Veishea '77- Seedling Sale

Ames Forestry Club
Smokey made the big time in the Veishea parade.

Veishea '77

The beauty meets the beast.

“Hi there!”

Visitors enjoyed the Products Display.

“The 1977 Veishea festival full of fun, sun, displays, and parades offered the students at Iowa State an opportunity to relax from studies and take a break from the routine of classwork. It also offered the opportunity for students and their organizations to show off, and regarding this point, the Forestry Club was no exception.

Placing second to the Animal Science department for over-all best display, the club did well to represent the many aspects of forestry and the management of its resources. The highlight of our display was the new addition of “Wally the Walnut Tree.” The idea was derived from the Forestry Center in Portland, Oregon, where a very large and simulated Douglas Fir is arranged to display, with colored moving lights and a recording, the insides of a tree. It included the cambium, phloem, xylem, and pith. Our tree, Wally, was not quite as sophisticated as its counterpart in Oregon, however, he did a very acceptable job of informing the public about his internal structures. It would be inappropriate to include at this time Wally’s structural make-up due mostly to top security measures by forestry club engineers?! If your curiosity to witness a talking tree in action overcomes you by Veishea time 1978, come to Bessey Hall, second floor, and see Wally the Walnut Tree for his second debut.

The curriculum at Iowa State centered around three major areas. They are management, products, and forest recreation. All three of these were also represented in some form or another so as to develop the theme; “More to a tree than you can see.” These included posters depicting the curriculum structure from the freshman to senior levels, slides of forest management at work in both government and industrial operations, a tree pathology display that Dr. Harold “Sande” McNabb arranged for the club, several wood product displays, and the scale model of the Holst Track State Forest. Probably the most attracting figure to the forestry display and seedling sale was Smokey the Bear. Smokey proved a big hit with small and “large” children alike.
Mike Vorwerk's second year as seedlings chairman was impressive. Rich Faltonson described the young seedlings as, "The best looking set of trees I have ever seen grown for the Forestry Club." Then Koral Santman fully illustrated a new set of signs for the Central Campus Sale with the caption "Baby Tree Sale." The hard work, creativity and expertise of those who worked on the sale paid off. Literally, with well over $400 in profit.

"Let your fingers do the walking."

Everyone's a forester at heart. Plant a tree.

The year's work paid off with big returns.

"You've come a long way baby."

Watch Nita's hand grow.

"Ooh, it's mushy."

"Let your fingers do the walking."