

Summer 1994

# Northern Iowa Today, v78n1, Summer 1994

University of Northern Iowa Alumni Association

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**W**hen Clemens Bartollas spoke with *Northern Iowa Today* late in the spring semester, his students filed through his Baker Hall office to deliver their final reports in their final course as criminology undergraduates: "Theory in Criminal Justice." The early arrivals were mere 50-page papers. Later arrivals took the appearance of epic tomes. Finally, one young man bustled in to drop off his semester's grand achievement: nearly 300 pages, with the tongue in cheek subtitle, "Death of a Social Life."

"It's really a class on expanding the mind," the professor says. "When they write for me, they *write*."

Some quality of motivation in their professor catalyzes the spirit of these undergraduate criminology students, inspiring them to write and write until they understand. These are the good kids, the ones who go to college, the ones with a future. Their professor's empathy and charisma works as well with another group of young people: the gang leaders of inner city Chicago. These are the tough kids, the criminals without a future, unless that future is prison or drug abuse—or early death. Whether they're Iowa college students or members of an urban gang, they listen to what Bartollas has to say.

In a more perfect society, criminology might have less relevance. The truth is, it is extremely important. Northern Iowa's students benefit by learning about themselves, from one who has seen life on both sides of the fence.

—D.H.

## The University of Northern Iowa magazine

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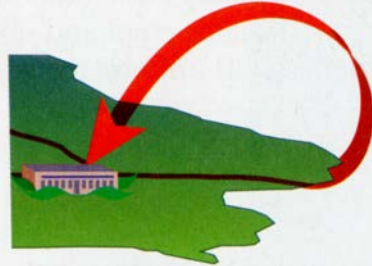
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**On the cover:** "America is obsessed with crime," says a University of Northern Iowa criminologist. A wide-ranging public debate—and a massive infusion of public funding—have brought us no closer to an answer to our most troubling societal problem.

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The reality of televised crime



“America is absolutely obsessed with crime,” says Robert Hunter, assistant professor of sociology at the University of Northern Iowa. Hunter’s specialty is criminology, the study of why people commit crimes, and effective ways of preventing them. The fast-growing criminology major at UNI prepares nearly 400 students for careers in what is—like it or not—a growth industry.

Solutions to crime are as numerous as the crimes themselves. Ban the guns. Round up the gangs. More cops on the streets. Build more prisons. Criminals too young for jail? Send them to boot camp. A little discipline will set them on the straight and narrow.

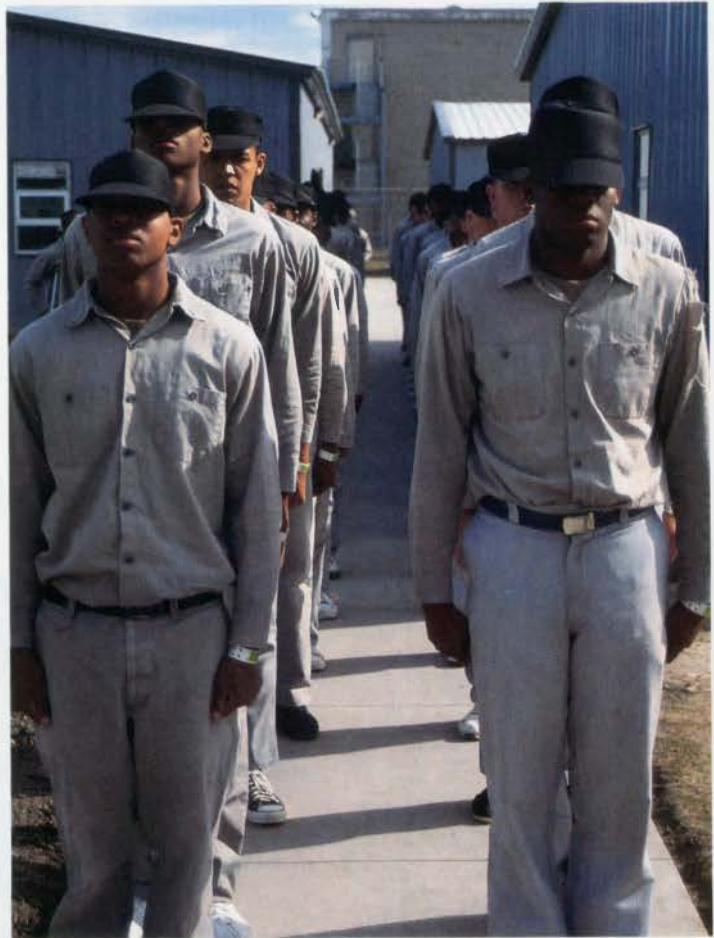
Hunter has heard all the arguments. He studied the boot camps in Texas during his doctoral research. He’s convinced our current arsenal in the war against crime just isn’t going to work. “Gun legislation is not going to affect crime. Boot camps are not going to affect crime. These are things, and things don’t focus on people,” he says. “In terms of reducing criminal activity, we’re perpetuating failed policies. We need to focus on the social services and agencies that work on the problems creating the crimes. Now, that might sound like a liberal viewpoint—and I’m about as liberal as Genghis Khan—but I don’t like to see money spent on failed programs. We need to look at all the programs and social agencies and improve what works, eliminate what has failed.”

Military-like boot camps have gained favor as a way of rehabilitating young criminals. Spending time on the inside, studying the popular and growing boot camps in Harris County (Houston), Texas convinced him that boot camps simply do not reduce juvenile crime. “Intuitively, it sounds like a good idea. But after 90 days, the offender goes right back into the same environment. Do you think they’ve changed? Boot camps are punishment, not rehabilitation. Forcing a teenager to do 600 pushups is not treatment,” he says.

Worse, Hunter believes, is that the boot camps may have the opposite effect. “In Harris County, the gangs recruit right out of the boot camps. The offenders are toughened up and learn military discipline and organization. We’ve made the situation worse.”

Contrary to perception, per-capita crime in America is decreasing. Hunter cites statistics from the National Institute of Justice showing fewer violent crimes and less overall crime, per capita. True, the total number of crimes has risen, but the trend is lower than the population growth over the same period. The FBI’s crime report for 1993 shows murders rising, but overall crime continuing a slight downward trend. Homicides by 14- to 15-year-olds are on the rise; that’s the bad news. In the Midwest, violent crime overall decreased by 3 percent.

If that is true, why are so many people frightened,



*Boot camps are punishment, not rehabilitation, says Robert Hunter. Hunter is an expert on boot camps, like this one in Harris County, Texas. (Photo © Robert Hunter.)*

**Crime is a symbol.**

**Name me the last  
politician reelected**

**who was perceived**

**as soft on crime.**

victimized, even paralyzed, by crime? Hunter blames television and the media for distorting the public perception of crime. Most violent crime takes place in urban areas, yet some Iowans are afraid to leave their homes. “As an issue for television, crime wasn’t as sensational 10 or 15 years ago,” he says. “Today, crime shows get good ratings. The news bombards people with images of big city crime. Average people are confused and misled into believing that crime is in this explosive state. Iowa, for example, is statistically very low in crime, but I know of elderly people who are afraid to leave their homes, even though the risk is low.”

Hunter is equally critical of politicians manipulating the issue to garner votes. Combining the crime issue with mass media and you get Willie Horton—the perfect synthesis of TV, crime and politics. “Crime is a symbol,” he says. “Name me the last politician reelected who was perceived as soft on crime.”

In April, the U.S. House of Representatives passed a \$27.5 billion crime bill, designed to put more cops on the street, jail more criminals, fund more federal programs. President Clinton's three-strikes-and-you're-out credo has revived his sagging political fortunes more than once. In Iowa, the 1994 gubernatorial race resembles a contest in which the winner will be the candidate toughest on criminals. A juvenile boot camp is already planned near Des Moines.

Ken Conlee, BA '80, MPP '93, holds a unique perspective on the crime issue: as chief of police in Wentzville, Missouri, a western St. Louis suburb, he sees big city crime from a suburban vantage. Inner city St. Louis, 30 miles away, has been rated the third most dangerous city in

America. As a former Cedar Falls police officer, he dealt with the encroaching crime problem in a quiet, middle-class college community. He also served as an adjunct instructor of criminology at UNI. As a practitioner and educator, crime and rehabilitation is a day-by-day practicality.

"Three strikes and you're out is an interesting approach," he says. "We know that recidivists commit most crime in America. It sounds cruel, but incarceration—warehousing criminals—obviously reduces the ability of an individual to commit a crime. And the public is more willing to build more prisons because they are terrified. They're not as concerned with rehabilitation as they are their personal safety.

"The criminal justice system is not designed to solve all

## "They call me Mr. Vanilla"

Why would Chicago's most powerful gang leader meet with Clemens Bartollas, professor of sociology at the University of Northern Iowa? Bartollas can't say for sure why. But his work with juvenile gangs—and his successes at helping gangs defuse the toxic violence they bring to communities—has won the respect of the gangs and the criminal justice system alike.

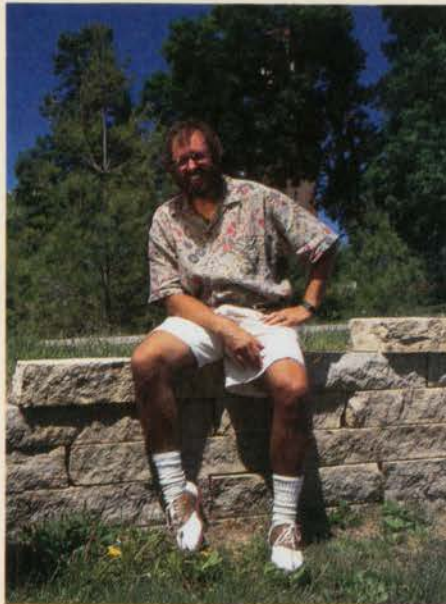
Bartollas has researched gang activity and juvenile delinquency for much of his career. He is the author of a definitive textbook on the subject, a book prescribed by criminology faculty nationwide. For his achievement in a career dedicated to helping people understand the causes of delinquency and gang activity, he was awarded the prestigious 1994 McKay Faculty Research Award.

Bartollas research doesn't take place in his office or in a library. He travels to the bleakest inner city neighborhoods in Chicago to meet with gang leaders and gang members directly, on their turf. He even taught a session of an African-American history class in a school patrolled, perhaps controlled, by the gangs.

"They say my background brings legitimacy to the gang nation. The leaders say they want to defuse the violence. They are truly grieved by the death of children. They recognize it for what it is: genocide," he says.

"The gang leaders want to end the destruction. They want kids to stay in school, go to college—one of them even got into Princeton. It's a start, but you can't force the love of learning on them; and let's be honest, the System hasn't exactly done that, either."

Bartollas says for all their historic disagreements, the gangs have finally come to agree on one point: peace is better than war. In 1994, the gangs targeted certain areas for peace, just to show that they can deliver the goods. In



the Englewood area of Chicago, the murder rates have dropped 30 to 40 percent, he says. In Englewood High School, the walls are clear of graffiti; the violence has ceased; the gang de-escalation appears to be working. Still, he hesitates to be too optimistic. More often than not, gang truces are short-lived.

Last year Bartollas brought his healing

touch to the troubled streets of Davenport, Iowa. In 1993 the city suffered over 100 drive-by shootings. The month Bartollas met with the gang leaders there, the shootings stopped. "You defuse the violence by getting the people who create it to be part of the answer," he says. Getting the warring sides to talk is the source of his success.

"I have access to these people. How can I turn my back on them? So I met with them, the only white person around. It wasn't exactly the Heritage Honours banquet," he says, referring to the recent event in which he was presented the McKay Award. "But I wasn't afraid. I just knew they weren't going to hurt me."

How does he build this trust, when so many others have failed? "I'm just Bartollas, I treat everyone the same—badly," grins the ordained Presbyterian minister. "I go in there and talk to them straight-up, like people. They call me Mr. Vanilla."

of society's ills. The causes of crime, such as unemployment, poorly educated young adults, poverty or teenage pregnancy, cannot be solved through criminal justice," he says.

Conlee worries about the influx of urban St. Louis gangs into his suburban community. Research by Clemens Bartollas, professor of sociology at UNI and a nationally recognized expert on gang activity, proves Conlee and other rural and suburban peace officers have reason to worry. Bartollas says gang activity has moved into towns as small as Waverly, Iowa, a community of 8,500 that seems the antithesis of an urban jungle. For several years the gangs have held a strong foothold in medium-sized communities, such as Davenport and Waterloo, Iowa.

"I told the state leaders five years ago the gangs are coming. Now they're here," Bartollas says. "Some of the activity is imported from the big city gangs, but much of it is from the 'wannabes,' local kids mimicking the attire and symbols of the big boys." Big city or small town, the results will be the same. "The longer they gangs are here, the more destructive and dangerous they become; it's like a volcano," he says.

As Bartollas explains, the gangs become a substitute for all the old societal institutions. Pre-teenagers face tremendous pressure to join; once they're in, the gang is their family, church and school—their life. The gang provides structure, even if the result leads to an almost certain destructiveness. "We're dealing with a situation where there has been a total failure of society as we know it (for these young people). We've failed the war on crime. We've failed the war on drugs, despite the efforts of the Congress of the United States," he says.

Bartollas—who literally wrote the book on juvenile delinquency and gang activity—says today's gangs are the latest incarnation in a long history of organized crime. "Gang violence isn't exactly new. We have a rich, 100-year history of gang activity—the 1920s gangsters engaged in very illegal, and very profitable, activities," he says.

Again, throwing money at the problem will never be enough. The alternatives to gangs and drugs are tremendously expensive: jobs programs for youth, grants for minority businesses, scholarships to help inner-city youth earn an education, the only real road out. "A few federal dollars aren't going to make a wealthy drug dealer open an ice cream shop or a dry cleaning establishment," Bartollas says. "They have a high standard of living that's difficult to replace through legitimate means."

*The Chronicle of Higher Education* reports the launching of the most massive social-research effort ever undertaken.

The Project on Human Development in Chicago Neighborhoods will track 11,000 participants for eight years in an effort to determine what leads some people into delinquency. Underwritten by the John D. MacArthur Foundation and the U.S. Justice Department, the project will require 50 or more field researchers just to collect the data. By its conclusion, the \$32 million study hopes to develop a profile to predict which children might turn astray. Critics point out that the study only includes disadvantaged minorities, and says nothing about the

crimes of the affluent, such as drug dealing, white-collar crime or hate crimes.

It's not the first time higher education has turned loose its resources on the most intractable of our society's problems. Conlee doesn't believe the educators or the criminologists are getting close to a solution. "We haven't come across a Grand Unified Theory of crime prevention," Conlee says. "All the rehabilitation models are a soft science. We need to marry the best of academic theory and the practical approaches in the public sector."

Conlee applauds a trend toward a more highly educated police force. Many of the officers in his community

earned college degrees in addition to their police academy certification. "Police work is complex and technical," he says. "I encourage all officers to have degree skills in criminology or criminal justice. The police academy is good technical training, but the communication and understanding and reasoning come with a college education. I'm a strong advocate of education for all criminal justice practitioners.

"Criminology is terribly important—it's as important as business or science or literature or the other areas people study in college," Conlee believes.

The full weight of higher education, from criminology programs to public policy studies, have been successful in identifying the causes and categories of crime in America. Still, the paradox of crime remains. The more resources devoted to the solution, the worse the problem becomes. "When I taught criminology at UNI," Conlee says, "I hoped against hope that someone in this class would some day have the answers. We're just not making progress. We don't seem to be getting close to a solution.

"We need to get smart. We're too busy getting mad." ■

**We haven't come across a Grand Unified Theory of crime prevention. We need to marry the best of academic theory and the practical approaches in the public sector.**



**T**he moving vans travel east on I-80 and north on I-35 back to Iowa these days, unlike the 1980s when they headed out of Iowa to the West and South. A steady stream of Iowans are moving back to their native state bringing with them economic growth and possibilities.

Iowa, and the entire Midwest, stand to benefit from this growth through a resurgence in manufacturing jobs, mainly through small businesses, according to economic sources including Iowa's Department of Economic Development. The University of Northern Iowa's Institute for Decision Making (IDM) and other external services at the University have formed partnerships with small businesses and rural communities to help them take advantage of the state's economic development

opportunities. Those involved now see some rewards from their strategies and marketing ideas as the Midwest becomes the strongest region in the nation, according to Randy Pilkington, IDM director.

"This population surge to the Midwest is what one Washington geographer years ago predicted as a movement away from urban areas and to rural areas called penturbia," Pilkington explains. "The Midwest is now the strongest region as far as employment, per capita income, work

week average and education. And, that's happened despite a stagnant national economy! Once the national economy rebounds, Midwest growth will be stronger. The opportunities become immense for Iowa and other agricultural states to continue to diversify and build their economy from an agricultural base."

Since the movement back to Iowa began around 1987, state population statistics for 1991 nearly match those of 1979—it's almost as if the 1980s didn't happen in Iowa. "People left Iowa for the urban promised lands of California and Texas in the 1980s," Pilkington states. "Now, those same people have children and many decided to give up some urban benefits to give their children more of a rural, safe setting with quality education. This reflects the boomer generation's changing values and decision that sense of community is more important than urban living."

This Midwestern economic boom includes Iowa to be sure, but

Pilkington notes states contiguous to Iowa will also experience growth. *The Kiplinger Report* projects that Iowa's population will increase from 2.8 million to 3.0 million by 2005 and remain there through 2020. In comparison, projections for surrounding states like Illinois, Minnesota, Nebraska and Kansas, show steady, continued growth to 2020.

This growth hands rural Iowa communities new possibilities for economic development. However, Pilkington notes, "the question is whether or not they'll seize the opportunities to build and diversify their local economy, including the attraction of information and technology companies."

IDM, other UNI External Services Division centers, and the Iowa Waste Reduction Center develop and implement strategies to help communities and businesses make the most out of the economic resurgence. Since 1987, IDM has guided hundreds

of grassroots efforts to help rural Iowa communities. The Industrial Site Location Program (ISLP) and Rural Business Expansion Program primarily help companies find and develop the right Iowa location, whether it's for Iowa companies to expand or for out-of-state companies to find an Iowa location. Coordination among External Services lets communities and businesses grab the economic bull by the horns and make sound decisions about their future. Located under the auspices of the Northern Iowa College of Business Administration, the External Services Division is funded solely through outside grants and not from general fund monies.

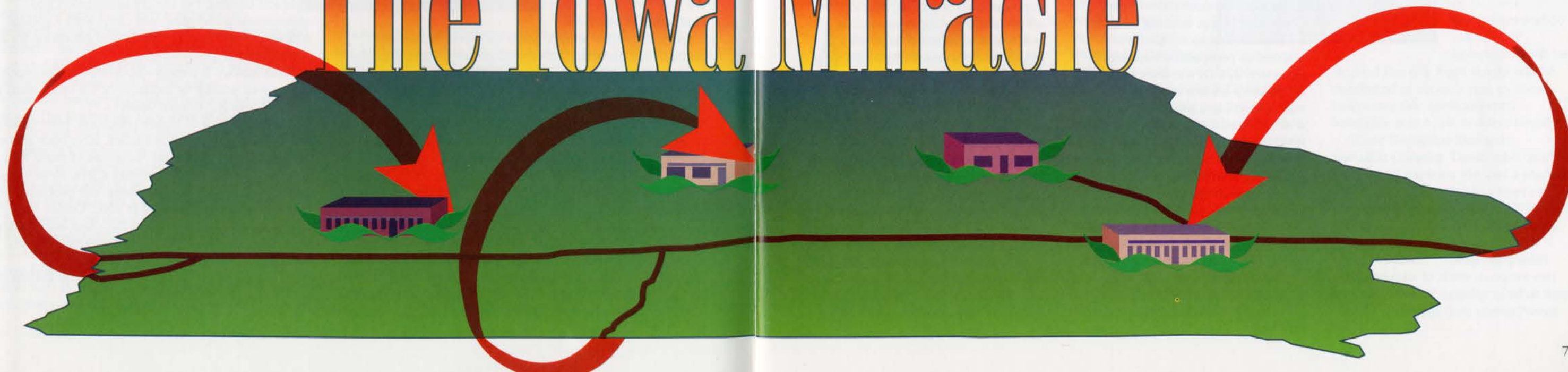
IDM staff work with about 280 communities around the state (75 percent have a population of 10,000 or less). They help rural communities to become more competitive with Iowa's urban areas in seeking future growth, blending techniques of decision making with economic development principles. Recommendations are based on community goals.

Pilkington explains, "We gather information from the community about what they want to accomplish,

## ***This time, the Midwest fuels economic growth***

by Carole Shelley Yates

# The Iowa Miracle





*The Industrial Site Location Program combines high tech with high touch. Out-of-state business prospects can tour Iowa on video, helping dispel stereotypes about small, rural communities.*

help them determine what types of companies are well-matched with the community, and help them learn how to become proactive marketers.”

DeWitt, an eastern Iowa city, provides a case study of a revitalized rural (4,500 pop.) community. During the 1980s, like many other rural Iowa communities, DeWitt watched citizens leave the area, businesses close their doors, and the remaining retail stores suffer the consequences. In 1984, the unemployment rate was 11.5 percent.

DeWitt's Economic Development Committee began working with the Institute for Decision Making to respond to prospective businesses interested in a DeWitt location. Community leaders worked with IDM staff to develop a proactive plan to seek out businesses instead of waiting for them to discover DeWitt. DeWitt development leaders decided to create 100-250 new jobs. Institute advisers suggested marketing strategies that included:

- ◆ consider new business start-ups and small firms (150 employees or less); don't concentrate solely on Fortune 500 companies;
- ◆ recruit any prospects that are profitable and show stable growth

rate, rather than aiming solely for high growth firms;

- ◆ seek companies that match DeWitt's profile of available work force, roads, land, water, waste treatment and business services.

The results put DeWitt squarely on the road to economic growth. During the next two years, over 200 new jobs were created; new businesses included divisions of two Fortune 500 companies; and a 35-acre industrial park was developed. At the same time DeWitt received two Community Development Block Grants of over \$700,000; renovated the community hospital and attracted a new doctor; and established an indoor health and recreation facility.

The DeWitt saga repeats itself across Iowa as External Services Division staff work with numerous communities to help them grow. They also work the other side showing businesses why they should consider moving or expanding in Iowa.

**D**ennis Harbaugh and the Industrial Site Location Program (ISLP) strike a balance, providing services to expanding businesses and supplementing local community marketing efforts.

ISLP started in the fall of 1992 providing 28 communities with a high-tech marketing program which supports local economic development efforts and encourages expanding businesses to locate in rural Iowa, mostly in cities under 25,000. Funded through the Farmers Home Administration, ISLP is in its second grant period adding 20 additional communities while still offering services to the original 28.

The Program incorporates video, photographs, charts, maps, and statistics into one comprehensive touch-screen computer system that allows out-of-state business prospects to visually tour rural Iowa communities. “The materials include information on the labor force, average wages in the community for different types of industries,

transportation access, photos of available buildings or development sites, information on existing employers, and testimonials from local business people," Harbaugh says. "We also include a 2-3 minute video of each rural community that allows viewers to become directly involved with a rural Iowa community and helps them move beyond those stereotypical images of rural Iowans. The interactive presentation also saves business prospects a lot of money and time because we take the information to them to help them make an educated location decision."

Most business location decisions are made over two to four years and because ISLP has only operated for about 16 months, direct results aren't available. But Harbaugh can identify several buildings sold through the ISLP system. It's also helped break down many stereotypes of rural Iowa. "I showed a video to two business partners at a relocation exposition in California—one man was from Iowa and one was from California," Harbaugh relates. "The video showed Iowa's streams, forests, recreation sites—all the things available in most Iowa communities. This was the Californian's first visual image of Iowa and he literally looked shocked. 'You mean there are trees in Iowa?' he asked. The video provides immediate visual images that can break through years of conditioning."

**A**nother piece of the economic development pie is served by the Rural Business Expansion Program. Funded through the federal Farmers Home Administration, the Program helps small companies in towns of 25,000 or less benefit from market research, analysis of growth potential and learning how their product will fit particular markets. Ron Padavich, director, says, "We cover the entire state doing in-depth market research. We have 45 projects underway or completed and in the next 18 months we'll start another 40 projects. We provide an on-going partnership with

businesses across the state.

"You'd be surprised at the quality and kinds of products manufactured in rural Iowa. Iowa has a quality work force, people are self-motivated, they solve their own problems and that all helps make quality products at a reasonable price."

Padavich ticks off some of the products made by companies served by the Rural Business Expansion Program: plastics for automotive parts; educational software; medical equipment; curbside equipment for recycling; institutional cabinets; wall renovation systems for older homes suffering from plaster cracks; and pine furniture.

**T**he External Services programs work closely with each other to provide economic development across the state, dovetailing their efforts in every way possible. Dennis Harbaugh notes the ISLP recently added Eldora to its system, but Eldora has worked with the Institute for Decision Making for years on economic development. Now the ISLP staff will help Eldora's leaders put the community's proactive plan into place by incorporating ISLP information into its marketing plan.

ISLP and the Iowa Communications Network will also help Iowa communities get their message out nationwide. Harbaugh says in the next year they expect to put most of the information from the ISLP system onto national information computer networks to improve and increase access to that information.

**The Midwest is now the strongest region as far as employment, per capita income, work week average and education. And, that's happened despite a stagnant national economy.**

**W**hile the External Services Division helps communities, expanding Iowa businesses, and relocating out-of-state businesses, the Iowa Waste Reduction Center (IWRC) focuses on showing small businesses ways to reduce their waste. This reduces operating costs and liability, and they gain economic benefits that can be used for development. In fact, IWRC

specialists have worked with businesses in all 99 Iowa counties, concentrating on those with 200 employees or less.

Currently, staff are conducting research to prove the IWRC's point about economic benefits. Director John Konefes, with the Center since its beginning in 1987, explains the Center received an EPA grant to look at economic benefits of environmental technical assistance. Preliminary research, a survey of 10 Iowa companies and 30 out-of-state companies, will be

finished this fall. Final results will be distributed in about a year to show businesses that environmental assistance is not just in direct benefits.

Waste Reduction Research Specialist Christine Twait, who heads the project, explains she and a student intern, Matt Bollman, are surveying companies that have had an IWRC on-site inspection and are implementing some of the recommendations for waste reduction. "These companies will have data to show us so we can look at costs and benefits of what they used to do versus their current waste

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practices," Twait says. "When they start pollution prevention techniques, a lot of businesses, for example, look only at direct savings. 'If I buy a piece of equipment so I can recycle material on site, then I save on recycling disposal costs.' But we want companies to look beyond those costs and see that they're also saving employee time to ship waste off-site, saving a lot on liability insurance."

Bollman adds, "They also gain intangible benefits like improved customer relations, worker safety and public relations in being a 'green' environmentally sound company."

Companies receive direct economic benefits through the IWRC's Waste Exchange Program. This program aligns one company's waste products with another company's needs, working with representatives from governmental and educational organizations across Iowa who help identify companies on both ends of the spectrum.

"One of the biggest savings for companies is in disposal costs—they don't have to pay those charges if someone else can use their waste products," Konefes emphasizes. For example, a recently approved state regulation allows foundry sand to be reused if it meets certain standards, instead of sending it to the landfill where the company pays disposal costs. IWRC staff are helping smaller foundries determine the grades of sand they have and the amounts, and then will help them find buyers.

Since 1990, more than 500 materials have been reused or recycled, including paints, solvents, conveyor systems, fiberglass seats, and a variety of paper, plastic and wood products. Some 47,561 tons of materials have been diverted from disposal and saved businesses approximately \$873,017 in disposal costs, according to the

IWRC's 1992-93 annual report. That's a lot of cash to put back into a business for future growth.

The IWRC also conducts applied research to identify environmental areas that might be problematic for small businesses and help them meet the new regulations in the easiest, and most cost effective way. Dry cleaners in Iowa directly benefited from IWRC activities last December through a practical guide to new air emission regulations and ideas for compliance. Another research project targeted used oil filters, generated in many small operations. Federal regulations banned them from dumpsters; IWRC research found oil could be extracted from the filter and the filter could be crushed for recycling. By the time the oil filter ban was in effect, IWRC had introduced a solution. In fact, four or five new companies started operating as collectors of used oil filters—an example of direct business growth and development for Iowa.

**C**ommunities and businesses in every Iowa county benefit from University of Northern Iowa Outreach services that help them take advantage of the economic boom sweeping the state and the Midwest.

Pilkington offers one other positive look at the economic upturn for the state. "Compared to the rest of the nation, Iowa has really bucked the trend in some pretty tough national times. We've grown and increased with unemployment at 3.94 percent the last three or four years; nationally it's hovered at 7 percent. While economic growth will become easier when the economy gets better, now is the time to increase our efforts, to maintain that image of an aggressive state toward economic growth."

Northern Iowa's economic development services began those efforts in the late 1980s when the lights almost went out across Iowa; they'll continue their long-term assistance as the lights of a resurging economy turn on in Iowa and the Midwest. ■



However, direct involvement with international educational program development is a growing trend for U.S. universities and the University of Northern Iowa in particular. As political, social and technological changes increasingly turn the world into a global village, nations are looking to UNI faculty for help in developing educational programs in everything from environmental cleanup to public relations to democratic living. In such places as the United Arab Emirates, Mexico, Nigeria and Slovakia, it's becoming increasingly evident that UNI is not just for Iowans anymore.

**S**teele and Meredith's step into educational program development, the Orava Project, is named for the mountainous Slovakian region that will serve as the focus for the project's first efforts. The United States Agency for International Development (USAID) recently awarded more than \$1 million to the Orava Project, a collaborative effort between Slovakian and UNI educators to restructure schools in Slovakia so they provide students with the tools needed to live in a democratic society.

Both Steele and Meredith see Slovakia's request for help in educational reform as a major step toward achieving democracy in a country that has only recently emerged from communism. Slovakia, formerly a part of Czechoslovakia, broke away from communist rule in 1989 in what was dubbed the Velvet Revolution.

"To implement democracy in a system that had been communist for 40 years, we needed to begin in schools," Steele says. Accordingly, efforts will be aimed at training teachers to instill in students the fundamentals of critical thinking, decision-making and forming opinions, capabilities considered essential to the development of democratic life. According to Steele, Slovaks "recognize that their school system has just been a totally dictatorial kind of situation that doesn't allow their children to learn how to live in a democratic society."

The Orava Project began when Slovakian officials came to the United States seeking help to democratize their classrooms. They were pointed to UNI, Steele and Meredith say, because of its reputation as a quality teacher-training institution.

**N**orthern Iowa's reputation for quality education in a different area—public relations—has led to another University program development project overseas, this time in the United Arab Emirates. When UAE officials wanted to add a public relations program to the mass communication curriculum at the United Arab Emirates University, UNI's Dean Kruckeberg was asked to help.

According to Mai Wahed Al Khaja, a professor of communication at the United Arab Emirates University, UAE's oil-based economy has led to an influx of expatriates in the country and to a worldwide image of the nation as little more than an oil-rich Arabic region. She sees public relations as a tool to help intercultural understanding, both within her country and beyond its borders.

The traditional function of public relations personnel in the Emirates is to smile and greet people, Al Khaja says, so university officials looked to the United States for a more sophisticated public relations model on which to build. The reason, according to Al Khaja, is because the United States is a world leader in the area of public relations. "The U.S. is the mother of PR," she says.

Kruckeberg, associate professor of communications and coordinator of UNI's public relations program, collaborated last year with a colleague from Ohio State to evaluate the resources at the United Arab Emirates University and recommend a program structure for public relations. As part of the program

development, Al Khaja toured several U.S. public relations programs this spring, kicking off her tour with an extended visit at UNI.

**I**t was a different visit to UNI that began the collaborative process between UNI professors and the University of Baja California in Mexico. When the rector (president) of UBC began searching for a model to help clean up environmental problems in Mexico, he ended up at the University of Northern Iowa. Edward Brown, professor of biology and director of environmental programs at UNI, says the rector specifically liked two programs at UNI: the Iowa Waste Reduction

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**There's mutual benefit. It takes us out of our own provincialism. I've developed a tremendous respect for their culture, and they've learned a lot about us.**

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Center and the Recycling and Reuse Technology Transfer Center.

The Iowa Waste Reduction Center works with small businesses to correct their pollution problems before they get fined. In other words, the IWRC confidentially helps small businesses clean up their acts before the federal government steps in. Brown and Allen Jedlicka, UNI professor of management, are working as co-coordinators with Mexican professors to replicate the waste reduction center in Mexico, using the University of Baja California as a base.

In May, one of the Mexican professors visited the IWRC to watch the center in action. Together, the Mexican and UNI professors aim to take the IWRC model to Mexico and train UBC students as confidential field agents to tackle environmental messes left by maquiladoras, foreign-owned factories on the United States-Mexico border. The students are required to perform 300 hours of community service prior to graduation.

“The overall goal of the project is to clean up the mess on the Mexican border,” says Jedlicka, a former Peace Corps volunteer and trainer. “Mexico as a whole has a lot of (environmental) problems, but the border is really messed up.”

Brown adds that the project is especially intended to help clean up border waters, which serve as resources for many people in Mexico who have no alternative supply. “We tend to spend lots of time worrying about the best way and the most economical way to design recycling containers,” he says about U.S. environmental concerns, “when the real problem with millions and millions of people is providing safe drinking water.”

**T**hat different countries have different needs is a fact UNI professors and their foreign colleagues say they keep in mind as they work on educational program development in other nations. What may be right for the United States may not be right for another country.

Steele and Meredith note that the “ethic of democracy” focused on by the Orava Project is a philosophy of personal responsibility and not a U.S. political system. Al Khaja asserts that while her country has looked to the United States for help in establishing a public relations program, she and her colleagues will borrow only what will fit into their culture. “I believe there are some basics in public relations that do not change,” she says, “but we should adjust them to our cultural needs.”

Kruckeberg sees his work with the United Arab Emirates as an opportunity to help out another country rather than impose American values on a foreign culture. And in his mind, his work is a two-way street, where participants on both sides receive as much as they give.

“I think there’s some mutual benefit,” he says. “It takes us out of our own provincialism. There’s much that we can learn from one another. I’ve developed a tremendous

respect for their culture, and they’ve learned a lot about us.”

Thomas Fogarty, UNI associate professor of geography, shares Kruckeberg’s viewpoint. Fogarty has been working with UNI and other Iowa professors on the University Development Linkage Program, which received nearly \$1 million in USAID funding to link four Nigerian schools with Iowa’s three regents universities and the Des Moines Area Community College.

A wide variety of collaborative activities takes place under the umbrella of the program—everything from creating a Nigerian curriculum that incorporates indigenous knowledge to replicating an Iowa business development program in Nigeria. As part of the program, Nigerian and Iowan professors travel to each other’s schools to collaborate. Fogarty says that Iowa professors who are helping the Nigerians are learning right along with them. “It really builds your program as well as theirs,” he says.

UNI’s Robert Leestamper works with Fogarty on the linkage program, but he also has seen the broader benefits of such collaborative work in his role as assistant vice president of academic affairs for international programs. “The learning experience is both ways,” he says about such work. “Although we attempt to help in the development of countries, in the process our faculty gains a global perspective. Oftentimes professors bring back from a development assignment as much as they give.”

Jedlicka notes that, as the world becomes a smaller place, international collaboration among professors and universities to develop educational opportunities will become increasingly important. “It’s not an easy process,” he says, “but it’s something that has to be done if we’re going to be a global society.” **T**

*[Editor’s note: This story is an edited work by two students from Catherine Van Horn’s magazine writing class. Van Horn, instructor in communications, worked with Northern Iowa Today to offer her students an opportunity to write for publication. Submissions by Hogan and Muether, both seniors from Waterloo, Iowa, were selected by NIT, and Van Horn edited their stories into a single article. —SMC]*

# The Seven- Percent Solution

*Seven percent of federal dollars support education.*

*Frank Robinson makes sure the money equals results.*

**W**hat's wrong with our educational system? Everyone has a strong opinion on the subject. And Frank Robinson, '57, is no exception.

"There's no question about it. I think we're getting some wake up calls," Robinson says. "First we had Sputnik. Then the Nation at Risk report. Now there are signals coming from other parts of the world that suggest maybe our school days and times need to be studied because we're not spending as much time as some of our world neighbors."

In spite of the problems in our school systems, Robinson, who is chief of the National Programs and Activities Branch for the Office of Elementary and Secondary Education in the U.S. Department of Education, is encouraged by what he sees happening in education across the nation.

Through his efforts at the Department of Education for the last 24 years, Robinson has been in a position to affect what happens in education. He knows what needs to be done because his background comes from teaching.

Even though Robinson's job is more administrative, he tries to stay close to classroom activities. "I think the experience I had in the classroom is probably as rewarding as any of the work that I've ever had. It's not going to be monetary in that you'll leave a wealthy person, except that you'll be wealthy in terms of what you leave with the children and what you give. That's what teaching is all about."

A native of Des Moines, Robinson came to UNI for a teaching degree and taught at Malcolm Price Laboratory School. After graduation, Robinson taught health sciences in the Des Moines elementary schools and then went into guidance and counseling. During President Johnson's War on Poverty program, Robinson worked for Polk County and the Des Moines Public Schools to direct the Neighborhood Youth Corp.

He continued this focus when he joined Iowa Governor Harold Hughes' staff as deputy director for the State Manpower Development Council and the Office of Economic Opportunities.

When Hughes was elected to the U.S. Senate in 1968, Robinson moved to Washington too. But he ended up with the Civil Service Commission, now the Office of Personnel Management. A year and a half later he joined the Department of Education, which was not a cabinet-level agency at that time.

A variety of opportunities awaited Robinson there. He served as branch chief for the Teacher Corp program's management grants, and worked with the Talented and Gifted program and Title 1. He also served as a Congressional Fellow for a year, working with U.S. Representative Charles Rangel from New York.

Now, Robinson works with discretionary grant programs



covering areas ranging from women's education equity to school dropout prevention, arts in education and law-related education. He figures the grants programs he administers would total less than \$100 million, which are relatively small in relationship to the large formula grant programs (\$1 billion plus range) that come out of the Office of Elementary and Secondary Education.

Though smaller monetarily, he believes his programs are important because they are consistent with the goals articulated by the Department and the Administration to improve education in this country. For example, Robinson says the school dropout program's goal is to increase the completion rate to 90 percent by the year 2000.

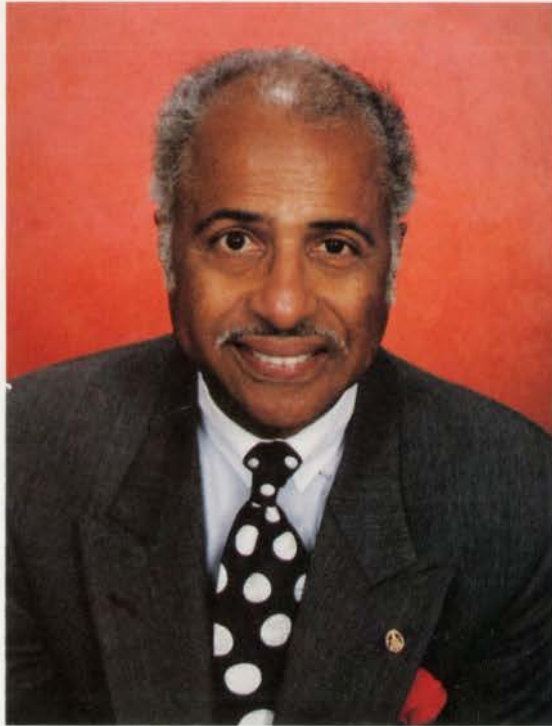
"We have demonstration projects throughout the country that are developing and trying some of the first class models out there that can respond to this challenge. And it is a challenge," he says.

Only 7 percent of the federal dollar goes to support education. Robinson's mission is to make sure these funds are well-spent.

"I think we can definitely make an impact, but it certainly has to be a partnership situation with the states and local governments because they actually are footing most of the bill. The federal government is only a junior partner."

However, he believes the federal government's involvement gives a signal of uniformity to "our whole standards and content. The overarching type of leadership from the federal government defuses some of the confusion that parents might have in terms of what policies exist where," Robinson believes. "If we go from one state to another, we can be somewhat assured that we won't run into quality education problems."

Even though Robinson thinks education has done a good job of adjusting to the many changes of the last decade or two, he believes that education is going to need to put more effort into the technology explosion.



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*There aren't too many days  
that go by when I don't call on  
one of my UNI professor's  
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through.*

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"There's already a movement under way to prepare schools, teachers and students to be more technologically literate to take advantage of telecommunications, fiberoptics, the highways and other things. Our star schools are an example of that and there are other programs that give us the signal that we are moving in a positive direction in that area," Robinson says.

He also indicates that the Department is very sensitive to the cultural situation in schools in regard to drugs and violence. The Department plans to be the central resource for disseminating good models and materials out to schools and communities as they attempt to reverse this situation.

National standards that will apply to everyone is one change Robinson sees coming. "In the past, our expectation level has not been as high for certain segments of the population as it has been for others," Robinson says.

One of the biggest changes Robinson sees is the flattening of the school bureaucracy. With less bureaucratic layers, teachers will have more control of their own destiny. Plus, more telecommunications-type teaching will make another difference in how

teachers teach, Robinson says.

That means teacher development will change. Robinson sees that as one of the most encouraging areas of change. In fact, the Department of Education views teacher development and parental involvement as two goals that can help turn the problems around.

He says the Department looks to schools like UNI for leadership in teacher preparation and as a source of information on what models are successful.

"When I first went to UNI, they said we are one of the top teacher preparation colleges in the U.S. and I believed it. I still believe it," Robinson says. "There aren't too many days that go by when I don't call on one of my professor's words of wisdom to get me through."

—Katherine Calhoun

# Leading, Building, Sharing

## Over the Top

### Campaign reaches \$25 million one year early; funds still needed for Performing Arts Center

**T**he University of Northern Iowa's "Leading, Building, Sharing" Campaign has surpassed its \$25 million goal one year ahead of schedule.

Several of the Campaign's objectives, such as the proposed performing arts center and a new track facility, remain partially unfulfilled, as anticipated, at this point. However, contributions to such facets as student scholarships and designated projects already have exceeded projections, putting the Campaign total over the top.

UNI Vice President for Development Joe Mitchell says, "We're very pleased with the progress to date. Our Campaign volunteers and donors have risen to the occasion. They have proven their support and loyalty to this institution." He adds that generosity by alumni and other supporters both in and outside of Iowa were key elements in meeting the goal a year earlier than planned.

"When we first began contemplating this Campaign, we were advised to consider a more modest overall goal," Mitchell says. "The overwhelming need for private support, and the wisdom and confidence of several of our key Foundation board members have been upheld by our success to date."

Contributions toward the performing arts center, the largest single capital project in the Campaign, total \$6.5 million. Of the projected \$16.7 million needed to build the center, \$9 million must be raised through private donations. "This is really the centerpiece of the Campaign," Mitchell says. "We need to continue the momentum to make this

project a reality." In addition to providing critically needed academic and performance space for UNI's nationally recognized music program, the center will serve as the musical home of the Waterloo/Cedar Falls Symphony, and will be available for national and regional performances.

The Campaign goals for student scholarships and academic program support have exceeded initial goals. To date, about \$6.2 million has been pledged toward scholarships, the goal for which was \$5 million. Academic program support, which had a goal of \$3 million, has more than doubled that figure already, also with \$6.2 million in pledges.

Academically, the effects of those contributions are already being felt on campus. New student scholarships are

being awarded in various departments, endowed professorships are being created, and lecture programs and centers of excellence have been established.

Panther track coaches, athletes and supporters are looking forward to the day when the University will have an outdoor track complex. Plans call for a \$1 million track and accompanying seating area. Campaign donations are about halfway toward this goal.

"One need look no further than the Campanile and UNI-Dome to know that private giving has had a strong, long-lasting impact at the University of Northern Iowa," says Mitchell. "The 'Leading, Building, Sharing' Campaign is establishing a legacy that will improve this University, programatically and physically, for decades to come."

## Foundation Board moving ahead on performing arts center

**T**he performing arts center moved one step closer to reality when the University of Northern Iowa Foundation Board of Trustees voted to proceed with the selection of architects.

"The Foundation Board's efforts to begin the architectural search represent a tangible step toward a dream many people throughout the Cedar Valley area have been sharing for many years," says Joe Mitchell, UNI vice president for development. "Excitement and optimism continue to build, and we're

looking forward with confidence to the days when we surpass the \$9 million goal, lay the first bricks, then view the first performance."

To date, \$6.5 million in private gifts have been pledged toward the center. "This action demonstrates the Foundation Board's confidence that the additional private funds will be raised by the time the Campaign draws to a close in 1995," Mitchell says. "The time is right to begin work toward planning and construction."

## Joan Poe establishes endowed scholarship

A scholarship fund for early childhood education majors and a significant gift to the Performing Arts Center on the University of Northern Iowa campus are beneficiaries of a Waterloo woman's generosity to the "Leading, Building, Sharing" Campaign.

Joan Poe, president and chief executive officer of Standard Distributing Company, has a life-long relationship with UNI, beginning when she was a little girl living near the campus. "I liked to roller skate there," she remembers. "They had the smoothest sidewalks, though I'm not sure they appreciated all the noise it created."

She and her children established the E.L. Poe Scholarship Endowment Fund in honor of her late husband, E.L. "Bud" Poe, at the time of his class's 40th reunion in 1992. The \$10,000 scholarship fund recognizes her



husband's love for teaching. It currently provides a \$500 per year renewable scholarship to an undergraduate student.

Bud Poe earned his B.A. degree from UNI in 1952, and taught both junior and senior high school and was a high school principal, earning his master's degree along the way. In 1956, as he was about to enter doctoral school, his father-in-law asked if he would like to join the business he created in 1936, and the family moved back to Cedar Falls. Bud Poe died unexpectedly in 1971, and Joan Poe suddenly found herself at the head of a company.

She is an active supporter of UNI, and is a member of the UNI Foundation Board of Trustees. She recently designated her \$25,000 gift toward the performing arts center.

## Bank's gift to help build athletic track

A gift from a local bank represents a big stride toward the construction of the new outdoor track facility at the University of Northern Iowa. Waterloo Savings Bank (now Mercantile Bank of Northern Iowa) donated \$100,000 as part of the "Leading, Building, Sharing" Campaign.

"The University of Northern Iowa brings a dimension to this community that those of similar size do not have—a major university with an excellent reputation," says Daniel Watters, president and CEO of the bank. "We hire almost exclusively out of the University for our trainee program and believe the education business graduates have received is excellent."

Total cost of the track project is \$1 million. "This is a tremendous expression of support from our friends at Waterloo Savings Bank," says Northern Iowa Athletic Director Chris Ritrievi. "It enables us to build a vital athletic facility, which will benefit the University and the community."



## Midwest Resources gift to help fund performing arts center

Northern Iowa President Constantine Curris (right) presents Lynn K. Vorbrich, executive vice president and chief operating officer of Midwest Power, a Gary Kelley print titled "Prexy's Pond." The company's gift will help fund the construction of the performing arts center. Kelley, a nationally known illustrator who lives in Cedar Falls, is a 1968 UNI graduate.

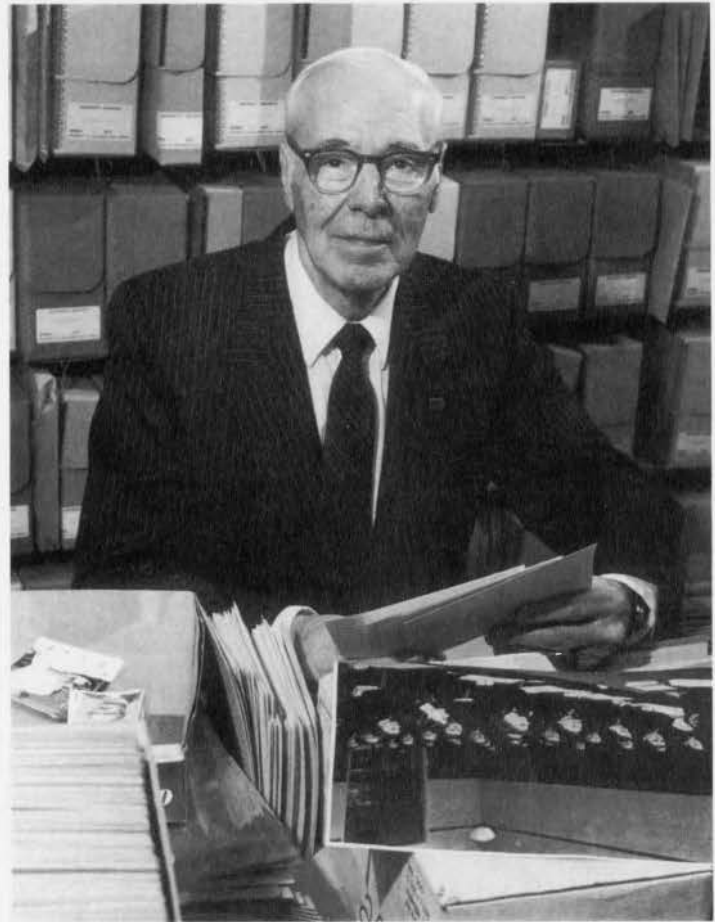
## 40- and 50-year classes support Campaign goals

Reunion classes have a rich tradition of "challenging" each other through class gifts. This year, the classes of 1944, 1945 and 1954 have announced that they will make significant gifts toward endowed scholarships and the performing arts center. The goals are:

- ◆ Class of 1944: \$44,600, divided equally between The Class of 1944 Golden Reunion Scholarship, and support for the performing arts center.
- ◆ Class of 1945: \$50,000 to establish the Class of 1945 Endowed Golden Reunion Scholarship for Women.
- ◆ Class of 1954: \$54,000 to establish the J.W. Maucker General Education Scholarship

# William C. Lang

Reflections on UNI's  
past, present and future



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*The University is unique as a teaching institution. It has been a leader right into our own time, and people should be aware of that.*

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**D**r. William C. Lang retired from the University of Northern Iowa more than 15 years ago, but the school's archives and the people who work there are still nearly as familiar to him as is his own family.

For years, the professor emeritus of history has sifted through the archives to complete a chronicle of the University's first 100 years. He greets the people there like old friends, and he knows exactly where archives keeps its assorted records.

Sometimes, though, Lang still finds little surprises in the archives. During one visit last spring, he headed for the catalogue shelf when he wanted to find out just what title Northern Iowa calls him by these days. He discovered that the school now runs its list of faculty at the end of its catalogue rather than at the front the way Lang remembers.

"That was back when professors were more important," he says with a smile.

Lang is just kidding, but the joke reflects his wealth of knowledge about Northern Iowa, knowledge gained both through his historical research and through his 30 years of teaching and other service at the school. His research on

UNI's history led in 1990 to the publishing of his *A Century of Leadership and Service: A Centennial History of the University of Northern Iowa*. That volume covered the school's history from 1876 to 1928. Lang is now wrapping up a second volume that will span the remaining centennial years.

While Lang knew he would make no money from writing UNI's history, he says he felt it was important to tell the story behind the school. "I'm doing this out of good will," he says, "because I thought there was a real need for a history of this institution. The University is unique as a teaching institution. It has been a leader right into our own time, and people should be aware of that."

Lang himself was one of the University's leaders during his decades-long tenure at the school. He arrived from South Dakota in 1949 to take a position as associate professor of history. Before he retired in 1978, he had also served UNI as assistant to the dean of instruction, as head of the Department of Social Science, and then as dean of instruction, a position now called vice president of academic affairs.

His efforts at UNI in the past have received acclaim from administrators, faculty and students alike. In 1987, his peers at Northern Iowa rewarded him for his work with an Honorary Doctor of Humane Letters degree. His former students keep rewarding him by staying in touch, letting Lang know how the lives he influenced are going. The letters come from all over, like the one Lang recently received from a student he taught decades ago who is now mayor of Ottawa, Illinois.

"I knew my students' names," Lang says in a comment that tells much about his teaching style. "We had wonderful conversations."

Lang's insight into Northern Iowa's past adds depth to his discussions about the school's present and future. He worries a bit about what the growth over the years in the number of faculty and students on campus has done to personal relationships, the kind that allow you to remember names. He can recall the days when the faculty was small enough for all members on campus to meet as a group. It was easy then, he says, for people from different departments to share knowledge and become friends.

"We just met together and talked over common problems," he remembers. "I think that was dropped when the school became a university, but not meeting together has a major effect on coordination between various fields of learning and knowledge on campus."

Still, Lang acknowledges, growth is important for Northern Iowa to maintain its position in today's academic world. "If we had not added master's and doctoral

programs, had not grown, we would soon be left in the backwater," he says. "Sometimes you have to sacrifice a bit of one thing for another."

One area of growth for Northern Iowa—the use of fiber optics to reach out beyond the school's borders—is a modern-day development that Lang asserts has strong ties to the school's past. He notes that University faculty have long tried to take their efforts off campus into the community.

"In one way, fiber optics is just a remarkable application of what the institution has been trying to do from the beginning—communicate with other schools and the community," he says.

Lang knows little about fiber optics or computers, having taught as he did in the days when most students didn't have access to them. "Typing was as far as we went when

I was here," he says. He prefers to write his book manuscripts using long-hand and a speedy version of the hunt-and-peck typewriting method.

Yet if Lang knows little about the technological revolution in teaching methods, his historical background compels him to wonder how such methods affect the learning process.

"Technology does not in itself generate the educational and moral learning that society needs," he says, cautioning teachers to think through the use

of technology in the classroom. "Values derive from the fine arts as much as they do anything else. We tend to think that science and technology are the best, but I'm not so sure."

As they learn about advances in science and technology, Lang says, all students at Northern Iowa should continue to be exposed to heavy doses of literature, art and music. It is to help students and others appreciate the last one—music—that he donated the money to purchase a grand piano for the school's planned performing arts center. He did so in the memory of his wife, Esther Buchholz, who was a professional musician.

Lang's donation to the performing arts center is just the latest addition to the important legacy he has left Northern Iowa in his work as a faculty member and administrator. He still is contributing to that legacy as he continues to work on writing the school's history.

"There wasn't any reason to leave," he says. "This is a good place to be."

—Catherine Van Horn

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***In one way, fiber optics is just a remarkable application of what the institution has been trying to do from the beginning—communicate with other schools and the community.***

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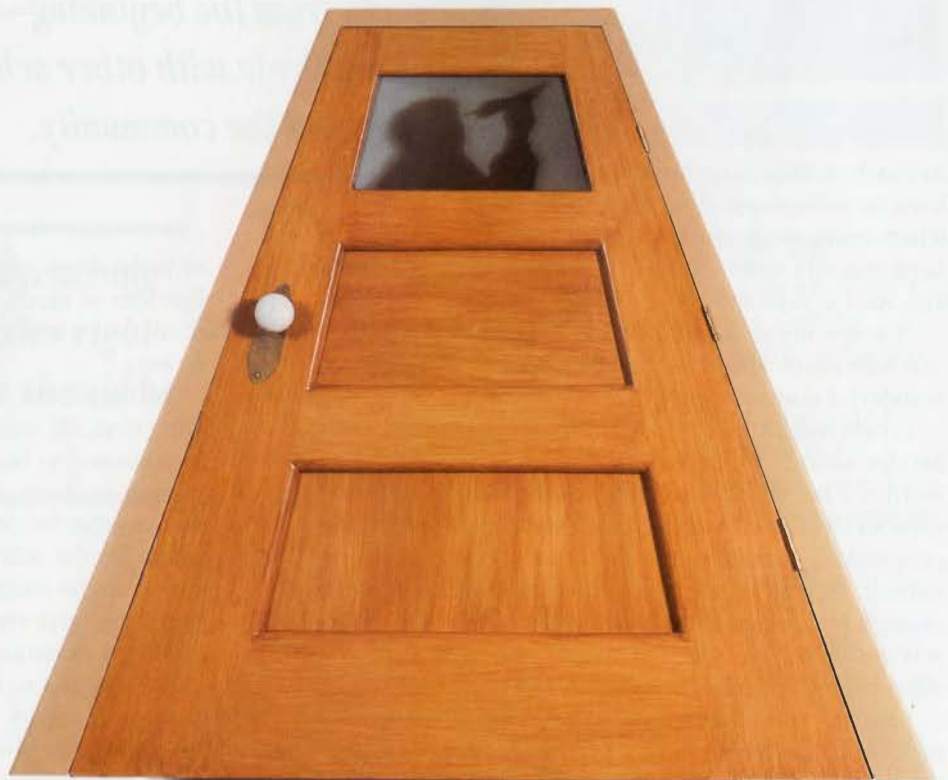
Deb Fedeler, *Sea Turtle Triptych*, charcoal.  
President's Purchase Award



Lewis Balentine, *Untitled*, laminated wood, resin, paint.  
Vice President and Provost Purchase Award



Lisa Millen, *Untitled #3*, oil on canvas.  
Donald O. Rod Library Purchase Award



Loren Sandvik, *Principal*, mixed media.  
Division of Educational and Student Services Merit Award



Terry Williams, *Untitled*, oil on canvas.  
College Hill Arts Festival Merit Award

The University of Northern Iowa's Gallery of Art regularly features a worldwide array of art. Still, the annual exhibition of student works remains one of the most popular attractions. The eclectic works displayed in the 1994 Juried Student Art Exhibition was no exception.

This year's juror was Stephen Prokopoff, director of the University of Iowa Museum of Art. "It is always a pleasure to see the production of artists at the early stages of their careers," he says. "What often distinguishes their work is a stimulating and delightful mix of talent, enthusiasm and efforts to bring together recently learned information and skills with ideas that are new and personal.

"And there are especially happy moments," continues Prokopoff, "when among such efforts an object of true conceptual and formal synthesis leaps forward and announces complete accomplishment. There are more than a few such works in this collection, and I spent a very satisfying time studying them."

This year's President's Purchase awardee is Deb Fedehler, a senior from Sumner, Iowa, for her charcoal "Sea Turtle Triptych." Graduate student Loren Sandvik weighed in with "Principal," a mixed media piece which won the Division of Educational and Student Services Merit award.



Bradley C. Page, *East Gym*, photo, RC paperprint.  
Department of Industrial Technology Purchase Award

## Governor inks bonding bill

Signature clears way for Wellness Center, Fieldhouse

Nearly 500 Malcolm Price Laboratory School students joined Governor Terry Branstad to celebrate the signing of the bonding bill that will provide the funds to rebuild their fieldhouse. The Governor's signature also clears the way for the long-anticipated Wellness Center at the University of Northern Iowa. Branstad was invited to campus by the Northern Iowa Student Government.

The Fieldhouse will replace the Nielsen Fieldhouse, which burned to the ground in June, 1993. The new structure will include basketball and volleyball courts, seating for 1,400, an indoor running track, badminton courts, and weightlifting and aerobic exercise areas.

The new Wellness Center will be the primary instructional facility for the School of Health, Physical Education and Leisure Services (HPELS). It will provide classrooms, laboratories and faculty office space for HPELS, which is currently scattered across seven different campus buildings. Also, students will gain badly needed space for recreational activities.

An architectural firm, RDG Broussard Dikis, Des Moines, has been hired to work with the University on a preliminary design for both projects, according to Morris Mikkelsen, UNI director of facilities planning. The Wellness Center will be built onto the existing Physical Education Center, north of the UNI-Dome. This arrangement will allow sharing of lockers and other facilities common to both buildings.

Construction of the \$12.5 million Center will be funded through bonding



### Victory Lap

*The Cat takes Iowa Governor Terry Branstad for a victory lap and a round of high-fives from Price Lab School students. The Governor attended a celebration in the Maucker Union after signing the bonding bill to rebuild Price Lab's fieldhouse, as well as the construction of a new campus wellness-recreation center.*

and student activity fees. UNI officials will present preliminary design schematics to the State Board of Regents in July, with construction to begin shortly after approval.

## Women 'making a difference' book topic

A book edited by two University of Northern Iowa faculty members highlights contributions of contemporary women to the fields of leadership and public speaking.

*Women's Voices in Our Time — Statements by American Leaders* features the public statements of 28 American women, ranging from Anita Hill's testimony to the Senate Judiciary Committee to Wilma Mankiller's inaugural address as principal chief of the Cherokee Nation. In each case,

UNI professors Victoria L. DeFrancisco and Marvin Jensen have provided information on the background of the presentation, the approach of the speaker and the response to the speech. The book is available in paperback through the publisher Waveland Press.

"All of the women in the book were chosen because they have made a difference," says Jensen. "They lead through the example of their lives, as well as their public statements."

The statements range from extemporaneous speeches to depositions and congressional testimony — all are included to provide both speech students and casual readers with a better picture of the contributions modern women are making to public speaking. "We wanted a variety," says DeFrancisco. "Not just the traditional notion of what is a public speech."



# National center nearly complete

**A** national research and resource Center for Energy and Environmental Education (CEEE) is nearly complete and will be open for the Fall, 1994 semester. The \$4 million facility, funded through a grant from the U.S. Department of Energy, is the newest building constructed on the growing south campus of the University of Northern Iowa.

The Center, known as the CEEE, serves as a model of energy efficiency, according to Gerald Intemann, dean of the UNI College of Natural Sciences. "The use of passive solar panels, earth sheltering, and state-of-the-art insulating and heat exchanging will minimize energy usage, even in Iowa's climate of extreme hot and cold," he says. "The building itself will serve as a model in the educational programs it houses."

A search is under way for a faculty-level director for the CEEE. Intemann expects to hire the director by late summer. The CEEE will bring a variety of environmental programs under one roof. Some of the projected uses of the facility are:

- ◆ A resource center for curricular materials for energy and environmental studies.
- ◆ In-service training for K-12 teachers to infuse environmental materials over a range of curricular areas.
- ◆ Hands-on educational programs for K-12 students.
- ◆ A home to the UNI Institute for Environmental Education, the science education faculty, and the Integrated Roadside Vegetation Management program
- ◆ Teaching facility for the required UNI General Education Capstone course, titled "Environment, Technology and Society."

CEEE programming will educate students at all levels, from



*The Center for Energy and Environmental Education will be ready for the Fall '94 semester.*

preschoolers through graduate students in UNI's new Master of Science in Environmental Studies

degree program.

A formal building dedication is scheduled for early Fall.

## KUNI reaches Des Moines area

**D**es Moines area residents can now listen to public radio KUNI in the capital city. A translator signal for the station has begun broadcasting KUNI's programming at 96.1 FM in Des Moines.

Broadcasting from a 100,000-watt main transmitter located near Walker, KUNI's signal previously reached only as far as the northeast corner of Polk County. The Federal Communications Commission approved the additional signal in 1992 and the State Board of Regents voted

its approval last November.

Listeners to the station also showed their support for the station in record numbers during a spring fundraiser. The on-air campaign resulted in pledges of nearly \$53,800, a record amount for a spring KUNI fund drive.

According to KUNI Development Director Jons Olsson, 896 pledge calls were received from listeners across Iowa and portions of Wisconsin, Illinois and Minnesota. More than 100 calls were from listeners to KUNI's newly operational Des Moines signal.



# Heritage Honours Awards recognize alumni, faculty and friends

**E**ight alumni, faculty and friends, along with a Cedar Falls law firm, were honored April 23 at the 38th Annual Heritage Honours Awards

program, sponsored by the Northern Iowa Alumni Association. The awards program honors outstanding achievement and service among UNI

graduates and faculty. The Heritage Honours Class of 1994:

## *Alumni Achievement Awards*

**Donald Adams** '57, MA '58, vice president for student life and enrollment management at Drake University. He is a nationally recognized leader in the area of higher education student personnel administration, and has been honored with the highest awards in the field for his 30 years in student personnel services.



**Ruth E. Martin**, '67, MA '72, Lubbock, Texas, professor of home economics at Texas Tech University, noted as an effective teacher, scholar, researcher and administrator. She coordinates the undergraduate programs for over 2,000 undergraduate students at Texas Tech, and has garnered research grants over a wide range of contemporary topics.

## *Alumni Service Awards*

**Woodrow "Woody" Nelson**, (2 yr '37, BA '42), Rochester, Minnesota, retired as personnel director for Rochester Schools, noted for his achievement in the development of a growing and respected school district. He is an active civic volunteer in Rochester.



**Michael Sheehan**, '65, Waverly,



Iowa, owner and president of Mike Sheehan and Associates Realty, selected for his years of service as an effective and loyal UNI volunteer. He serves or has served as a director in the UNI Athletic Club; UNI Parents Association; UNI Foundation Annual Fund; and the "Leading, Building, Sharing" Campaign.

## *Friend of the University Award*

**Redfern, Mason, Dieter, Larsen and Moore, Attorneys at Law**, Cedar Falls law firm honored for its decades of service to the University, including student advising, service on numerous boards and organizations, volunteerism and philanthropy. Members of the firm are LeRoy Redfern, David Mason, Robert Dieter, John Larsen, Steve Moore, Donald Redfern, Mark Fransdal, Mark Rolinger and Susan Staudt.



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## *Young Alumni Award*

**Anne Kirpes**, '89, Steger, Illinois. Kirpes is an elementary teacher, noted for her effective teaching and service to the teaching profession. She is a two-time winner of the prestigious Congressional Award, in recognition of her accomplishments in and out of the classroom.



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## *Outstanding Service Award*

**James L. Doud**, professor of education, for 24 years of service at UNI, as well as in national and international organizations dedicated to the improvement of K-12 education. He is former principal at Malcolm Price Laboratory School, and is past director of the Iowa Principals Academy and past president of the National Association of Elementary School Principals.



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## *Donald McKay Faculty Research Award*



**Clemens L. Bartollas**, professor of sociology, nationally known expert in juvenile crime and criminology. Bartollas' work with youth gangs is especially noteworthy. He is author of 17 books and over 60 articles and scholarly papers.

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## *Class of 1943 Outstanding Teaching Award*

**Gretta Berghammer**, professor of theatre and head of the theatre department, teacher of dramatic arts to students ranging from preschoolers to University graduate students, noted for her effective and innovative teaching skills. She consistently earns highest marks from her students and colleagues.



# 1994: The largest class

A record number of graduating seniors participated in the spring commencement exercises at the University of Northern Iowa on May 14.

Nearly 1,450 students completed their undergraduate and graduate degrees during the spring semester at UNI. An estimated 320 students scheduled to complete their studies during the summer were also invited to participate in commencement. The student address was delivered by Melissa A. Pieper, an Urbandale native, who received a bachelor of arts degree in management information systems with highest honors.

An honorary doctor of humane letters degree was also awarded at the spring commencement exercises to

Dorothy Jean Tostlebe Ray, a distinguished ethnohistorian and writer. She is a 1941 graduate of UNI. Tostlebe Ray has had a long and distinguished career in anthropology, primarily in the study of the native arts and culture of Alaska and of the native groups of Washington. She has compiled an impressive scholarly record authoring



10 books, five major volumes and numerous papers in scholarly and popular journals.

# Moving up

## Softball, baseball, track show improvement

Northern Iowa's softball team set a team record for wins, finishing their season 40-21 in the rugged Missouri Valley Conference. The Panthers were led by senior outfielder Heather Daters, named first team all-Conference. Daters batted .351 for the season, finishing with career records for runs (130) and walks (79). Catcher Karen VandeVoort and shortstop Stacy Weber also were named to the MVC first team.

Head coach Dave Schrage's 1994 Panther baseball team closed at 24-32, 5-16 in the always-strong Missouri Valley. Senior outfielder Monty Muller led the squad in batting (.364), runs (38) and runs batted in (41). Brad Hames, a senior pitcher, was named second team all-MVC.

Sophomore sprinter/hurdler Joey Woody fashioned one of the best seasons in Panther track history, finishing fifth in the 400 meter hurdles



*Sprinter/hurdler Joey Woody finished fifth in the 400 meter hurdles at the NCAA Championships and brought home top athlete honors from the Drake Relays and the Missouri Valley Conference championships.*



*Lucky 13. Panther head coach Dave Schrage ponders his team's fortunes in an up-and-down season. After a fast start, the Panthers finished 24-32, 5-6 in the treacherous Missouri Valley Conference race.*

at the NCAA Championships. He earlier brought home top athlete honors at the Drake Relays and the Missouri Valley Conference championships. Woody recorded team bests in the 110 hurdles (14.09), 400 hurdles (50.50), 400 meters (47.09) and 800 meters (1:48.41). Junior high jumper Tim Suchan leaped 7-3-3/4 in the Conference championship meet, a team best. Overall, coach Chris Bucknam's squad finished third in the MVC.

For the first time ever, two Northern Iowa women student-athletes qualified for the NCAA track and field championships. Senior Shantel Twiggs, a two-time Drake Relays champion and eight-time NCAA qualifier, set team records in the 100 meters (11.20) and 200 meters (23.12). Sophomore Diana Leftridge qualified in the long jump. Neither advanced to the NCAA finals. The relay team of Rhonda Eiben, Denise Schmitz, Leftridge and Twiggs set team records in the 4 x 100 and 4 x



*Shantel Twiggs set team records in the 100 meters (11.20) and 200 meters (23.12).*

200 events, and the 4x400 team of Eiben, Jacque Askeland, Teresa Lux and Twiggs won the MVC championship with a time of 3:46.09. Overall, the Panthers placed sixth of eight teams in the Missouri Valley Championships.



*Sophomore Diana Leftridge qualified in the long jump at the NCAA track and field championships.*

# Panther standouts to test professional ranks

**T**wo former University of Northern Iowa football standouts, quarterback Kurt Warner and receiver/punter Tim Mosley, signed contracts to play professional football in the National Football League (NFL). Warner signed with the Green Bay Packers, and Mosley with the Denver Broncos. A 1992 graduate, two-time All-American placekicker Brian Mitchell, has signed with Shreveport of the Canadian Football League.

Although Mosley and Warner were not selected in the seven-round NFL

draft in April, both signed free agent contracts within hours after the draft ended. "This has been a dream of mine for a long time, Mosley says. I talked with (Denver head coach) Wade Phillips and he welcomed me aboard. He said I'll get a shot at a receiver spot and punting."

Warner threw for 2,747 yards and 19 touchdowns in his senior season at UNI. Mosley led the team with 47 receptions and a 42.5 yard punting average. Both were instrumental in the Panthers' fourth consecutive

Gateway Conference championship, and its automatic berth in the NCAA Division 1-AA playoffs.

Mitchell, who holds every kicking record in the UNI record book, had been trying to earn a spot with an NFL team. Shreveport's 1994 season will be its first season as an expansion franchise in the Canadian league.

Nine former Panther players currently are active in professional football.



Warner



Mosley



Mitchell

## Gaijin:

### Okinawa enhances teaching perspectives

**S**tudent teaching for 11 University of Northern Iowa students in the spring semester was an experience they will carry with them for a lifetime. They were the second group of student teachers this past academic year to travel to Okinawa, Japan, to complete their student teaching requirements.

The students were in Japan for four months, living and teaching at Kadena Air Force Base. They taught United States military personnel's children at Department of Defense Dependent Schools located on the base.

Dennis Cryer, UNI associate professor of health education, served as faculty adviser for the trip to

Okinawa. He says this experience gave the students an international awareness and cultural experience they could not get elsewhere while doing their student teaching. "It enhanced the students teaching perspective because of the rich variety of students they taught from throughout the United States and the world," Cryer says.

# Voices of Diversity

## Acclaimed writers convene at Northern Iowa

**A**vid readers, accomplished writers, acclaimed critics and those struggling somewhere in between convened on the University of Northern Iowa campus in early June for the third International Conference on the Short Story in English.

The conference theme, Voices of Diversity, reflected the wide range of perspectives represented, says conference chair Maurice Lee. "It's just astounding. We had everyone from university department chairs to high school remedial English teachers. Clearly, diversity is a major topic in academics today. For younger students, the short story has been one of the most effective devices to teach students to read and write." A total of 350 persons attended the conference, representing Scotland, England, Australia, Jamaica, Trinidad and South America.

The panel of featured writers



*Amy Tan, author of *The Joy Luck Club* shares a laugh with Arturo Arias at the third annual International Conference on the Short Story in English.*

included Amy Tan, author of the best-selling *The Joy Luck Club*, along with Isabel Allende, Amiri Baraka, Richard

Ford, Bharati Mukherjee, Sonia Sanchez and Leslie Marmon Silko.

Lee notes that the journal *Short Story*, which is edited by Mary Rohrberger, head of the UNI English department, provides strong evidence that the conference is inspirational. "After the last conference, the journal was deluged with submissions. This is a clear sign that

the conference inspires people to say, 'look, I think I can write a short story.'"

## \$750,000 grant to improve math instruction in Department of Defense schools

**T**he University of Northern Iowa has received a \$750,000 federal grant to help teachers in Department of Defense schools better teach algebra and geometry at the high school level. About 100 DOD teachers will receive inservice training from UNI mathematics education faculty to meet the demanding standards recommended by the National Council of Teachers of Mathematics.

Project director Jack Wilkinson, professor of mathematics, says UNI was recommended for the project by instructors in the DOD schools who

attended a summer math and science institute at UNI.

The first phase of the project will include 48 instructors from more than 30 DOD schools throughout Europe and the Pacific, who will attend a one-week summer institute on the UNI campus in July. This fall, four top high school math teachers will travel in two teams to the various schools for follow-up demonstration teaching.

A major challenge will be to help all 9th and 10th grade students succeed in the challenging algebra and geometry courses, instead of

channeling them into less rigorous general math courses, Wilkinson says. "The choice of math courses at grade 9 is one of the most critical career choices a young student makes," he says. "Students who fail to choose algebra are already starting to close some doors."


Faculty in the UNI Department of Mathematics are considered among the top math educators in the country. Wilkinson has directed three National Science Foundation projects totalling \$2.2 million, and six Eisenhower math projects in the past seven years.

HOMECOMING '94

UNIVERSITY OF NORTHERN IOWA

PANTHERS

Groovin'



70's Style

## Friday, September 23

- All Day Golf Tournament, Beaver Hills Country Club. For reservations, call (319) 266-9172
- 2 p.m. Northern Iowa Alumni Association Board Meeting, The Commons  
UNI Foundation Board of Trustees Meeting, The Commons
- 4 p.m. Annual Alumni Association Meeting, The Commons. All alumni are invited.
- 5-7 p.m. All Alumni Reception (\$10), The Commons Plaza. Special guests: Classes of 1954, 1964 and 1969.
- 6 p.m. Hall of Fame Banquet (\$17.50). For tickets, call (319) 273-6131
- 6:30 p.m. Pep Rally, Maucker Union Coffeehouse
- 8 p.m. Wind Symphony, Jazz Band I  
Homecoming Concert, Russell Hall (\$5 general admission, \$3.50 students and senior citizens)



## Saturday, September 24

- 8-9:45 a.m. Class of 1954 40th Reunion Breakfast (\$7.00), Maucker Union, Royal Oak Room
- 10 a.m. 1994 Homecoming Parade, from Cedar Falls High, up College Street, to Campbell Hall
- 11:30 a.m. Reunion Brunches (\$10), Classes of 1954, 1964 and 1969, Maucker Union
- 11:30 a.m. All Alumni Tailgate, West UNI-Dome Lot (\$5.00)
- 1:30 p.m. Homecoming Game: UNI Panthers vs. McNeese State, UNI-Dome  
Pre-game: Lux Medallion Presentations

### Homecoming Registration Form

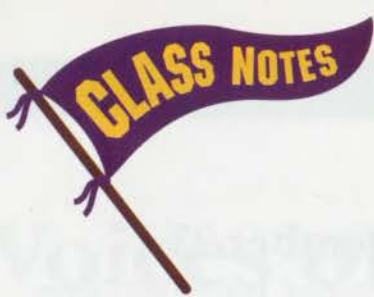
I/we are planning to attend:

- All-Alumni Reception .....(  @ \$10)
- 5-year Reunion (#: )
- 10-year Reunion (#: )
- 40-year Reunion .....(  @ \$7 breakfast)
- Reunion Brunches .....(  @ \$10)
- All Alumni Tailgate .....(  @ \$5)
- Homecoming Concert .....(  @ \$5 general)  
(  @ \$3.50 senior cit.)
- Hall of Fame Banquet .....(  @ \$17.50)
- Total amount enclosed .....\$

Name(s) \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, ZIP \_\_\_\_\_  
 Class year(s) \_\_\_\_\_

Please return form and payment **no later than September 16**  
 to: Office of Alumni Relations, 204 Commons, UNI, Cedar Falls,

**Alumni Association events on-line! For details, call (800) 782-9522 or (319) 273-2355.**



'**24 Evelyn Arquette Bettendorf**, BA, taught physical education in St. Cloud, MN, and later at the College of St. Catherine, St. Paul, MN. Recently the college named a lounge in the new sports and fitness center in her honor.

'**32 Zora Knudsen**, BA, is retired and lives in Ames. She has spent much of her time over the last few years volunteering for different community organizations.

'**37 Fred Meyer**, BA, has retired after 41 years of being the manager of the Humota Theater in Humbolt.

'**40 Aubrey La Foy**, BA, retired after teaching for 25 years in Mason City and eight in Estherville. He recently published a book entitled, *Down Memoria Lane of the Iowa Great Lakes*.

'**53 Norman Huse**, BA, has retired after 32 years in education at Indianola.

'**54 Roger Maxwell**, BA, has been the equal employment opportunity compliance officer at the Iowa State Board of Regents for the past 24 years. He is also the author of four music books that have sold more than 650,000 copies.

'**55 Loren Horton**, BA, MA '60, is senior historian at the State Historical Society of Iowa.

'**57 LaVonne Kilts Siemers**, 2 yr, BA '77, has taught for 36 years and retired at the end of this past school year. She finished her teaching with the second grade class at Okoboji Elementary School.

'**60 Betty Heisler Franck**, BA, MA '93, is an adjunct speech instructor and continuing education teacher at Hawkeye Community College in Waterloo.

'**61 Don Breshears**, MA, lives in Lamoni and operates a music engraving business called MacMusic Graphics. He also owns a small publishing company called Covenant House which publishes sacred vocal and choral music. **Norman Euchner**, BA, has taught in the Galva-Holstein Community School system since 1965.

'**62 Joe Graff**, MA, recently retired from the Spencer School District as superintendent. He worked in the district for 35 years, 14 of those as superintendent.

'**63 Joe Adair**, BA, MA '66, has lived, worked and traveled in over 60 nations producing travel-destination films in four continents with his wife. Their home and studio is at Springbrook Farms near Bowling Green, KY.

**Lynn Germain Cutler**, BA, MA '67, is a senior vice president of the Kamber Group.

'**66 Nick and Diana Benzing**, BA, recently received the Iowa State Education Association (ISEA) Charles F. Martin Award. The award is the highest recognition presented by the ISEA to Association members.

**Mark Messersmith**, BA, owns and operates over 80 apartment units in the Southern California areas of Los Angeles, Inglewood and San Bernadino.

'**67 Joel Ebert**, BA, MA '74, is the new elementary principal and K-12 curriculum director at Ackley-Geneva. He is currently the shared curriculum coordinator with Ackley-Geneva, Alden and Iowa Falls.

**Steve Epperly**, BA, is a senior account executive with the Horace Mann

Companies and recently earned the Chartered Life Underwriter diploma and professional designation from The American College, Bryn Mawr, PA.

'**68 Carolyn Bern Riley**, BA, MA '72, teaches first-grade at Ridge Circles School in Streamwood, IL. She was recently selected as one of 50 science teachers, one from each state, who received Presidential Awards for Math and Science in Washington D.C.

**Patti Lammert Thayer**, BA, is the director of the Department of Academic Support Services at Northwestern College in Orange City. She also served there on the faculty from 1978-84. Thayer was the 1984 Northwestern College Professor of the Year.

'**69 Elaine Drossel Hughes**, BA, MA '90, has worked 10 years as a library/media specialist and is involved in a number of church, civic and professional activities.

'**70 Steve Powell**, BA, is president of Steve Powell & Associates, as well as a general agent for Life Investors Insurance Company of America. He lives in Eldridge.

**Paul Renaud**, BA, is a public school music teacher in the Quad City area and also participates in the church choir, a member of the Quad City Chorals,



## Marching Band Alumni !

*Join the excitement!*

We invite you to dust off your instrument and play in the alumni

band during the Homecoming football game, September 24, 1994, at 1:30 p.m. Relive those days of Panther Pride when the band was *your* band.

Stop by Russell Hall room 58 between 11:30 and 12:30, September 24, for game tickets or an instrument.

For more information, or to reserve an instrument, call John Vallentine, director of the Northern Iowa Marching Band, (319) 273-2173, toll free (800) 535-3171.



## Class Notes



Daniel R. Bartlett,  
BA '76

participates in summer theater productions and many other music related events.

**'71 Edward Nassif**, BS, is a member of the McFarland Clinic physicians practice in Ames, where he is an allergist.

**Robert W. Shreve**, BA, was recently appointed pastor of the Lenox and Mercer Center, IA, United Methodist Churches.

**Richard Steffen**, MA, has taught at South Hamilton, in Jewell, since 1965. He now teaches 7th grade social studies, economics, government and world history.

**'72 Arthur Gratias**, MA, lives in Nora Springs with his wife and has been an active member in his church, the school system as a board member, teacher and principal, along with other community activities.

**Curt Schroeder**, BA, is in his 12th year as director of bands at Nevada High School.

**Mary Quass**, BA, is owner, president and chief executive officer of Quass Broadcasting Co. in Cedar Rapids and currently serves as general manager of KHAK-AM/FM, two country western stations serving eastern Iowa.

**'73 Richard Bailey**, BA, was recently appointed senior vice president, manufacturing for Kraft General Foods. As head of manufacturing, he will lead the development and implementation of a manufacturing strategy for all Kraft production facilities.

**Rose Moyer Frank**, BA, was recently appointed as associate pastor of the First United Methodist Church in Boone.

**'74 John Ohlinger**, BA, has been named principal of Ottumwa High School for next year. He has taught at Ottumwa for 15 years and prior to that in Council Bluffs.

**Shirley Rosenthol Kirby**, BA, MA '89, was the recipient of the Celebrate Literacy Award at the State Reading Convention in Des Moines. The award was presented by the International Reading and the Iowa Reading Councils for exemplary service in the promotion of literacy. Kirby has taught middle school language arts and Chapter I, college level education courses and currently teaches third grade in the South Winneshiek, IA, school district.

**'75 Rick Freeburg**, BA, was recently promoted to assistant vice president of sales for Pro Advantage Services in Algona.

**'76 Daniel R. Bartlett**, BA, was recently appointed senior vice president of finance by the First Trust Corporation headquartered in Denver, CO.

**'77 Beverlee A. Bell**, BA, was recently appointed as pastor of the Slater and Sheldahl, IA, United Methodist Churches.

**Susan Spray**, BA, recently joined the University of Iowa Foundation as director of development for the UI Museum of Art and the UI Libraries.

**'78 Craig Chase**, BA, is an Iowa State University extension farm management specialist.

**Cindy Conrad**, BA, is a family support associate for Henry and part of Washington County. She lives on a farm near Wayland with her husband and two children.

**Kay Marshall Hagen**, BA, is the area development coordinator for the Northwest Iowa Power Cooperative.

**'79 Mary Ann Ahrens**, BA, is the owner of Ahrens & Affiliates, a Waverly human resource training and development firm. Currently she is president of the American Association of University Women of Iowa and serves as chair of the Waverly Airport Commission.

**Margaret Grosvenor**, BA, MA '88, is the executive director of Housing and Urban Development in Fort Dodge, where she also directs the choir and serves as the organist for the First Presbyterian Church.

**Cindy Hill Usher**, BA, works as a legal secretary at Meardon, Sueppel, Downer & Hayes law firm in Iowa City.

**'80 Susan Weiss**, BA, teaches in the Clinton High School and is also the girls' high school track coach. She is also involved in many different organizations in Clinton.

**'82 Mark Randall**, MA, was recently promoted to a career representative by Life Investors Insurance Company of America.

**Rebecca Swella**, BA, works for the Swella Clinic of Chiropractic in Decorah. She taught school in the Waterloo Community School and Central Community School districts before earning her doctorate from Palmer College of Chiropractic.

**'83 Blair J. A'Hearn**, BA, serves as the pastor of Bethany Lutheran Church in Iowa Falls.

**Lori Anderson Montgomery**, BA, teaches second grade and was elected Teacher of the Year. She is part of the Appoquinimink School District in Delaware.

**Daniel I. Wadle**, BA, recently joined the Firststar Bank in Sioux City as an assistant vice president and employee benefits manager of the bank's trust division.

**'84 Kathy Krueger Brockway**, BA, was among the 25 chosen as one of Iowa's Business Leaders of Tomorrow by the *Des Moines Register*. She is assistant vice president and trust officer of Hawkeye Investment and Trust Services.

**Mark Glascock**, BA, is the recreation specialist for the Webster City Parks and Recreation.

**Mike Houchins**, BA, is a lawyer with the law office of Zenor and Carr in Spencer. He was previously a prosecutor for Cerro Gordo County attorney's office and the Story County attorney's office in Nevada.

**'87 Steve Buhrow**, MA, is the principal at Colo-Nesco, IA, High School.

**'88 Henrey R. Umphress**, BA, is the food store manager in the Super Kmart center that opened this past spring in Evansville, IN.

**'89 Jayne Danner Dougherty**, BA, was recently promoted to assistant vice president of First Midwest Bank in Bollingbrook, IL.

**Rick Hall**, BA, is the Iowa Valley Community College District vice president of financial services and facility management. He is formerly the comptroller at Simpson College and worked at McGladrey and Pullen accounting firm.

**'90 Marsha Shaw Bonnstetter**, BA, teaches kindergarten at the Valley of Elgin, IA, school district.

**Maureen Johnson Busta**, MA, EdD '93, is an instructor of mathematics at the Calmar campus of Northeast Iowa Community College and was recently elected treasurer of the Iowa Council of Teachers of Mathematics for a two year term.

**Barbara Franck**, BS, studied pathobiology at the University of Minnesota and is now a first-year student in the College of Medicine at the University of Iowa.

**Jody Benson Schneider**, BA, is the assistant controller of Tri-City Electric Co. in Davenport.

**Jerry Seydell**, BA, is the operations officer at Security Savings Bank in Williamsburg. He is responsible for

keeping the computer system operating and planning for changes in the system.

**'91 Janice Gentzkow**, BA, recently earned the Certified Management Accountant designation from the Institute of Certified Management Accountants.

**Joel McNulty**, BA, is a job coach with the Central Iowa Residential Services Inc. He works with disabled people to discover their interests and job skills and then tries to secure employment for them. **Sonya Weiss**, BA, is a news writer for the *Eagle Grove* (IA) *Eagle*.

**Brenton Williams**, BA, is the Saturday night disc jockey for KWPC in Muscatine.

**'92 Karen Conlon**, BA, is a tax assistant with Norwest Mortgage in Des Moines.

**DeLaine Freeseaman**, BA, was recently appointed to vice president/loan officer at Farmers Bank and Trust in Webster City.

**Gretchen Lohman**, BA, is a graduate student in education/student development and post-secondary education at the University of Iowa and is serving as the vice-president of the University of Iowa Student Association.

**Jerry Orr**, BA, lives in Aplington and recently joined the staff of Stockdale Realty/Brokerage and Appraisal Firm in Aplington.

**Amy Tjernagal**, BA, lives in Lowden and is the 9th-11th grade English instructor at the Clarence-Lowden, IA, High School.

**'93 Steve Duro**, BA, was promoted to sales representative by the Life Investors Insurance Company of America.

**Brian Litts**, MA, is currently the assistant principal at Wilson Middle School in Cedar Rapids.

**Shelly Sanford**, BA, recently joined Cornwell & Co., Certified Public Accountants, as a member of the professional staff.

## Marriages

**'70s Lois Kabela**, BA '79 & Michael Coates.

**'80s Kathy Griffin & Michael Larson**, BA '81. **Karen**

**Bollinger**, BA '82 & Christopher Slagle. **Becky Rich & Kevin Huse**, BA '82.

**Shelley Waddingham**, BA '83 & Richard Witting. **Laura Klees & Kristopher Sutter**, BA '83. **Audrey Leppert**, BA '83 & Paul Ellbogen. **Julie Robert Kirk Konigsmark**,

BA '83. **Cheryl Anderson**, BA '84 & David Gentz. **Laurie Brown**, BA '84 & Jeff Shera. **Sherry Henderson & Ken Jones**, BA '84. **Kandi Hatch**, BA '85 & Daniel Millard. **Ann Renee Grandon**, BA '85 & Roderick Ceaser. **Meg Malone**, BA '85 & Bradford Titus. **Lori Dalrymple**, BA '86 & John Pickering. **Mary Jenneman & Alan Hosting**, BA '86. **Laura Anderson**, BA '86 & Patrick Rice. **Lori Coyle**, BA '86 & Larry Jensen. **Marlys Maravetz**, BA '86 & Jens Wiegand. **Patricia Mahoney**, BA '86 & Donald Neil Erusha. **Trina Hug & Terry Meyer**, BA '87. **Tracy Tibbitts & Bruce Hartley**, BA '87. **Teri Weida-Scott**, BA '87 & Scott Jones. **Patricia Cook**, BA '87 & Paul Casterton. **Janice Coleman**, BA '88 & Scott Dickerson. **Mary Oakes**, BA '90 & **Ronald Coenen**, BM '88. **Mara Stefani**,

GA '89 & **Matthew Meade**, BT '91. **Jenny Strebe**, BA '89 & Michael Hamilton. **Connie Janssen & Shawn McAlpine**, BA '89. **Cyndi Stolz**, BA '89 & Terry Bridgewater. **Jean Hellmann**, BA '89 & David Wade. **Michele Nunn & Christopher Donner**, BA '89. **Audra Ginther & Jeffrey Bonner**, BA '89.

**'90s Stacy Wells**, BA '90 & **Dean Lewis**, BS '90. **Kary Helle & Nathan Godwin**, BA '90. **Denise Rake**, BA '90 & Thomas McCourt. **Kristi Bruvik**, BA '90 & Timothy Lindhorst. **Tracie Meskel**, BA '90 & Vincent Ramos. **Mary Oakes**, BA '90 & **Ronald Coenen**, BM '88. **Michele Bates**, BA '90 & Richard Madson. **Dana Bozarth**, BA '90 & Gary Williams. **Trisha McDermott**, BA '91 &



Tuesday, September 27, 1994

10 a.m. to 3 p.m.

UNI-Dome

- In 1993
- 1,700 students and alumni attended
  - 135+ employing organizations participated
  - Full-time, part-time, internship and volunteer positions promoted
  - Career information and opportunities presented
  - Future talent, current graduates and alumni screened

In 1994 We invite you to consider UNI students and alumni, known for their strong work ethic and excellent educational preparation. 75 percent of UNI students pay for all or part of their college education.

What employers say about the UNI Career Fair:

*"Well-prepared students."*

*"Very nice cross-section of students."*

*"Very well prepared in all areas of the interview process."*

What students say:

*"There was more opportunity there than I expected."*

*"Great opportunity to let employers put a face with a name."*

*"This fair is a great opportunity to explore career positions in my major."*

For information, contact:

Dianne Foster, Recruitment Coordinator  
Office of Placement and Career Services  
University of Northern Iowa  
Cedar Falls, Iowa 50614  
(319) 273-2068

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## Births

**'70s** William & **Diane Beneke Mather**, BA '78, Ledyard, son, Michael, born May 1, 1994.

**'80s** Joseph, BA '80 & **Martha Robson Pierce**, BA '78, Urbandale, daughter, Anna, born April 29, 1994. Teresa & **Roger Shaffer**, BA '83, Sumner, son, Brodie, born Sept. 21, 1993. Jeff & **Paula Dickson Barbour**, BA '84, Des Moines, daughter, Kelsey, born Nov. 10, 1993. Larry & **Lori Coyle Jensen**, BA '86, Monticello, daughter, Abby, born Jan. 4, 1990; son, Mitchell, born July 10, 1992. John & **Lynn Thorson Armstrong**, BA '86, Galesburg, IL, son, Derek, born Sept. 21, 1993. Harvin & **Patti Hasty Rust**, BA '86, Grundy Center, son, Joel, born Nov. 26, 1993. Philip & **Lori Jones Ruge**, BA '87, Janesville, WI, daughter, Luisa, born Dec. 22, 1993. Annette & **Gary Wolter**, BA '87, Cedar Rapids, son, Adam, born Feb. 11, 1994. Leon & **Kari Schilling Peters**, BA '87, Davenport, daughter, Kristina, born Nov. 24, 1993. David & **Alexis Galloway French**, BA '88, Cedar Rapids, daughter, Lydia, born Sept. 16, 1993. Lisa & **Daniel Saddler**, BA '89, Cedar Falls, son, Evan, born Dec. 15, 1993.

**'90s** David, MA '90, & **Catherine O'Brien Bohlke**, BA '82, Manchester, son, Michael, born Dec. 16, 1993. **James**, BA '91, & **Cynthia Eggers Torvik**, BA '90, Waterloo, daughter, Lindsay, born July 7, 1993.

## Deaths

**'10s** Lillian Orr Dickinson, 1-yr '16, Mason City, died Feb. 19, 1994. **Nellie Smith Mickalek**, 2-yr '16, Clear Lake, died March 18, 1994. **Ivy Hunt Haight**, BA '17, Waterloo, died April 20, 1994. **Gladys Birum Elman**, 2-yr '19, Osage, died Feb. 10, 1994.

**'20s** Jessie Louise McArthur, 2-yr '23, Independence, died May 3, 1994. **Verona Goettsch**, 2-yr '23, Plano, TX. **Bernadette Smith Happ**, 2-yr '23, Manly, died Feb. 3, 1994. **Henrietta**

**Wittgreve Matson**, 2-yr '23, Britt, died Jan. 22, 1994. **Grace Griffith Butler**, 2-yr '24, Sioux City, died Jan. 7, 1994. **Hattie voss Achtermann**, 2-yr '24, Ackley, died April 21, 1994. **Grace Burton**, 2-yr '24, Lost Nation, died April 17, 1994. **Cecelia Dostal Weinberg**, 1-yr '27; 3-yr '27; BA '28, Clarksville, died May 2, 1994. **Nadine Gladys McClung Morgan**, BA '24, Leon, died Jan. 26, 1994. **Helen Chambers Mullins**, 2-yr '25, Kanawha, died Jan. 22, 1994. **Herman Siemers**, BA '25, LaGrange, IL, died Jan. 14, 1994. **Eleanor Connell Murphy**, 2-yr '26, Dubuque, died Feb. 14, 1994. **Wilma Dummett Rupp**, 2-yr '27, Dayton, died Jan. 15, 1994. **Margaret Voogd Girton**, 2-yr '27, Des Moines, died Feb. 1, 1994. **Marjorie Kutzner Hill**, 2-yr '27, Clear Lake, died March 5, 1994. **Elsie Hoyt Frandson**, 2-yr '27, Clear Lake, died Feb. 5, 1994. **Adam Suck**, BS '27, Marion, died Jan. 20, 1994. **Ethel Seberson**, 2-yr '28, Manly, died Feb. 3, 1994. **Howard Frey**, BA '28, Eldora, died Feb. 28, 1994. **Doris Anderson Richards**, 3-yr '28, Waterloo, died Feb. 14, 1994. **Agnes Davison Smith**, 2-yr '28, Owatonna, MN, died Feb. 16, 1994. **Cora Huus Petersen**, 2-yr '28, Northwood, died April 14, 1994. **Robina Miller Engemann**, 2-yr '29, Harlan, died March 29, 1994. **Edmund Birkholz**, BA '29, Colesburg, died March 22, 1994. **Helen Truman Eno**, 2-yr '29, Luana, died March 21, 1994. **Helen Danielson Christenson**, 2-yr '29, Spencer, died Jan. 19, 1994. **Minard Stout**, BA '29, Tempe, AZ, died March 23, 1994.

**'30s** Vivian Brady Jones, BA '30, Rock Island, IL, died Feb. 10, 1994. **Doris Dunham**, 2-yr '30, Storm Lake, died Feb. 2, 1994. **Norbort Noecker**, BA '30, Allegan, MI, died April 10, 1994. **Ruth Boyd O'Meara**, BA '30, Sioux City, died Feb. 15, 1994. **Irma Johnson**, 2-yr '30, Sheldon, died April 12, 1994. **Harold G. Griffith**, 2-yr '27; BS '31, Mason City, died April 2, 1994. **Ruth Davis Jones**, 2-yr '31, Bladensburg, died March 19, 1994. **Fred Griner**, BA '31, Glendale, AZ, died Feb. 5, 1994. **Janet Sea Lee**, BA '31, Fremont, died March 14, 1994. **Juanita Springer Perdue**, 2-yr '31, Sigourney, died March 7, 1994. **Delora Reutter**, 1-yr '31, Ogden, died Feb. 3, 1994. **Cordelia Schuchmann Koch**, 2-yr '32, died April 20, 1994. **James Rainbow**, BA '32, Sioux City, died Jan. 18, 1994. **Elizabeth Nellist Osborn**, 2-yr '32, Newton, died Dec. 6, 1993. **Alice Steuer**

# Class Notes

**Ball**, 2-yr '32, Waterloo, died Feb. 11, 1994. **T. Genevieve Flatjord Potratz**, 2-yr '32, Sumner, died Feb. 7, 1994. **Vera Soles**, BA '32, Cedar Falls, died Feb. 23, 1994. **Ruth Phillips Draper**, 2-yr '33, Grinnell, died Jan. 23, 1994. **Thelma Hunter**, 2-yr '33, Ottumwa, died Feb. 12, 1994. **Florence Poller Rogers**, 2-yr '33, Carroll, died Feb. 14, 1994. **Beth Spafford**, 2-yr '33, Waterloo, died Jan. 19, 1994. **Helen Sturdevant Walk**, BA '33, Hills, died March 1, 1994. **Charles D. Zickefoose**, BS '34, Richmond, VA, died April 10, 1994. **Olive Lewis**, 2-yr '34, Griswold, died Jan. 21, 1994. **Catherine Moore**, 2-yr '35, Gravity, died Feb. 8, 1994. **Bruce Hoiem**, 1-yr '36, Estherville, died Jan. 29, 1994. **Lorraine Scarpace Mecca**, BA '36, Harlingen, TX, died Jan. 15, 1994. **Hazel Carlson Petersen**, 2-yr '37, Denison, died Jan. 27, 1994. **Donald W. Stout**, BA '37, Dana Point, CA, died Dec. 21, 1993. **Genevieve Lyon**, 2-yr '38, Lapen, IN, died April 19, 1994.

**'40s** **Harriett Bosworth Kiewiet**, BA '40, Buffalo Center, died March 6, 1994. **Irene Schroeder Hansen**, 2-yr '40, Cedar Falls, died Feb. 27, 1994. **Robert Theodore Evans**, BA '40, died May 1, 1994. **Thelma Channon Sampson**, 2-yr '40, Exira, died Jan. 30,

1994. **E. Vivian Miller Whitney**, 2-yr '41, Waterloo, died Feb. 24, 1994. **Warren Hutchens**, BA '42, St. Cloud, MN, died March 10, 1994. **Glenn Willins**, BA '42, New Hampton, died April 1, 1994. **Leo Solt**, BA '43, Bloomington, IN, died April 18, 1994. **Neelak Tjernagel**, BA '47, Bremen, IN, died May 7, 1994. **Ralph Rohling**, BA '49, Mundelein, IL, died Dec. 21, 1993.

**'50s** **James Jensen, Jr**, BA '50, Lomita, CA, died Nov. 21, 1993. **Eugene L. Fisher**, BA '51, Saline, MI, died April 8, 1994. **Wanda Phippen Force**, BA '51, New Sharon died March 20, 1994. **Flora chlesinger Eggerth**, 2-yr '52, Goldfield, died March 5, 1994. **Goldie Senenfelder Erickson**, Corwith, died Feb. 16, 1994. **Louise Rube Leckington**, BA '53, Los Alamitos, CA, died Feb. 8, 1994. **Elton Berg**, BA '53, Gillette, WY, died Feb. 4, 1994. **Mary Ball Walsh**, BA '53, Worthington, MN, died March 23, 1994.

**'60s** **Ruth Day**, 2 yr '46; BA '64, Tipton, died Feb. 16, 1994. **Maxine Russell Bossom-Cruise**, 2-yr '44; BA '64, died May 8, 1994. **Imogene Wardrip Jackson**, MA '65, Louisville, KY, died March 16, 1994.

**'70s** **David Sessions**, MA '70, Seattle, WA, died March 7, 1994. **Annie Baker**, 2-yr '37; BA '71, Clear Lake, died Feb. 13, 1994. **Lloyd Urbanek**, MA '71, Parkersburg, died April 14, 1994. **Jean Coffey Burnham**, BA '71, Council jBluffs, died May 7, 1994. **Ethel Doescher Zwanziger**, MA '71, Strawberry Point, died March 2, 1994. **Cynthia Schear Bejarano**, BA '72, Grapevine, TX, died Dec. 26, 1993. **Michael Houlson**, BA '72, Waterloo, died April 13, 1994. **Merlyn Sundermeyer**, BA '76, Mason City, died March 29, 1994. **Patrick Doyle**, BA '77, Waterloo, died Feb. 27, 1994. **Vonice Williams Schelling**, 2-yr '47; BA '78, Reinbeck, died April 29, 1994.

**'80s** **Rodney Mann**, BA '81, Humble, TX, died March 6, 1994. **Linda Babinat**, BA '85, Clutier, died April 19, 1994.

**'90s** **Laura Broer**, BA '92, Cedar Rapids, died July 4, 1993.



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## Perspective, continued from page 36

call for such actions as requiring a "V-chip"—allowing parents to block out reception of violent programs—to be included in all new TVs manufactured and sold in the United States. Congress would also create a national advisory board that would issue yearly violence reports, and require the FCC to review the amount of violent programs aired when considering a station's license renewal.

Television executives claim TV is being used as a scapegoat, and that television programming doesn't affect the behavior of viewers. But their claims are reminiscent of tobacco company declarations that smoking cigarettes doesn't affect your health. The whole business of television is based on the idea that it affects your behavior—advertisers don't spend

billions of dollars each year on a slim hope that commercials just might influence the products you buy. If a barrage of 30-second commercials can influence your behavior, then most certainly hours of violent programs do as well.

Television is the most powerful communication medium in history, and it does far more than inform and entertain. Whether we like it or not, television is a significant (and sometimes the primary) socialization agent for many individuals, particularly children. In exchange for use of the public airwaves and the opportunity to make money, commercial TV stations are supposed to serve the public interest, convenience and necessity, and can be held accountable for the programs they air.

Television programs about crime and violence have generated concerns, and there are many proposals to address those concerns. But as with most social problems, there is no single convenient solution, no "television resolution" that finds a miraculous way to tie up the loose ends between the last commercial break and the credits. The reality is, for many years to come, the debate about crime and violence and their relationship with television will continue.

*J.C. Turner is an associate professor and coordinator of the electronic media division of the UNI Department of Communication Studies.*

# Televised crime and the reality of television

by J.C. Turner

“America’s Most Wanted” ... “Cops” ... “True Stories of the Highway Patrol” ... made-for-TV movies about the Branch Davidians and the Menendez brothers, in our homes just weeks after their stories reach the public.

Recent years have seen a growth in the number of “reality-based” television programs. The television networks first turned to shows like “Rescue 911” and “Unsolved Mysteries” because they were inexpensive to produce compared to the average sitcom or drama. There’s no plot to concoct or characters to create since those are already established. If the individuals involved want exorbitant fees for their stories, you can just take your information from public documents. The goal is to create a program that attracts an audience large enough for ad revenues to offset the cost of the show so the network can make money.

The growth in the number of independent stations and the number of cable channels has led to an increased demand for the programs. The companies that create syndicated shows have followed the networks’ lead, creating their own reality-based series. Court TV is an entire cable network devoted to reality-based programs.

Much of this TV “reality” programming focuses on crime and violence. Law enforcement and court officials keep detailed public records, which makes gathering information easy. Many individuals, victims and perpetrators alike, are willing to come forward on camera to tell their side of the story and claim their 15 minutes of fame.

While an increasing amount of television time is devoted to crime, violence and the subsequent trials,



this does not reflect current trends in crime statistics. A recent study by the Center for Media and Public Affairs found that network news coverage of violence *doubled* in the last year, and coverage of murders tripled, but during the same time the overall national crime rate was unchanged.

Television most certainly provides a distorted view of the world, to the detriment of many of its viewers. Several studies in the last two decades have found that heavy TV viewers are more likely to have a “television view” of the world when compared to light viewers. These heavy viewers see the real world as more frightening and dangerous, and they are less trustful of others. They have a higher sense of personal risk and over-estimate their chance of being victimized by crime. Watching programming about crime and violence cultivates a sense that society is more dangerous than it actually is.

For many people, TV is more than a way to pass the time. Especially for those who have little or no interpersonal contact during the day, TV provides a form of social interaction. The news anchor comes into your home once or twice during the evening, and appears to be

speaking directly to you. Through weeks, months and years, viewers develop a relationship (albeit one-sided) with the news person. If the topic of this “conversation” is frequently about crime, then crime becomes a concern for the viewer. This carries over into other programs; the greater your exposure to eyewitness accounts, dramatic recreations and movies “based on a true story” where crime is the focus, then the more troubled you’re likely to be about crime.

In some respects, television was the motivating factor behind the recent push in Congress to pass a comprehensive crime bill. According to opinion polls, crime is a major concern with the public. Based on that information, legislators work to restrict access to weapons, build more prisons, add police officers, and get tough through sentencing. But the actual level of violent crime is decreasing. Crime is a concern with the public primarily because television keeps attention focused on it.

But this focus on crime and violence is not without repercussion in the television industry. Ever since the 1972 Surgeon General’s report on Television Violence, studies have found a link between violent content in programs and violent behavior in viewers. The level of effects depends on individuals and contexts, but heavy viewers of violence generally become desensitized and more accepting of violent acts.

This attention to violence has led the U.S. Attorney General, as well as Congress, to begin exploring ways to reduce TV violence. The networks put more warning disclaimers at the beginning of programs in response to this pressure. Even so, several bills have been introduced in Congress that

*continued on page 35*



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*President Curris  
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See story, page 25.*