The business of America is business

— Calvin Coolidge

American business is intensely interconnected — either in collaboration or competition — with counterparts worldwide. This issue of *Northern Iowa Today* presents a summer sampling of issues relating to the University’s role in the international milieu: preparing students for business without borders; Northern Iowa’s efforts in expanding the export markets for Iowa companies; a journalism professor’s view of how American media portray the Third World; and a profile of Miami attorney and Northern Iowa graduate James Whisenand, who lists among his ventures the attempted purchase of Poland’s Gdansk shipyards. True, business is business, but our friend Coolidge was only partly right.

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The Economic Olympics

Universities prepare students for the global workplace

Some corporations are in reality jointly held international consortiums, with various functions—finance, manufacturing, marketing, distribution—spread out over several countries. Banking is done around the world, around the clock, with transactions blinking on computer screens. Stock traders stay up all night to track the Tokyo Stock Exchange. Instead of a memo coming in over the transom, a business executive is as likely to get a fax from a European subsidiary.

The global business climate means American businesses can no longer sit back and sell to their domestic markets. The Main Street widgetmaker has to compete with Taiwanese gizmos. On the one hand, the international trade opens new markets and brings countries closer. On the other hand, it's rather like the Olympics—on the surface a positive exchange between nations but underneath, cut-throat competition.

How will America compete? If the immediate past is any indication, there may be tough times ahead. Market by market, America is losing pre-eminence, first in steel, then in consumer electronics, now automobiles and next, many fear, in semiconductors and computers. U.S. leadership in other areas—aircraft, computer software, biotechnology, advanced materials—faces severe competition overseas. A recent U.S. News and World Report cover story predicts a global economic boom, but worries that the United States won't be along for the ride. In fact, the popular business press is fixated on the Japanese hegemony and the threat posed by the strong game plan of the newly united Germany.

The bright spot is the U.S.'s system of higher education. For American businesses to compete, the university will have to play its part. The major research institutions, of course, have their charges: develop technologies and provide the workplace with employees skilled in high-tech disciplines. Universities have the important role of imparting a wider world view on all their graduates. Fluency in more than one language will be vital. (The University of Northern Iowa requires knowledge of a foreign language as a requirement for graduation.) Northern Iowa's graduates who will teach, work in business, or go to graduate or professional schools will, some day in some way, come in touch with the global economy.

Business knows no borders

Geoffrey Mills, associate dean of the College of Business Administration at Northern Iowa, believes American universities and the success in the service economy are crucial. "Sixty percent of the American GNP is in the service sector. Remember, our advantage in manufactured goods from the late 1940s to the early 1980s came about through the destruction of the German and Japanese economies," Mills says.

"American higher education is the envy of the world. It's not a quantifiable judgment, but I would say that two-thirds of the best universities in the world are in the United States. American universities in themselves are an 'export' industry in that students from foreign countries pay a lot of money to come here for an education."

"We develop lots of 'human capital' in the form of qualified foreign students coming here, earning Ph.D.s and medical degrees. We would do well to keep them here," Mills believes. Some professionals from underdeveloped countries study and work in the U.S., sending hard currency back home as seed money for economic development.

Stephan A. Garrison, CEO of an executive search firm, takes the argument one step further. "The college education should be tantamount to getting a 'green card,' which allows foreign citizens to live and work here," he said in a Fortune magazine interview.

Mills says, "American students will be better served by anything we can do to broaden their horizons. We will internationalize the campus by sending more of our students to foreign countries to study abroad, by bringing more international students to UNI, and recruiting and hiring more international faculty."

Gordon Patzer, professor and head of Northern Iowa's Department of Marketing, has taught abroad, and says the University needs to hire faculty with global
perspectives. He also sees a need for broader "domestic" faculty, teachers with broad experience from across the U.S. in addition to home-grown Midwestern teachers. Patzer says faculty exchange programs are equally important, and that Northern Iowa provides such opportunity. Faculty have taught in Germany, Denmark, England, Hong Kong and soon, in the Soviet Union. The foreign professor with the indecipherable accent is one of those collegiate archetypes that should be put to rest. Patzer believes students should be encouraged to take advantage of the broadening opportunities presented to them by international faculty. "American students need to be more tolerant of international faculty. They prefer to learn their globalization from an American professor who has studied abroad."

American students increasingly are not entering the technical fields. Compared to Germany and Japan, a higher percentage of American 22-year-olds are earning undergraduate degrees. But more German and Japanese students are earning science and engineering degrees, with increasing numbers studying in the United States, according to a report by the National Center for Education.

Much of America's economic growth is in the service economy, which is creating many new employment opportunities. For example, staying competitive in global markets means higher travel expenses. Fortune magazine reports that travel and entertainment (T&E) are the third largest costs for businesses, just after payroll and data processing. In 1990 T&E costs were more than $115 billion. Before airline deregulation and the boom in global travel, a business traveler simply phoned a travel agent and ordered airline tickets, a rental car and a hotel room for a meeting in, say, Pittsburgh. In the 1990s, a corporation is likely to hire specialists highly trained at managing travel costs and determining how much bang the company gets for its travel dollars — as well as a knowledge of foreign cultures and business etiquette.

Travelling globally and meeting the competition on their terms requires more than technical know-how. It requires sensitivity and understanding of the other country's cultures and mores. The biggest edge is multilingualism, according to Robert Leestamper, assistant vice president for international programs at Northern Iowa. "Students will enhance their own competitive stance in the job market by being fluent in more than one language. We know that English is the language of global commerce, but knowing another language is a big edge."

"Today's graduates will spend the next 30 to 40 years in the job market. They will have more and more involvement with multinational corporations. Every major corporation in the U.S., and many small ones, are involved in international business. People in business need to know about the new European Economic Community [see related story, Page 6]. Any graduate who doesn't know what 'Europe '92' means isn't ready for the business world," Leestamper says.

In May, President Bush agreed to again grant a "most favored nation" status to China. "Trade with China will increase in the coming years, not just in the barter of goods but in hard currency. China is a difficult culture for Americans to understand. Likewise, the U.S. may remove trade barriers with Mexico. Mexico is our next-door neighbor and a large market, but a very different culture from ours," Leestamper says.

Patzer believes that students need to be prepared in the mechanics of global business — exports, joint ventures, tariffs, trade barriers. "There is a school of thought that says we should build these aspects into every course in our department. We teach our students how to understand international marketing, and how globalization affects their business."

The rigors of international business are not for the neophyte, according to Patzer. "Your first job is not likely to be in international business. New graduates may have a functional job in a company with international interests, but only after you have proven your competence will you move to a job in global marketing. It may be the second or third job after graduation."

Even in small-town Iowa we need to be aware of the worldwide marketplace. Patzer lists several Iowa companies, all located in smaller communities, with extensive international interests — Deere, Maytag, Amana, and financial and service industry companies. Coincidentally, these are the very companies that recruit and hire Northern Iowa graduates.

The bottom line, as Mills explains, is that universities are the best force for globalization society.
Starting Blocs

Europe '92 means opportunity for Iowa exports

by Donavan Honnold

Europe '92. By the end of 1992, 12 western European countries will bond into a common bloc of 350 million affluent consumers — an economic juggernaut that is either a great threat or a great opportunity to American business.

In theory, the European Economic Community (EEC) will become an economic United States of Europe. All barriers to travel trade and commerce will be wiped away.

Does Europe '92 mean that burdensome trade barriers disappear, opening new export markets for anything stamped 'made in America'? Or will it create 'Fortress Europe,' shutting out all outside trade and overwhelming American markets with European products? Pieter Vos takes the high road on this argument. Vos is the director of international trade for Northern Iowa's Market Development Program, a new branch of the Institute for Decision Making, an innovative series of economic development services created by the University to help Iowa's business climate.

Vos has the vantage point of 30 years of experience in international marketing and a knowledge of foreign business from having visited or lived in over 100 countries. He was born in Holland and speaks fluent German. At the University of Northern Iowa, his role is to work with Iowa companies to develop export markets. Iowa companies overall are not big players in exports. "Only about 1,000 of the 5,000 Iowa manufacturing companies export their goods. We want to work with the 4,000 who do not export," Vos says.

"Everyone is saying 'Europe! Let's get on the bandwagon.' But it is important to look at all possible export markets," Vos explains. The Pacific Rim markets, the emerging North American common market, the EEC, and to a lesser extent, the emerging democracies of eastern Europe all represent potential consumers for Iowa products. "The EEC will have 350 million consumers with income and purchasing power comparable to that of the U.S. I think that's too large a market to ignore."

Many exportable goods are far from what you would expect from agriculture-based Iowa companies. Vos has worked with companies exporting sportswear, fitness/weight loss franchising services, pharmaceuticals, medical equipment, even pleasure boats and aircraft. A company can profit from export sales even if they don't themselves manufacture the product. But why go through the red tape and expense of exporting? Isn't America the strongest market for American products? To Vos, the answer is simple: "The Number One reason to export is increased sales, increased profits. Most business people will tell you they want to increase sales; that's why they are in business."

"Exporting creates jobs, and Iowa needs jobs. Exporting manufactured goods creates many more jobs than exporting raw commodities. A rule of thumb is, for every $1 million in exports of manufactured goods, 25 jobs are created. In 1990 exports accounted for 7 million jobs in the U.S."
"A business can compensate for temporary drops in domestic sales and preserve domestic sales. The U.S. economy is fighting through a recession; the Pacific Rim and EEC are not. If you have a seasonal market — sportsware, for example, you can sell to southern hemisphere countries and maintain business year-round," Vos says.

**Fortress Europe?**

The most dire predictions from business prognosticators see the larger, stronger European economy dominating America on both sides of the Atlantic. Vos disagrees. "Europe cannot afford to become 'fortress Europe' and close the border to American products. The U.S. will close the border to European goods; it's tit for tat. Remember, the U.S. remains the largest buyer of European goods."

Europe itself is bracing for change. "We are seeing lots of mergers and acquisitions in Europe. There will be a smaller number of large, financially strong companies. These companies will want a foothold in the U.S.," Vos says. Despite his general optimism, Vos thinks Europe will be a threat to U.S. companies in U.S. markets.

The rate of exchange has been favorable to U.S. exports. The dollar's decline makes American goods cheaper overseas. "In the past couple of years, the dollar has been at its lowest point ever. That means we're in the most advantageous position to export products to the Far East and Europe," Vos says.

When the eastern European countries suddenly turned away from Communism, many believed it opened new economic opportunities for American goods. Vos doesn't see that happening soon. "I believe companies should look into the stronger markets in the EEC, Pacific Rim, the North American Common Market and Latin America. Eastern Europe is broke. They can't afford to feed their own people. They are importing only basic commodities — corn, wheat and soybeans. The Germans will be the exporters to eastern Europe; American companies are better off working with the Germans."

In some ways, the united Germany is the gateway to both the EEC and Eastern Europe. Before the EEC, marketers had to target the countries individually. Each country was a smaller market, and all had different product standards. An exporter either had to target a smaller market, or produce 12 different versions of the end product. Vos believes that after 1992, "you theoretically could meet the stricter German product standards and sell through to the other 11 countries."

**Breaking Out**

There are several roads toward developing export markets. The most straightforward way, Vos says, is to act as your own exporter. Even so, a company with no expertise will need some assistance. Vos says, "We try to point the company in the right direction, by providing them with market information, or acquainting them with the right people in the Iowa Department of Economic Development (IDED) or the U.S. Department of Commerce."

The IDED has international marketing specialists. The U.S. Department of Commerce has specialists for specific countries and products. And every U.S. embassy has a Commerce Department trade specialist. Export

**Everyone is saying 'Europe! Let's get on the bandwagon.' But it is important to look at all possible export markets.**
management companies will do the leg work for the American company by finding the overseas market and taking care of all the overseas travel. They collect a commission on all overseas sales. Vos says export managers might be useful to small Iowa companies because they have expertise and contacts the small manufacturer doesn’t have. “The down side is, that by turning over your product to the exporter, you lose control over where it goes,” according to Vos.

“A good way of getting your feet wet is to visit the major international trade shows. The Germans operate the best trade shows.” For the price of an airline ticket and hotel room, Vos says, a businessperson can find out if there is a European market for his or her product, and determine the strength of the competition. Or better yet, they can rent booth space in the trade show and field inquiries directly.

The Department of Commerce buys space in these shows and sets up an “American Pavilion,” where American companies can display their products. Vos got an Iowa company into a European trade show by knowing the right connections in the U.S. Department of Commerce, who rented space in the American Pavilion.

American exports have grown dramatically: from $254 billion in 1987 to $395 billion in 1990. These exports have significantly trimmed back the U.S. trade deficit. “Look at our trade deficit: $100 billion in 1990. If you remove the import of oil and automobiles, we have a $14 billion trade surplus. We must wean ourselves from Mideast oil and European and Japanese autos.”

Export markets are a way of spreading your risks. For example: a company produces $5 million a year in sales. It markets overseas; exports increase its volume to $7 million. A recession comes, wiping out $1 million of its domestic business. They still are in a better position than they would have been without the export markets.

Vos believes the old adage, ‘The best defense is a good offense.’ “An Iowa company can become stronger by entering the export market.”

Pieter Vos
Jungles, Earthquakes, Coups and Strife

The American media and Third World economics

by Leigh Rigby

One of the United States' chief exports is an intangible good called information. For all its intangibility, it possesses great power, and some critics say it isn't always responsibly wielded.

Dr. Christian Ogbondah is Nigerian, a former television reporter and producer, and newspaper journalist. He now teaches communications and journalism in the Department of English at the University of Northern Iowa, and researches the way Western media—particularly U.S. media—affect the world's developing nations.

"Media in the West present biased, unbalanced, unfavorable and woefully misleading information about other countries—even Third World countries," Ogbondah says. "We see only news of earthquakes and coups, incessant strife, catastrophe and bloodshed. Many Third World nations have made great strides since the 1960s in literacy, agriculture, health. We never hear about these improvements. We get pictures of jungles."

Ogbondah says mainstream American media interpret world economic events "in the interests of those who would dominate the economy. They interpret news through the lenses of Western capitalism." He admits that most reporters in any nation can only choose and report news based on their own cultural biases. But U.S. media biases are exported all over the world, and can influence other peoples' views of themselves.

"In the last four years, the Big Four news services—Associated Press, United Press International, Reuters and Agence France Presse—have produced 80 percent of total world news coverage," Ogbondah says. Through their wire and telecommunications services, the Big Four supply stories about international events to most of the news-consuming nations on the globe.

"As editors around the world use these stories in their newspapers and television reports, they are not just using the content," Ogbondah says. "They are importing news value, style, and cultural biases as well."

Western media's negative depictions of developing nations can have disastrous consequences on their economic status.

"What American investors see and read in U.S. media shapes their perceptions of social realities abroad," Ogbondah says. "When media here tell of constant political instability in a region, American financial investors are wary of investing. They are afraid the military regime will nationalize all resources and foreign assets."

"It's reasonable to be wary of investing in a truly unstable nation," he continues. "But many developing nations are not under military rule, and many of those that are, don't nationalize resources. Investors must evaluate each decision on a case-by-case basis."

It may prove difficult for Americans to obtain objective, accurate news about the political climate in a developing nation from mainstream U.S. media, Ogbondah stresses. He uses his own nation's troubled past as an example.

"In 1983 in Nigeria, a coup toppled the government of Shehu Shagari, and brought in the military regime of Muhammadu Buhari," he recalls. "The U.S. media, especially The New York Times, Wall Street Journal and Washington Post—all important opinion shapers—condemned the coup as unnecessary, and as driving the final nail through the coffin of democracy in Nigeria. These reports occurred the week of the coup."

Three months later, he continues, after the new regime had promised not to nationalize foreign assets, American media had a change of heart. They characterized the coup as "necessary to instill discipline in the Nigerian social formation and to help bring an end to corruption in government."

Western media conglomerates have been less wary than some other companies of investing in the Third World. Hundreds of millions of dollars a year flow from
developing nations to the West in the form of subscription fees for the Big Four news services.

Western media also are selling satellite and other telecommunications technology worldwide for substantial profits — not only from sales, but from installation and service, Ogbondah says.

And developing nations mean developing markets for Western entertainment media companies. Third World programmers buy American films and television shows for broadcast. Exposure to Western consumables in turn makes people in Third World countries hungry for American and European products.

"Entertainment programming is an indirect marketing tool," Ogbondah says.

Less blatantly, but no less effectively, Western media influence other nations from the inside. Most journalists in developing nations come to the U.S. for training and education. When they return home to work, they take with them Western concepts of news value, ethics and media practices.

"Many Third World countries — Nigeria, Kenya, Taiwan, India, Jamaica, many more — have some important editors who trained in America. It gets them into trouble with their governments, especially dictatorships and autocracies. These reporters want to practice free press values, which are antithetical to those governments," Ogbondah says.

Ogbondah says reporters in Chile, Nigeria and Greece, among many other nations, have been threatened, deported or killed for trying to practice their Western ideals of journalistic freedom. "But most journalists agree that the benefits of this style of journalism outweigh the risks," he says.

To combat the biased negative reporting on developing nations that can occur in the West, some independent news services have formed abroad in recent years. They have followed the call for a New World Information Order made in UNESCO (United Nations Educational, Scientific, and Cultural Organization) by developing countries.

Many Third World nations have made great strides since the 1960s in literacy, agriculture, health. We never hear about these improvements. We get pictures of jungles.

News services have sprung up in Africa, the Middle East, Southeast Asia and other areas. Many are funded by the UN; others are owned by the government. All concentrate on providing some positive "development news" of their local area to markets at home and abroad.

Western media have been slow to pick up these independent services' feeds, Ogbondah says, often because they are afraid the product is "government propaganda." But in recent months, partly due to the pressure these new agencies have brought to the international media market, many Western media companies have begun to provide more — and more balanced — coverage of world news.

"CNN [Cable News Network] has begun a segment on international news for several hours each Sunday," Ogbondah notes. "They show reporters from various countries live via satellite with an interpreter. But often these reports are on at midnight. I commend them for the coverage, but no one is awake!"

Ogbondah says he expects the impact of the Big Four media cartel to diminish somewhat worldwide as independent local services take hold. But he is not as hopeful that Americans will ever be able to expect truly balanced coverage of world news from mainstream media.

"Negative coverage fits the nature of American society," he says. "Americans are interested in the unusual, the abnormal, the unexpected, the sensational. Man-bites-dog news is what people want to see."
Here's a small multiple choice test. Don't worry — the results will not be reflected in your final grade. Please keep your eyes on your own work.

1. When I was a student, I:
   A. Never exhibited any behavior that could even remotely have been considered cheating.
   B. May have let my eyes wander in search of answers to such mysteries as the crystalline structure of basalt or the fourth step of Maslow's hierarchy.
   C. Thought so highly of other students' essays that I could not resist rewarding the writers monetarily and submitting the pieces as my own.
   D. Simultaneously prepared for tests and a fall-back career as a tattoo artist.
   E. Bought a mid-priced limousine by selling copies of tests.

2. In terms of the business aspects of my life, I:
   A. Sleep like a baby each night, secure in the knowledge that I have dealt honestly and fairly with everyone.
   B. May have forgotten to note a small Christmas bonus on my last income tax return.
   C. Regularly use the office phone to call dubious 900 numbers.
   D. Am surprised my name has not surfaced yet in connection with the S&L scandal.
   E. Am reading this magazine from a minimum security facility in Illinois.

Is there a correlation between college cheating and white collar crime? First let us ask, would some small percentage of Northern Iowa students actually cheat? Alas, yes, they would. Even in Iowa innocence is a virtue, not a genetic trait. However, in the three years since Marlene Strathe has been assistant vice president for academic affairs at UNI, the committee that reviews recommendations for suspension of students accused of severe cheating has had to meet only twice. (Those accused are batting .500 to date.)

The amount of cheating at Northern Iowa varies with such factors as subject areas, class sizes and types of exams used. Faculty, particularly those teaching larger classes, take precautions to minimize opportunities for cheating, using alternating test forms and requiring tests to be returned with answers.

The connection between cheating in college and white collar crime hinges to an extent on one's definition of cheating.

*"If you define cheating as using someone else's work, the opportunities certainly are less in business than they are..."
in a university setting," says Strathe. "In business, it's less a question of taking someone else's work than a question of doing one's work correctly and ethically. In business, cheating is thought of as whether or not something is done fairly."

It has been Strathe's personal observation as a faculty member that students who cheat tend to be average students who are having trouble in a particular course, and are not very sophisticated about a trip down the road to academic dishonesty. "They probably haven't done it a lot and there wasn't great planning," she says.

"I don't see the white collar criminal very often as taking someone else's work," concludes Strathe. "Most are somehow cheating the system."

William Clohesy, a professor of philosophy who teaches an "Ethics in Business" class at Northern Iowa, sees some similarities between certain types of college cheaters and white collar criminals. Such similarities do not shine brightly on the face of humanity. They involve people who use cheating as a shortcut to a goal.

"You can have the student who's simply desperate — doesn't know what else to do and does something stupid."

"That's a very different case than someone who looks upon cheating as a method. You've got someone who's not necessarily desperate. You've got someone who's very calculating in trying to get through this damned nuisance."

"It's the mindset of this second guy that I suspect would be analogous to white collar crime," Clohesy says. As an example, he suggests non-feasance, such as airline employees filling out forms but not actually performing the maintenance, or "someone playing with the books, not to embezzle — not trying to get the firm to take care of them — but trying to get done the business of the firm without actually doing all of the work involved.

"You know the goal and you want to achieve the goal. You're just pretty careless about how you get to the goal." He points to the savings and loan crisis, saying, "An awful lot of loans were being made very haphazardly, without proper investigation as to whether or not these projects made any sense.

"One of the strongest ways to prevent that kind of thinking is to instill a sense of professionalism," Clohesy says. "The more you think of your job as a profession, the less likely you are to be indifferent about how you do it."

One college arena particularly ripe for cheating may be a general education course in which a student may be minus both an academic bent and a belief in course value.

"The reason a goodly number of college students want a degree is purely vocational," Clohesy says. Ironically, the broad range of studies that could lead an undedicated student to cheat also could be the basis for that student to lead a more honest, fulfilling life.

Clohesy says a liberal arts education can "give them a realization that what is at stake is bigger than a vocation — bigger than getting a job. It's learning how to be a member of society. These are things you need to know."

Northern Iowa's Public Safety Director Dean Shoars, both a student of human nature and an instructor of criminology, blames a "loss of perspective" in many cases of both college cheating and white collar crime.

While a very small percentage of people would actually go into a course or a profession with the express intent to take dishonest advantage of it, Shoars says, a considerably larger percentage of people — particularly those under some type of pressure — lose their perspective and seize an opportunity to cheat.

"They're not criminals in the context of what the public thinks of as a gun-wielding, unshaven bum...Many of them have been in their jobs a long time — people who have been put into a position of trust.

"A lot of people think of white collar crime as grandiose" — the highly publicized cases in which someone makes off with millions of dollars. Most of it is pretty small stuff...

A lot of people think of white collar crime as grandiose — the highly publicized cases in which someone makes off with millions of dollars. Most of it is pretty small stuff...

"Most of it is pretty small stuff...Take the theft of computer time. If you spend a day writing Christmas letters on the office computer, is that theft? Yes, in the technical sense."

He points to a selfishness on the part of people, an increased willingness to sacrifice ethics in order to possess the various symbols of success. Speaking of the college setting more specifically, he notes an emphasis on the grading system. "Good grades mean good jobs, and good jobs mean better money." In the case of students cheating on an exam, he says, "They want an A and they want it quickly.

"I think most people are pretty decent," says Shoars. "The true judge of character comes when you're under pressure, and some people have a breaking point that is a lot higher than others."
President Curris presents the honorary doctorate to Mona Van Duyn at spring commencement as Barbara Lounsberry, professor of English, looks on.

She was not at all the image of what a “Triple Crown” winner should be — the “Triple Crown of Poetry,” that is. To be the recipient of every major award in the field of poetry, and still be so unassuming, friendly and open . . . this is Mona Van Duyn.

“My grandmother was the only one who ever encouraged me in my reading or writing,” says the 70-year-old graduate of the University of Northern Iowa (then Iowa State Teachers College). “I remember one of the punishments for misbehavior in school was that one was made to stay after school and learn a poem, and I adored this punishment. I had written secret notebooks all during grade school and high school and showed them to no one — neither parents nor teachers. I mean, there was no teaching of poetry writing nor encouragement of it.”

But, this winner of the “Triple Crown” — the Bollingen Prize from Yale University, which she shared with Richard Wilbur in 1970; the National Book Award for 1971 for her poetry book, To See, To Take; and, now, the Pulitzer Prize for Poetry in 1991, for her book Near Changes — says things began to change when she came to UNI in 1938.

At the University, Van Duyn “came under the wing of a professor named Bert [Dr. B.E.] Boothe, who gave me a list of books to read and encouraged me to think of myself as a poet or writer. He showed me his poetry, got me acquainted with the older students who were writing here and got me involved in the student magazine. He is probably the biggest influence in my life.”

Van Duyn credits her undergraduate education for making her so well-rounded in the classics and giving her a strong liberal arts background from which to draw in her writing, a trait which has been acknowledged by critics.

Of her experiences with well-known Iowa poet James Hearst, who farmed near Cedar Falls, she says although he was not teaching at the time, “the idea of a ‘real poet’ living out there on the farm, a poet-farmer, was so thrilling.” She and several other students would often walk the more than three miles to his farm just to show him their poetry.

“Though he never really said anything about it [our poetry], we were just so thrilled to be in the room with a poet and he was always very, very sweet to us.”
Following her graduation with honors in 1942, with majors in English, speech and French, the thought of further schooling was out of the question as “my family had no money anyway.” Van Duyn accepted a teaching job in a tiny Illinois town and went there ready to teach.

But her good friends, Dr. Boothe, and his successor as English department head, Dr. H.W. Reninger, arranged for Van Duyn to have a teaching fellowship at the University of Iowa and she was accepted into the Writer’s Workshop which was just beginning to develop. She went on writing poetry in the workshop, working with others who intended to become professional writers, “so I was just swept along the pathway.”

Van Duyn sold her poetry to literary magazines, and eventually put together her first collection, “Valentines to the Wide World” in 1959. “I was very slow in getting my first collection because it was still hard shortly after the war to get published, more from the paper shortage than that anything was wrong. But, then I got a hand-printed book; next, a university press book, and, finally, a New York publisher book To See, To Take.

She says it took two books before she could call herself a poet. “I was always terrified of calling myself a poet. I would always evade the issue by saying ‘I write poetry.’ But after I got two books, I began. I remember the very first time I said, ‘I am a poet.’”

Van Duyn believes that prizes are “such an encouragement to a struggling poet who doesn’t know if he or she is good or not.” And so, she thinks it is important for them [prizes] to be as widely distributed as possible. “I won the Bollingen and National Book Award when I was much younger, in 1970. Then a lot of new prizes sprang up, classic American prizes which I have won, too. I began winning so many more of these new prizes which carry enormous amounts of money, like $30,000, it became really embarrassing to have won so many. And now I have, at a late age, won the third round of the Triple Crown, the Pulitzer.”

Her writing career has been against a backdrop of teaching. She taught at the University of Iowa, while completing a master’s degree and working two years on a Ph.D. Following her marriage to Jarvis Thurston, a fellow student in the Writer’s Workshop, they spent four years on the faculty at the University of Louisville, before moving to Washington University in St. Louis, where Thurston is an emeritus professor and former chairman of the English department.

When they moved to Washington University, she could not teach in the English department because of its nepotism rule. She decided to teach freshman English in the night school program.

When she retired from teaching in the night school and then began to win so many prestigious poetry prizes, she says Washington University asked her to come back and teach. She said no, but then decided she would teach poetry writing and, “I loved it.” She retired, again, several years ago.

In March of 1991, the Iowa State Board of Regents approved Northern Iowa’s request to grant to Van Duyn an honorary doctor of literature degree, a month before the announcement of her latest prize. She was “honored for her lifelong commitment to language and to its transformation into forms which dazzle and delight.”

In thanking the University for the honorary degree, awarded at the 1991 spring commencement, she said she was “proud to be a poet from Iowa.” She noted that her father did not want her to attend college, but would allow her to go if she could get a scholarship. She said had it not been for the scholarship she received from Iowa State Teachers College, “I might have become a clerk in the dime store in Eldora. For all we know, I might have been an extremely talented clerk in the dime store. But I want to tell you, it’s been a lot more fun being a poet!”

—Vicki King Grimes
Miami attorney James Whisenand jets around the world, keeps company with people like Pope John Paul II, Lech Walesa, and Robert and Elizabeth Dole, and becomes a participant in world events.

Yet on April 20, Whisenand did everything he could to attend the University of Northern Iowa’s Heritage Honours Awards Banquet, where he was to receive the University’s most prestigious award — the Alumni Achievement Award — for his outstanding professional accomplishments in the field of law.

Whisenand never made it to the Banquet. International flight delays kept him from making connections to Waterloo. After two more attempts, he arrived back at his alma mater for a three-hour visit.

"I’m humbled by the Award, and it was certainly unexpected," Whisenand says. He feels he hadn’t really done anything that deserved such recognition. "It has very special meaning to me, coming from where I went to school."

This soft-spoken gentleman, who’s been at the forefront of international business, was genuinely touched to be back on UNI’s campus and somewhat embarrassed to be garnering so much attention because he values his privacy. But Whisenand did talk about UNI and his international involvement, plus offered some insights on life.

As an Iowa City native, Whisenand chose UNI in the manner many students choose an out-of-town college — to get away from home. “The one place you’re sure you’re not going to school is where you live. My father was quite prominent in Iowa City and at the University,” Whisenand recalls. "So I left town and came here. I really enjoyed it."

Whisenand credits UNI with providing him a very strong foundation from which to build. “Not only can you get pure academics, but it can provide you with the background to go on for graduate work or an excellent foundation to go out and teach or do whatever you want in your profession. But it also provides leadership opportunities and the building of credentials.”

Ultimately he graduated in 1970 with a business degree and was destined for law school, but he wasn’t sure where he wanted to go.

“Ever since I was very young, I had the orientation to other cultures, but felt the Midwest wasn’t a natural spring board to an international career.” When just 27 years old, Whisenand was named deputy attorney general of Florida, the second highest legal position in the state. After spending three years in this position, he contemplated running for Attorney General. “I almost ran, but decided against it. In public service you have to be completely
John Johnson wanted to invest in and restore the Lenin Independent to do a good, honest job, so my idea was not to do it [run]." Instead, he chose to build his law practice. The first four years were spent with two law firms before Whisenand formed his own firm.

Whisenand became known for his hard work and legal brilliance, but his international reputation soared when he helped Spain's ninth largest commercial bank, Banco Zaroganzano, acquire the Miami National Bank.

In what has since become a landmark legal case, many lawyers and banking experts felt that this was impossible to do, if not illegal.

"If you have the idea — do it. The worst that can happen to you is someone says 'No.' Never give up. Most people are hesitant to do that. No matter how bleak or how dark it looks. I think perseverance, hard work and some good strategic intelligence can turn anything — any type of event — into an opportunity."

That kind of thinking is what helped Whisenand spot the opportunities. He studied every alternative before selecting the proper strategy to successfully complete the venture with Banco Zaroganzano.

Since that case, Whisenand has negotiated several acquisitions of domestic banks by foreign banks. International banking interests from Spain, France, England, Israel and Switzerland, as well as Mexico, Panama, Colombia, Peru, Brazil and Argentina have all sought the innovative expertise of Whisenand and his firm.

Even though international banking and finance comprise the majority of Whisenand's clients, he also represents international celebrities with their personal and business dealings in the U.S., international film groups and overseas-based entertainment and club facilities who want to enter the U.S. market.

Perhaps one of his most challenging ventures has been working with Johnson and Johnson heiress Barbara Piascak Johnson. In a complex and unprecedented deal, Johnson wanted to invest in and restore the Lenin Shipyards in Gdansk, Poland, the birthplace of Poland's independence movement. This project, however, ended in 1989.

But Poland continues occupying most of Whisenand's time. "We're doing lots of projects in the environmental area, in telecommunications and in advertising," he said.

Whisenand tells of the deplorable state of communications in Poland. "Eight out of 10 times, your call doesn't complete. The two times when it does complete, you have a 50-50 chance that it's completing on the right number. So if it rings and no one answers, call again because you have no idea where it's ringing.

"Poland is an entrepreneur's delight because nothing works and there's nothing there. The opportunity is there. On the other hand, since nothing works, what would normally take 10 minutes takes three hours, and then one has to consistently overcome the 50 years of Communism. It's very interesting because they don't want handouts. The only thing they want is opportunity. That speaks very well for the future."

With so much of his business overseas, one would expect Whisenand to know many foreign languages. In fact, he admits he speaks a little French, Spanish and Polish. But language isn't as important as "being able to have a cultural affinity to the people you're dealing with, which is the most important thing in international business. You always have to be able to say the same thing, but repackage it to fit the local culture."

And how does one learn this cultural affinity? Whisenand believes experience is the key, and taking the time to develop the knowledge base about each culture. "Obviously, having the good fortune to be with people who would help you with that" is also important.

"The whole thing is always people. One can succeed with drive, perseverance and ideals, but you can only make an effort. If other people don't permit you to or don't assist you, you can't do it...without people."

In addition to the importance of people, Whisenand believes in respecting time. His work with young lawyers shows that most were unfocused for three to five years.

"And that's five years of lost time — time that you could do everything. I think a lot of people forget that. One day they wake up and wish they had the time or wish they had it to do over again. Time is either going to take things from you during life or give you everything you want, whatever that is."

Whisenand is trying to get everything he wants from time. Typical workdays start at 5-6 a.m. and finish around 10-11 p.m., usually seven days a week because he travels extensively. "Jet lag is only a state of mind," according to Whisenand, who appears not to suffer any of its effects.

This passion for work and the law is exceeded only by his passion for horses. He's an accomplished equestrian, who has Arabians, jumping horses and polo ponies. "Even today, it wouldn't bother me to quit what I'm doing and do nothing but take care of horses. I'd rather do that than anything," Whisenand says.

And the future probably includes horses, more international business and at some point in time maybe a run for the Florida governorship. With Whisenand, anything is possible.

— Katherine Treloar Calboun
The University of Northern Iowa Gallery hosted the Annual Juried Student Art Exhibition in April. "Four Spheres," sculpture by Rob Lorenson (left front) was awarded the President’s purchase award and is currently on display in the Gilchrist Hall foyer next to the president's office.
The Northern Iowa Gallery of Art and a new gallery/exhibition area in the Maucker Union expansion provides abundant opportunities for student exhibitions. In April, 82 students submitted 185 entries in the Gallery’s Annual Juried Student Art Exhibition. Both jurors are members of the art faculty at Iowa State University. The President’s purchase award — a work purchased by President Constantine Curris for prominent display on campus — was presented to Rob Lorenson of Cedar Falls for “Four Spheres,” shown on the facing page.

“It was our observation,” the jurors noted, “that much of the work submitted was not just student quality, but created by artists who exhibited a combination of skill, sophistication and conceptual maturity. We applaud you for presenting us with a delightful experience.”
Nancy Price

With her third novel holding a spot on the Best Seller list of paperback books for several months recently, and her agent arranging New York City limousine rides to the theatre and for shopping, you might think Nancy Price would live an everyday lifestyle unlike that of her Cedar Falls, Iowa, neighbors.

Yet ordinary days for this internationally known author and University of Northern Iowa professor of creative writing revolve around her two most vital interests — words and dirt. Words during the day and digging in the dirt of her African violet collection in the evenings.

These late spring and summer days are now "ideal days" for Price as she finds herself in a most unusual situation. She's been paid for work she has not yet written. "I'm not used to this — I've always worked by sending my novels, poems, short stories out on speculation," Price says after a spring sales visit with her New York City agent.

Since the success of her third novel, Sleeping with the Enemy (1987), and its subsequent Twentieth Century Fox film debut last spring starring Julia Roberts, Price is writing steadily on her fourth novel — Night Woman — due in October. She's also pondering ideas for a fifth novel commissioned by Pocketbook Publishers for hard and soft-covered versions. The final manuscript deadline is January, 1993.

Price's ideal days for writing start with 1 1/2 mile walks on the YMCA indoor track not too far from her home in a wooded area of east Cedar Falls. "Then I swim in an Aqua Trim class five days a week, come home to work for a few hours, have a large noon meal, and then write again until 6 or 7 p.m.," Price elaborates on her daily routine when she's not teaching poetry or fiction writing workshops at UNI.

For her writing time, Price climbs an open stairway carpeted in forest-green to her second floor writing room. "I bought this house because of this room saying to myself 'if I can't write here, I can't write anywhere,'" Price admits, motioning to a bank of wide, low north-facing windows overlooking a heavily wooded neighborhood of flowering backyards and neatly trimmed lawns.

Seated before her IBM Display Writer, the novelist spends mornings rereading her work from the previous day, "remembering where I was, making revisions; in the afternoon I go into the new stuff."

Then it's into dirt in the evenings. "You can imagine after a day of working with words what a relief it is to dig
The minister delivers them to church members who may be hospitalized, new parents, or just need the joy a beautiful flower can bring.

So, an ideal routine for Price is words in the day and dirt in the evening. However, when she's teaching creative writing or poetry writing workshops at Northern Iowa as she did this past spring semester, the routine and words vary. She usually teaches workshops for nine or 18 weeks.

She believes she and other internationally known writers on campus can tell students what they need to hear. "Students find they can ask us any questions and we will respond. And, students need to hear what we can tell them. I tell them I was the mother of three small children when I started publishing and no one knew me. I sent 75 poems to the Saturday Review and they took the 76th one. I can tell students that it can be done. I've had 150 poems published since then.

"I also say to students 'you may quit writing for awhile depending on your life situation, but it may be because you are growing so fast, because things are happening so fast in your life.' For me it was getting married and having children. But when I went back to writing, I was a different person and my work was so much better."

Having taught writing courses at Northern Iowa off and on since 1964, Price finds that writing and teaching work together. "The students keep me in touch with young people. I watch them, and read what they write that betrays the modern consciousness. Theirs is different from mine and my children's who are now all in their 30s," Price observes.

Like many of her one of a kind violets, Price is a rarity on the UNI campus. "You must remember," she notes, "I've been everything at this University." She started as a faculty child moving to Cedar Falls in 1940 when her father, Malcolm Price, became president of then Iowa State Teachers College. As a high school junior, Price attended Northern University High of Price Laboratory School. Later she was an undergraduate student at the University before earning a bachelor's degree from Cornell College in 1946. She returned to UNI where she earned her master's degree in 1964 after becoming a faculty wife when she married Howard Thompson, UNI professor of history, in 1945. (They were divorced in 1987.)

"I was also a school mom when my three children attended Price Laboratory School, a faculty mother when they attended UNI; and of course, a faculty member starting in 1964 as a part-time, temporary instructor teaching English composition courses."

Nancy Price — a rarity of many kinds on the University campus in her teaching and writing capacities. And even though she's had the rare thrill of shopping via limousine at Zabar's delicatessen in New York City, she's really at home dressed in a work shirt, slacks and comfortable gardening shoes heading to her writing room or preparing to report an African violet.

—Carole Shelley Yates
UNI hires architect, proceeds with plans for new residence hall

A Des Moines architectural firm has been selected to design the new residence facility on the Northern Iowa campus. Herbert Lewis Kruse Blunck was approved by the Board of Regents at the Board's April meeting. "UNI is a student-centered university, with a commitment to top-quality teaching and personal attention to students," says President Constantine Curris. "Our enrollment growth has placed demands on us for additional facilities and faculty to maintain that quality.

"I commend the Board of Regents for their support in enabling us to proceed with design and construction of this facility. Their action signals a strong commitment to investing in the future of the young people of Iowa."

Burgeoning enrollment during 1990-91 filled existing residence halls to 111 percent of design capacity, leaving one fourth of all students in halls living in tripled rooms at the beginning of the spring semester. Forty percent of all UNI students live in on-campus housing.

Since 1983, UNI's share of Iowa graduating seniors attending the three Regents universities has risen from 22.3 percent to 30.9 percent. Graduate enrollment has risen at an average rate of 6.5 percent a year for five years; transfer student enrollment has increased an average of 6 percent a year during that period. Retention also has increased in the past 10 years.

Northern Iowa's most recently constructed housing facility was an addition to Hillside Courts for family housing, built in 1977. This construction marks the most recent housing facilities constructed at an Iowa Regents institution, along with Schilletter Village at Iowa State University, constructed in 1977 to house undergraduates. UNI's most recently constructed full residence halls were the Towers, opened in 1969.

The proposed new facility will hold 400 students, and cost an estimated $8.2 million. A suite/apartment style building is proposed; this style is among the most-often chosen styles of new residence halls being constructed on American campuses today, offering flexibility in housing and multiple use options.

The new facility is expected to open by the spring semester of 1993. Construction will be financed through self-liquidating dormitory revenue bonds.

EPA studying IWRC as national model

The Iowa Waste Reduction Center at the University of Northern Iowa has been so successful in helping small Iowa businesses manage and reduce wastes, that the U.S. Environmental Protection Agency is studying it as a model for creating assistance centers in other states.

John Konefes, IWRC director, met with a federal EPA staff working group last April in North Carolina to explain how his agency does what it does so well. Since it began in 1988, the IWRC has provided detailed waste management assistance to 520 companies, and prevented 10,000 tons of waste from reaching the state's landfills. All assistance is free and confidential.

The federal Clean Air Act Amendments require the EPA to help small businesses all over the United States comply with the stricter requirements on hazardous air emissions. The EPA is in the process of writing a guidance document for states to use in setting up programs - programs that may be very similar to the IWRC.

"When the Clean Air Act Amendments were passed, I recognized the requirement to help small business to comply with new air regulations as something that the IWRC is already doing," says Konefes. "With the assistance of Senator Charles Grassley's office, I contacted key EPA staff to make them aware of the IWRC, and to offer to help design their assistance program.

"They were very interested in learning how we do things, and how we can be so effective with small businesses."

The IWRC was created by the Iowa Groundwater Protection Act passed in 1987.
Educational ties with Soviet Union expand

The University is continuing to develop and expand its exchange programs with the Soviet Union. This summer five undergraduates will spend two months studying Russian, and two faculty members will conduct research in the Soviet Union as part of an exchange program sponsored by the American Council of Teachers of Russian (ACTR). In the fall, a University of Northern Iowa professor of history will become the first American to teach an American civilization course at the Herzen Pedagogical Institute in Leningrad.

The students studying Russian are Michelle Butler, Montrose; Robert Mulcahy, Charles City, Melissa Dove, West Des Moines; Christine Fangman, Dubuque; and Isabella Latak, Moline, Illinois. The first four students will study at the Herzen Pedagogical Institute; Latak will study at the Moscow Finance Academy. They will live in Soviet residence halls, and will be accompanied by an ACTR advisor. This is the third summer a group of students has travelled to the Soviet Union to study.

Sonia Yetter, assistant professor of Russian, will spend one month in Moscow doing research on Russian emigre literature. Greg Bruess, instructor in history, will spend two months in Leningrad researching the way the Russian Empire used the Russian Orthodox Church to expand its territory in the late 18th century.

Harold Wohl, a faculty member for 35 years, will teach the American civilization course, in English, to Soviet students who are planning to come to the U.S. to study. He also will teach a course titled “Historians and the Philosophy of History” to advanced Soviet history students. This exchange is sponsored by UNI, ACTR and the Soviet State Committee on Education.

Athletic Club fund drive surpasses the $1 million mark

The Northern Iowa Athletic Club met the challenge of its 1991 theme “A million ways to achieve success,” raising a record-setting $1.1 million during its annual fund drive.

According to Gary Barta, director of athletic development, this is the first time the Athletic Club drive has exceeded $1 million; this amount breaks the 1990 record of $930,000. “The growth of the Athletic Club drive is representative of the success enjoyed by Panther athletics and the entire University during the past few years,” says Barta. “As an example of how far the program has come, the 1980 drive produced just under $100,000.”

Barta says the $1.1 million figure represents contributions and pledges from approximately 2,200 people from throughout Iowa plus 36 states. Funds raised through the drive support the athletic scholarship program. Persons interested in information about the Athletic Club should call 319-273-6078 or 273-2471.
NSF funds science and mathematics career exploration program

The National Science Foundation has awarded a $75,266 grant to Northern Iowa to conduct a two-year science and mathematics exploration program for female and minority students.

Called Early Alert Initiatives, the program targets Black Hawk County students in sixth through eighth grades and has two components. The first component is a three-week summer workshop; the second component is a series of bimonthly Saturday morning activities during the school year.

The workshop will allow students to perform hands-on science and math experiments, as well as working in small groups to solve problems. Students will explore concepts like light, energy transfer, sound, graphs, symmetries and probability. They will learn about science career opportunities for women and minorities.

“This program provides an opportunity for the students to experience firsthand what it’s like to be involved in a scientific investigation,” says Gerald Intemann, dean of the College of Natural Sciences. “We want to encourage their participation in science careers.”

Metal Casting Center opens for business

A grand opening celebration in April marked the completion of the University’s Center for Applied Research in Metal Casting. The Center will work with state and regional foundry operations to help them solve everyday problems through applied University research.

A 5,500-square-foot annex to the Industrial Technology Center houses the Center’s offices and laboratory. Industry equipment contributions worth $452,000 have helped supply the Center with state-of-the-art technical facilities, including computers, ultrasonics and robotics.

The Center’s approach is unique, and is creating nationwide interest within the profession, according to director Dan Quick, a 29-year foundry and management veteran of General Motors Corporation. “Our activities are directed at floor level, market-driven solutions to current problems in the metal casting industry,” he says. “We already have been named the recipient of a research grant from John Deere Foundries to improve subsurface metal defect analysis and detection.”

Scott Helzer, assistant professor of industrial technology, says its staff will provide Iowa foundries and related industries with on-site reviews, workshops, seminars, university courses and laboratory space for product and process development. He notes that the emphasis will be on increasing productivity and competitiveness of existing industry, and attracting more industry to the state.

The Center was funded by a $463,000 grant from the Iowa Department of Economic Development in 1989. Companies contributing equipment include Kiowa Corporation, Deere and Company, Stahl Manufacturing and Viking Pump, Inc.
Concert Chorale makes first trip abroad

The Northern Iowa Concert Chorale will participate in a prestigious choral program in London, England this summer. The British-American Choral Residency Program—a part of International Seminars in Music—will bring together the Chorale, two other American choral groups, and the professional choir of renowned composer-conductor John Alldis.

"This experience will provide the students with an opportunity to make music at a very high level with an internationally renowned conductor," says Bruce Chamberlain, director of choral activities in the UNI School of Music.

"It also will provide them with an international experience, and a chance to perform in an environment [Ely Cathedral] that is acoustically sublime. The Chorale will be featured on three occasions alone during the residency," he says.

This summer's program will mark the first time the 33-member Concert Chorale has performed outside of the United States.

Seniors present UNI with record Challenge gift

A check representing $66,120 in pledges by the 1991 seniors was presented to President Constantine Curris at May Commencement ceremonies. This was the largest Senior Challenge gift since the program was inaugurated in 1986.

Earlier in the year, seniors voted to contribute their gift to Maucker Union to assist in renovation of space to create an additional dining and entertainment area. Challenge co-chairs were David Marchesani, Cedar Falls and Meri Schoer, Marshalltown.

Kellogg grant funds leadership development training; will aid students, professionals

The W.K. Kellogg Foundation has awarded a $629,000 grant to the University of Northern Iowa Foundation to fund the Community Youth Leaders project. The Project will provide leadership development training for local and regional youth organization professionals through a model University-community partnership.

Staff members from area organizations such as the Boys and Girls Clubs of America, Girl Scouts of the U.S.A. and Camp Fire, Inc. will be among those to benefit from the grant, according to Robert Long, McElroy Professor of Youth Leadership Studies.

"This grant will fund professional development experiences for staff already working in the field, helping them solve problems they face in serving young people. It also will provide opportunities for preprofessional experiences for students seeking careers in the field," Long says.

"UNI's youth leadership project will be a model for many universities and communities, provided that they have the vision and generosity that characterizes the leaders of both UNI and the local youth service organizations," says Stephanie Clohesy, program office for the Kellogg Foundation.

The Community Youth Leaders project will be built on the University's undergraduate and graduate programs in Youth Leadership Studies, offered through the School of Health, Physical Education and Leisure Services. This program was created in 1989 with a $500,000 grant from the R.J. McElroy Trust of Waterloo.
Student excellence results in national awards

Three University of Northern Iowa students received national recognition this spring for outstanding work.

Leslie Smith, a senior majoring in community recreation, received one of only two “National Student Awards for Excellence” from the National Society for Park Resources. She was recognized for her scholastic excellence in pursuit of an outdoor recreation and resource management-related degree.

The National Society for Park Resources is a branch of the National Recreation and Park Association. A student at Pennsylvania State University was the only other recipient of a 1991 award for excellence. Smith is from Janesville and will graduate in December.

J. Ben Schafer won second place honors at the national convention of Kappa Mu Epsilon Mathematics Honor Society for his paper on “Fractal Geometry: A General Overview.” Schafer, who is from Ames, had a double major in mathematics and physics and graduated in May. Tascha Yoder, a junior from Marengo, also presented a paper.

“We are really honored to have had two of the papers from the nation’s top 15 selected for presentation at the national convention,” says KME advisor John Cross, assistant professor of mathematics. “It is very unusual to have two students selected in one year.”

Ryan Siskow, a general studies major from Sigourney, was named national champion in persuasive speaking at the National Individual Events Tournament of the American Forensic Association. A May graduate, Siskow also took first place in persuasive speaking at the Delta Sigma Rho/Tau Kappa Alpha National Tournament and placed second in rhetorical criticism at the National Individual Events Tournament of the National Forensic Association.

Class of ’41 gift creates endowment

The Class of 1941 raised $142,840 to establish a scholarship endowment for University of Northern Iowa students. The gift was announced during the Golden Reunion weekend May 9-11.

The weekend, which is hosted by the Northern Iowa Alumni Association and the Office of Alumni Relations, included a variety of events including campus tours, class photograph, presentation of 50-year certificates and induction into the “50-Year Club,” and the “Golden Gala Dinner” at which time the reunion gift was presented to UNI President Constantine Curris.

The amount raised surpassed the class goal of $105,000. Scholarship awards will be based on leadership, scholarship and citizenship. Financial need also will be considered.

Previous 50-year honor classes have assisted with funding for the Marshall Center School renovation, the sign for the plaza entrance at
Panther fortunes rest on young players

The 1991 Northern Iowa football campaign begins September 7 in the UNI-Dome. By the time the season ends November 23, the Panthers are hoping to be in a position to advance to their second straight Division 1-AA playoff spot and their fourth such opportunity since 1985.

A veteran offensive squad anchors the Northern Iowa football team as they look forward to the 1991 season. Head coach Terry Allen's begins his third season with 44 returning lettermen, including quarterback Jay Johnson, running back Mike Schulte, and All-American placekicker Brian Mitchell.

Johnson was second in the nation in passing efficiency and 13th in total offense a year ago. "Jay will do nothing but get better and better. He's a real student of the game. And Brian Mitchell is a great offensive weapon in the kicking game," Allen says.

"We're young, and my major concern is that we've lost some very good seniors. But we have a majority of our offensive skilled people back. Defensively, we have a chance to be as good as we've ever been in the secondary," Allen says. The offensive and defensive lines worry Allen. "It's going to be tough to replace (center) Mike Fontana, (guard) Randy Mehrl and (tackle) Seth Bonnette. Also we'll see a lot of new faces in the defensive line, but I feel good about our prospects. Replacing linebacker James Jones, the highest NFL draftee ever from Northern Iowa, will be difficult, but Allen believes, "Kevin Keith and William Freeney are as good as there is in Division 1-AA football."

Northern Iowa finished last season 8-4, tying for the Gateway Conference championship and earning a berth in the Division 1-AA playoffs. The 1991 campaign begins at home against McNeese State, whom the Panthers have defeated in both previous meetings.

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Preview

**July 19**
Alumni Association Board of Directors meeting

**August 2**
Summer Commencement

**August 26**
Fall classes begin

October 4
Alumni Association Board of Directors Meeting; All-Alumni Reception

October 5
Homecoming, Jamaica me happy, featuring reunions for the classes of 1951, 1966, 1981 and 1986

November 9
Parents Weekend
Association celebrates achievement

The Northern Iowa Alumni Association presented awards to four alumni and a friend of the University at the annual Heritage Honours Program held in April.

Alumni Achievement Awards were presented to Gary Kelley, BA ’70, MA ’72 and James Whisenand, BA ’70; Mark Long, BA ’79, MA ’81 and Diane Mari Opatz Muni, BM ’78, MM ’80 were recipients of Young Alumni Awards. Martha Ellen Tye, well-known patron of the arts in Iowa, received a Friend of the University Award.

Kelley is a nationally known freelance illustrator who lives and works in Cedar Falls. His clients include Time-Life Books, CBS Records, RCA Records, Time, Newsweek, Rolling Stone and Atlantic Monthly magazines among others. His numerous awards include 14 gold and silver medals from the Society of Illustrators Annual Exhibitions in New York.

Whisenand is founder and director of Whisenand & Associates, a Miami law practice focusing on finance and investment, particularly the representation of foreign banks and foreign investors entering markets in the U.S. and other countries. (See alumni profile on page 16.)

President of Norwest Bank Cedar Falls, Long started with Norwest Banks in Des Moines in 1981 as a management trainee. He came to Norwest Bank Cedar Falls in 1984, was promoted to assistant vice president in 1985, and became vice president and manager of the commercial department in 1986. The bank has assets of approximately $110 million and employs 45.

Opatz, a mezzo-soprano opera singer, appears frequently with regional and international opera companies. During the 1987-88 season, she made her debut with Houston Grand Opera as Nancy Tang in the world premiere of John Adams' "Nixon in China." She has reprised the role in performances of this production at Washington's Kennedy Center and the Netherlands Opera. She also has performed with the New York City Opera's National Touring Company and the Lyric Opera of Dallas.

A Marshalltown resident, Mrs. Tye established the Martha Ellen Tye Visiting Professorship of Theatre, Music and Art which promotes Theatre UNI, Lyric Theatre, the School of Music and the Department of Art. She is also a patron of the New York Metropolitan Opera, the Chicago Lyric Opera, and the American Institute of Musical Studies.

"The graduates and friends we honored are people with vision, people who have given of themselves, not only to this institution, but to the worlds in which they live," says Lee Rainey, BA ’70, MA ’72, president of the Alumni Association. "In honoring them, we honor all those who have made the best of the opportunities given to them by this University."
Class Notes

'33 Wendell H. Bragonier, BA, is retired after serving as a professor of plant pathology at Iowa State and as Dean of the Graduate College at Colorado State University. Bragonier is a past president of the UNI Foundation.

Louise Johnson Thornberry, 2-yr, works as a volunteer reading teacher with elementary children in Iowa City. Thornberry was a teacher in Pocahontas County, and taught adults to read through Kirkwood Community College’s right-to-read program.

'36 Hazel Langford Thompson, 2-yr, was honored for her 60 years of teaching service and 42 years of ministry at the Numa Christian Church.

Margaret C. Brakel, BA, lives in Mason City and keeps busy with volunteer work.

'38 Ruby Stephenson Miller, BS, was awarded the Doctor of Humane Letters degree from the University of Northern Colorado. Miller is in the coaches Hall of Fame in both Iowa and Colorado.

'39 Lavern E. Carpenter, BA, MA '59, is retired from what was then the Iowa Department of Public Instruction, and has completed three historical manuscripts about his hometown of Randalia.

Maxine BA '40, and Marlys Wollesen, BA, are retired school teachers who create stitched craftwork to sell in support of juvenile diabetes research. The sisters have raised over $10,000 for the Juvenile Diabetes Foundation.

Mona Van Duyn Thurston, BA, has been awarded the 1991 Pulitzer Prize for poetry (see story page 16).

'43 Dr. Francis Boyd, BA, was awarded the honorary degree Doctor of Laws by Loyola University of Chicago. Boyd taught and was an associate dean at Northwestern University and at Loyola.

Robert E. Yager, BA, professor of science at the University of Iowa, received the 1990 Governor’s Science Medal for excellence in the teaching of science.

Dorothy Tice Crooks, 2-yr, has retired from teaching in Boone. She notes that she spent 50 years in the classroom as a student or teacher.

David L. Fagle, BS '55, MA '56, retired as K-12 science coordinator at Marshalltown Community Schools and joined Price Laboratory School, Cedar Falls, in the science education department.

Mary Hartman Decker, 2-yr '55, BA '56, was awarded the Governor's Volunteer Award for her work in the G.E.D. reading program.

Jerry Reynolds, BA, teaches at Kellogg Junior High, and has been appointed as the consultant for the Discovering Literature textbook series to be published by Macmillan/McGraw-Hill.

Donald Van Adams, BA, is vice president for enrollment management and student life at Drake University, and has been selected for a grant under the Project for U.S. Educational Administrators conducted by the Fulbright-Kommission, Bonn, Germany.

Esther Bley Rinker establishes annuity for UNI

Esther Bley Rinker, BA '33, the oldest living alumna to have received her entire education from elementary school through college from the University of Northern Iowa (then ISTC), has established a $100,000 charitable gift annuity with the UNI Foundation. In addition, she has provided a bequest for UNI in her estate, according to William D. Calhoun, assistant vice president for development.

A resident of California, Mrs. Rinker grew up on a farm that was located where the UNI-Dome now stands. Her education began when she was four at the Teacher Training School at Iowa Normal School which subsequently became Iowa State Teachers College. She graduated from ISTC with a bachelor's degree in applied music.

Her contributions will be used to support construction of the proposed Performing Arts Center.

"The loyalty Mrs. Rinker has shown to UNI is sincerely appreciated, says Calhoun. "Her generosity will be used to continue her lifelong commitment to music and will serve to enhance the University's reputation in the fine arts."

"Future generations of students will benefit tremendously from her kindness."

Michael Fuller, BA, received the Outstanding Teaching Award from Miami University, Oxford, OH. Fuller is a professor of education and has taught at the school since 1971.

James Marsh, BA, was inducted into the Iowa High School Basketball Coaches Hall of Fame.

Anastasia Herold Kriener, BA, recently retired after 32 years of teaching at Turkey Valley.

Loren Horton, MA, is coordinator of field services for the Iowa State Historical Society.

Rose Ann Sadler Swartz, BA, is an associate professor at Ferris State University, Big Rapids, MI. Swartz was awarded the 1991 Women in Ferris Leadership Project scholarship.

Mary Holm Norton, MA, received the 1990 Governor’s Outstanding Teaching Award from the Iowa State Teachers Association. Norton teaches sixth grade at North Cedar School, Cedar Falls.

Dave Page, BA, owns Rose’s Wood Products, Inc., Clinton.

Dave Page, BA, has been awarded the certified residential specialist designation by the National Association of Realtors. Page is a real estate broker with Oakridge Realtors, Cedar Falls.

E. Patrick Duffy, BA, has been elected President of the catalog group of R.R. Donnelly & Sons, Chicago, the world's largest printing company. He previously was a senior vice president of Meredith Burda, Des Moines.

Richard Singer, BA, has been elected a principal in the Cleveland office of A. Foster Higgins & Co., an employee benefits consulting firm.

Lee Roudy bush, BA, is a farmer/agribusinessman in Muscatine Island.
Wrap your words in the beauty of Northern Iowa

As you pick up your pen to write to those special people in your life, also pick up one of the new University of Northern Iowa photo cards to enhance your message.

You may choose from two different campus scenes — the campanile with a rainbow arch or a picturesque fall scene of Seerley Hall. The inside of the card has been left blank for your special thoughts.

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Send library rate at $1.25/set = $________
Send first class at $2/set = $________
Total = $________

Name: __________________________________________________________
Address: _________________________________________________________
City, State, Zip: _________________________________________________
Tim Johnson, MA, is the national director of the American Coaches Effectiveness Program and lives in Champaign, IL.

Dawn Barker Quackenbush, BA, is a loan officer/manager at the Jesup branch of Farmers Bank, Independence.

Terrie Simpson, BA, was elected president of the Hawaiian State Teachers Association, Leeward District.

Bill Cooney, BA, completed an advanced broker development program for Piper, Jaffray and Hopwood brokers. Cooney works in the Mason City office.

Steven Palmiter, BA, has been appointed by Penn Mutual Insurance as vice president, North Division, of the company’s Independence Financial Network.

Paula Southerly Pollow, BA, has been named to the new position of human resource coordinator at John Deere Community Credit Union.

David Zrostlik, BA, is marketing manager of Iowa Mold Tooling Co., Garner, and has been elected to the board of directors of the Construction Industry Manufacturers Association.

Cliff Salmons, BA, teaches manufacturing technology at North Iowa Area Community College. He was awarded the 1991 Outstanding Merged Area Community College Educator award.

Serlinder "Lynn" McGuire Richardson, MA, received the Gold Star Award for Outstanding Teaching, awarded by the McElroy Foundation. Richardson teaches third grade at McKinstry Elementary School, Waterloo.

LuAnn Bloomer Deverill, BA, was elected president-elect of the Iowa Parks and Recreation Association. Deverill works for the Powell Chemical Dependency Center of Iowa Methodist Medical Center, Des Moines. Bernadette Stevers Ganotn, BS, has been invited to become a charter member of the International Society of Poets, Owings Mill, MD. Dennis Sorenson, BA, is regional sales manager for Conde Nast Publications, based in Minneapolis, MN.

Brad Lundquist, BA, has been named controller of the Vernon Co., Newton.

Rebecca Swella, BA, earned the doctor of chiropractic from Palmer College of Chiropractic, Davenport.

Dean L. Zarmbinski, BM, is conductor of the U.S. Air Force’s Strategic Air Command Band, based in Omaha, NE.

Elizabeth Tyrell Strempe, BA, received the Gold Star Award for Outstanding Teaching, awarded by the McElroy Foundation. Strempe is a first grade teacher at Hudson Elementary School.

Mary C. Barnes, BA, has been named accounting manager for information and fulfillment services at Meredith Corporation, Des Moines. Barnes is a member of the UNI Accounting Advisory Board.

Kate Murphy, BA, is director of staff resources at Red Fox Inn, Waverly.

Brenda Thompson, BA, is director of publications and public relations at St. Edwards University, Austin, TX.

Gary Stumberg, MA, is superintendent of Garnavillo schools.

Amy Daiker, BA, is a sixth grade science teacher at Davis County Middle School, Bloomfield. Daiker is active in local theater productions.

Pamela Maring McClure, BA, has joined the independent court reporting firm, Carrie and Associates, Rochester, MN.

Alicia Thompson Kamm, BA, owns a Mexican restaurant in Austin, TX.

Capt. Ken Murray, BA, completed a tour in the Persian Gulf with the 1703rd Air Force Unit. He previously served in Guam, Germany and Panama.

Paul Klu, MBA, is manager of the Oakwood Care Center, Clear Lake.

Peggy Posekany Puisnner, MA. Puisnner teaches eighth grade English at Holmes Junior High, Cedar Falls.

Barbara Anstey, MA, has joined the law firm Lewis and Roca, Phoenix, AZ, where she concentrates on corporate and health care law.

Jill Beyer, BA, teaches math and computers at Clarksville High School, where she also teaches adult education computer classes, classes for talented and gifted children, and is the junior high track coach.

Lisa DeBerg, BA ’86, MA ’96, was awarded an Outstanding Thesis award by the UNI Graduate College. DeBerg examined the gas exchange process of four species of the viburnum.

Patricia Mahoney, BA, was elected the government Information Processing Council’s Public Service Award for FY 1991 for her innovative work with data base management in the U.S. Attorney’s office, Cedar Rapids.

Kreg D. Harper, BA, graduated from the Illinois College of Optometry, Chicago.

DeLane Wright, BA, has been named pastor of the First United Methodist Church, Woodbine.

Sean McAleer, BA, has been named sales representative of the year by Tenslon Envelope Company.

Jayne Plantan, BA, accepted a position with Tentmakers Youth Ministries. Plantan will work with junior and senior high students in Oak
Knoll Lutheran Church, Minnetonka, MN.
Jim Kubichek, MA, has been awarded the National Association of Biology Teachers 1991 biology teacher award. Kubichek teaches at West Marshall High School.
Elizabeth Bingham, BA MA '90, received a Fulbright Award to teach in an Austrian school. She will teach English education at the secondary school level.

Lynn Boyce, BA, earned her MBA in finance from Michigan State University and joined NBD Bancorp, Detroit, as a commercial lender.
Carmen Hiscock, BA, is a designer for Latham Furniture, Britt.

Kevin Jenn, BA, is a CPA and staff auditor in the Omaha office of Deloitte & Touche.
Michael and Rhonda Ludwig Hauser, both BA, live in Germany, where Michael is an LNO officer and Rhonda is a media specialist.
Craig Sunken, BM, is a member of the 59th Army Band of the East.
Matt Ramaekers, BA, has earned the Chartered Life Underwriters (CLU) professional designation. Ramaekers is an agent for the Principal Financial Group, working in Carroll.
Sean Anderson, BA, earned a master's degree at State University of New York - Albany, majoring in criminology.

Cathleen Watters has completed the Automotive Organizational Maintenance course at the Marine Corps Service Support School, Camp Lejeune, NC.
Margaret Schebler, BA, teaches high school social studies in Fort Madison.
Deb Schwickerath, BA, is teaching in Central City.
Sara Sudmeier, BS, is working toward an MS in forensic chemistry, University of Alabama-Birmingham, and ran in the 1991 Boston Marathon.
Mary Ellen Elyson Wacker, MA, was awarded an Outstanding Thesis award by the UNI Graduate College. Her thesis studied the effects of the bachelor's degree on the job status of non-traditional students.
Todd Ruszkowski, BA, has been hired as an officer in the Oskaloosa police department.
Edwin Zoss, BA, passed the CPA exam and is employed by the city of Ankeny.
Keith Jones, BA, is a career specialist in the admissions office at Buena Vista College. His article “Psychometric Properties of the Social Fear Scale,” was recently published in Psychological Reports.
Todd Lappe, BA, teaches mathematics at Ida Grove Middle School.

Marriages

'70s

Jo Haugeback & Thomas E. Meyer, BA '71.
Lesanne Brenneman, BA '76, & Jack H. Fleicher.
Patricia M. Stockman, BA '77, & Dwight A. Sann.
Debra Stolte, BA '79, & Dale Ott.
Ida Jo Cleaveland, BA '71, & Wayne A. Johnson.

'81

Lori Tempel & Gregory C. Fink, BA.
Janice Goodman, BA, & Cary D. Whitty.
Mary Ann Robinson, BA, & Ronald K. Corkein.
David Celilley, BA, & Lori Weigel, BA '83.
Karla Boyles & Dave Thilges, BA.

'82

Lynne Klein, BA, & Gerald D. Quick, Jr.
Kathryn A. Gross, BA, & Robert G. Colucci, Jr.
Lynee Green, BA, & Steven Ludens, BA '85.
Denise Dursky, BA, & Randall Schippers.

'83

Lori Weigel, BA, & David Celilley, BA '81.
Lynette Schwab & Morris Mason, BA.
Kimberly Vislil & James Schreck, BA.
Barbara Hartwig, BA, & Paul Fredericks.
Linda A. Stone, BA, & Steven B. Miles.
Jennifer E. Kalmus & Scott D. Hanna.
Judil Petry & Doug Tedford.

'84

Kay Moothart, BA, & Eric Norenberg.
Holly Hamilton & Randall Fitch, BA.
Linda A. Meichter, BA, & John F. Biedermann.
Linda M. Ledger, BA, & Alexander Leggott.
Tambra L. Seuffer & Harry "Bill" Sammons, Jr.

'85

Mary E. Foxworthy & Lyle G. VandenHull, BA.
Patricia E. Porter, BA, & Kenneth W. Swanson, Jr.
Lori Podhast & Scott Fricheks.
Amelia Kasap & Randy P. Holcomb.
Lynne Green, BA '82, & Steven Ludens, BA.
Lori Knapp, BA, & Tony Lust, BA '88.

'86

Tammy Davis, BA, & Wayne Cooper.
Anne Kalyan & Steven T. Jordan.
Debra J. Merfeld, BA, & Tracy S. Lemar.
JoAnn M. Lee, BA, & James M. Chappell.
Lisa Lehmann, BA, & Ron Barnett.
Beth Brimeyer, BA, & Robert Cody.
Lori J. Frick, BA '86, & B.Craig Spittle.
Dawn M. Salmons, BA, & Kevin C. Spickermann.
Tracy Taylor & Mark McBurney.

'87

Joni Reiff, BA, & Kevin Gibley.
Sharilyn Hansen, BA, & Kenneth A. Darst.
Mark W. Sullivan, BA, & Diane K. Sund, BA '89.
Melissa A. Fingalsen, BA, & Mark S. Johnson, BA.
Carol F. Doyle, BA, & Michael R. Wallace.
Linda M. Deutsch, BA, & Stanley L. Sample.
Laurie Lensch, BA, & Robert Johnson.

'88

Paul Smith, BA, & Gina Becker, BA '90.
Melody A. Chamberlin, BA, & Douglas R. Harkey.
Michael J. Messereole, BA, & Julie A. Kurtz, BA '89.
Paul Kramer, BA, & Jeffrey J. Bata.
Mary McGirr & Christopher Guevara, BA.
Amy J. Homan, BA, & Jeffrey J. Olsen.
Lisa K. Davidson & Timothy J. Burke, BA.
Tamara J. Diercks & Gary J. Moyer, BA.
Sue Welden & Douglas E. Minard, Jr, BA.
Jeffrey W. Smith, BA, & Renee R. Genolous, BA '89.
Lynn K. Johnson, BA, & Steven B. Church.
Susan Patterson, BA, & Shawn Plunk.
Dale Hustedt, BA, & Maria Lundy, BA '89.
Teresa A. Angstman, BA, & Michael J. Ballantyne.
Jodi M. Meier, BA, & Lance Bosacker.
Lori Knapp, BA '85, & Tony Lust, BA.
Kathryn A. Gootee, BA '84, MA '88, & Kyle Kraft.

'89

Kristine A. Royster, BA, & Christopher R. Morgan, BA.
Susan Best, BA, & Brian Beeck.
Diane K. Sund, BA, & Mark W. Sullivan, BA '87.
Sandra Bearden, BA, & Paul J. Svacina, Jr.
Beth Wilgenbusch, BA, & Jeffrey McFarlane.
Kathleen Gimbel & Christopher J. Trilk.
Jodi L. Hartwig, BA, & Mike Curson.
Jill Imhof & Jerry L. Harris, BA.
Deborah K. Davis, BA, & Joel R. Christy, BA.
Jan L. Pettis, BA, & William J. Avila.
Debora Curama, BA, & Scott Engleman, BA '90.
Lauri Stack, BA, & P.J. Holbach.
Rebecca A. Spiegel & Peter J. Smith, BA.
Sherrl A. Gotner, BA, & Mark A. Sieverding.
Stephani L. Coleman, BA, & Michael L. Roberts.
Christine L. Dale, BA, & Claire R. Fransen.
Maria Lundy, BA, & Dale Hustedt, BA '88.
Michele Becker, BA, & Peter Nettleton.
Kathy S. Emmert, BA, & Daniel A. Schmidt.
Julie A. Kurtz, BA, & Michael J. Messereole, BA '88.
Renee R. Genolous, BA, & Jeffrey W. Smith, BA '88.
Barbara Maxfield, BA '90, & Paul Lundh, BA.
Sandra Grabowski, BA, & Leon McNeillus.
Mia K. McBee & David J. Tangeman.
Virginia Smith & George Lake, MA.

'90

Dana Kauzlarich, BA, & Jim Henricksen, BA.
Judith L. Herfken, BA, & Steven R. Svendsen.
Moly Stilman, BA, & Bruce Linde.
Julie Shickelford, BA, & Michael Amonid.
Karl L. Brown, BA, & Sid Cowher.
Rebecca Hayungs, BA, & Daniel J. Kerr.
Laura A. Sears, BA, & Eric Schmastede.
Debra S. Schmidt, BA, & Michael B. Judge, BA.
Wendy Pursley, BA, & Steven Sayer, BA.
Joy L. Paulson, BA, & Kirk Gibson.
Joan Donlan, BA, & Dean P. Walton, BA.
Teresa Hawkins & John Stevens, BA, & Jamie Markey & Doug Killion, BA '89 & MA '90.
Christine M. Schuler & Dennis S. Vaughn.
Scott Engleman, BA, & Debra Curama, 1989.
Gina R. Becker, BA, & Paul Smith, BA '88.
Candace Clausen & John Hunchins, BA.
Dana McDonell & Matt Kinley, BA.
Susan Gunhus, BA, & Daniel W. Spragle.
Paua Sovereign, BA, & Michael C. Galvin.
Maria Yoros & Brian E. Bartemes.
Lacee L. Gilster, BA, & Dan Hawks.
Barbara Herbold & Darin W. Meyer.
Barbara J. Maxfield, BA, & Paul Lundh, BA '89.
Connie S. Schubrich, BA, & David M.

Births

'70s


'80s


'90s


Deaths


'20s


'30s


'40s


'50s


'60s


'70s

Allan Greedy, BA '70, Iowa City, died February 27, 1991.

'80s

Homecoming '91

Homecoming weekend begins Friday, October 4. We welcome back all alumni of the University of Northern Iowa, State College of Iowa and Iowa State Teachers College. It's time to stroll through campus and remember the past and take a look at the new developments at your alma mater. Homecoming is that time of year when we're all 20-year-old college students enjoying a parade, a football game, and old friends on a beautiful autumn weekend.

The Northern Iowa Alumni Association is a proud sponsor of Homecoming '91. To join the Association, please fill out the coupon below and return it, along with the $20 membership fee to:

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Marketing the Movie Industry:
Research and positioning makes movies a big export business

by Gordon L. Patzer

Movies are big business for more than Hollywood. To begin, movies are a big business for the country because so many of us enjoy attending them. But they also are a big business, an industry that enjoys a large trade surplus for the United States.

As a result, the movie industry often makes its case in Washington for special financial supports and tax incentives. The basis for these arguments is the fact that the U.S. exports more movies — as well as entertainment in all categories — than it imports.

Globally, the film industry is still headquartered in Los Angeles, where most movies are filmed as well as financed, cast and post-produced. However, more and more movies are being filmed on locations outside of California.

Almost every country in the world, and every state in America, has a film commission that works hard to attract the filming of movies. Well before any state film commissions, the first movie to be filmed in Iowa was Penitentiary in 1935 in the Anamosa area. Three movies were filmed in Iowa in 1990: Where the Night Begins and Bix (both in the Davenport area), and Indian Runner (Council Bluffs).

Interestingly, last year’s hit movie Sleeping with the Enemy, starring Julia Roberts, was set in Cedar Falls, but filmed in South Carolina.

Good movies translate into great publicity for the location of their setting. For example, there is no doubt that the entire state of Iowa will continue to benefit from the success of Field of Dreams, filmed in Dyersville and the Dubuque area in 1988.

Marketing research is growing. While a tradition in many industries, it is relatively new to entertainment industries. At present, very little marketing research is conducted in the music business, more is done in television, and the most is used in the movie business. History shows that less than one film in 20 will be financially successful, so market research is a form of insurance — it provides information that reduces uncertainty, increases the probability of success and ultimately helps make better decisions. For example, Fatal Attraction test marketed two different endings; the revised ending was much more favorable to audiences. The revised ending was subsequently distributed.

The market for American movies is global. Japan is the biggest foreign market, followed by France, West Germany, Canada and Great Britain. As a result, foreign market research is often necessary for proper promotion and positioning. For example, visual aspects like poster colors can assume added importance in the global marketplace, because colors frequently have different meanings in different cultures. With a movie like Alien, moviegoers exposed to red-color posters expected an occult movie; changing the colors to green changed expectations to a science-fiction suspense film.

Successful positioning is seldom achieved the same in different countries, whether achieved with titles, posters or other promotional means. A case in point is the Steven Spielberg movie, Young Sherlock Holmes. Market research revealed that the Japanese culture had little appreciation for the Sherlock Holmes character. The title was changed to Pyramid of Fear for Japanese release, and the movie was effectively positioned as an action/adventure film rather than a detective mystery.

Marketing research cannot replace a movie’s creative personnel, nor can it make a bad movie successful. But by helping to fine-tune and properly position movies, it can strengthen a weak movie, save a good movie from being unsuccessful, and increase attendance at most movies.

Gordon L. Patzer, Ph.D., is a professor and head of the Department of Marketing at the University of Northern Iowa. Before joining UNI, Patzer held career-type industry positions with Saatchi and Saatchi (Los Angeles) and with CBS Television (Los Angeles and New York) as director of marketing research in prime-time program analysis.
If any building can symbolize the heritage of the University, it is Central Hall. The University of Northern Iowa literally grew up around “Old Central.” Built in 1869 as a home to Civil War orphans, Old Central was the original building on the University of Northern Iowa campus. In those early years, students studied, attended classes and lived in Old Central. For 90 years, that familiar cupola graced that Iowa hilltop, the site of a growing and thriving university. Sadly, Old Central burned to the ground in 1965. The Old Central bell, a familiar sound for over 90 years, crashed to the ground, four stories below. That bell, salvaged from the rubble, is proudly displayed in the Northern Iowa Museum, a cherished symbol of our heritage.

Old Central is now the fitting symbol for the University of Northern Iowa’s newest giving society, Old Central Associates.

Old Central Associates honors a special group of friends who have provided for the University of Northern Iowa in their estate plans. A bequest or other deferred gift of any size brings membership in this very special recognition society.

If you believe you already qualify for Old Central Associates, or would like information on Old Central Associates and ways to include the University in your estate plan, please call or write:

The University of Northern Iowa Foundation
Old Central Associates
Cedar Falls, Iowa 50614
(319) 273-6078
How sweet it is . . .

Spring
Commencement,
1991