



# CAMPAIGN IOWA STATE

## WITH PRIDE AND PURPOSE



### First Endowed Deanship Established at Iowa State University

A first-of-its-kind endowed deanship at Iowa State University has been established in the College of Agriculture and Life Sciences thanks to a \$3 million gift from an anonymous donor. The endowed fund will provide perpetual financial support for emerging college priorities and will be administered by the current and all future deans of the College of Agriculture and Life Sciences.

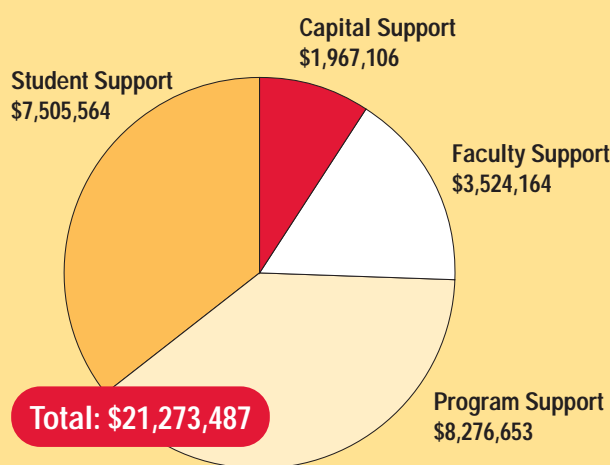
"This is a very exciting step for Iowa State University," said ISU President Gregory L. Geoffroy. "We aim to establish endowed deanships in each of our colleges, and creating the first one in our renowned College of Agriculture and Life Sciences is a great way to begin."

College of Agriculture and Life Sciences Dean Wendy Wintersteen, the first holder of the endowed

deanship, said, "This gift is a clear signal that our alumni and friends are passionate about supporting the college's mission, success and continued growth. This endowment will help safeguard our position among the very best."

Endowed leadership positions allow administrators to leverage human and financial resources since earnings help provide flexible funds that can be directed to support urgent or emerging priorities. "These funds can make a huge difference for faculty and students in the college," said Wintersteen. "Knowing these funds are available in perpetuity will allow me and future deans in our college to take action on emerging opportunities."

### Where are Faculty and Staff Designating their Gifts?



### ISU Faculty and Staff Surpass \$21 Million in Campaign

So far, 3,357 Iowa State University faculty and staff have contributed more than \$21 million in total gifts and commitments to *Campaign Iowa State: With Pride and Purpose*. The fundraising goal for the faculty and staff piece of the campaign was set at \$27 million by a volunteer committee of ISU faculty and staff members. With three years left in the campaign, the progress to date has already far surpassed any previous faculty and staff fundraising goal (Campaign Destiny raised \$15 million).

Since announcing the comprehensive goal of \$800 million for *Campaign Iowa State*, President Geoffroy has emphasized the importance of retaining and recruiting the best faculty and staff to Iowa State University.

"THE HEART OF ANY UNIVERSITY IS THE FACULTY AND STAFF," SAID PRESIDENT GREGORY L. GEOFFROY. "THEIR HARD WORK, DEDICATION AND COMMITMENT ARE WHAT MAKE IOWA STATE SUCH A GREAT UNIVERSITY. AND WE ARE ESPECIALLY GRATEFUL FOR THEIR FINANCIAL SUPPORT, WHICH HAS A TREMENDOUS IMPACT IN ALL PARTS OF THE UNIVERSITY."

WWW.WITHPRIDEANDPURPOSE.ORG





# DONOR stories

## A Message From Dan Saftig IOWA STATE UNIVERSITY FOUNDATION PRESIDENT

I hope the stories you're reading here reflect the true sense of optimism and momentum *Campaign Iowa State* is bringing to campus.

Recently, I had the opportunity to speak to an Ames Rotary chapter where I was delighted to share the progress of the campaign. I was quick to show how the rapid growth of philanthropy is providing additional opportunities for our students and faculty, but knowing that the audience is made up of many business owners, I wanted to demonstrate the economic impact that *Campaign Iowa State* is having on the community.

I pointed out that donors to *Campaign Iowa State* represent all 50 states and that \$430 million has been committed by donors who live outside the state of Iowa. But I also wanted to boast about the support the university has received from the ZIP codes closest to campus, especially from the members of the Iowa State faculty, staff and retirees.

As you already read in our cover story, I think you'll agree that these are astounding numbers that say a lot about the level of commitment our faculty and staff have toward their university. In my book, nothing quite says, "I believe" in what Iowa State is doing as when employees and retirees give generously with their own checkbooks.

Hats off to all for the astounding success of *Campaign Iowa State* to date. But a very special thank you to our Iowa State family for their spirit and very personal involvement in this historic campaign. You inspire us!



## Full-tuition Scholarships Established Through \$3.5 Million Bequest

An Iowa State University graduate has made a \$3.5 million bequest that will provide Iowa State students with full-tuition scholarships. Once realized, the bequest will provide approximately 24 ISU students with scholarships each year. Iowa high school graduates with a 2.75 GPA or higher will be eligible to apply through an essay application once they reach sophomore status at Iowa State.

"With college costs increasing annually, for some students a college education is only a distant dream. But with this generous commitment, up to 24 students annually will receive a full tuition award, making the dream a reality," said Roberta Johnson, director, ISU Office of Student Financial Aid. "We are grateful for this gift as it will have a life-changing impact on the recipients."

The donor, who wishes to remain anonymous, grew up on a farm in Iowa and received financial assistance as a student at ISU and thus, wanted to keep this scholarship open to students in any discipline with a financial need.

### Executive Campaign Committee

Roger Underwood (agricultural business '80), Ames, Iowa, Campaign Chair

Steve Bergstrom (business '79), Montgomery, Texas

Jerry (agricultural business '62) and Karen Kolschowsky, Oak Brook, Ill.

Gene (veterinary medicine '49 and Ph.D. '70) and Linda Lloyd, Ft. Myers, Fla.

Chuck Manatt (rural sociology '58), Washington, D.C.

Jim (electrical engineering '60) and Kathy Melsa, Naperville, Ill.

Owen Newlin (agronomy '51 and M.S. '53), Des Moines, Iowa

Dick Stanley (electrical engineering and mechanical engineering '55), Muscatine, Iowa

Ellen Molleston Walvoord (home economics journalism '61), Harvard, Ill.

## Campaign Priorities

### Student Support — \$235 million

Tuition and debt load for students are rising each year. Currently, about 4,100 ISU students receive privately funded scholarships. *Campaign Iowa State* will increase scholarships to help support merit- and need-based students in all programs.

### Faculty Support — \$215 million

One of the most effective ways to attract and retain world-class faculty is to offer endowed chairs, professorships and fellowships. *Campaign Iowa*

*State* seeks to double the number of endowed faculty positions from 75 to 150.

### Program Support — \$195 million

Programs and campus organizations help serve ISU students and challenge the frontiers of knowledge. *Campaign Iowa State* will enhance the student experience in many areas.

### Facilities Support — \$155 million

State-of-the-art facilities help attract the best and brightest students and faculty. *Campaign Iowa State* will help fund major academic and athletics building and renovation projects.



### Former Department Chair Establishes Endowed Professorship in Chemistry

John D. Corbett, distinguished professor of liberal arts and sciences and professor of chemistry, has created the John D. Corbett Professorship in Chemistry. Corbett, who has been a faculty member at Iowa State since 1952, is also a senior chemist with the U.S. Department of Energy's Ames Laboratory. A majority of the annual funding will go toward professional support and expenses each year including discretionary research funding, stipends, operating expenses, equipment, and travel.

Mei Hong, professor of chemistry, was named to this position last year. "This professorship is designed to reward outstanding faculty members like Mei Hong," Corbett said. "People who do well here get national recognition and are very attractive to other colleges and universities. I'm hopeful this will help in the reward and retention of those current and future faculty members."

### Petermeiers Commit \$1.5 Million to College of Business and Athletics Department

Longtime Iowa State supporters Craig (business '78) and Virginia Petermeier have made a deferred gift of \$1 million to the College of Business endowment for unrestricted use in the areas of greatest need; and a \$500,000 pledge to the ISU athletics department for facility renovations.

"We are very loyal to Iowa State and wanted to help provide resources for the future of the university," said Craig Petermeier, president and CEO of Jacobson Companies, based in Des Moines. "We trust the university leadership to make wise decisions and use our future gifts to benefit the students, faculty and athletics program."



### New Endowed Chair in Mechanical Engineering is Created

Gary (mechanical engineering '61) and Donna Hoover of Scottsdale, Ariz., have pledged more than \$1.5 million to create the first endowed chair in the department of mechanical engineering. "Endowed chairs are the most esteemed positions in academia and they are awarded only to the top tier of faculty," said Mark J. Kushner, dean of the College of Engineering.

"It means a lot to us to be able to give back to Iowa State so we can help the students *(continued next column)*

*(continued from previous column)* who will be our future leaders," said Gary and Donna. In addition to the \$1.5 million commitment required to create this faculty position, the Hoovers are funding the chair on an annual basis until the endowment is fully funded. This gifting method enables the college to fill the position more quickly.



### Iowa Egg Council Makes \$2 Million Commitment

The Iowa Egg Council made a \$2 million commitment to establish an endowed egg industry program in the College of Agriculture and Life Sciences to support the establishment of a proposed egg industry center of excellence at Iowa State, and to develop new ideas and technologies to address emerging needs of the egg industry. The proposed center will be submitted for approval by the Board of Regents, State of Iowa.

"This new center will respond to issues of importance to the egg industry," said Kevin Vinchattle, executive director of the Iowa Egg Council. "It will provide science-based solutions for growing existing markets, exploring new uses and new markets, developing more efficient and environmentally friendly production practices, and enhancing nutritional aspects for the benefit of consumers."

### Estate Gift Supports Engineering Facility and Equipment

Milton Rensink (engineering '67) left the department of electrical and computer engineering (ECpE) Department an estate gift of more than \$233,000 to establish the electrical engineering equipment fund. This fund will support renovations to Coover Hall (ECpE's home) by purchasing *(continued next column)*



*(continued from previous column)* new equipment for student research and instructional labs. Coover Hall is currently in the first phase of construction, and is scheduled to be opened in the spring of 2008. Phase two of the Coover Hall renovation and expansion project is currently in the fundraising process and will break ground in the near future.

### Sauer-Danfoss, Inc. Pledges \$256,000 to Engineering

Sauer-Danfoss, Inc. recently made a pledge of more than \$256,000 to support the agricultural and biosystems engineering (ABE) department in ISU's College of Engineering and College of Agriculture and Life Sciences. Part of the gift — \$140,000 — will support the construction of the new ABE facility on campus and \$116,000 will be used to design and outfit a new high-tech fluid power lab with modern controls and embedded systems equipment. Sauer-Danfoss, Inc. designs and manufactures engineered hydraulic, electric and electronic systems and components, for use primarily in applications of mobile equipment. They are close partners with the College of Engineering and hire a number of ISU graduates for positions all around the globe.



### Pledge Benefits Graduate and Doctoral Students

John (journalism '63) and Rebecca Hsu, and the John Hsu Capital Group, Inc. have pledged \$100,000 to benefit journalism and business students at Iowa State University. The Rebecca and John Hsu Fund in the College of Business is designated to support the college's doctoral program, allowing the college to recruit and enroll students at the national and international level. Their pledge will also create the Rebecca and John Hsu Graduate Assistantship in the Greenlee School of Journalism and Communication, granting a graduate student in the college an annual stipend for research and travel. John is an ISU alumnus and an ISU Foundation governor.

## INSIDE THIS ISSUE...



A Message from Dan Saftig,  
ISU Foundation President



ISU Faculty and Staff  
Surpass \$21 Million



Full-tuition Scholarships  
Established



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## HOLD THIS DATE!

### WOMEN & PHILANTHROPY WORKSHOP GIVING WITH PURPOSE



**MAY 13, 2008** | 8 a.m. to 3:30 p.m.  
Iowa State Center, Ames, Iowa

Featuring keynote speakers  
Sara Martinez Tucker and Tracy Gary

For more information, visit [www.withprideandpurpose.org](http://www.withprideandpurpose.org)  
and click on the "News and Events" tab

Presented by the Iowa State University Foundation Women & Philanthropy Committee



**Direct Mail**  
**\$5.81 million**



**Online**  
**\$817 thousand**



**Phone**  
**\$14.56 million**

## More Than \$21 Million Raised by Phone, Mail and Online



Alumni and friends are taking advantage of the opportunities to make gifts online, through the mail or by phone. Since *Campaign Iowa State* began in July 2003, more than 101,000 donors have made commitments and outright gifts to the university — and many of these supporters have chosen to donate through our annual giving program. Every gift counts, and donors can invest in areas that matter most to them. Since the beginning of the campaign, more than \$21 million has been raised by phone, mail and online giving.

### New Records Set

Following the public launch of *Campaign Iowa State* last October, student fundraisers in the PhoneCenter hit record totals — the one-night total record now stands at \$75,000 in pledges; and the one-month record is \$750,000 in pledges.

Last December was a record breaking month in terms of visitors to the campaign Web site, online giving and donations from direct mail. Visitors to the Web site totaled 10,393; donations recorded online were \$133,636; and \$874,000 was raised via direct marketing efforts.

### Bequest to Support Women Leaders in Athletics

Retired senior associate athletic director for Iowa State University athletics, J. Elaine Hieber, has made a \$100,000 bequest to the J. Elaine Hieber Leadership Fund. Hieber created the fund to allow coaches and/or young administrators additional resources to enhance their learning and development in athletic administration.

In 2002, Hieber was awarded the Professional Women of Achievement Award from the YWCA of Ames-ISU. That same year, she was also honored with a brick in ISU's Plaza of Heroins where her nominators said, "Her professionalism, poise and dedication to student-athletes, coaches and staff continues to influence them long after their days at Iowa State have passed. Although slight in stature, she will forever stand tall as a pillar of excellence and commitment in the field of athletic administration."

Hieber began working with ISU athletics in 1979 and retired in 2002.

### \$500,000 Pledge to Support Curtiss Hall Renovation

A \$500,000 pledge from the committee for agricultural development (CAD) will support the renovations of Curtiss Hall on the Iowa State University campus.

A campaign priority for the College of Agriculture and Life Sciences, Curtiss Hall was built in 1909 and remains one of the most distinctive landmarks at Iowa State. The facility renovations planned include updating technology, expanding classrooms and enhancing student services in Curtiss Hall.

CAD is a nonprofit organization that has been affiliated with Iowa State University since 1943. CAD has provided more than \$2 million in research support to ISU, including \$1 million to help establish the new ISU Dairy Farm. CAD also annually provides funding for ISU scholarships in agronomy and helped to endow fellowships that benefit Iowa State graduate students studying seed science.

### \$200,000 Commitment for Management and Marketing

Steve (business '70) and Becky Smith, of Greensboro, Ga., made a \$200,000 commitment to support the management and marketing departments in Iowa State University's College of Business. The Smiths will be honored for their gift with the naming of the management and marketing suite in the Gerdin Business Building.

