The room is dimly lit with the perfect mood lighting. Soul and smooth jazz play in the background. The aroma of delicious food such as prime rib and smoked salmon fills the air. You are gathered for a special occasion or maybe a weekly date night. At the front door, you are greeted by the smiling face of Brian Gould, the general manager at Aunt Maude’s.

March 29 is National Mom and Pop Business Owners Day, which acknowledges and celebrates the approximately 27 million small businesses in America. Small businesses are a vital part of the United States society and economy. According to the financial analysis company Sageworks, small businesses generate more than half of net new jobs and, in total, employ 58 million Americans.

Here in Ames, it is not difficult to find a local business to support. In downtown alone, there are over fifty small businesses. From clothing boutiques to restaurants to law firms, Ames has a wide variety of small businesses.

Many Ames businesses boast positive ideals such as excellent service and a personal touch. One restaurant in particular has been carrying out these ideals since 1975. Aunt Maude’s, located on Main Street in historic downtown Ames, was modeled around the founder's favorite restaurant in Kansas City, Missouri.

Although Aunt Maude is a person of myth, Gould explains that the name represents the casual, personal style they strive to carry out each day. “Aunt Maude is a fictitious person. [The name] has to do with comfort,” Gould said. “The idea of coming into someone’s home, feeling comfortable with family and friends. We always try to make people feel welcome, surrounded by friends, family and good hospitality when they come [to Aunt Maude’s].”

Like many small businesses, Aunt Maude’s is no stranger to financial difficulties. With the state of our economy constantly changing, business owners must learn to adapt quickly to changes. In 1991, the previous owners of Aunt Maude’s were unable to fulfill this need causing the restaurant to go out of business.

After Aunt Maude’s went out of business, Pat Breen and Bob Cummings, the former owners of Ames Mexican cafe “O’Malley & McGees,” bought the restaurant that same year. “[Breen and Cumming’s] friends and business partners talked them into buying Aunt Maude’s because they thought that Ames needed Aunt Maude’s to be in the community and a place for businessmen and college students to go to a nice

Day recognizes small businesses

BY WILLA.COLVILLE
@iowastatedaily.com

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Students participate in psychology experiments

In the psychology department at Iowa State University, there are 191 experiments that are in operation and compiling data this semester. In many of these experiments, the participants are students who are currently in a psychology class or communication studies 101.

College students have been used for psychology experiments for over 100 years. In this time psychologists have discovered how the brain processes different situations and what can be done to improve its processing.

"Psychologists started testing their theories in universities with college students. It was convenient," said Carolyn Cutrona, the chair of the psychology department, when asked about the history of psychology experiments and college students. "The thought was that there are some kind of processes, phenomena, reactions in human beings that are universal. It doesn’t matter if it is an 18-year-old college student or somebody in the community and so psychologists started testing their theories in universities with college students. It was very convenient. And very valid for what we do.

Generally, when a person thinks of research they imagine people in lab coats mixing different chemicals together or designing robots and while this is a major part of experimental research and these experiments help improve lives, so do psychology experiments.

"We study components of really important societal issues," Cutrona said.

One example of this is false confessions.

"It’s a huge problem in the judicial system that under certain circumstances people will confess to things they didn’t do. And it’s very hard to take it back. Once you’ve confessed, that’s like the gold-standard, you did it. If you confessed, you’re guilty,” Cutrona said. “But sometimes people confess to things they didn’t do. You know, they’ve been up for 24 hours, they’re thirsty, they’re tired, the police are telling them something, ‘well if you just admit it, we’ll let you go.’

Professors ask questions inspired by the issue that they see or simply by behavior that they notice in other people. Students in psychology classes have the option to participate in experiments for points in class. However, the variation between the experiments that are offered allows a student to create their own experience and participate in more of what they are interested in.

There are experiments that look at various parts of the judicial system and how what a person perceives can change. There are also experiments that look at how one’s environment can affect one’s memory or spatial cognition in a virtual reality environment can be changed.

Jon Kelly, a professor in the psychology department and in the human-computer interaction program, focuses his studies on virtual reality and how different aspects of the experience can be changed to affect spatial cognition. His experiments began once he realized that “the virtual world is too big to explore by just walking around the real world.”

The idea is that “if you walk close to a wall…you will not realize it until they run into the object.”

Because the participant does not move their body, it is hard for their brain to register where they have moved to visually.

"The less people move their bodies, the more disoriented they become," Kelly said, “moving the body seems really important to orientation.”

While in the virtual reality environment, the subject can move their own body or turn their head to orient themselves, however, they can quite literally run into problems if they move around too much.

"As the virtual environment does not have what the subject would see in the room that they are in, if there is a chair in the way or if they move to close to a wall, they will not realize it until they run into the object.

However virtual reality programmers are looking at ways to allow the environment to integrate the things in the real world like chairs, that could cause problems for the participant.

The idea is that “if you walk close to a wall…you will then see what’s in front of you in the real world," Kelly said when discussing some of the problems with virtual reality.

Experiments like this have applications in our world now, especially with the increasing amount of technology in our lives.

"You can study components of [psychology] in the lab…really hoping to generalize it to something really important in the wider world," Cutrona said.

The Daily selects new editors in chief

K. Rambo, sophomore in journalism, will serve as editor-in-chief over the summer. Rambo and Alex Connor presented to the board Thursday night in hopes to become the next editor-in-chief. Rambo was selected as the summer 2018 editor-in-chief over Jill O’Brien, who also presented that evening. O’Brien is the current news editor of student life and lifestyle.

"I’ve worked at this organization for the past three years," Connor said after the announcement. "I’m really excited to move from a position of reporting but also serving as an editor to helping lead, helping to build the organization from here.

Connor’s presentation focused on inclusivity and engagement, with an emphasis on the paper’s community outreach.

She said that increasing news literacy through collaborative presentations with other student media is key to keeping the community informed, with the added benefit of increasing readership.

"I thought a lot about how our outreach has increased in the past three years, but also how we can be better,” Connor said.

"I’m hoping to establish (news literacy education) into orientation, or Destina-tion Iowa State, or just inviting it into the ongoing process so that you don’t have to take a journalism class to understand how to interpret the news."

Rambo, who presented with the hope of becoming the editor-in-chief for the summer, fall and spring, is still positive about the selection.

"I’m sure she’ll do great," Rambo said. "I’m looking forward to helping the Daily over the summer."

With a focus on improving Iowa State Daily’s digital content through regularly released videos and podcasts, Rambo said that he hopes to shift the paper’s emphasis from feature stories to allow for more pieces covering a wider scope.

He went on to explain that an important part of increasing readership is improving the diversity of the Daily’s staff to represent more perspectives.

"I think diversity is part of the lens that we need to view how we work,” said Rambo. "I think diversity is part of how we approach our coverage, how we build our staff, and how we go about commu-nicating, collaborating, and innovating.

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Reynolds signs bill for mid-year budget cut

ISU loses $11.5 million

Governor Reynolds signed SF 2117 into law Wednesday which includes a mid-year budget cut to Iowa State and the University of Iowa amounting to $10.9 million.

The final bill will cut a total of $35.5 million from the fiscal year 2018 state budget. The bill exempts the University of Northern Iowa from cuts.

Supporters of the exemption say that a large percentage of the University of Northern Iowa's student population are in-state students so mid-year cuts would disproportionately harm Iowans.

This decision, however, has been met with criticism from some at Iowa State including Iowa State Provost Jonathan Wickert.

"Any decision to exempt UNI from the cuts would not reflect that Iowa State teaches more Iowans than any other regent university," Wickert said during a Faculty Senate meeting.

These cuts will likely lead to increases in tuition, but there could be other consequences of the cuts as well.

"With the last two years seeing $11.5 million in cuts to Iowa State's budget, these budget changes will cut to the bone," Wickert said. "The possible implications of these cuts for Iowa State include faculty furloughs, cancelled classes and discontinued student aid."

Student Government President Cody West said his initial reaction to the cuts was confusion, since they had heard mixed news from people at the statehouse regarding whether there would be mid-year cuts.

"Definitely heartbreaking, and [I am] feeling especially bad for our new administration as they get settled into their roles as we're missing folks like the chief of staff in the president's office and having to navigate these budget cuts with a new leadership team," West said. "Definitely disappointing, I think the magnitude is what really scares us, especially this late in the school year."

Members of Student Government — particularly those who are a part of the Legislative Ambassador program — made efforts down at the state to lobby for funding for higher education.

"ISU Day at the Capitol gave administrators and students the opportunity to show legislators why they believe higher education benefits the state as a whole. West expressed frustration that after these efforts, they did not see the results they wanted to see. "I think if anything it just kind of shows us that we need to do more," West said. "And obviously, this does not at all lie within the amount of outreach that the students did, amount of contacting legislators, getting down there for things like ISU Day at the Capitol."

"I think we just need to take a bigger step back as a state and making sure that the student voice keeps being projected in a way that makes waves so we can show our legislators that are obviously very out of touch with the regent institutions."

Sen. Herman Quirmbach, D-Ames, said in a forum "I don't know how, nearly three-quarters of the way through the fiscal year 2018 state budget. The bill exempts the University of Iowa amounting to $10.9 million."

Vet Med staff and students strive to reduce stress

College is tough across the board, but due to taxing hours, high-intensity situation, and lots of hard work, veterinary medicine students stick out in regards to school and work-related stress.

Mental health and wellness is a topic of concern within the Iowa State College of Veterinary Medicine that faculty and students are working to address. Additionally, experts can agree that the state of Iowa is in the midst of a mental health crisis itself.

"Vet school can get very busy and be highly stressful," said Haley Holbrook, a Vet Med student. "Students need to take time to care for themselves and do something other than vet school, or it can take over all aspects of their life."

Holbrook said that she believes many people in the veterinary profession are well aware of the struggles that students are facing, and she has been seeing more efforts made to help students.

In an attempt to find a solution to the problem that is affecting Iowa residents and students, Halbur said he and the rest of the college have been working closely with the Division of Student Affairs' senior vice president to bring counseling services on site at the college. Iowa State currently offers these services on main campus but not on site at the College of Veterinary Medicine.

Vet Med students have taken part in the effort, as well. One club in particular, Recreation and Stress Relief (RSR), which is a branch of the Student American Veterinary Medical Association, provides opportunities for students to take their minds off of the stress of everyday life.

RSR provides recreational activities such as yoga, mumba, cookie decorating, a "Welcome Back BBQ" and flag football competition.

The club has also revived the vet med talent show, a tradition that fell through the cracks, and have implemented "rescue tubs" around the college that are full of frisbees, balls and jump ropes that are always available for student use.

"I think we [RSR] have provided so many ways for students to take their minds off of classes and relax," said Rebecca Hilderbrand, the club's treasurer.

"We wanted to make sure there was something for everyone. Students at the Vet Med school get very caught up in school work and clubs," Hilderbrand said.

"Our events give them a reason to leave their study nooks and enjoy classmates in a different setting."

Student participation in RSR varies on the event the club is hosting. Hilderbrand said that they have larger events can attract hundreds of students and their families, but overall, they are just focused on creating an opportunity for students to participate when they have time or need a break.
Housing, Education and Social Environments Access

Alessandra Navarrete Llopa, an architect and professor at Pratt Institute, spoke at Iowa State March 28 about access in housing, education and social environments and propose alternative methods.

Police Blotter

3.27.18

An individual reported the theft of a drill at Veterinary Medicine.

Sudoko by the Mepham Group

Complete the grid so each row, column and 3-by-3 box (in bold borders) contains every digit, 1 to 9. For strategies on how to solve Sudoko, visit www.suduko.org.uk

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Corrections

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

Puzzle Boad:

**Across**

1. **Fiddler**

2. **Day or Where**

3. **Professor’s helpers**

4. **Stack of**

5. **Beige shoe**

6. **Insult comic who does as directed**

7. **Act of service**

8. **Big name in computer, briefly**

9. **127-hours**

10. **Christmas planner’s concern**

11. **Like Jack**

12. **Filling station**

13. **Conductor Previn**

14. **Cafeteria carriers**

15. **Creepy stare**

16. **Skid row denizen**

17. **Top military draft**

18. **Part of YMCA**

19. **Noon hour**

20. **Releases (on)**

21. **Cafeteria carriers**

22. **How-**

23. **QB’s mishap**

24. **Tennis icon Arthur**

25. **Makes a choice**

26. **Drawing upon**

27. **Neato water**

28. **Insult comic who does as directed**

29. **Crumb-carrying**

30. **Relaxation center**

31. **Big name in computer, briefly**

32. **Deep Cleaning**

33. **Dessert with a crust**

34. **PC software**

35. **Spooky**

36. **“Put down, as”**

37. **Go down in the gutter**

38. **Rose of baseball**

39. **“The X-Files” gp.**

40. **Uncle Remus’s rabbit**

41. **Figure skater’s concern**

42. **“My case”**

43. **Eyes and nose**

44. **Put down, as**

45. **Mark the territory**

46. **“My case”**

47. **Mite**

48. **Work really hard**

49. **Ploy**

50. **“The Pearl”**

51. **Sports**

52. **Monroe**

53. **Comedian’s controller**

54. **“The Pearl”**

55. **J.D.-to-be’s exam**

56. **“Speed”**

57. **Pie à la mode**

58. **Vary irregularly**

59. **Stories you’ve heard a bajillion times?**

60. **Prof.’s helpers**

61. **Like Jack’s rabbit**

62. **Promgoer’s concern**

63. **Leaning**

64. **“Put down, as”**

65. **Dallas**

66. **Zappos.com**

67. **Like so**

68. **Promgoer’s concern**

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90. **Promgoer’s concern**

**Down**

1. **Big name in computer, briefly**

2. **Filling station**

3. **Very irregularly**

4. **Koppel and**

5. **Ploy**

6. **“The Pearl”**

7. **“Put down, as”**

8. **“The Pearl”**

9. **“The Pearl”**

10. **Put down, as**

11. **Like Jack**

12. **Dose as directed**

13. **Getting your home’s floor tile**

14. **“The Pearl”**

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OPINION

March Madness: the name speaks for itself

BY NADA.ALY
@iowastatedaily.com

March Madness brackets aside, we all have a soft spot for the underdogs and the Cinderella stories. When 11-seed Loyola-Chicago made it to the Final Four, it was the story we were all waiting for.

March Madness is all about every team having a chance. It’s why year after year we see upsets. No matter how much statistical analysis goes into seeding teams and picking who will win, there will always be teams that are underestimated. There will always be teams that might not have the highest caliber of talent or the biggest budgets, but they still beat the odds.

It’s no wonder it’s such a beloved event in America for sports fans and non-sports fans alike. You don’t have to watch the full season of college basketball to get into March Madness. The entire event is full of surprises and stories of beating the odds. The emotion, the determination, the sheer luck all come in to play.

Only .48 percent of fans who filled out a bracket on ESPN’s website picked Loyola-Chicago to make it to the Final Four. More than 17 million people filled out a bracket. Yet here is this underdog who defied the vast, vast majority of expectations.

These Cinderella stories are so appealing because they’re a microcosm of the American dream. We want more than anything to believe that everyone has a chance. We want to believe that everyone has an opportunity to succeed.

But like March Madness, only a few care about the underdogs until they find success. No one but the UMBC fan base cared about UMBC until they defeated overall No. 1-seed Virginia. Maybe we ought to care about the underdogs before then.

March Madness is an inspiration. It’s about working together. It’s about the will to win. It’s about coming back after a tough loss. It’s about pushing through adversity. It’s everything Americans value.
The Dresser Effect:
Wrestling attendance increases in Dresser's first season

Freshman Ian Parker takes down a Hawkeye during the CyHawk wrestling dual meet on Feb. 18 at Hilton Coliseum.

Iowa State wrestling found success in home duals during Kevin Dresser's first season coaching the Cyclones. Iowa State won three home duals in the 2017-18 season compared to zero in 2016-17.

Dresser and his staff were obviously focused on improving the product on the mat, but they also wanted to see growth in the stands:

"There’s a lot of alluring things about Iowa State, and just to get in Hilton Coliseum and have some big-time matches and get this place excited again was part of that allure," Dresser said.

The Cyclone faithful remained loyal throughout Iowa State’s abysmal 2016-17 season, averaging 3,280 fans per home dual. But the addition of the new coaching regime paired with a handful of new faces injected fresh interest to the fan base.

Iowa State fans topped the 2016-17 attendance average in Dresser’s first season. Cyclone fans averaged 3,841 fans this season, ranking fourth for largest average attendance at Iowa State in the last 20 years.

Cyclone fans were drawn in by new coaches and new athletes in the lineup, but Dresser brought new tactics to increase interest in the program as well.

In Iowa State’s second dual of the season, Hilton Coliseum remained empty. Meanwhile, the action took place at the nearby CY Stephens Auditorium—a complex generally used for concerts and musicals.

"That’s a Dresser idea [wrestling at CY Stephens Auditorium]," said assistant coach Brent Metcalf before the dual. "I think it’ll be a cool venue."

Iowa State fans filled 3,345 of the seats in the auditorium—a venue that can hold up to 2,637 people.

"I thought the crowd was pretty quiet going into the break [halftime through the dual], and it usually is pretty loud by that point," said 174-pounder Danny Bush after the dual. "It felt good hearing them get that loud [after the break]."

After Iowa State’s Logan Beitelbach was pinned in the 165-pound match to put the Cyclones down 17-7, Bush ignited the crowd. Bush answered with a pin of his own, and 184-pound senior Dan Potthoff followed with a 9-4 decision.

West Virginia hung onto a 17-16 lead with two matches left. At 197-pounds, Iowa State’s Sam Colbry was pitted against ranked Jacob Smith.

Smith managed to rack up four points off a takedown and two escapes, but Colbry won down Smith.

At the end of the third period, Colbry led 5-4, but Smith received another point for riding time.

Colbry earned his fifth point in the third period after Smith was called for stalling. In sudden victory, Colbry emerged victorious after Smith was hit for another stalling.

While the referee did give Colbry two points for Smith’s stalling, the Cyclone fans expected those points earlier. Throughout the third period, Iowa State fans loudly urged for more stalling calls.

After the dual—a 25-16 win for Iowa State—Colbry said that he acknowledged the Iowa State fans’ presence.

"Hilton was crazy," Colbry said. "I think that when we go out there and wrestle we’re 70 percent out there ourselves, but our coaches and our fans are another 30 percent and that’s the extra factor we need."

The peak attendance came in Iowa State’s final home dual. The Hawkeyes rolled into town and demolished the Cyclones, 35-6. While the in-state rival brought a large chunk of fans, the total attendance was 8,861.

Although Dresser wasn’t always pleased with the numbers on the scoreboard in years past, he did find positive numbers in the attendance:

“What a great first year for the Iowa State wrestling fans,” Dresser said after all the dual matches had concluded. "They deserve an A. We might be in the C-range, but they deserve an A."
Arts + Issues may be cancelled

Arts + Issues, a program that has been running on Iowa State’s campus since 2016, may be cancelled in the coming school year due to lack of community attendance. This program has been hosting student-led discussions once a month, but low attendance numbers have cancelled recent events.

Nancy Gebhart, educator of Visual Literacy and Learning, and student intern, Savannah Falter, believe the low attendance may be caused by students’ busy schedules.

They have been holding the events in the middle of the day, yet people have not been attending this semester.

“It is just a chance to have a discussion in the museum, a somewhat informal discussion, but using art as a way of guiding a discussion on events or contemporary issues. Things that are going on in the world that people are sort of processing and thinking about. We try to connect it to either the exhibitions of the museums in general in some way — it is just meant to encourage dialogue,” Gebhart said.

While the topic changes every month, the event scheduled on March 26 was to cover the idea of the art museum as a theme park, or entertainment, according to Falter, who was supposed to be leading the discussion. Falter has been working with Gebhart for almost a year.

“Some museums are kind of catering their exhibitions towards providing more entertainment than necessarily like critical response to art,” explained Falter. She said the talk would also mention the Des Moines Art Center exhibition entitled “Drawing in Space.”

Part of the decision to stop was the success and high attendance drawn in by the ReACT Gallery. According to Gebhart, the ReACT Gallery provides the sort of discussion Art + Issues once provided.

They will not be combining the events, and they will not be using the Art + Issues name or title. After the event on April 30, they will not have any more scheduled.

“[The] opportunity we have to create dialogue with people that maybe have differing opinions, or different points of view in a way of coming together to try to understand the broader human experience I think is important,” Gebhart said. “I think that there is a lot of negativity right now. I also think that there is a lot happening and a lot going on, so allowing and creating a space for people to process things and understand how they are feeling … I think the more we do that on campus the better.”
restaurant,” Gould said.

Breen not only owns Aunt Maude’s but is also partnered with Provisions Lot F and The Cafe, two other local restaurants. Together, the three businesses employ approximately 300 people, most of which are Iowa State students. Of the approximately 45 employees at Aunt Maude’s, Gould estimates three-fourths are students.

After being rebought, the interior of Aunt Maude’s was stripped for redecoration and a fresh new look. Now, nearly every piece of art decorating the restaurant has a story.

The oldest flower shop in Ames, Everts Flowers Park Restaurant Co. opened its doors in 1970. Though the restaurant has been considered "the expensive restaurant in town." In order to appeal to students at the university, each Wednesday the restaurant has a new special typically no more than one dollar.” Gould said. "We don't want to see the students at Iowa State go hungry.”

The busiest time of the year for Aunt Maude’s is the holiday season. However, customers also dine at Aunt Maude’s for special occasions such as birthdays, graduations, or anniversaries. Gould has even witnessed a few engagements at the restaurant.

Gould has seen many businesses come and go since he started working at Aunt Maude’s. “We have always been in this location. Obvi- ously the surrounding businesses and area looked a lot different,” Gould said.

Working at Aunt Maude’s for approximately 15 years, seven as the general manager, Gould has had the opportunity to meet people from all over the world. Being in a university town, the restaurant attracts international students, families and alumni from across the country, and a variety of faculty and staff members.

Gould recalls a group of Italians visiting the restaurant every day for lunch one year while they were in Ames for work.

Like this group, many people tend to visit Aunt Maude’s regularly. One couple travels from Fort Dodge, Iowa each weekend to eat at the restaurant. They also have many regular customers from the Ames area.

The sad thing is everyday Iowans are going to pay the price for her irrespon- sibility,” Homan said. “When we cut our regents by millions, students and their families see their debt increase. When we cut corrections by millions, safety in our prisons deteriorates. When we cut DHS by millions, kids in our foster care system suffer.

Iowans should brace themselves for the impact of these cuts. Iowans deserve more competent leadership and they should demand it at the polls in November.”

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