Lecture to discuss political left, right and liberalism

As an organization, Areopagus seeks to reflect the ongoing relevance of the Christian gospel and reformed worldview into all aspects of life, and so our lectures are aimed at creating spaces for dialogue and discussion about the intersections of faith, culture, and academia,” said Tyler Helfers, director of ministry at Areopagus campus ministry.

In his lecture, Koyzis will explain why the terms “political left” and “political right” hide the dominance of liberal individualism. He will also describe the means of the liberal agenda and advancing it. According to the Iowa State Lectures website, Koyzis hopes to discuss and teach ways Americans can come together for the greater good.

Areopagus calls Koyzis “an example of an individual who has reflected, written, and taught on the important topic of political philosophies and their implications for public life.”

BY VICTORIA REYNA-RODRIGUEZ
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Paying homage to Iowa State’s technological breakthroughs

BY CHRIS JORGENSEN
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A source of pride for many Iowa State students is the fact that the first digital computer was created at Iowa State. It’s a fact that the university is proud of.

But why at Iowa State?

The Atanasoff Berry Computer (ABC) was created between 1939 and 1942 by John Vincent Atanasoff along with a graduate student, Clifford Berry. Atanasoff was a professor of mathematics and physics at what was then called Iowa State College. He sought a quicker and more accurate way to do the complex calculations that his work required, according to the Iowa State department of computer science.

Atanasoff’s budget to build the machine was $5,330, according to a copy of the original document that will allow them to move forward with the constitution to become a student organization, Election Commissioner Emily Rizvic said the Election Commission had already sent in their requests the Senate approve $700 be given for the 2019 Student Government’s executive slates’ campaigns. “Adjusting the 2019 Election Timeline” is an order that requests the Senate approve the changes the Election Commission has made to the 2019 Election Timeline and recommends the Election Commission add additional seminars for students interested in running for office. All election events, excluding the Presidential and Vice Presidential elections in reaction to the troubles the Election Commission has made to the 2019 Student Government’s executive slates’ campaigns.

"As an organization, Areopagus seeks to reflect the ongoing relevance of the Christian gospel and reformed worldview into all aspects of life, and so our lectures are aimed at creating spaces for dialogue and discussion about the intersections of faith, culture, and academia,” said Tyler Helfers, director of ministry at Areopagus campus ministry.

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BY VICTORIA REYNA-RODRIGUEZ
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David T. Koyzis, a fellow in politics at St. George’s Centre for Biblical and Public Theology, will be speaking at Iowa State on Thursday. Koyzis will present a lecture titled, “It’s All About Me: Left, Right and Liberalism in the Public Life.”

Koyzis’ lecture will be hosted by the Areopagus Student Fellowship.
101 EMPLOYERS

Spring career fair offers networking

BY MEGAN NEMEC
bnemec@iowastatedaily.com

More than 101 organizations attended the annual spring College of Agriculture and Life Sciences’ career fair Wednesday to recruit Iowa State students for jobs and internships.

This event is the second CALS career fair of the school year, with the fall career fair being the largest of its kind in the country.

Jack Hughes, a sophomore in agronomy, had the opportunity to speak with Syngenta and Ag Leader Technology about possible positions pertaining to his major.

“I enjoyed getting to network with people in the industry,” Hughes said.

At the fair, students had the opportunity to refine their professional skills and communicate their skills and interests with possible employers. Students were able to prepare by using various resources such as CyHire.

Over 99 percent of the CALS recent graduates were working, continuing their education or serving in the military within six months of receiving their diplomas, according to a press release.

“I went on to the Career Services page, and I looked at all the companies posted and I further researched the companies I was interested in,” said Rebecca Vanderheiden, a senior in agricultural studies.

Vanderheiden said her favorite part of the career fair was getting to know more companies and being able to put herself out there.

Brett Schluckup, a freshman in agriculture business is a first-time attendee of the CALS career fair.

He said what he is most excited about is meeting new companies and being able to talk to them.

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Panel Thursday on Iowa’s Stand Your Ground law

BY ELI HARRIS
@iowastatedaily.com

The Ames League of Women Voters will be hosting an event to address Iowa’s Stand Your Ground law Thursday at the Ames Public Library.

The event begins at 6:30 p.m. and is free to the public. The event is co-sponsored by the Carrie Chapman Catt Center for Women and Politics.

The event is organized to be a panel discussion moderated by Karen Reddick, the director of the Catt Center.

“Panel members representing varying perspectives on the Stand Your Ground Law will discuss the law, with time for questions from the audience,” according to the Ames League of Women Voters website.

All questions are going to be submitted in writing.

The panel will feature several state representatives and community leaders with Story County Attorney Jessica Reynolds as the featured speaker.

The group includes representatives Ako Abdul-Samad and Lisa Hedden, Commander Geoff Huff of the Ames Police Department will be participating as well as Lieutenant Nicholas Linne of the Story County Sheriff’s Office. Former Story County Supervisor Wayne Clinton will also be attending.

Nancy Halvorson, the co-president of the Ames League of Women Voters, said the goal of the event is to address questions people have about the legislation passed in 2017.

“Iowa’s Stand Your Ground law has been a topic of controversy since it was created,” Halvorson said.

The law operates on what is commonly referred to as a castle doctrine, and allows people to use reasonable force, including lethal force, to protect themselves against an intruder in their home.

Halvorson said if people are still unclear on what situations the law is applicable to, this event is for them.

SARAH HENRY/ISD

Mark Clipsham speaks about green and affordable housing for Ames and Story County on Wednesday.

Speaker discusses green architecture, affordable housing

BY SEBASTIAN KREMBUSZWESKI
@iowastatedaily.com

Mark Clipsham has a vision that the future of home design can be more affordable and sustainable than it is today.

Clipsham, from Architecture By Synthesis, hosted a lecture Wednesday night to discuss green and affordable housing options for Ames and Story County.

Architecture By Synthesis is a local design service company that operates on both a residential and commercial design, restaurants, landscape design, furniture, renovation, design build and lighting.

Architecture By Synthesis also follows a unique philosophy as part of the company’s structure, including a realization that because a project is not just a physical thing but an embodiment of the client’s needs and personalities, it will need to be able to grow and change.

One of the projects Clipsham is involved with is designing and changing the way apartments are being built in Ames so they are more fit for communities.

“You look at all the apartment buildings that are being built in Ames today are blocks, no public spaces and no eyes on the street,” Clipsham said. “People want courtyards and places like that where you feel comfortable and defensive.”

Clipsham said he has a dream to design affordable housing using a simple cylinder design that has potential to become the future of what people are looking for when buying a house. He also said that he wants to keep his design so that anyone can build a similar home anywhere at anytime.

“Small homes are really hot right now, people want these,” Clipsham said. “Instead, the builders want to build box homes with large lots and tons of infrastructure because it makes lots of money.”

Clipsham said these homes are perfect for people who really don’t desire a lot of space and want a simple form of living for the lowest cost. He also said young couples or people straight out of college would be the most pleased with both the design and cost of these homes.

Prototypes for these particular cylinder structures have been created by Clipsham himself looking for new, innovative ways to design and build homes for anyone to afford. He mentioned how some of his inspiration came from the designs of the hobbit homes and wanted a simple cylinder design that has potential to become the future of what people are looking for when buying a house. He also said that he wants to keep his design so that anyone can build a similar home anywhere at anytime.

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Ivy launches rebranding campaign

BY KIRSTIE.MARTIN
@iowastatedaily.com

The Ivy College of Business has launched its new brand campaign “WE ARE Ivy.” The campaign aims to increase the awareness of the renaming of the College of Business to the Ivy College of Business.

Last week the campaign was unveiled to the faculty and staff during a reception in the business café.

“We really felt it was important to show faculty and staff what we are doing first, before showing everybody else,” said Michele Appelgate, director of the Ivy College of Business marketing and communications.

At the event, faculty and staff received a resource guide on how to use the new name and directions on how to access a new resource page on the website.

Liquid Iron, a Chicago-based marketing and communications company, assisted with the formation of the brand campaign.

“Our graphic designer Emily Bowman and I have been meeting on conference calls with them every week for the past year and a half,” Appelgate said. Liquid Iron began the campaign with what they call the “discovery phase.”

“They talked to faculty, staff, dean’s advisory council members, ISU foundation, students, alumni and deans from other schools of business to get a good idea of what the college is and what it stands for,” Appelgate said.

After the discovery process, Liquid Iron went out and did a competitive analysis against other business colleges.

“We learned that the category of business schools is struggling for position and there is a sea of sameness with a few programs attempting to be seen as different,” said David Spalding, Raisbeck Endowed Dean, in his speech to the faculty and staff at the event. “So, it appears business education is ready for someone to stand out. We want that to be the Ivy College of Business.”

The Ivy College of Business has earned the accreditation of the Association to Advance Collegiate Schools of Business (AACSB).

Having an AACSB Business Accreditation means that an institution has met the standards of excellence in business education that AACSB requires.

The next step in the launch process was to target fellow deans of AACSB colleges.

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Feminist Friday: Mothering in the Academy

BY MACY.OTT
@iowastatedaily.com

Audience members will learn about being a mother in college during this week’s Feminist Friday.

Rosie Perez, an assistant professor in the school of education, will present at 1 p.m. Friday in the Sloss House.

“Feminists Fridays are for everyone,” Perez said. “It’s important to have conversations like these so we recognize underrepresented populations. It’s not like the experience of the classroom. Here, the assignment is life.”

Rosie Perez is an assistant professor in the school of education who specializes in student development theory, professional socialization of graduate students, social justice training and education and organizational learning and development. Friday she will discuss what it is like for students and staff on campus who have children.

“Women students are less likely to graduate, more likely to have greater debt and less likely for career advancement,” Perez said. “We need to be asking why.”

The discussion will be mostly centered around graduate students and Iowa State faculty who are mothers.

“There is a large population of students who are parents, who are largely invisible,” Perez said. “The discussion is free and is open to any student, staff or community member. Ruxandra Looft, the director the Margaret Sloss Center describes Feminist Fridays as ‘an informal conversation in a welcoming environment.’”

“Feminism is for everyone,” Perez said. “It’s important to have conversations about these things. We are always learning.”

This week’s Feminist Friday will teach audience members about being a mother in college at 1 p.m. Friday in the Sloss House.
Why it isn’t ‘the news’ that’s bad for you

Recognize the implications rhetoric may have on the media industry

BY ALEX CONNOR

You’ve probably heard this phrase before: “The news was terrible today.” Or perhaps: “I can’t watch the news.”

It’s pretty common. So available is the accessibility of information, whether through traditional print formats, the internet or television, that the ability to consume the news is constantly there. Yet, news often gets a bad reputation. I’m not talking about the war waged by President Donald Trump and the “fake news media,” but rather the implicit one fought by the average consumer.

News, in its simplest form, is defined as a report of recent events. So, yes, the news can be bad — but it is not the journalism that is bad and rather the incident or information that was reported and occurred.

It’s a very minor thing to distinguish, but important nonetheless.

People think that news isn’t important to them, or that their consumption habits should come from only one source or — at the very worst — social media such as Facebook.

In a time where many older Americans who weren’t raised on the crux of the internet, or grew up surrounded by smart TVs, smart speakers and smart phones, the difference between what’s news and what’s not is a difficult line to draw.

In America today, Facebook users age 65 and older shared almost seven times as many fake news articles as younger users regardless of ideology, according to a recent report commissioned by Princeton University and New York University.

There is a partisan divide and algorithms contributing to a deepening polarization of our society, and the news — in all its shapes and forms — is pretty hard to swallow.

The news can be both good, bad or average — dependent on who you are and what your beliefs might be. The news can be the first baby delivered on New Year’s Day or a bank robbery. It may be one of the shortest words used to describe the greatest amount of things because everything could be, and is, considered news.

However, the next time you use the phrase “the news was terrible today,” think about how you could be more specific. Replace the word news with the incident that you’re actually wanting to describe.

Better yet, replace the word news with the word “journalism,” which is the activity or profession of writing for newspapers, magazines or news websites or preparing news to be broadcast.

If the journalism isn’t bad, don’t say the news is bad unless describing the incident specifically.

This isn’t to censor or change one’s language usage, but rather provide a degree of separation.

In an age of declining print revenues and a rising distrust in the industry, we need all the help we can get.

Think about the implications of your rhetoric, because that’s exactly how we “do the news” in the journalism business.

Should a social statute of limitations exist?

What happens when a person of power or prestige is found to have said or done something reprehensible in his or her past?

Should they be held accountable for those words or actions? What if it was years, maybe even decades ago? When does the so-called “social statute of limitations” run out?

It’s a difficult question.

Take for example Brett Kavanaugh.

During his confirmation hearings, the now Supreme Court justice was accused of sexually assaulting women during his high school and college years.

The legal statute of limitations had run out, but some people felt that a social statute still applied, possibly indefinitely. They argue that if true, these allegations disqualify Kavanaugh from ever being on the Supreme Court.

Kavanaugh’s accusers didn’t press charges when they could have, so the justifications systems sees Kavanaugh as innocent.

But what if those women had pressed charges and proves Kavanaugh guilty in a court of law? What if Kavanaugh then accepted and fulfilled his punishment? It is unlikely that if he had been charged with the incident at the time of the accusation that he would have ever elevated to his current status in the courts.

Should someone accused of sexual assault sit on the highest court?

Consider a different situation. Kevin Hart recently took center stage as old jokes and tweets resurfaced, forcing Hart to step down from hosting the Oscars. The jokes and tweets are considered homophobic.

Hart’s situation is not unique. While he has apologized for hurting people with homophobic material and explained that he wants to adapt to prevent hurting people in the future, he has not apologized for the material itself, stating that he wasn’t trying to hurt people and that the material wasn’t intended to be malicious.

So what should come of Hart? After all, it was his decision to step down from the Oscars. Shouldn’t isn’t bad going to his shows? Should he quit asking him to host? Should video streaming services drop his material from their platforms? Perhaps capitalism will decide for us.

This takes us to our final example: Virginia’s Governor Ralph Northam. Photos have recently surfaced in the personal page of his medical school yearbook that show a student wearing blackface standing next to another student wearing the Ku Klux Klan robes.

Although he first owned up to being one of the two students pictured, he now denies being either. This incident raises another question. Northam never did anything illegal, but his actions were certainly despicable. Should he resign? His colleagues sure think so.

The situations surrounding these three individuals are significantly different, yet all carry a social statute of limitations.

So what do we the people do about these individuals of power and prestige? It’s definitely hard to make a decision without all of the facts. Your choice might also depend if you were hurt by any of these individuals actions. Maybe you’re a forgiving person. Your political views may also influence your judgement.

But that’s something for you to figure out as you develop your own philosophy, one most likely shaped by the digital age.

Opinions expressed in columns and letters are those of the author(s) and do not necessarily reflect the opinions of the Daily or organizations with which the author(s) are associated.

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Send your letters to letters@iowastatedaily.com.
Letters must include the name(s), phone number(s), major and/or group affiliation(s), and year in school of the author(s).
Phone numbers and addresses will not be published.

Online feedback may be used if first name and last name, major and year in school are included in the post. Feedback posted online is eligible for print in the Iowa State Daily.
Seniors not slowing down

Swimming, diving team gears up for last push
BY JOHN MILLER
@iowastatedaily.com

The Iowa State swimming and diving team is coming off an upset senior night victory on Friday over West Virginia, which came down to the final event — the 400 freestyle relay.

The Cyclones (7-3, 2-0 Big 12) are now getting ready for the weekend's meet against Kansas, the last before the Big 12 Championships (Feb. 27-Mar.2).

While the whole team contributed against the Mountaineers, the three seniors — Haley Ruegemer, Sydney Ronald and Evan Hundley — had a strong performance in their final meet at Beyer Hall.

"So far, our team has met most of our expectations for this season, but West Virginia was a huge success for us and we're expecting to build off that for Kansas and compete at a high level going into the Big 12s," Hundley said, who was a member of that 400 freestyle relay team.

Hundley was also the anchor for the winning 200 medley relay team against West Virginia.

While Hundley performed well in the short distance events, it was Ruegemer who provided the spark for the Cyclones when they needed it early.

In only the second race of the dual, Ruegemer trailed West Virginia's Laurens Kallay by over two seconds at the 700-yard mark in the 1000 freestyle. However, Ruegemer used her conditioning edge to storm back quickly and in the end, defeat Kallay.

"For me, I want to improve the intensity of my races from the beginning and my stroke technique with that," Ruegemer said.

That said, Ruegemer will get a chance to prove herself this week against Kansas as the Jayhawks have a stellar 1000 freestyle duo of Crissie Blomquist and Jenny Nusbaum.

"This will be key going forward, as those two will be Ruegemer's main competition at the Big 12s as well. While Ruegemer chases her fourth All-Big 12 selection, it is Ronald who believes consistency is the key for the Cyclones down the stretch."

"There's always stuff we can improve on but for the most it's just consistency and performing like we do in practice," Ronald said.

Ronald, a diver, missed her sophomore with two knee surgeries, but that has not slowed her down this season.

In fact, Ronald finished in third on the one-meter platform to keep the score tied at 112 heading into the final two events against the Mountaineers.

"The team has been so supportive with helping me back and even through the hard times, they have stuck by me and I am so happy for the opportunities that this program has given me," Ronald said.

As the seniors prepare to lead the Cyclones for a tough final dual meet against the rival Jayhawks, they know that their time is coming to an end.

"I want to leave on a good note and place high at the Big 12s, but mostly I just want to take this time to make as many memories as I can with my teammates over these last few meets," Hundley said.

Cyclone football team welcomes new recruits
BY TREVOR HOLBROOK
@iowastatedaily.com

The official football signing day was a quiet one for Iowa State on Wednesday.

The Cyclones did most of their work on the recruiting trail during the early signing period in December, inking 21 athletes’ names.

Iowa State capped off the recruiting process by adding 21 athletes during the official signing day rally held Dec. 27, 2018.

Throughout Young's recruiting process, he received offers from top schools, including the likes of Alabama, LSU, Michigan and others.

Young signed as a three-star prospect, according to 247Sports.com, and is ranked as the No. 56 safety and the 131st best prospect in Pennsylvania.

Young is a pretty average size for a safety, listed at about 5-foot-10, 201 pounds.

With the addition of the safety, Iowa State’s placed at No. 46 in the 247Sports rankings.

Out of the 22 signed, Iowa State recruited the Midwest pretty heavily, but the Cyclones only signed three Iowans.

The three from Iowa are linebacker Cole Flansburg, offensive tackle Jake Remsberg and wide receiver Darien Porter — all three listed as three stars.

"You look at the programs they come from, and all three guys come from high school programs where their football coaches are great leaders and developers," Campbell said about the Iowa signees in a release. "These are guys that know how to win and what it takes to be successful.

"All three of them lived that throughout their high school careers. I think it was really huge for us to keep young men from this state that really understood the values of this fanbase and what we are building here."

Outside of the Iowans, a pair of running backs headlined the group: four-stars Breece Hall and Jirehl Brock.

Along with the pair of running backs, Campbell added a pair of quarterbacks.

With three quarerbacks leaving the program from last year, Campbell added graduate transfer John Kolar and three-star Easton Dulin.

Overall, the class will likely go down as the strongest under Campbell at Iowa State so far.

"We got great leadership, young men with great character and families, and I think guys that really have been committed to us for an extended period of time," Campbell said in a release. "What I really appreciate about this group is that even before the season began they saw the vision of where this program was going and where it has the ability to go.

"All of these guys have big-time impact ability. We were able to touch on every position group. As you see us continue to build the program, it’s touching all those areas where you continue to allow great competition as well as building great depth within your program. This group certainly does that for us."
A sorority and fraternity pairing performs their skit, "A Trip Down Memory Lane," during the Varieties dress rehearsal on Tuesday in the Memorial Union.

**Varieties tradition continues**

**BY EMILY.URBAN**
@iowastatedaily.com

After a year of planning, various student organizations gear up for competition in the 88th annual Varieties show. Varieties began in the Great Depression as a source of free entertainment and has since become a beloved tradition at Iowa State. The 88th year of Varieties kicks off at 7 p.m. Friday and Saturday in the Great Hall of the Memorial Union.

Pairings of sororities, fraternities and other student organizations such as residences halls and clubs will put on 16 to 22 minute mini-musicals based off the theme “Tradition Lives On.” Each musical must have original choreography and song lyrics tying into their interpretation of the theme. This is the 88th year of Varieties,” said Kate Price, the director for this year’s Varieties. “It is so cool and amazing,” said Matt Morgan, a member of the behind-the-scenes Varieties Central.

The process for Varieties starts right after the last show. The committee, headed by Price, has been meeting every week since September to organize and plan this year’s show. They stay in touch during the summer months, as well.

“The different shows, especially with the different themes, just change it each year,” Price said. “I think it is going to just be a cool one thinking back on traditions.”

“We kind of talked about how Varieties has changed so much. It is basically re-going back to how much it has changed over the years,” said Katie Price, the director for this year’s Varieties. “I love watching the pairing progress behind the scenes from the start to the finish. The final product they put out is amazing,” said Matt Morgan, a member of the behind-the-scenes Varieties Central. He has been involved with Varieties since his freshman year.

“I went to one of their shows and then eventually I began volunteering at those shows, and then I just started getting into it,” Schroeder said.

After joining SUB during the spring semester of his freshman year, Schroeder quickly worked up to being named co-director of the Maintenance Shop, a position he shared with then co-director Angela Chamberlain.

During his new position, Schroeder’s responsibilities included keeping concerts running smoothly inside the venue and setting up for events. In his new position, Schroeder’s duties have expanded vastly.

“Tradition Lives On.” Each musical must have original choreography and song lyrics tying into their interpretation of the theme. This is the 88th year of Varieties,” said Kate Price, the director for this year’s Varieties. “I think it is going to just be a cool one thinking back on traditions.”

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submitted to the university by Atanasoff. That amount adjusted for inflation would equal about $96,000 in today’s dollars. In 1939 the pair received the funding to begin work on the machine, meaning 2019 marks 80 years since the machine was started on.

It had no mouse, screen or keyboard. It would be almost unrecognizable as a computer by today’s standards. According to the Department of Electrical and Computer Engineering, the computer is “the size of a big desk, weighs 750 pounds and features rotating drums for memory, glowing vacuum tubes and a read/write system that recorded numbers by scorching marks on cards.”

The department also notes that the computer was the first to use a modular design, which means that some parts could be removed and replaced without needing to completely rebuild the machine. The ABC’s history is not without controversy, however.

Atanasoff and Berry never patented the ABC. World War II interrupted their work and they had to move on to other tasks. J. Presper Eckert and John Mauchly of the University of Pennsylvania created in the mid-1940s a machine called the ENIAC which was very similar to the ABC.

The ENIAC was granted a patent in 1964. Nine years later, a U.S. District judge voided the patent, writing that “Eckert and Mauchly did not themselves first invent the automatic electronic digital computer, but instead derived that subject matter from one Dr. John Vincent Atanasoff.”

The result of the lawsuit was that Atanasoff is now legally recognized as the inventor of the first digital computer.

So where can you go to see the world’s first digital computer?

You won’t find it in the university’s special collections, either. The world’s first digital computer was dismantled and “scavenged for parts” in the late 1940s, according to Iowa State University’s Special Collections.

A replica of the ABC was built at Iowa State in 1997. However, the replica was sent to the Computer History Museum in California in 2010. Before then it was on display at the Durham Center.

According to the museum’s website, one of the reasons the original was dismantled is because “it was too big to fit through a standard door.” The replica was built slightly smaller to fit that problem.

According to Iowa State’s Department of Electrical and Computer Engineering, “it took a team of researchers, engineers, faculty members, retired faculty, and students from Iowa State and the U.S. Department of Energy’s Ames Laboratory four years and $350,000 to build the replica ABC.”

“To me, the ABC represents the cornerstone invention of modern computing,” wrote ISU applied math alum John Gustafson, a member of the team that built the ABC replica.

The replica will be in the museum until at least 2020, with the possibility of a five-year extension on that agreement.

“John Vincent Atanasoff and Clifford Berry were true pioneers in electronic digital computing,” said then-university president Gregory Geoffroy when the arrangement to send the machine to the museum was first announced.

The Gardin Business Building is home to the Ivy College of Business. The Ivy College has released new branding in order to inform people of the name change. The “WE ARE Ivy” campaign will last until June.

Eight items of new business were read in and will be seen next week for second-read, six of which are funding bills for student organizations.

For more information or to contact your senator, visit iastate.edu.

The senate meetings are open to the public at 7 p.m. Wednesdays in the Campanile Room of the Memorial Union.

“MY FAVORITE SUB EXPERIENCE would probably be when we have a retreat every year,” Schroeder said. “Last year was my first year being a director and I went to the retreat and that whole experience was just a lot of fun. We played a lot of team-building games and [got] to know each other pretty well.”

“I’m pretty much in charge of the executive board, so like, I run all the exec meetings as well as how to handle relationships within the exec board and then I’m kind of the face of SUB so I have to do interviews or go to meetings and represent SUB and things like that,” Schroeder said.

Having developed a strong connection to SUB, Schroeder is keen on leaving SUB a better organization once his tenure as president comes to an end.

“I’m looking to keep growing it,” Schroeder said. “I know that SUB is always growing but I definitely want to keep that going in terms of attendance as well as you know, our general members and just in general I want to see it grow.”

As president, Schroeder took the controls of an organization that is bigger than he ever imagined.

SUB is responsible for an array of events that happen on campus.

SUB has organized large-scale events such as a Forty Wigs concert on campus last April and has had artists perform at Iowa State before they gain international notoriety.

Indie rock outfit, COIN, visited Ames in 2017 before their highly acclaimed album “How Will You Know If You Never Try” shot them to international fame.

SUB is also behind other events besides concerts, including ISU After Dark, which has brought actors such as Marlon Wayans and Pete Davidson to Iowa State to do interviews, stand-up comedy and more.

While the daily duties of being the SUB president can be intimidating at first, Schroeder said there are plenty of activities that SUB does as an organization that create a fun work environment for its employees.

“My favorite SUB experience would probably be when we have a retreat every year,” Schroeder said. “Last year was my first year being a director and I went to the retreat and that whole experience was just a lot of fun. We played a lot of team-building games and [got] to know each other pretty well.”

Only five percent of business schools get accredited by that organization,” Appelgate said. “So we targeted those dean’s of those accredited universities that complete peer reviews of us. If they don’t know who we are then how are they going to rank us?”

“The "WE ARE Ivy" push is planned to last until June.

“It is not our long term brand, but it is the rebranding has a lot of details, including the woodwork on the website being “Ivy College of Business,” in a bigger font.

“It’s a lot of little details that we have been working on for the last year and a half,” Appelgate said.

“The Ivy College of Business was renamed after a $50 million gift from Jerry and Debbie Ivy in September 2017.

“This campaign is important to College of Business students to see all of the good investments that are coming into our college,” Appelgate said. “Debbie and Jerry Ivy invested in us, and now we are investing in our students.”