing (and singing) with 'Stars'

by Erin Rosacker

The ISU music and theatre department will present *Guys and Dolls* for this year's Stars Over Veishea production, April 16 and 17 at Stephens Auditorium. Gamblers, showgirls and gangsters are among the characters in this Tony Award-winning Broadway musical, which starred Marlon Brando, Frank Sinatra and Jean Simmons when it hit the big screen in 1955.

Song and dance numbers accompany the story of high rollers Sky Masterson (junior Steve Goedken) and Nathan Detroit (senior Colin Morgan), and their love interests, Sarah Brown (junior Jocelyn Ascherl) and Miss Adelaide (junior Maddie Welterlen). Set in 1940s New York City, the plot revolves around gambling -- in particular, a bet between Masterson and Detroit. Tomfoolery ensues, including a dinner date in Cuba, a clandestine craps game and the fate of a 14-year engagement.

Brad Dell, an assistant professor of music and director of the play, said *Guys and Dolls* was a logical choice for Stars Over Veishea. The production boasts a cast of 40 actors, singers and dancers.

"It's one of the big classic productions, with so many great roles for men and women," Dell said. "It's exciting to see that many people on stage and have that much talent up there."

Showtime is 7:30 p.m. both nights. Tickets are \$20 (\$15 for students), and are available at the Stephens box office or through [Ticketmaster](#).