Soy paves the way

Iowa State engineers create asphalt from soybean oil

BY QUINN.VANDENBERG
@iowastatedaily.com

The work of two Iowa State engineering professors in developing biopolymers from soybean oil for asphalt production was presented Monday at an open house.

The open house was hosted at Iowa State’s BioCentury Research Farm after a paving with soy project took place. A half-acre parking lot adjacent to the Research Farm was paved with asphalt which was created with a newly developed soybean-derived biopolymers.

The engineers that worked on the project were Christopher Williams, professor of civil, construction and environmental engineering, and Eric Cochran, professor of chemical and biological engineering.

Those who attended the open house included Williams, Cochran, representatives from the Iowa Soybean Association, United Soybean Board, Asphalt Paving Association of Iowa and the Iowa State University Research Foundation.

Cochran said in early 2013 the team met with the Iowa Soybean Association and reported they could manufacture new rubber with soybean oil. This led to additional research into the chemistry of new high oleic soybeans.

“We very quickly discovered that there were really important advantages to that changing of the oil chemistry that enables [us] to make a soybean based rubber with greater elastic properties and really able to improve the performance of asphalt pavements,” Cochran said.

Cochran said the construction of the Research Farm manufacturing the material began in 2014 and has produced over ten tons of material over the operating season.

“We start with high oleic soybean oil, there are several epoxidation facilities throughout the country that are underutilized,” Cochran said. “Epoxidized high oleic soybean oil gives those epoxidation facilities a new purpose and new potential for the companies that own them to get more value out of them. We can make soybean based rubber that can be formulated into non-volatile organic solvents that can be handled without respirators.”

Williams said the new compound is friendly to the environment and not as dangerous as its alternative, butadiene.

Several areas were considered for commercial applications of the new product and asphalt modification provided them with the most potential, according to Cochran.

Crude oil refiners extract asphalt in the refining process after removing

Ames City Council approves vacation lodging ordinance

BY AMBER.MOHMAND
@iowastatedaily.com

After 18 months of discussing, reviewing and analyzing a new chapter in the municipal code, the Ames City Council unanimously voted to enact legislation for vacation lodging effective Dec. 1.

The guest lodging code, chapter 35, is the addition to the municipal code that will establish legal definitions, standards and enforcement procedures to license specific areas for vacation lodging. The Council voted to change the occupancy limit from 31 days to 30, as well as provide a setting fee of $50 to license areas for guest lodging.

The guest lodging code will be enforced March 1, 2020.

On the topic of safety, Ex-Officio Devyn Leeson said with all the events regarding racial issues including a Student Government adviser photo with his face painted black, the defacement of the Bean House in Geoffrey Hall, chalking and the protests that followed, the Council should take more action to improve diversity.

Leeson said in a recent Student Government meeting, students spoke how the events made them feel unsafe.

“There was a lot of voices, a lot of frustrations and the main theme was that people feel unsafe,” Leeson said. “It’s not just people feeling unsafe on campus, it’s people feeling unsafe in the community where there’s an atmosphere for people of color, for people within the [LGBTQIA+], community, for people of many different backgrounds they feel unsafe [...] I genuinely, genuinely want us on the Council, to consider these harms.”

Councilwoman Gloria Betcher, 1st Ward representative, said she agreed with Leeson’s input the Council should provide training.

“It is important that the students know that the Council supports them and we represent them,” Betcher said. “I would encourage everybody on council to take whatever opportunities you get to do some cultural competency training or whatever is offered.”

Leeson said the change starts with listening to students’ comments and their problems.

“It’s not just student issues, it’s community issues — it’s indicative of the larger Ames community and it’s indicative of problems that minorities […] face everyday,” Leeson said. “While this is not [a] very diverse council and many of the actions that happen don’t make us feel unsafe, hundreds — thousands of people feel unsafe every single day.”

In addition to promoting safety for the Ames community, a drafted ordinance council voted in favor of unanimously in August to regulate massage therapy businesses and prevent human trafficking was also discussed.

The ordinance would require businesses to produce information about their business and practitioners when demanded by the city.

Managers of the businesses must be Iowa residents, be designated in writing, be held responsible to provide information and be compliant, each practitioner should provide photo identification on display within the waiting and therapy rooms and they cannot provide massage services between midnight and 5 a.m.
CALENDAR

11.13.19
Art Walk: Agriculture and Art, Farm House Museum at noon. Take a journey through campus to explore when agriculture and art come together and contemplate the unique aesthetic quality of the Iowa State campus.

Veterans Center Community Supper, Great Hall, Memorial Union 5 p.m. The Iowa State community is invited to enjoy a free dinner in honor of those who serve and sacrifice. The public event brings together students, faculty, staff, administrators, and community members in honor of the service and sacrifice of veterans and their family members. RSVP requested by Nov. 6.

Open forum: University registrar finalist, South Family Visitor Center, Memorial Union at 11 a.m. The names of four finalists in the search for the next university registrar will be announced one business day before they visit campus.

Sewing Lessons, Workshop at the Iowa State Memorial Union at 9 p.m. Whether you are a beginner needing to learn how to operate a sewing machine, or someone who needs help finishing a project in progress, this is for you. Choose one of the dates below to work one-on-one with Judy and learn the skills you need to keep going on your own. Bring in your machine or borrow one of ours and begin making beautiful things, one stitch at a time.

Concert: ISU Percussion Ensemble, Moir-Allen Yire Research Museums at 7:30 p.m. ISU Percussion Ensemble is directed by Jonathan Sharp.

Performance: Alley 8, Stephens Auditorium at 7:30 p.m. Alley 8 is universally renowned for merging the spirit and energy of the country's best young dance talent with the passion and creative vision of today's most outstanding emerging choreographers.

Corrections
The Iowa State Daily welcomes comments and suggestions or complaints about errors or omissions that warrant correction. To submit a correction, please contact our editor at 515-294-5688 or via email at editor@iowastatedaily.com.

POLICE BLOTTER

11.12.19
John Francis Blanchard, age 57, of 4711 Hutchison St., Ames, Iowa, was arrested and charged with felion in possession of a firearm.

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Model casting underway

Auditions for The Fashion Show start Wednesday

BY SAGE.SMITH
@iowastatedaily.com

Iowa State students can attend model casting for a chance at walking the runway in Iowa State’s 2020 “The Fashion Show.”

The model castings for students will be from 6 to 9 p.m. Wednesday and Thursday in LeBauer Hall 2088. All students are welcome to try out to be a model in the show.

Four modeling directors for The Fashion Show 2020 are in charge of overseeing all model operations for the show, according to Alexia Stumpf, senior in apparel, merchandising and design and modeling director for the show.

“We don’t have an exact number of models needed in mind yet,” Stumpf said. “But I can tell you that last year we had roughly 60 female and 15 male models.

We will probably be keeping around that same number.”

Those attending the model castings should wear form-fitting clothing and heels if preferred. They should also attend with natural hair and makeup.

“Students should attend model casting because they are given an opportunity to be a part of the biggest student-run organization in the nation,” Stumpf said. “Students gain experience working with industry professionals [and] meet new people.

The potential models only need to attend one night of the model castings. Each audition will last between 15 and 30 minutes.

“All we are looking for is potential and a willingness to learn,” Stumpf said. “If you show up with a ‘can do’ attitude, that’s half the battle.

The models for The Fashion Show 2020 will be chosen on the basis of poise and confidence,” according to an email from The Fashion Show 2020 modeling directors.

“When [the potential] models arrive during the given time slot, 6 to 8 p.m., they will have someone take their name, photo and measurements,” Stumpf said. “They will then wait in line to audition with a small group of three to four other people, walk a short distance and then likely answer one short question.”

As one of the largest student-run shows in the nation, The Fashion Show has nearly sold-out crowds of 2,500 people every year. Students from all majors can apply to work on various aspects of The Fashion Show, from press releases to the technical side of stage lighting.

This will be The Fashion Show’s 37th year, and the show will feature more than 150 garments from student designers on the runway, according to the department of apparel, events and hospitality management website.

The Fashion Show 2020 will be at 7 p.m. April 18 in Stephens Auditorium. Tickets can be purchased now through Ticketmaster or at the Stephens Auditorium ticket office.

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IOWA STATE DAILY

Models show off outfits from the collection Pretty in Pastel by then-junior Chaise Zahrt during The Fashion Show 2019 on April 13 at Stephens Auditorium. The Fashion Show, which is on its 37th year, is one of the largest student-run fashion shows in the nation.

Board of Regents to review center closures

BY JACOB.SMITH
@iowastatedaily.com

The Iowa Board of Regents will meet Wednesday and Thursday to discuss various initiatives that affect Iowa State students and the community of Ames.

The Academic Affairs Committee will discuss potential Iowa State research center terminations.

The committee will review recommendations to permanently close the Center for Plant Responses to Environmental Stresses (CPRES) and the Industrial Assessment Center (IAC).

CPRES, established in 1999, fell under the umbrella of the Plant Sciences Institute (PSI). Its purpose was to acquire information on how plants respond to environmental stresses and how they can be modified to tolerate those stresses.

“The PSI changed its model for funding centers in 2015,” according to the document. “As a result, CPRES lost funding and the unit is no longer receiving funds for programming from PSI. The rationale for closing the center was/so that there is insufficient funding to justify the center to function as a separate entity.”

When the IAC was formed in 1990, its purpose was to provide energy audits to small and medium-sized manufacturing companies with recommendations of ways to reduce energy consumption and become more profitable. Decades later, the center is up for closure.

“The center was started with a federal grant,” according to the document. “The grant has not been active for almost five years and there is no ongoing effort to revitalize it. There is insufficient funding to justify the center to function as a separate entity.”

Both documents state the Council of the Iowa State Curtiss Farm Feed Mill and Grain Science Complex to the “Iowa State University Kent Corporation Feed Mill and Grain Science Complex.”

Additionally, the board will consider recommend- ing the board accept 262 acres of land in Lucas County.

Located four miles southwest of Chariton, Iowa, the gift is from Mr. Ronnie Tharp on behalf of Iowa State as an addition to Iowa State’s McNay Research Farm.

On Thursday, President Wendy Wintersteen will give her report to the board, highlighting recent institutional activities.

The board’s meetings will be at 11 a.m. Wednesday and 9:15 a.m. Thursday in the Sfie Ballroom Commons at the University of Iowa in Iowa City. Additional information on the board’s meetings and agendas can be found online at www.iowaregents.edu.
Bloomberg to skip Iowa caucuses

BY JAKE.WEBSTER
@iowastatedaily.com

Former New York Mayor Mike Bloomberg filed to run in a Democratic primary for president Friday.

Bloomberg’s entry into the Democratic presidential primary field — if he officially announces an entry into the race — would be one of the latest starts to a presidential campaign in modern history. Following Bloomberg’s move to run in the Democratic presidential primary in Alabama on Friday he did the same on Tuesday in Arkansas in advance of Blog deadlines in those states.

“He can kind of buy his way in any time he feels like it,” said Mack Shelley, Iowa State professor and chair of the political science department.

These moves come less than 90 days out from the Iowa Democratic caucuses, leaving Bloomberg with a comparatively short amount of time to organize a campaign for the caucuses and make himself better known to Iowa caucusees — with such a short amount of time remaining until caucus night, the Associated Press reports Bloomberg’s campaign strategy would instead rely on him passing over Iowa and other early voting primary states in favor of those that vote on super Tuesday — scheduled for March 3, 2020 — and later states. A Monmouth poll released Tuesday found Bloomberg with a net favorability of -31 percent among likely Iowa Democratic caucusees.

“He could buy out pretty much everybody else [campaigning in super Tuesday states],” Shelley said. “I don’t think [presidential candidate Tom] Steyer could pull this off — I think Steyer is worth like $1.6 billion. I don’t know if such a thing exists really, but I think Bloomberg literally could write a check for a billion dollars [to fund his candidacy].”

Bloomberg has a net worth of $52.2 billion dollars, according to Forbes.

The Democratic Party could be amenable to Bloomberg entering the race on account of his wealth, Shelley said.

“One of the reasons the Iowa caucuses took on their current form really in 1972 — it was a reaction to Hubert Humphrey getting the presidential nomination in 1968,” Shelley said. “He didn’t enter a primary, Bloomberg at least is entering some primaries [...] I’m sure [the Democratic Party] is sort of delighted to have Bloomberg’s money sort of on the table.”

The former New York mayor’s reported decision to skip Iowa and other early voting states has drawn derision from the state Democratic Party in Iowa.

“It’s disappointing to hear that Mayor Bloomberg doesn’t plan on competing in Iowa’s first-in-the-nation caucuses or the other three early nominating states,” said Iowa Democratic Party chair Troy Price in a series of tweets. “Iowa voters take our role very seriously — we kick the tires and ask the hard questions. Iowa is one of the last places where retail politics and grassroots organizing run strong, and our process makes candidates and their campaign better prepared for a general election fight.”

Price’s tweets were joined by a statement from the chair of the New Hampshire Democratic Party, Raymond Buckley.

New Hampshire is the second state to cast their preferences in the Democratic primary process. The state’s primary is scheduled for eight days after the Iowa caucuses.

“We are disappointed and frankly very surprised that any candidate would launch a campaign for the White House where their path does not run through New Hampshire or any of the other early states,” Buckley said in the statement. “New Hampshire and other early state voters are some of the most engaged voters in the country. They ask tough questions that prepare the candidates for what’s to come in the general election. It’s unfortunate that Michael Bloomberg cannot or will not participate in this invaluable, important, and unique primary process and be tested the same way that the other candidates are, so the candidates have been and will be.”

Lecturer discusses water system restoration

BY AMBER.FRIEDRICHSEN
@iowastatedaily.com

Margaret A. Palmer spoke about the restoration of America’s water systems and explained how the effects humans have on water quality and how ecological, economic and mitigation processes can help reverse those effects Tuesday.

Palmer, professor of entomology at the University of Maryland’s Center for Environmental Science, is a leader in restoration ecology and internationally known for her work in aquatic ecosystem science. Her emphasis is on streams, rivers and wetlands and how to improve the quality of the water within them.

Megan Hellman, a sophomore in aquatic ecology, attended the lecture.

“I learned about lots of different case studies,” Hellman said. “[I learned about] the mitigation process and how sometimes it’s not as effective as it thinks it could be.”

This mitigation process is something Palmer is working to improve.

Mitigation is the way humans can change the negative impact human activity has on the water. Palmer explained how the specific case studies, “[I] think being educated is the first step and [understanding],” Hellman said.

“The research is a toxic soup,” according to Palmer. The habitats and species within the streams impacted are destroyed.

Paige Rollie, freshman in civil engineering, attended the “Healing America’s Streams” lecture. She said she learned that “on the surface” stream systems can be impacted and not as bad as they seem.

“I didn’t know there were so many different restoration process,” Rollie said. “I was kind of cool to learn about those.”

In addition to the mitigation processes, Palmer also addressed a case study that involved ecosystem restoration. In this particular study, streams near Maryland’s coast were being impacted by the result of agricultural practices.

Palmer said nutrients like nitrogen and phosphorus, along with excessive amounts of suspended sediments flow into streams. The goal of this case study was to manipulate the route water took to the stream.

The creation of “step pools” allowed water to collect and settle after a storm before emptying into a stream. When the water has the ability to sit unmoving, denitrification can take place and the unwanted debris can settle instead of being deposited into streams and rivers.

“I think being educated is the first step [to understanding],” Hellman said. “With [agriculture] in Iowa, we need to get more involved [...] with the water processes and being more proactive instead of reactive.”

Battigieg tops new iowa poll in close race

BY JAKE.WEBSTER
@iowastatedaily.com

Pete Buttigieg leads a poll of likely Iowa Democratic caucusees for the first time.

A Monmouth University poll with 22 percent support, followed by Joe Biden with 19 percent, Elizabeth Warren with 18 percent, Bernie Sanders with 13 percent, Amy Klobuchar with 5 percent, Kamala Harris, Andrew Yang and Tom Steyer with 3 percent and Cory Booker and Tulsi Gabbard with 2 percent support. All other candidates have the support of 1 percent or fewer likely Democratic caucusees.

Buttigieg’s lead is well-within the poll’s margin of error of 4.6 percent.

The director of the independent Monmouth University Polling Institute, Patrick Murray, released a statement noting Buttigieg has become a top pick for a variety of Democratic constituencies in Iowa.

“While he has made nominally bigger gains among older caucusgoers, you really can’t pigeonhole his support to one particular group,” Murray said in the statement. “He is doing well with voters regardless of education or ideology.”

Buttigieg has consistently polled better in Iowa than he does in national polling, in part due to the state’s demographics.

“Though Buttigieg leads the field in the poll, the statement accompanying the poll’s release said fewer than one-third of likely caucusees are firmly committed to their candidate of choice and “most would not be too disappointed if they had to switch their support.”

53 percent of likely Iowa Democratic caucusees are at least “moderately” likely to change their minds “up to the last minute,” Murray said in the statement. “This all translates to a race that is extremely fluid and will probably stay that way up to caucus night.”

Should Buttigieg eventually prev-ail on caucus night 82 days away from Wednesday, he would be the first Democratic presidential candidate without experience as an incumbent president, former or incumbent vice president, governor or experience in Congress to win the Democratic nomination.

Monmouth’s poll was conducted through phone surveys of 966 registered voters in Iowa. For results based on the sample of 452 contacted voters who indicated they are likely or participate in the Democratic caucuses, with 95 percent confidence the error attributable to sampling is a maximum margin of plus or minus 4.6 percent, according to the statement accompanying the release.
Cold months are better
The superior seasons are fall and winter

BY CONNOR Bahr

Iowa State Daily

Columnist Connor Bahr argues fall and winter are better seasons than spring and summer. Bahr believes the holidays and aesthetic of fall and winter make them the superior seasons.

Looking back, those posts may seem cringe-worthy, but it was part of who we were, growing up and expressing ourselves. For younger kids today, they may not be using Facebook as we did, but TikTok and Snapchat are their “Facebook” in a sense. Calling younger generations “cringe” for playing around on social media just as we did is hypocritical. Sure, it may be in a different way with a larger audience, but we did the same things growing up, just on a different platform.

But no matter what age someone is, it’s simple: let people enjoy things that make them happy. Calling someone “cringe” for posting on an app that you aren’t a fan of or for talking about a certain fandom or band they like doesn’t get anyone anywhere. As long as you are being respectful and not participating in negative behavior or being racist, sexist, homophobic, etc., enjoy what you want to post on the internet; there is no need to make fun of others for enjoying things you don’t like.

It doesn’t matter what age you are. If you only want to post about Doctor Who or Supernatural or K-pop, all the power to you. If you don’t want to post about any of that stuff or like it, then let it be.

Your accounts are personal for a reason. If you’re not being hateful and discriminatory or derogatory, post about the things you like and don’t ridicule others for doing the same.

Post videos on TikTok. Retweet articles about celebrity gossip. It’s up to you.

COLUMN

Let people enjoy whatever brings them joy

BY ISD EDITORIAL BOARD

Throughout the past few years, new social media platforms have been created and have risen in popularity. With these new apps comes new trends, fails and viral videos. When we see people younger than us using these platforms, it’s easy to jump to calling them “embarrassing” or “cringe.” But in reality, a lot of us did the same thing in a different way growing up, and bullying others does no good for anyone and does not accomplish any goal.

A good example of this for people our age is Facebook. For many of us, our parents’ Facebook up was statues that were posted years ago that we thought were funny and necessary to be on social media.

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.

Feedback policy:
The Daily encourages discussion, but does not guarantee its publication. We reserve the right to edit or reject any letter or online feedback.

In this very troubling time, I think there is no better way to start the season than by appreciating the aesthetic of fall and winter, even as the days get colder. 

IOWA STATE DAILY

Trump in office is safer than Pence in office

BY STEWART B. Epstein

I find myself in an uncomfortable position to be in. If you are concerned, worried, fearful and scared of the secret right-wing conspiracy to abolish all of the federal government social programs that help people—you have to worry about who the Republican President will be now and in the future. If he agrees with these extreme conservatives, the lower and middle classes will be at-risk and in danger.

As much as I dislike him, Trump is really not one of them. He has no political beliefs, theory, philosophy or ideology that he believes in. But they do. Pence does. He is an extreme conservative. It is actually safer for the lower and middle classes to have Trump in office and to be the Republican nominee in 2020 than a real social Darwinist like Pence.

And it bothers me that a lot of national Democrats don’t seem to care about this right-wing conspiracy because they are financially well-off and will never need any help from these social programs while the rest of us do and will.

Yet Trump has already ruined our country with his hateful talk, and I believe that it is too late for it to ever be repaired. The war between Republicans and Democrats will never subside and we will always be and treat each other as “the enemy.”

We will never achieve what Robert Kennedy hoped for when he said that: “Our goal and task must be to tame the savagery of human nature and make gentle the life of this world.”

This is very troubling. At this point, we need a hero.

LETTER
Small errors haunt Cyclones
Campbell talks Cyclones’ margin for error, Hall and Purdy shine

BY MATT BELISON
@iowastatedaily.com

Wednesday, November 13, 2019

A week removed from losing to the Oklahoma Sooners 42-41, Iowa State now must prepare to face another top-level Big 12 opponent in the Texas Longhorns. The Cyclones and Longhorns are both on the outside looking in on the Big 12 Championship. As the Cyclones get ready to face the Longhorns, the fraction of defeat and multiple young players were on the minds of the Cyclones on Tuesday afternoon.

The Cyclones better than 5-4 record lets on

Running back Breece Hall runs the ball after a hand-off from quarterback Brock Purdy during the game against Texas Tech on Oct. 19 at the Jones AT&T Stadium. The Cyclones won 34-24.

FOR PETRSEN, it all comes down to taking coaching and being more precise when it time to be on the field.

“Precision is always one thing we gotta better on and something that’s been bugging us back,” Petersen said. “If you don’t practice like you play, can’t flip a switch and be better on Saturday just because it’s a game. If you don’t practice like you play you’re gonna be crappy on Saturday just like you were on Tuesday and Wednesday.”

So as Iowa State prepares to face off against Texas — the one Matt Campbell has not beaten since he arrived at Iowa State in 2015 — the Cyclones are facing optimistic futures are the only thing stopping them from taking the next step.

“The fractions for us are fractions; obviously those things can be frustrating if you let them be or they can be great opportunity if you let them be,” Campbell said.

Campbell said the Cyclones having a young roster and the mindset the team has taken on of constantly pushing forward has impressed him the most so far this season.

“We gotta keep pounding away at those details and those margins that allow us to take that next step,” Campbell said. “It’s making those plays that become the difference in our success. You are up against teams that have been there and done that for a long time and we’re a team that’s continuing to show we can.”

HALL’S CONSISTENT PRESENCE

Despite a 21-point deficit halfway to the Sooners, Iowa State came out of the half and did what most teams wouldn’t do: run the ball.

Iowa State came out of the half and marched down and scored a touchdown to cut the lead to 14 points thanks to a true freshman running back — a true freshman who has only played in four collegiate games.

In the Cyclones’ loss to Baylor, it was a mishap on a late punt return between blocker Datrece Young and return man Deshaunte Jones.

In the Cyclones’ loss to Baylor, it was a less single of a play and more of the inability to stop Baylor on the final drive of the game despite multiple opportunities.

“We don’t have the depth in which we need to have the big defense on the football season,” coach Matt Campbell said. “I see great growth that’s happened right now.”

The numbers love Iowa State. SP+, the system used by ESPN, com numbers wised Bill Connelly to calculate the overall quality of a football team, still has Iowa State ranked in its top-25 (the Cyclones sit at 21st, the third-highest ranking in the Big 12). The Cyclones rank in the top-30 on both offense and defense, with their special teams lagging behind at 81st in the country.

The Cyclones have the second-best defense in the conference, SP+ states — only behind Baylor. Monday afternoon, Alex Halsted of 247Sports asked Connelly on Twitter what the Cyclones’ expected current wins total in SP+ was.

It was 2.2.

“See? The numbers love the Cyclones, despite the 5-4 record the team holds.” Wide receiver Tarique Milton said the close losses do carry some positives.

“I don’t even know if my words can do justice to everybody saying ‘how is Brock going to come back from Oklahoma State?’ well, you saw the fourth quarter in Norman, maybe one of the best performances you guys have ever seen,” Campbell said. “He’s just one of those guys that’s got it. He wants to be the best, he’s always trying to find ways to better himself.”

Campbell said that Purdy’s ability to comminicate in and after plays of what he sees makes Campbell’s job a lot easier. Campbell said that to be able to have real conversations in crucial moments is a rare skill for young quarterback back like Purdy to have.

Purdy said the key is to stay calm no matter the situation and that he’s trying to have peace and stay calm, as the more you start freaking out, the more erratic everything starts to get in the moments with the most pressure.

Purdy said nothing changes for him and the offense despite the prospect of making the Big 12 championship slipping away for the Cyclones.

“How do you just honestly, I just remember it’s a game; it’s a moment by moment,” Purdy said. “Even if we are in a big moment like last week in Oklahoma, I just try to keep everything simple and tell myself, ‘Alright next play. I don’t try and do too much.’”

COLUMN

Coaches

BY NOAH ROHLFING
@iowastatedaily.com

Compared to the play the Cyclones have given on the field, Iowa State’s 2019 record doesn’t add up.

When you dig into the numbers and what the computers say the Cyclones should be, it gets even worse. But in a way, it shows just how close Iowa State is to making the Big 12 front-runner field — if the Cyclones choose to see it that way.

At least, that’s how redshirt sophomore tight end Chase Allen sees it.

“The Cyclones and a little bit Longhorns, a little two ways,” Allen said. “They could use it positively and see like, ‘hey, these few plays and this is how close we are,’ or they could say ‘man, we just can’t do it.’”

The Cyclones have suffered four losses by a combined 11 points, with three of those losses by two points or fewer.

Each game has at least one plays fans and reporters alike point to as the one that decided a win or loss. In the do-or-die fourth quarter the running back Datrece Young, Iowa, it was a mishap on a late punt return between blocker Datrece Young and return man Deshaunte Jones.

In the Cyclones’ loss to Baylor, it was a less single of a play and more of the inability to stop Baylor on the final drive of the game despite multiple opportunities.

Purdy Brock’s pick-six against Oklahoma State halfway through the fourth quarter was the turning point of the game and the Cyclones couldn’t recover from it.

You could absolutely say the play against Oklahoma last weekend was the two-point conversion attempt that fell short. But in my opinion, it was a missed opportunity safety Greg Eisworth in the shot on the field. Campbell said that Hall took his time and chipped away at the inconsistencies a true freshman would have.

“I’ll play our players too late then I will play them two ways,” Campbell said. “When a young player has earned that right, I want to make sure he is ready to handle the opportunity at hand ... that’s a credit to [HaAll] and a credit to our coaching staff. I think a special journey he is going to have in the running to be there.”

Purdy led Iowa State to a near 21 point comeback against the No. 9 team in the country — a mentality the Cyclones have seen time and again from the sophomore quarterback.

Purdy finished his night 19-30 for 282 yards and five touchdowns. But the Cyclones’ performance was something words could do no justice toward.

Even if the Cyclones fall to 5-5 on Saturday, Campbell said that to be able to have real conversations in crucial moments is a rare skill for young quarterback back like Purdy to have.

Purdy said the key is to stay calm no matter the situation and that he’s trying to have peace and stay calm, as the more you start freaking out, the more erratic everything starts to get in the moments with the most pressure.

Purdy said nothing changes for him and the offense despite the prospect of making the Big 12 championship slipping away for the Cyclones.

“How do you just honestly, I just remember it’s a game; it’s a moment by moment,” Purdy said. “Even if we are in a big moment like last week in Oklahoma, I just try to keep everything simple and tell myself, ‘Alright next play. I don’t try and do too much.’”

COURTESY OF IKECHUWU DIKE/THE DAILY TORSAID
Boutique owners change the game

Women impact fashion industry from small shops

BY EMILY URBAN @iwastatedaily.com

Boutiques play an integral role in the fashion industry by contributing to the fashion culture in small towns as well as bigger cities.

The Dreamerz, a boutique in Ames, and others like it strive for their unique style, atmosphere and experience to compete with larger retailers. However, the question remains if these small businesses will survive the onslaught of the internet and online shopping.

Oftentimes a boutique’s style reflects the owner’s personality and their many changing moods. Owner of We the Dreamerz Jade Dirks owner’s personality and their many changing moods. Owner of We the Dreamerz Jade Dirks shows dedication to local artists by filling the store with one of a kind items from a wide variety of people. No cut of pants, shirts or dresses is too represented, no style of clothing is too prominent on the racks. Dirks store is a reflection of her personality and its many seasons.

After a chance meeting with Dirks at JOANN Fabrics & Craft, Rachel Gai, senior in marketing, began selling her clothes at We the Dreamerz. Gai started making her clothes as a way to express herself without having to go shopping. After a brief break at the start of her college career, she came back stronger than ever to build her brand. Rachel Reloaded recently celebrated two years at We the Dreamerz. Gai’s marketing major is now a safety net for the emerging artist. "I think that the need for individuality and custom apparel and being able to find things that work with you and are made for you is very important now," Gai said. "I think that people are looking to stray away from fast fashion brand that are constantly throwing out clothes."

According to EcoWatch, the fashion industry is the second highest contributor to pollution. It takes up to 5,000 gallons of water to produce one t-shirt and a pair of jeans. Cotton alone takes up 10 percent of the world’s chemicals, but it only covers 2.4 percent of cropland.

According to Linda Niehm, a professor and the program director in the apparel, merchandising and design department at Iowa State, 75 million Americans in the millennial generation are responsible for the current prevalence of boutiques. The generation holds authenticity and sustainability to a higher value than those before it.

"Consumers – they want an experience," Niehm said. "They don’t want just a product. You know if you can make my life better if you can make me feel like I am escaping from the monotony and the stress of my daily life if you can preselect things for me [...]. it is looking at lifestyle, convenience and enjoyment factors of your customers not just about a product.

With the internet, boutiques need to focus on an online experience. Small businesses lack the manpower, capital and sometimes the knowledge to produce a website and successful social media presence. Dirks said she designed her website alone, and she is actively using it to highlight her unique retail strengths online. "I think that the need for individuality and custom apparel and being able to find things that work with you and are made for you is very important now," Gai said. "I think that people are looking to stray away from fast fashion brand that are constantly throwing out clothes."

According to Niehm, boutiques should stay away from what she calls "the price game." "You are never going to be able to go head to head with major retailers, bigger retailer because they are always going to volume buying power," Niehm said. "Price is not something that you should be competing on. You should be competing more on those relational aspects, those experiential aspects those other added things that are meaningful to your customer."
other valuable materials. The
remaining asphalt is often hard and
brittle so it requires lubricants and
fuels extracted earlier in the pro-
cess to be bought back and added
to the asphalt.

"One aspect of how soybean oil
based rubbers are valuable is we
found we can, very cost effectively,
revitalize [...] low quality hard and
brittle asphalts," Cochran said.

Asphalt containing soybean
derived biopolymers can also
increase the recycling factor of
traditional asphalts by at least two,
said Cochran.

"In 2017 there were 300 million
tons of asphalt pavements place
throughout the United States,"
Cochran said. "And about 60 mil-
ion tons of that paving opportunity
was biopolymer modified pavement
requiring about 350 million pounds
of biopolymers."

Williams estimated the soybean
derived biopolymer based asphalt is
$3,000 cheaper per lane mile than
costs associated with traditional
asphalt.

A slide in the presentation of
the research at the open house reported
one pound of the soybean-derived
biopolymers costs $0.92 per pound
compared to the previously used,
styrene-butadiene product, at $1.05
per pound.

"We've got to convince a supplier of
the product’s research to the
university." Williams said. "The
asphalt is planned to be used
in states such as South Dakota,
Opelika, Alabama, and parking lot
asphalt has also been used near
Southeast Polk High School.

Williams and Cochran both
said it had four million truck load-
ings already on the test section.

"It’s performing exceptionally
well, there's no signs of cracking," Williams said. "When we design
roadways in Iowa, high volume
roads are anything above 3 million
[Equivalent Single Axle Load], so
we've already exceeded that barrier
of performance." Williams added.

"I believe that our soybean prod-
uct is unique," Schnell said. "We
not only feed and fuel, but now we
pave the whole world. Investing in
new uses, like the soy based asphalt,
gives my soybeans more value and
increases the demand which is crit-
ical at this time."

Schnell addressed soybean farm-
ers directly and said this project is a
perfect example of how money from
United Soybean Board's check off
dollars are used to fund research that
increases the value of their
product.

Williams said check off dol-
ars are a tax placed on the sale
of soybeans that goes into a fund
managed by the United States
Department of Agriculture. The
money pays for marketing, advertis-
ing and research into future uses of
the product, which financed a large
portion of the project.

"Between our two groups there's
been at least ten Ph.D. students
that have touched this project in
one way or another, and in the
order of 50 to 60 undergrads over
during the last eight years," Cochran said.
"We're not asking people to
modify their process in their presentations
they had throughout the develop-
ties around us," Sanders said. "It's
perfect example of how money from
United Soybean Board's check off
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Schnell addressed soybean farm-
er's direct and said this project is a
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Williams visited the test track
three weeks prior to the event and
said it had four million truck load-
ings already on the test section.

"It’s performing exceptionally
well, there’s no signs of cracking," Williams said. "When we design
roadways in Iowa, high volume
roads are anything above 3 million
[Equivalent Single Axle Load], so
we’ve already exceeded that barrier
of performance." Williams added.

"I think one of the things that
we pride ourselves on at Iowa
State is the merger of fundamental
research and applied research and
how we can impact the communi-
ties around us," Sanders said. "This
Research Farm that [Williams]
and [Cochran] have been working on
is definitely a great example of
that.

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