Students at a public university have an obligation to the public. Each one of us — no matter how we identify — has an obligation to give back to the community. That obligation means, in one form or another, making campus a better place for those who come after us. Being active and civically engaged should be the norm, not a rarity.

Unfortunately, in the case of the campus climate survey, many students haven't chosen to be civically engaged. The university has given any student a simple way to voice concerns, but most haven't taken it yet. Luckily, the survey is being extended.

But it’s not too late. Make your voice heard. As of Monday, the task force charged with issuing the campus climate survey didn't have enough student responses to be statistically sound. What does this mean? If the university is to use these results, they couldn't include any of the student voice because there aren't enough participants to represent the population at Iowa State.

The task force has since extended the deadline to Nov. 7. Make your voice heard.

As the website suggests, the campus climate survey is everyone's responsibility. Students, faculty and staff have the opportunity to weigh in about their “perceptions of living, working and learning at Iowa State.” The community needs input from those who have had a range of experiences on campus so the university administration knows what areas should be improved.

The survey is meant for students of color and white students. It’s meant for women and men. It’s meant for students who have disabilities and those who don’t. It’s meant for students who have served in the military, are serving in the military, have never served or plan to serve in the military. It’s meant for students across the gender spectrum and along the socioeconomic class ladder. It’s made for students from all of the colleges. It’s meant for each and every student. Make your voice heard.

If there is one thing that is almost as frustrating as issues on campus, it’s students not getting involved or giving input about those issues. We are consistently exposed to discussions about how Iowa State could be improved. Make your voice heard.

FURTHER READING:

This survey is a part of an effort for the university to work toward one of the goals listed in the strategic plan to “continue to enhance and cultivate the ISU Experience where faculty, staff, students, and visitors are safe and feel welcomed, supported, included and valued by the university and each other.”

This goal, we argue, is largely because students, faculty and staff pushed for it. Our voices do make an impact, but only when we speak up. While we might not all be willing to publicly write or speak out, giving honest feedback via an online survey allows a more private setting to weigh in on our perspectives.

Through the survey, the university can develop ways to better improve the atmosphere on campus. Things like the Principles of Community can be the forefront of the university’s focus to improve the ways each of us think about the actions we take. As much as it is hard to receive negative criticism, without it the university cannot improve. Likewise, knowing what is going well — or somewhat well — will allow the campus to capitalize on those strengths.

The survey should take you no longer than 20 minutes. It takes less than 20 minutes to make an impact on campus for the greater good.

The ISD Editorial Board not only again encourages, but also urges, ISU students to make your voices heard through the campus climate survey. Additionally, we encourage student leaders, faculty and staff to push participation in the survey amongst your network.

- The ISD Editorial Board
Low survey participation leads to survey extension

BY DANIELLE GEHR
@iowastatedaily.com

The Iowa State administration is ready to listen, but only 8 percent of students have taken the opportunity to be heard.

Iowa State opened up the first campus climate survey since 2004 and after a month, less than 10 percent of students have participated which is statistically insufficient to get accurate results. If the university can’t get a large enough sample, the student voice may not be heard. The deadline has been extended to Tuesday, leaving five days for more students to take the survey.

Kate Gregory, senior vice president for university services, said the survey is a way for “ideas and recommendations to be communicated in a broad and consistent way to the leadership of the university in order to make change happen.”

The 2004 survey brought changes to the university still seen today such as the implementation of the Ombuds Office which offers impartial, confidential conflict management assistance. Other additions to the university include the Principles of Community, the creation of a university-level diversity committee and the Multicultural Center found in the Memorial Union.

“Through the previous campus survey … many of the things that students and faculty and staff, but especially students, have become reality like the Multicultural Center and things like that,” Gregory said. “I’ve taken the survey, it’s easy to take, it’s quick to take … and it really covers a lot of things about just how people feel at Iowa State. Diversity is one element of that, but only one element.”

In a letter from interim President Ben Allen, he urged students to get involved stating the survey helps the university identify successful initiatives, uncover current climate roadblocks or inconsistencies and develop the current programs. Reginald Stewart, vice president for diversity and inclusion, was a major part in implementing the campus climate survey. The website offers resources for those affected by the survey’s sometimes difficult subject matter and a frequently asked questions page.

“To make it very clear and transparent, the most important piece I think with the climate survey is the take the survey and encourage your classmates and friends or co-workers to take it because that information is critical in moving forward,” Stewart said.

Stewart said some of the information will be the anecdotal experiences shared by community members as well as areas of weakness.

“It’s an opportunity to take a very clear comprehensive sort of pulse check and campuses need to do that. The important thing is, our last survey was in 2004, so we’re sort of behind the bar in doing these,” Stewart said.

He said the frequency of the surveys needs to improve so they can look at which outcomes of the previous survey affected the campus climate.

“If students want to have the opportunity to change things at Iowa State and make a difference, then taking the survey, getting their voice heard is the best way to do it,” Gregory said.

“Since having one person out of 36,000 say something in the survey, it’ll get documented and noted and heard, but the more people who say it, the louder that concern becomes and the more powerful of message it sends to leadership.”

Megan Frisvold, senior in global resource systems, took the survey after finding out the numbers were low. After learning what came out of the 2004 survey, she said she thinks more people would participate if they knew the impact it could have.

“I had no idea that from the 2004 survey that the [Multicultural Center] was created, that other agencies and offices were created. I think providing that information would’ve been really helpful,” Frisvold said.

Salary staff have the highest percentage of participation with 37.9 percent, followed by tenure eligible faculty at 33.9 percent and nontenure eligible faculty at 30.6 percent. Out of the entire Iowa State community, 13.2 percent have participated in the survey.

The survey can be found at https://www.campusclimate.iastate.edu/survey.

“The survey can be a tool that a person can use to really voice whatever they are concerned about,” Gregory said. “Climate is a word that covers really just about everything, about how a person feels.”

COURTESY OF IOWA STATE UNIVERSITY

Electrocommission discusses StuGov election reform

BY ALEX CONNOR
@iowastatedaily.com

Bradlee Fair wanted to get re-involved in Student Government to do so, she applied for a position she felt needed changing: the election commission.

Fair, junior in aerospace engineering, hopes to be more proactive in her enforcement of the election and also find ways to better encourage students to vote.

To learn more about the commission, the Daily held a Q&A with Fair on her responsibilities.

Do you mind telling me about the election commission?

Very broadly, the election commission is set up to oversee all Student Government elections. We’re here to help students who want to run, maybe don’t know how. But also to see that the election campaigns are being run fairly and following the laws that say what to do were super vague. Everything was just everything about how a person feels.
Women in Ag to host conference

Iowa State’s Women in Ag program is hoping to inspire students, farm operators and agribusiness professionals at a debut event. The primary conference session will be held on Nov. 28, and will be preceded by a series of intensive workshops to be conducted on the evening of Nov. 27. The conference will include a series of interactive sessions and speaker-led events, each with a focus on various topics, from learning to becoming an active and influential figure in agriculture to encouraging the establishment of mentorships and professional networks.

Rosi Beck of the Center for Food Integrity and vice president of Look East will deliver the keynote address, working to bridge the gap between consumer perceptions and the reality of the agricultural production industry.

“The consumer population has a lot of questions about agriculture, and we have to stop being dismissive of the perceptions of modern agriculture,” Beck said.

Diane Young, owner and director of technical services for Foundation Analytical Laboratory, will present “There Are No Glass Ceilings” during a general session at the conference. Young will challenge the idea that women are faced with barriers that prevent them from advancing in their career field.

“There’s really only glass ceilings if we put them there,” Young said. “If you are looking for one, you will find one.”

Over the past four decades, women have increased their presence in both legislative positions and governmentships throughout the United States. However, nearly two thirds of American voters believe it is more difficult for women to be elected to office than men.

“Women are more likely to be elected to office than men, but just a few of them run,” said Dianne Bystrom, director of the Carrie Chapman Catt Center for Women and Politics. “It’s really about turning their interest into action.”

Bystrom will present “Making a Difference Through Public Service,” a session focused on women and running for office, particularly as it relates to serving in agricultural areas.

“(Agriculture) is not a male or female issue, according to the latest survey research,” Bystrom said.

In addition to encouraging women to become involved through elected positions and serving on boards and commissions, Bystrom will work to stress the importance of voting in an election to the attendees.

Keri Jacobs, assistant professor and cooperatives extension economist in Iowa State’s Department of Economics, will be leading one of the Monday evening workshops, titled “Becoming a Cooperative Board Influencer.”

The session will focus on the role of women in leadership positions, particularly when involving themselves in the cooperative industry.

As 16 percent of the board seats for major U.S. companies are comprised of women, Jacobs hopes to educate the attendees on how to become more active within cooperative boards, serving as both chairs and general members.

“My goal for the session is to give women insight into what co-op governance is like; what the roles and responsibilities are, and why it is important for them to become involved in their cooperatives in this way,” Jacobs said.

Attendees will also have the option to attend a Monday evening workshop led by Jennifer Leptien, interim director of learning communities, and Lora Leigh Chrysal, director of the Women in Science and Engineering (WISE) program.

The workshop is entitled “Discover Your Ag Leadership Strengths,” and is based on “StrengthsFinder,” an assessment that informs individuals of their most predominant behavioral and leadership characteristics.

“Participating in the session will allow women to enhance their roles in the ag industry and their personal life, and will allow students to master their academic responsibilities,” Leptien said.

Additional conference sessions will highlight rural entrepreneurship, addressing consumer perceptions of the ag industry and balancing family roles, while allowing women to engage in an expansive networking opportunity with attendees, speakers and panelists.

During the general conference proceedings, attendees will also be introduced to seven women from across Iowa being recognized as part of the “Women Impacting Agriculture” award ceremony.

A full description of the conference sessions and activities, in addition to the link for registration, can be found online at www.aep.iastate.edu/leadership.

---

**Campus Forum**

**Candidates for Ames Mayor & City Council**

Participants include mayoral candidates Victoria Szapinska and John Halas and city council candidates Amber Corriner, David Martin, Gloria Betcher, and Rob Bowers. Student Government Vice President Cody Smith will moderate.

Thursday, November 2, 2017
8 pm - Sun Room, Memorial Union

Sponsored By: Student Government, Student-Council Foundation, Foundation, Committee on Lectures, Committee on Lectures, and Student Activities Council.
POLICE BLOTTER

10.28.17

Het Piyushbhai Patel, age 20, of 4700 Mortensen Rd Unit 201 - Ames, IA, was cited for possession of alcohol under the legal age at Lot G3 (reported at 11:42 a.m.).

Drew Marcus Smith, age 20, of 3505 Lincoln Way Unit 207 - Ames, IA, was cited for possession of alcohol under the legal age at Jack Trice Football Stadium (reported at 12:49 p.m.).

Jack Douglas Wytsaske, age 20, of 123 Sheldon Ave Unit 21 - Ames, IA, was cited for possession of alcohol under the legal age at Lot G3 (reported at 12:41 p.m.).

Colten Jason Squier, age 18, of 18853 Ivonne Ave- Lakeville, MN, was cited for possession of alcohol under the legal age at Lot G3 (reported at 12:41 p.m.).

Hannah Joy Selgas Mcnaie, age 19, of 13236 Irving Ave - South - Burnsville, MN, was cited for possession of alcohol under the legal age at Lot G3 (reported at 12:37 p.m.).

Andrew Jacob Buthius, age 20, of 10834 Fallig Water Ln Unit D - Woodbury, MN, was cited for possession of alcohol under the legal age and unlawful use of license at Lot G3 (reported at 12:46 p.m.).

Evan Patrick Fisher, age 19, of 1979 Ashland Ave-St Paul, MN, was cited for possession of alcohol under the legal age at Lot G3 (reported at 1:04 p.m.).

Brett Michael Biewer, age 19, of 1406 Mayfield Dr Unit 304 - Ames, IA, was cited for possession of alcohol under the legal age at Lot G3 (reported at 1:04 p.m.).

Madeline Marie Schleif, age 20, of 324 Welch Ave Unit 3 - Ames, IA, was cited for possession of alcohol under the legal age at Lot G2 (reported at 1:26 p.m.).

Kayla Marie Marion, age 20, of 6495 Beckman Ave - Inner Grove Heights, MN, was cited for possession of alcohol under the legal age at Lot G2 (reported at 1:27 p.m.).

Ethan Douglas Welker, age 20, of 2184 Norman Ct S - Bettendorf, IA, was cited for possession of alcohol under the legal age at Lot G2 (reported at 1:24 p.m.).

Joseph Matthew Hodgson, age 18, of 52 Grandview All Unit 123 - Ottumwa, IA, was cited for possession of alcohol under the legal age at Lot G2 (reported at 1:30 p.m.).

Michael Ryan Smith, age 19, of 574 Lexington Sq E - Gurnee, IL, was cited for possession of alcohol under the legal age at Lot G2 (reported at 1:26 p.m.).

Alexander Scott Enter, age 20, of 324 Welch Ave Unit 9 - Ames, IA, was cited for possession of alcohol under the legal age at Lot G2 (reported at 1:47 p.m.).

An officer assisted an individual who was experiencing medical difficulties at Lot G3 (reported at 1:45 p.m.).

Samuel Banning Fitzgerald, age 20, of 2110 Lincoln Way - Ames, IA, was cited for possession of alcohol under the legal age at Jack Trice Football Stadium (reported at 2:01 p.m.).

Jacob Thomas Farraher, age 18, of 517 E Central - Princeton, IL, was cited for possession of alcohol under the legal age at Lot G3 (reported at 2:15 p.m.).

Ryan Arthur Orr, age 19, of 3409 Arborn Ln - Crystal Lake, IL, was arrested and charged with harassment of public officials and unlawful possession of alcohol under the legal age at Lot G2 (reported at 2:05 p.m.).

Noah Ryan Busch, age 20, of 2112 Lincoln Way - Ames, IA, was cited for possession of alcohol under the legal age at Lot G2 (reported at 2:27 p.m.).

Nathan Kenneth Snyder, age 20, of 4128 Lincoln Swing Unit 202 - Ames, IA, was cited for possession of alcohol under the legal age at Jack Trice Football Stadium (reported at 2:46 p.m.).

Mitchell John Sisson, age 20, of 121 Beach Ave Unit 306 - Ames, IA, was cited for possession of alcohol under the legal age at Jack Trice Football Stadium (reported at 2:42 p.m.).

Mitchell Clayton Strand, age 21, of 308 Davis St - Mankato, MN, was arrested and charged with public intoxication at Lot G3 (reported at 2:54 p.m.).

Nolan Parker Wells, age 19, of 246 Hyland Ave - Ames, IA, was cited for possession of alcohol under the legal age at 5160 St and University Blvd (reported at 2:53 p.m.).

Jack B Christensen, age 20, of 407 Welch Ave - Ames, IA, was cited for possession of alcohol under the legal age at Lot G3 (reported at 3:17 p.m.).

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 515-294-5668 or via email at editor@iowastatedaily.com.
Everyone has gotten onto or off of the Duff in interstate exits at some point during their time in Ames. If you do this enough, you will quickly run into a homeless person with a cardboard sign asking for money and prayers.

I take this exit frequently, and I have repeatedly seen people of all ages standing on the side of the road, begging for money. At first, I thought this was a rare abnormality in a city that is thriving. This is Ames after all. Homelessness isn’t an issue for us. That only exists in large metropolitan areas like New York.

But the more I keep taking the exit, the more I see people standing at the end of it. What continues to surprise me is that I have never seen the same face twice. Never.

Homelessness in Ames is a more prevalent issue than we think. However, it remains hidden because of a stigma about homelessness and being homeless in small towns. Because of this stigma, not enough is being done to help those in need.

Rural areas and small towns struggle with homelessness just like large cities do. The issues that can cause homelessness, like poverty, mental illness and inadequate housing, don’t go away in rural areas. In fact, the rural homeless, or the hidden homeless, are less visible because they find shelter in places in which people aren’t meant to live, like abandoned buildings or in the woods.

Ames is especially susceptible to homelessness. According to the National Alliance to End Homelessness, areas with increased economic growth and increased housing costs lead to increased homelessness. Ames fits that bill. And if you don’t think homelessness is an issue in Ames, allow me the opportunity to inform you that 30.5 percent of Ames lives below the poverty line.

People are often judgemental and cruel when regarding the homeless. We need to try to treat them as people instead of numbers and announcements on the side of the road. If we can change how we perceive the homeless, we will start getting closer to ending poverty.

With winter coming, we need to act to help the homeless population make it through winter and get back on their feet going forward. To learn more about homelessness, you can go to the National Alliance to End Homelessness website, or visit the United States Interagency Council on Homelessness website.

To provide local help, primarily to Ames and the Des Moines metropolitan area, you can donate to the Emergency Residence Project, a shelter in Ames, or donate to Reggie’s Sleepout. There are also other groups that can be found through local community organization like the Catholic Charities USA and United Way of Story County websites.

We need to change the way we perceive the homeless, especially those in our own backyard. Do what you can to help those in your own community, whether that is participating in Reggie’s Sleepout, which just recently took place in Jack Trice Stadium, or donating to one of the non-profit organizations listed above.

We are all in this together, and with winter coming, there is no time to waste. I don’t want to see anymore new faces on the side of the interstate when the snow starts falling this December.

Diversity, inclusion on campus

BY HEATHER MARIE DUNN
Iowa State senior

With a new school year started, the Iowa State community is being inundated with discussions regarding diversity and inclusion. As typical, diversity and inclusion of dissenting views from the regressive lefts orthodoxy on campus is non-existent on most college campuses. This orthodoxy has been labeled as “Identity Politics” or “Intersectionality.”

My argument is that this movement in the name of diversity and inclusion is doing the opposite of bringing our campus community together. Identity Politics and Intersectionality divide people continually based on ever-growing characteristics. Instead of bringing different groups together to find out what we have in common, identity politics segregates groups based on who is “oppressed” and who has “privilege.”

As a transgender woman, I am told that society is transphobic, homophobia, biphobia, etc., despite the fact that the vast majority of society has accepted the LGBT community, marriage equality is a reality and is supported both by Democrats and many Republicans. We are led to believe that those who cannot support homosexual behavior on religious grounds do so based on hate and bigotry. As an out transgender, bi-sexual, conservative evangelical, I am saying emphatically that this opposition is not based on bigotry. I have experienced nothing but sincere love and acceptance even though there is disagreement about this. For the most part, the diversity and inclusion discussions have been geared around race and ethnicity. Many of these discussions are one-sided unfortunately.

Where are the dissenting voices even within communities of color who espouse heterodox views on race and diversity? Where are the conservative women voices who don’t buy into the misandrist conspiracy theory called “the Patriarchy,” and that true gender equality involves mens issues? Where are the LGBTQ voices who don’t need want government to force people to accept us? We are out there, but when will the powers that be in Beardshear include true diverse voices instead of the mono-othmic victimhood narrative that is being heard, and racial and sexual minorities are forced to espouse out of fear of being ostracized or labeled as a “traitor,” “Uncle Tom” and accused of suffering from “internalized-oppression.”

Where are the trans voices who dissent from the idea that society must be forced to call us by made up pronouns and deny the biological reality that there are only two genders. As a trans woman, it is a biological fact that while I may be transitioning from man to woman, I will always have XY chromosomes. By stating this fact, I guarantee I will be accused of “internalized transphobia.” I am confident and secure in my sexuality, faith and love for this country that has given me the freedom to be myself and believe and say whatever I want to. I don’t need to force others to accept me. If you reject me or hate me based on my sexuality, religion and viewpoints, that is your problem and mine. That is true pride rather than so-called internalized oppression.

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.
The Iowa State wrestling team will feature more than a handful of new faces. Guys like Kanen Storr, Ian Parker and Samuel Colbray will get their shot at representing the Cyclones in attached competition this year.

While there will be some fresh faces, Iowa State does return a familiar face in Marcus Harrington. The redshirt junior from Waterloo, Iowa had an up and down season last year. However, he qualified for the NCAA Tournament at 197 pounds for Iowa State. He is the only NCAA qualifier on this year’s squad.

Although Harrington was an NCAA qualifier at 197 pounds, Iowa State fans will be seeing him at a new weight class this season: heavyweight.

“It was something [Harrington] wanted to do,” said assistant coach Mike Zadick.

Coach Kevin Dresser jokingly said the reason Harrington moved up weight classes was that he liked to eat. But Dresser wasn’t completely wrong.

Harrington was tired of cutting weight week after week. Even though he is bigger now, Harrington feels like he is in the best shape of his career.

“I feel like I have more output in practice, more energy,” Harrington said. “I feel like my attacks are going to be better. I have been working on getting my attacks off against bigger guys here in the wrestling room.”

Moving up to heavyweight is no easy task. If he qualifies for the NCAA Tournament at this new weight, Harrington might take on grapplers like Iowa’s Sam Stoll or Ohio State’s Kyle Snyder who is seen as the best wrestler in the world right now. Currently, Harrington is sitting in the high 230s for weight. That is small compared to traditional heavyweight wrestlers who sit at 260 or 270 pounds.

The good news for Harrington, in terms of his preparation in moving to heavyweight this season, is that he has one of the best wrestlers in that class to train with: former Iowa State Cyclone and NCAA Champion Kyven Gadson. The two have been training with one another ever since last year.

“Tremendous ability,” Dresser said. “I have really liked what I have seen out of Marcus [Harrington] in the last month. For Marcus, it’s just about going out and scoring. ‘Beating guys up for seven minutes. Not just going out and getting the first takedown and maybe getting another takedown.’

If he starts believing in his ability, Harrington should not only return to the NCAA’s this season but should make the podium in the coaching staff’s mind.

“My goals for a guy like him aren’t seeing him just qualify,” Zadick said. “It’s been kind of difficult figuring out how to ride the heavyweights,” Harrington said. “I feel like I am wrestling a lot more active than them. So, if I can stay active on top, getting to my holds, turns, stuff like that, I’ll be alright.”

Despite still having to tone his technique, Harrington said he is having a smooth transition to the heavyweight style.

NOW, FOR SOME, THE HEAVYWEIGHT STYLE MAY SEEM BORING. THERE ARE RARELY ANY POINTS SCORED. HOWEVER, THE COACHING STAFF EXPECTS HARRINGTON TO SCORE A LOT OF POINTS AT HEAVYWEIGHT — BUT HE NEEDS TO START BELIEVING IN HIMSELF FIRST.

“Tremendous ability,” Dresser said. “I have really liked what I have seen out of Marcus [Harrington] in the last month. For Marcus, it’s just about going out and scoring. ‘Beating guys up for seven minutes. Not just going out and getting the first takedown and maybe getting another takedown.’

If he starts believing in his ability, Harrington should not only return to the NCAA’s this season but should make the podium in the coaching staff’s mind.

“My goals for a guy like him aren’t seeing him just qualify,” Zadick said. “It’s where on that podium can he stand. He is kind of one of our sleepers. He has a really high side to him, as far as what he can do.

“I think he can shock himself. I don’t think he can shock me because once we implement our ways with him, I think he can open his own eyes to how good he can be.”
We're offering you a $20 Casey's Gift Card if you do us a favor. (And you'll be a hero to seniors in your hometown!)

WE'RE the editors of Our Iowa magazine, and we could use some help.
We have over a thousand leftover copies of our hard-cover book (at left). It's filled with full-color pictures and warm stories shared by Iowans. It's a great "coffee-table book."

We're getting ready to do a second edition of this book. But...what should we do with all these leftovers of the first edition?
We decided people in Iowa retirement facilities would love paying through this book! So we're going to give all these copies free to retirement facilities across Iowa.

But...How Do We Get Them There? We are asking you and other ISU students to help us. Instead of paying to ship the books, we'll pay you to take 25 copies to your Iowa community.

We'll give you a $20.00 Casey's gift card...if during your next trip home you and/or your parents will drop off copies of these books at several senior centers in your home area. The card can be used for gas, pizza or snacks at any Casey's store. (See $100.00 bonus offer below.)

For Details: Stop at the Reiman Gardens headquarters any time between 10 a.m. and 4:30 p.m. Mon.-Sat. this week, Oct. 30-Nov. 4. We'll briefly explain what's expected of you, then give you a box of 25 books and the $20.00 Casey's gift card.

$100.00 BONUS! After this program is complete on Dec. 1, we will draw three names from all those who participated...and those three students will receive a $100.00 Casey's gift card!

Free "Gas Money" for Your Next Trip Home

By Annie Cassutt

Powder Studio brings makeup to Main Street

After opening a makeup studio in Des Moines, young entrepreneurs Joshua Duchene and Kelly Kasper saw the need for a makeup studio in Ames.

On Oct. 17, Powder Studio opened its doors at 301 Main Street in downtown Ames, located right next to the Sheldon Munn building.

Duchene and Kasper felt a makeup studio was needed in Ames because college students, and millennials in general, focus a lot on personal aesthetic.

"Look at your demographic - look at your Instagram and the selfies," Duchene said. "All that stuff is so cosmetic based, and it's for you guys."

While the Des Moines location is home to hair and makeup products and services, the Ames location focuses primarily on makeup and makeup services. Duchene also owns hair salon Valo and Violet, which is located across the street from Powder Makeup Studio.

"We really felt like there was a need for the cosmetic part of things because at salons it's always just put on the back burner," Duchene said. "They'll all rage right now - you see the Sephoras and Ultras, but we really wanted to break it down and make something more boutique-y that really just specializes in cosmetics."

Services offered at Powder Studio include full-face makeup applications and bridal makeup, but Duchene and Kasper also plan to have other fun makeup-related events.

"We want to do fun things like 'fix your profile pics' and we'll do everyone's makeup that day, take pictures, they can update their profile pics, but they can also come in and practice anything that they should be wearing," Kasper said. "Just fun, cool things that will bring people into here."

Duchene and Kasper take pride in their Main Street location and are interested in collaborating with surrounding businesses in downtown Ames.

"We like to support our other local businesses," Kasper said. "We do shoots with boutiques on this street. We borrow clothes, we do their hair and makeup and we bring in ISU students or models to wear the clothes, get their hair and makeup done, and then we'll shoot them here on Main Street because it has such a cool aesthetic."

Duchene and Kasper also felt the residents of Ames would benefit from a makeup studio so they would not have to travel all the way to Des Moines in order to fulfill their makeup needs.

"They always have to plan my trips to Des Moines to pick up what I need, and now there's a place where other people can get what they need too," Kasper said.

Powder Studios carries Smashbox Beauty Cosmetics, a makeup brand based out of Los Angeles. They are one of three freestanding makeup studios in the Midwest to carry Smashbox. In order to supplement some products that Smashbox does not have, Powder Studio also carries Sigma brushes.

"They have the best brushes on the market, and you can only get them online, unless you are going to Minneapolis," Kasper said.

Powder Studios also carries natural, organic and cruelty-free skin care products, and manufacture their own high quality, reusable lash line.

Duchene and Kasper emphasized they want Powder Studios to be a service business, much like a hair salon where people come in often to get their makeup done.

"We really want to pave the market to make it a service driven industry, so service will be a key point here," Duchene said. "We want people coming in here every three months, seasonally, see what's new, see what they should be doing, see what they should be wearing, booking those appointments, coming in for service.

Both Duchene and Kasper know customers most likely will not come in frequently for touch-ups, but they believe customers should be trying out new trends as seasons change and makeup expires.

Duchene and Kasper also want to hold events to get people to come into Powder Studio.

Duchene describes the studio as a 'feminine barber shop with a twist.'

"You know all kids mess around with photography now, you guys can come here...and you can use all of our stuff," Duchene said. "If we don't have something you want and we're behind date on that...we're willing to invest in that for you guys."

Kasper also talked about how they love to teach customers how to do makeup.

"We always do free demos showing people the latest trends - contour, highlight, how to fill in their brows, how to make a perfect cupid's bow lip line," Kasper said. "It's really something where you can take a piece of information that day, take it home and practice, and when you're ready for more, come back in and there is always new products to try."

Powder Studio has their grand opening on Thursday, Dec. 7 on 301 Main Street Ames. Duchene and Kasper said anyone interested in makeup is welcome to come, as well as anyone who just wants to see the studio space.

"It's a playground for anyone that's really interested in beauty and fashion and everything that relates," Duchene said.

Follow Powder Studio on Instagram at @ powderstudioia and like them on Facebook at Powder Studio - Des Moines and Powder Studio - Ames.
With locations near campus, in North Ames, West Ames and South Ames, you can live where you want when you rent from us. 

LIVE WHERE YOU WANT

$18 ADULTS, $16 SENIORS, $11 STUDENTS

Purchase tickets at the Iowa State Center Ticket Office, Ticket Master 1-800-745-3000, or at the door. Funded by Student Government.

The play contains adult subject matter that may not be suitable for young audiences.

VOICES
Share and discover the stories of the students of Iowa State

iowastatevoices.com/

SHARE YOUR EXPERIENCES OF LIVING, WORKING, AND LEARNING AT IOWA STATE.

Complete the survey by Tuesday, November 7, 2017 and be entered to win 1 of 10 gift cards valued at $50 each.

The survey takes 20 to 30 minutes to complete and must be done in one sitting. Responses are confidential.