College of Human Sciences Matters (Summer 2011)

Iowa State University College of Human Sciences

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PATHWAYS TO
ENTREPRENEURSHIP
Dear Alumni and Friends,

Informed Iowa Staters understand that entrepreneurship is crucial to job growth and economic vitality.

According to Iowa State economics professors, at least one out of four ISU undergraduates will found a business at some point in their lives – and 72% of those startups will locate in Iowa or a nearby state.

Businesses actuated by Iowa State alums survive longer than most. More than 79% of the businesses launched by Iowa State alums in 2002 through 2006 are still viable – over twice the U.S. average of 31% for businesses six years post-startup.

Iowa Staters are sometimes surprised to learn that alums from the College of Human Sciences are just as likely to start a business as their counterparts from the business or engineering colleges.

Eyes open wider when they learn the average number of jobs originated by alumni-entrepreneurs from the College of Human Sciences far exceeds the average of those from any other ISU college. Among Human Sciences alums who graduated from 1982 to 2006, each entrepreneur generated 23 jobs, collectively accounting for 69,783 U.S. jobs.

In this issue, we profile adventurous Human Sciences students and alumni. Some are propelling fledgling ventures. Others steer enterprises that have withstood the test of time.

Their pursuits stimulate more than the economy.

They advance healthy citizens (pages 6, 9, 10), extend effective education (4, 7, 9), promote a high-tech workforce (8, 12, 13), and energize thriving communities (4, 5, 11, 16).

As we accentuate entrepreneurship, reposition the family and consumer sciences education and studies program (7), and propose promising plans for a School of Education (4), we also celebrate your astounding generosity (3).

Your contributions demonstrate your pride and affirm our purpose. Together, through Campaign Iowa State, you have contributed more than $35.5 million to support the College of Human Sciences. For your goodwill, we extend our heartfelt thanks – and pledge to continue improving people’s lives.

Enterprisingly yours,

Pamela J. White
Dean

Entrepreneurship data in this letter was gleaned from “Entrepreneurship and Higher Education: An Overview of the Iowa State University Alumni Survey,” a February 2010 working paper (No. 10003) by Robert W. Jolly, Li Yu, Peter Orazem and Kevin Kimle, in the Iowa State University Department of Economics.
Thank you, 35 million times over

By Kelly Hanfelt, senior development director

There are times when “thank you” just doesn’t quite cover it; this is one of those times. On behalf of the College of Human Sciences development team, a big THANK YOU to the 11,564 CHS alums who have so generously participated in Campaign Iowa State: With Pride and Purpose.

Donors to the College of Human Sciences have contributed more than $35.5 million* through Campaign Iowa State. This accomplishment comes after great initial success – the college raised the goal twice, settling on a stretch goal of $25 million, then exceeded that by over $10 million. The numbers are an important measure of success, but the impact donors have had on our college is immeasurable.

Perhaps our greatest achievement is the creation of 14 new endowed faculty positions – that’s 14 professors who have (or will have) more unrestricted funds to further their research here at Iowa State, rather than at another institution. These endowments are used to recruit world class faculty to campus and retain the outstanding faculty who are already here, so students can continue to have the very best learning opportunities.

Or how about the scholarship support? Over $9 million has been furnished for students enrolled in the College of Human Sciences during Campaign Iowa State. These funds will help students continue their lifelong dream of earning a college degree. Some of these students would be unable to attend Iowa State if not for this generous financial support.

The college will continue to raise money for several important priorities, and we look forward to building on the momentum of Campaign Iowa State in the coming months and years.

So thank you, thirty five million times over.

*Fundraising numbers as of April 30, 2011, prior to the end of the campaign
School of Education proposal gains momentum

By Cathy Curtis

By a margin of nearly 6 to 1, faculty and staff in the Department of Curriculum and Instruction, the Department of Educational Leadership and Policy Studies, and the University Teacher Education Program office have endorsed a proposal to establish the Iowa State University School of Education.

According to the proposal, establishing a School of Education will better position education programs to meet critical challenges, facilitate cross-collaboration among educator and administrator preparation and content experts within the university as well as with non-university partners, highlight the programs’ shared mission, achieve greater visibility, and make more efficient use of human and financial resources.

To move forward, the proposal must be recommended by the Provost Hoffman, reviewed by the Faculty Senate, affirmed by President Geoffroy, and approved by the Iowa Board of Regents. If all entities sanction the proposal, the school could be inaugurated as early as July 1, 2012.

To review the proposal and events that led up to the vote, visit the Human Sciences Matters website at www.hs.iastate.edu/hsmatters/.

Web designer stays local while establishing ‘global reach’

By Scott Schrage

Business gurus have long been advising entrepreneurs to “think globally, act locally.” Iacovos Zachariades took the familiar adage to heart – but an unfamiliar path to success.

When he immigrated to the United States from Cyprus at age 22, Zachariades (M.S., ’95, curriculum and instructional technology) seemed an unlikely candidate to establish Global Reach Internet Productions, an Ames-based web development company.

After receiving his elementary teaching certificate in Cyprus, Zachariades moved to Iowa and spent a year earning the remainder of his bachelor’s degree from Luther College. While there, he decided to take two computer science courses.

As it turned out, the seemingly innocuous decision changed his life. Zachariades discovered an affinity for computers that led him to Iowa State’s curriculum and instructional technology program. He founded Global Reach the same year he graduated with his master’s degree.

In 2000, he committed to Global Reach full time – just before the dot-com bubble burst. Without any collateral, he was unable to secure a loan and racked up $144,000 in credit card debt.

“It was nerve-racking, yes, but I just had to be patient and wait for the [industry] to come around,” Zachariades said. “Eventually it worked out; things started turning around.”

They turned around to the tune of more than 750 clients and offices in China, South Korea, and Cyprus. But while Global Reach has lived up to its name, its portfolio reveals that the majority of those clients are based in Iowa.

Zachariades, meanwhile, has given back to the community that’s given him its business. In 2009, Global Reach donated more than $40,000 in cash, products, and services to organizations. For its 15th anniversary, the company celebrated by building websites for 15 Ames businesses at no charge.

“It’s worth it to help these organizations,” Zachariades said. “It does the community good, and I like to support it.”
Marketing expert earns sweet returns

By Scott Schrage

Mark Ballard is a brownie expert who has grabbed the attention of the Food Network and celebrity chefs from Bobby Flay to Rachael Ray.

The remarkable part? He doesn’t bake.

The co-founder and co-CEO of Sugardaddy’s Sumptuous Sweeties may not spend much time in the kitchen, but Ballard (B.S., ’84, family services; M.S., ’86, professional studies in education) has perfected the ingredients of a marketing recipe that’s essential to his company’s success.

Sugardaddy’s, which consists of an online store (sugardaddys.com) and two brick-and-mortar sites in Columbus, Ohio, bakes and distributes deluxe dessert packages that include brownies, blondies, and truffles. In addition to managing the company’s marketing, Ballard handles public relations, hiring, and legal matters. Co-founder Tom Finney, meanwhile, oversees baking production, accounting, and logistics.

“As small-business leaders, we wear lots of hats,” Ballard said. “Our responsibilities are never-ending.”

The co-CEOs met back in the early 1990s, and a friendship developed as the decade progressed. At the time, Ballard was learning the tools of his trade with two of America’s best-known brands. After developing corporate management curricula for Victoria’s Secret, Ballard was recruited to help clothing giant Gap Inc. launch its online store.

“Through all of this, I always yearned to create something from scratch that I could call my own,” Ballard said.

Venture caters to students’ culinary passions

By Laura Dillavou

Self-proclaimed “foodie” Zach McFall knows there’s much more to dining than just a plate full of food.

Working under the premise that cuisine and comfort go hand-in-hand, he started Rent-A-Chef – a custom, in-home dining service that caters events for four to 40 people.

McFall, a senior in hospitality management, partnered with fellow hospitality management senior Jake Vermeer to form the small business. McFall said the education they received in Iowa State University’s Joan Bice Underwood Tearoom has proven critical when it comes to executing flawless dinners.

“Jake and I are both passionate about good food and the dining experience, but working in the Tearoom has really helped us learn how to be efficient,” McFall said. “Each day taught us a little more about the entire dining procedure from start to finish and all the steps it takes to make sure a meal is done on time, in the order it should be, and tastes delicious.”

Growing up in a family that loved to cook, McFall found himself experimenting with ingredients and different types of cuisine. In keeping with his innovative sense of culinary creation, he said Rent-A-Chef creates customized dishes according to clients’ requests. The team also brings in its own equipment, such as specialty knives and pans, along with high-quality food ingredients like fresh herbs and select cuts of meat.

“We know that the culture of food and dining has really taken off,” McFall said. “People want good food: Whether it’s a bowl of gourmet macaroni and cheese or a multi-course, themed meal, they want that experience of fine dining. But, not everyone has the time or skills to make meals like that. We bring that into the comfort of their homes.”
‘Grounding’ in food science fortifies satisfying career

By Laura Dillavou

Savvy is just one word to describe Robin Kline. Other appropriate terms include marketer, food scientist, risk-taker, communicator, and nutritionist. Combine them, and you’ve got a recipe for entrepreneurial success.

Kline (B.S., ’78, food science; M.S., ’85, food and nutrition) is the owner of Savvy Food Communications, a private consultation company offering services to a “kitchen cabinet” of clients as varied and expansive as the aisles of a grocery store.

“In many ways, this all started at Iowa State University,” Kline said. “The classes and instructors in food science and human nutrition lit a fire underneath me to approach things with a scientific discipline, yet use creativity when experimenting. This grounding has served me very well as I’ve gone through different careers, interpreting scientific food information for different publics.”

Kline’s career in marketing has sampled the palate of Iowa staples – the Iowa Egg Council, Iowa Turkey Federation, and the National Pork Producers Council. Meanwhile, maintaining an active presence in professional groups and serving as a guest writer for food product websites and newsletters has drawn the healthy client base for which she launched Food Savvy Communications in 2000.

“Quite honestly, when I stepped out of corporate America, it didn’t come without fears that I would be isolated from my colleagues,” Kline said. “But that hasn’t been the case. I find my ability to keep an intuitive pulse on trends in the food world has really been a strength when earning the trust and business of clients.”

But it’s not all peaches and cream in the entrepreneurial life. The stereotypical notion of the self-employed professional working in pajamas and bunny slippers couldn’t be further from the truth for this food and nutrition expert.

“Any aspiring entrepreneur needs to be brutally honest about their strengths, weaknesses, and ability to self-discipline,” Kline said. “I’ve found that keeping that corporate and professional persona – even if I’m at my desk all day – is key to doing my best work. On the flipside, having that ability to set your own schedule is a great way to get involved in community and volunteer efforts.”

Kline said she will hire freelance writers, recipe testers, and food stylists to help her with large projects. Expanding her network of associates has even benefited Iowa State.

“I stay in touch with Ken Prusa and his food product development course (FSHN 412),” Kline said. “It’s been exciting to see the talented young people coming through that program – they have very useful skills that I’ve employed on my own projects from time to time.”

One thing is for certain: This food connoisseur has a full plate – and is always ready to pile on more.

“I’ve never looked back and regretted starting my own business,” she said. “It’s expanded my skills, and it’s really fun, too.”
Family and consumer sciences shift to HDFS

By Cathy Curtis

Iowa State University’s family and consumer sciences education and studies (FCEdS) program has moved from the university’s Department of Apparel, Educational Studies, and Hospitality Management (AESHM) to the Department of Human Development and Family Studies (HDFS). The shift became official July 1.

“Family and consumer sciences courses help middle and high school students learn critical life skills and they carry those skills throughout their lives” said Pamela White, dean of the College of Human Sciences. “Iowa State University is committed to meeting the state’s need for excellent family and consumer sciences teachers. Students in family and consumer sciences will be well served in their new academic home.”

Sixty-three undergraduate students are enrolled in FCEdS and 43 students are enrolled in post-baccalaureate programs.

Iowa State is the only institution in Iowa that offers a bachelor’s degree leading to a family and consumer sciences (FCS) teaching license – and demand for new FCS teachers is high.

Secondary schools have experienced a national shortage of well-qualified family and consumer sciences teachers. Experts project that 20 to 25 of Iowa’s 623 FCS teachers will retire each year and another 30 to 35 percent are expected to either leave teaching or take jobs at other teaching sites, keeping demand for new teachers high.

Family and consumer sciences are included among the teacher shortage areas that qualify new teachers for the Iowa loan forgiveness program.

All public school students in Iowa are required to study introductory family and consumer sciences in seventh and eighth grade. Over 45,000 Iowa high school students enroll in FCS courses each year. FCS courses cover topics that include life skills, family relations, child development, food and nutrition, wellness, consumer decision-making, and clothing.
When the tears start flowing, Matthew Christopher knows he’s done his job. Christopher (B.S., ’08, apparel, merchandising, and design) went from small town to big city when he became a designer of fashionable, unique wedding and formal gowns. Making brides cry tears of joy is just a daily part of his job.

Growing up in Packwood, Iowa, Christopher first learned the business of evening wear from dress shop owner Lou Miller. He then attended the Art Institute of Chicago for a year before moving on to Iowa State University. Christopher gained real-world experience while completing his degree, working for bridal fashion houses such as Demetrios Bridal, One of Kind Bride, Galina, and Casablanca. In 2002, at the age of 26, he launched his own label, Matthew Christopher, Inc. Christopher’s gowns – which have been described by the fashion media as combining modern elegance with classic glamour – are now available in more than 70 boutiques nationwide.

Christopher has received three Distinctive Excellence in the Bridal Industry (DEBI) award nominations for “Distinctive Newcomer” and “Dress Design of the Year.”

“I wouldn’t say I took the most traditional path to get where I am, but I have a passion for it, and that is what any aspiring entrepreneur needs,” Christopher said. “We stay ahead of the game and never forget that it takes a lot of hard work to thrive in this industry. Iowa State really instilled that work ethic in me and gave me a solid grounding to stand on.”
From aerobics to zumba dancing, fitness trends have revolutionized the way people become active. When it comes to finding a niche in the ever-expanding fitness industry, Iowa State University graduates Jeff Barton and Dawn (Caffrey) Schwarck are two examples of individually minded health professionals who have put their ideas to work.

**A surefire thing**

Barton (B.S., ’09, kinesiology and health) saw a fitness market in Ames that was dominated by kickboxing classes. Seeking a more practical approach to wellness, he opened SureFire Fitness. “We started out with 12 people in March 2010,” Barton said. “Today, we’re nearing 100 [people]. Our classes focus on workouts that are functional in nature, meaning we’re strengthening muscles that are used in everyday activities.” SureFire participants regularly find themselves flipping tractor tires or using sandbags as weights.

“I see firsthand the impact this has on people’s health, and it’s rewarding to know I was a part of that,” Barton said. **Bringing fitness home**

Schwarck realized that, in the course of a hectic day, women don’t necessarily have the time to get to a gym. That’s why, in September 2010, Schwarck (B.S., ’07, kinesiology and health; M.S., ’09, education), launched “Fitness With Dawn” – an in-home personal training service for moms, brides-to-be, and college students, based in Boulder, Colo.

Schwarck said the knowledge she learned at Iowa State from expert professors, practical advice from kinesiology advisers, and an internship were all key to putting her business plan in motion. “Working in different capacities as a coach or personal trainer was great preparation for working with a variety of clients,” Schwarck said. “I brought two recent Iowa State graduates on board with the business and am confident their skills will be an asset to our growing clientele.”

**Camp Wayfarer fulfills couple’s career dream**

By Laura Dillavou

Nancy Wilson knows that life rarely follows a straight path. Wilson (B.S., ’76, physical education for women) and her husband, Jim, knew they would one day have careers related to camping. But as a young couple, the financial means to own a camp wasn’t in the cards. Following their compass, the Wilsons trusted that everything would work itself out when the time was right.

“We never let our dreams get out of sight,” Wilson said. “So, I focused on teaching and Jim worked in computer sales. We started raising a family, and all of a sudden, were presented with an opportunity to purchase a camp.”

This summer, the couple will celebrate their 20th year as owners and directors of Camp Wayfarer, located in Flat Rock, N.C. Today, more than 800 campers call it their summer home.

“We’re all travelers in life – each with different starting points and destinations,” Wilson said. “So we developed a compass logo ... If Camp Wayfarer can be a positive part of a child’s journey in life, then we’ve done our job.”

The camp aims to develop physical, social, mental, and spiritual cognizance among youth ages 6 to 16. Guiding their personal journeys is a staff of nearly 70 college-age counselors equipped with a desire to work with youth.

“We have children of all shapes and sizes who come to Camp Wayfarer,” Wilson said. “So we also need a staff that understands how to best work with each child as an individual.”

With an ambitious staff leading hundreds of activities each day, the atmosphere around Camp Wayfarer is alive from sun up to sun down. “If it wasn’t busy, then we wouldn’t have a camp,” Wilson said. “It’s a great reward to be able to do what we love.”

Iowa State University College of Human Sciences
Student startup helps friends in need

By Laura Dillavou

Known simply as “The SHOP,” an idea generated by a student brainstorming session has spawned a university-wide, nationally recognized effort to help Iowa State University students in need.

The SHOP – short for “Students Helping Our Peers” – was conceived by members of the food science and human nutrition transfer-student learning community. Charged with an assignment to either participate in a service learning project or create their own, the students chose to take matters into their own hands and develop a project that would help out their peers.

Among their ideas was that of a food pantry run for students, by students. After their research identified a need for an on-campus food pantry, they set to work creating a business plan, finding a location, formulating a budget, and planning out marketing and logistics for the pantry. Junior Hailey Boudreau and senior Sarah Schwanebeck, both dietetics majors, were appointed SHOP co-presidents. The pair spent the greater part of the 2010-11 school year planning for the food pantry.

“We were pleased to see such a favorable response from the Iowa State and Ames communities,” Boudreau said. “By the end of the initial kick-off event in January, we had collected 1400 non-perishable food items and personal care products.”

The SHOP has an open-door policy for any students in need: A simple showing of their Iowa State ID card grants access to nutritious food items.

“Each week, we had between six and 10 students who used The SHOP, and for the most part, they were different people each time,” Boudreau said. “As a co-director, it was very helpful to speak to these students and learn what about the pantry worked for them and what we could improve.”

The SHOP has caught the attention of not just local and statewide media but also ABC News and Inside Higher Ed magazine. Among reports of student debt, diminished enrollments, and rising tuition, news of a grass-roots effort to help fellow students was welcomed among the education community.

“This experience has been so much more work than I ever expected, but it’s worth it. I can’t think of anything that feels better than knowing we’re helping someone out,” Boudreau said.

Moving into the next stage of The SHOP, the co-directors and their team of 25 volunteers hope to increase their hours of operation and expand the types of food and products available to students.

“We know students need this kind of place,” Boudreau said. “Our ‘business’ is all about helping out the next person.”
Sister act dresses up Chicago’s apparel scene

By Laura Dillavou

It’s a tale of two fashionistas brought together over fine fabrics, beautiful beadwork, and a desire to make every woman feel fabulous.

Sisters-in-law Robyn (B.S., ’05, apparel, merchandising, and production) and Eva (B.S. ’01, family and consumer sciences) Anderson are co-owners of one of Chicago’s hottest boutiques, le Dress.

“Robyn and I were at an age where we were going to lots of weddings and constantly on the hunt for unique apparel that fit the occasion, yet still fit our budgets,” Eva said. “We both lived in Chicago, wanted to work in fashion, and when the opportunity presented itself to start a dress-only shop, we did it.”

In describing their clientele, the sisters made it clear there was no typical “le Dress girl.”

“We have a wide variety of dresses and, on any given day, can see customers ages 16 to 64,” Robyn said. “Knowing it’s such a range of ages and needs, our styles reflect that.”

Internships and work experience with Marc Jacobs, a Parisian bridal designer, and high-end retailers, in addition to hands-on learning at Iowa State University, provided Robyn and Eva with the practical knowledge to stand behind their apparel buying decisions. And while the know-how of fit and function is second nature, the owners said the business aspect of the shop was a learning process.

“Before we ever opened, we met a consultant who specialized in boutiques,” Eva said. “Her knowledge, combined with our passion and skills, was a good fit. She’s been able to give us great advice and help us stay open despite the downfalls of the economy.”

Not only have the doors of le Dress been open since May 2008, they were thrown wide as the Andersons launched le Dress Deux in mid-April 2011. Securing their second location on Chicago’s Michigan Avenue meant exposure to new clients and a need for more employees.

“Opening a second store came about very quickly,” Eva said. “So far, we’ve been pleased with the traffic levels. It’s hard work and sometimes stressful, but, we know we’re lucky to get to do this.”

Event management program debuts

By Laura Dillavou

Iowa State University introduced the event management major and minor in January 2011 – and enrollment is already surpassing all expectations.

The apparel, educational studies, and hospitality management department now hosts the new major: a 123-credit, comprehensive program in one of today’s hottest job areas.

High demand for the major from students encouraged department chair Robert Bosselman to get serious about the program. The major also prepares students who want to start their own event-planning business. The event management major is the only four-year program of its kind in the Midwest.

Coursework in the event management major equips students with skills in meeting and event planning, budgeting and finance, marketing and promotions, food and beverage management, and web-conferencing technology. Fortunately for these students, the job market for experts in the field is growing; according to the U.S. Department of Labor Bureau of Labor Statistics, demand for event managers is expected to grow 16 percent between 2008 and 2018.
Schmitz employs leadership ABCs

By Scott Schrage

Greg Schmitz began as a CPA, presided over a CC, earned his MS and PhD from ISU, and now manages VGM. Over the course of a varied career, this man of letters has also picked up the ABCs of leadership.

Schmitz (M.S., '06, education; Ph.D., '08, educational leadership) is president of VGM Education, a Waterloo-based company that offers instructional training to home medical equipment providers. In addition to online education programs, webinars, and traveling workshops, VGM runs the largest annual educational conference in the industry.

Schmitz has been busy educating himself about that industry since assuming presidency of VGM in October 2010.

“I’ve been learning what the markets are, what the need is, what the opportunities are, and what the competition is doing,” said Schmitz.

Schmitz came to VGM from Hawkeye Community College, where he worked as vice president of administration and finance before stepping into the role of president in 2005. It was during his tenure as president that he earned his master's degree and doctorate through Iowa State University's community college leadership program. According to Schmitz, the degrees have helped him navigate the professional opportunities and challenges.

“The programs added another dimension for me professionally,” Schmitz said. “I was able to structure and apply my learning, and I believe they made me more effective as president of Hawkeye CC and in dealing with academic issues. As I’m building programs at VGM, I frequently apply what I learned during my time at Iowa State.”

While at Hawkeye, Schmitz was a driving force behind the Admissions Partnership Program offered jointly by the community college and Iowa State. He also enhanced Hawkeye's impact on the statewide economy.

“Iowa's community colleges are active partners with economic development groups, and I was involved with state legislators and local efforts directed at business expansion and new business opportunities,” Schmitz said.

The diversity of Schmitz's red-letter career has given him a unique perspective that he now carries forward as president of VGM.

“I believe successful organizations are more alike than they are different,” he said. “They know and thoroughly understand the [fields] they are in; they have a plan; and they surround themselves with quality individuals, supporting and serving them.”
Tech Team feeds 4-Hers’ fervor, friendships

By Cathy Curtis

A teen’s stint on the Iowa Youth Technology Team can yield a life-changing network that boosts professional success down the road. That’s what happened for 4-Hers like Christopher Cook and Brandon Neil.

“When I started, there were a few other guys. We’ve become good friends and stayed in touch,” said Neil, who now manages a team of college students who produce digital multimedia projects at the University of Northern Iowa.

“Several team members have been influential in my life. The experience taught me the importance of being around people who want to challenge themselves and to challenge you to do new things,” said Cook, who produces web video clips for businesses and nonprofits as the owner of Brainroot Light and Sound in Kansas City, Mo.

It all starts at local 4-H club meetings, where members learn more about the state team. Then, through a competitive application process, about 15 high school students are chosen to serve on the Tech Team each year. The teens join the group to learn about the electronics, but they come away with much, much more, according to Jay Staker, an Extension youth development specialist who coordinates the team.

“At the core of Tech Team is learning technology skills in the context of leadership, service, and fun,” Staker said. “Members do learn new technologies from each other, but they also learn goal setting and networking together in high-level leadership. They explore the ins and outs of intellectual property, digital integrity, communication, and how to sell their ideas to others.”

“For me, Tech Team was a formative experience to take an idea in your head and then make it real,” said Paul David Benedict, who worked on the Tech Team with Cook and Neil back in 2002 and is now a Des Moines-based independent film producer.

Best known for covering the annual state 4-H conference, the team orchestrates audio, video, still photography, logistics, and equipment to turn around a finished product in less than 72 hours.

“Traditionally, the Tech Team puts together multimedia teasers to get others pumped up front – and then they wrap up the conference with a video presentation at the closing session,” Staker said.

More importantly, Tech Team members gain confidence to try big things.

“I went into more web development, using the ‘just try it’ attitude that I learned in Tech Team,” Neil said.

“This is a youth-driven group,” Staker said. “They set the agenda, so it’s different each year. We just provide guidance and bring in experts to advise the team when needed.”

As beneficiaries of Staker’s guidance, former team members remain grateful for its lasting impact.

“Jay can see promise in people and help lead them in the direction of fulfilling their potential,” Neil said.

“Tech Team encouraged me to continue to do, to continue to make, to continue to produce, to keep developing new skills,” Cook said.

“You will succeed as long as you keep trying to do bigger and better things.”

For more information about the Iowa Youth Technology Team, visit www.hs.iastate.edu/hsmatters.

In 2002, Brandon Neil controlled a flight simulator in an Iowa 4-H Technology Team activity. Neil says the “just try it” attitude he learned on the Tech Team continues to propel his professional web development work today. Contributed photo.
2011 Student Sensations

By Laura Dillavou

Twelve amazing resumes filled with top-notch internships, awards, trips abroad, and civic engagement. Twelve students who have taken Iowa State University by the horns and maximized opportunities to lead student organizations, create independent research studies, plan community events, and celebrate their fellow peers. Each day, these twelve students set out to build a stronger campus community and enrich the lives of others. They are, in a word, sensational. The College of Human Sciences is proud to recognize these 2010-11 Student Sensations.

Ross Hanson
Kinesiology and Health

Ross Hanson is taking all the right steps to reach his goal of becoming a physical therapist. Since 2009, Ross has volunteered in three rehabilitation clinics, helping patients young and old regain movement and motor control after injuries. He has also invested time as an undergraduate research assistant and from this experience, developed his own study of the psychological effects of cross training in competitive adolescent athletes, for his honors project.

Abbie Marsh
Family and Consumer Sciences Education and Studies

AbbieMarsh has dedicated her time at Iowa State to academic and extracurricular success, namely the Family and Consumer Sciences Education and Studies club. Under her presidency, the club won the American Association of Family and Consumer Sciences Student Unit’s Community Service Award. Abbie has also been an Iowa State Extension intern, working with 4-Hers at and the Iowa 4-H youth conference.

Kayla Simpson
Hospitality Management

Kayla Simpson’s enthusiasm for hospitality is contagious. So contagious, in fact, that her efforts in the Club Manager’s Association of America Cyclone chapter grew membership from three students to 33 students in a matter of months. She also shares her love for the field of hospitality with 25 first-year students as a peer mentor for the Directions learning community, inspiring them to get involved and build a passion for their future careers.

Brandt Schumacher
Apparel, Merchandising, and Design

When opportunities are presented, Brandt Schumacher doesn’t let them slip away. Leadership in the Phi Upsilon Omicron and Kappa Omicron Nu honor societies and MODA fashion club, along with involvement in Trend magazine, have propelled him into exciting career adventures. As an intern for Delta Galil clothing company, he was asked to design a collection of boys’ clothing. A can-do attitude has helped him succeed in his professional life.

Michael Weber
Family Finance, Housing, and Policy

Michael Weber shines among student leaders on campus. Since 2007, Michael has been devoted to the annual VEISHEA celebration as a member of the catering committee, operations committee, and as a business manager. As the 2011 general VEISHEA co-chair, Weber managed 161 committee members. He has also served the College of Human Sciences as a senator in the Government of the Student Body. His work as the speaker and vice speaker of the Senate has amplified the voices of CHS students at the university level.

Elisabeth Rodstrom
Child, Adult, and Family Services

It takes a strong leader to successfully merge three student clubs into one. Under the presidential guidance of Elisabeth Rodstrom, the Human Development and Family Studies Club was formed. Elisabeth’s positive attitude helped students find more volunteer opportunities with local organizations. She balances...
extracurricular involvement with her job as an undergraduate research assistant at the Research Institute for Studies in Education, where she effectively manages a dataset on 1600 survey participants.

Molly Slattery  
Kinesiology and Health

As a Cyclone Aide and Human Sciences Ambassador, Molly speaks candidly with prospective students and their parents, to help them make important decisions about their future at Iowa State. Once new students are here, it’s likely they’ll see Molly as a stand-out residence hall community adviser, where she fosters leadership and sustainability. While committed to helping new students succeed, Molly still finds time to examine the effects of exercise on immunology as an undergraduate research assistant.

John Sheldahl  
Kinesiology and Health

A Human Sciences and kinesiology and health ambassador, John helps prospective students learn more about the study of kinesiology and the impact it has on individuals, communities, and nations. His passion for helping others has fueled his undergraduate research, studying the importance of stride length on joint impact forces. Outside of the lab, he leads Cyclones Rebuilding Iowa – a group that repairs the damages caused by natural disasters in the state.

Kelsey Leighton  
Apparel, Merchandising, and Design

What started as a class project has resulted in a continual community-wide initiative to go green and provide clothing to people of all ages. Kelsey Leighton is the founder of the Closets Collide sustainable clothing swap. At the first event, more than 250 people showed up to trade apparel, and four carloads of leftover items were taken to local organizations in need. Kelsey’s efforts have brought new groups of people together, empowering them to make a difference.

Allison Berquist  
Food Science

Allison Berquist has capitalized on opportunities to hone her professional development. Allison has excelled as a Louise Rosenfeld Undergraduate Research intern, studying foodborne pathogens. This experience complements her summer internship with Cargill Corn Milling, where she worked as a quality assurance chemist. As a Program for Women in Science and Engineering peer mentor, she guided 25 science and engineering majors through their first year at Iowa State. Allison serves as a student leader in the Food Science Club and the Dean’s Student Advisory Board.

Elisabeth Godfrey  
Elementary Education

It’s safe to say that Elisabeth Godfrey’s future classroom will be worldly. After studying abroad in China and Japan and student teaching in Indonesia, her interactions with students of other cultures have influenced her vision of an ideal classroom. She has shared her vision with more than 500 donors at the Order of the Knoll event. Positions in the college’s undergraduate studies committee, Pi Beta Phi sorority, and President’s Leadership Class helped shape her into a world-class educator.

Jessica Crawford  
Child, Adult, and Family Services

Jessica Crawford’s passion for international work has taken her around the world and back. In 2009, Crawford studied abroad at the University of Ghana. She brought these lessons back to Iowa State’s campus, where she founded ISUganda, an affiliate of the national advocacy group Invisible Children, Inc. Now a full-time intern for Invisible Children, Jessica travels around the country advocating for an end to 25 years of violence in east central Africa.
Consider it the startup for startups.

For students with a go-getter mindset, the interdisciplinary entrepreneurial studies minor offered at Iowa State University is crucial to learning vital business, marketing, and development skills for a thriving company.

One of the critical classes within the entrepreneurial studies minor challenges students to bring their visionary ideas to fruition.

Students in Entrepreneurship in Human Sciences (AESHM 474/574) study the process of forming a business and assisting existing businesses in Iowa communities, then present their final projects at the annual College of Human Sciences Entrepreneurship Showcase. Linda Niehm, associate professor in apparel, educational studies, and hospitality management, introduced the e-showcase concept to Iowa State students in 2004.

“This year’s consulting project option focused on total community needs and the role of local businesses within the community,” Niehm said. “As part of our USDA grant on rural community resiliency, students could opt to participate in a consulting project that involved a community and business analysis of local retail and hospitality operations from Greenfield, a Main Street Iowa community.”

Following an in-depth analysis of community and business needs, student consulting teams created a toolkit of business strategies – such as cost-effective marketing or branding – for their clients.

Niehm explained that the increasing popularity of entrepreneurship as a career option is attracting students from different majors to the AESHM 474/574 course, which adds to the diversity of projects in the e-showcase.

Babu Chinnasamy, a graduate student in food science and human nutrition, saw the entrepreneurship class as a way to gain a broad base of business and marketing skills. His case study and consultation project with Des Moines-based Picket Fence Creamery gave him a chance to learn more about an industry that he sees as his future.

“It’s my dream to go back to India and start a dairy farm,” Chinnasamy said. “I like the approach of Picket Fence Creamery in how they use a farm and dairy products as a ‘buy local’ business. This experience allowed me to learn how they do that, and in exchange, I was able to provide them with ideas on how to expand their customer base and make the dairy farm an ‘experience’ for consumers of all ages.”