Dear Alumni and Friends,

As human scientists, we offer a unique perspective on the economy. While some professions analyze stock prices, exchange rates, and the gross domestic product, we focus on a different kind of growth – expanding human potential and improving people’s lives.

This issue celebrates College of Human Sciences students, faculty, staff, and alumni who are helping individuals and communities not only recover from the economic recession, but come out stronger than ever:

- They’re revitalizing Iowa’s Main Streets by leading “makeover marathons” for small businesses competing in a tough market (page 4).
- They’re supporting new industries like aronia berries (page 8) and Iowa wine (page 12).
- They’re teaching thousands of Iowans how to manage their finances (page 10), claim millions in tax refunds (page 11), and plan nutritious, affordable meals (cover, page 13).
- They’re educating tomorrow’s workforce and offering underrepresented students a pathway to college (page 10).
- They’re also enhancing nutrition at home and abroad (page 9) and promoting healthy lifestyles for Iowa employees, which increases productivity and saves companies money in the long run (page 7).

In this challenging economic climate, our programs of study are in high demand. The College of Human Sciences prepares employees for job sectors representing 38 percent of Iowa’s economy and $53.9 billion of employment within the state. Our students are impacting their communities (pages 14-15), responding to Iowa’s changing needs and demographics (page 6), and connecting with employers who share their commitment to serving people (page 5).

With the help of Iowa State alumni and friends like you, we’re building an economy that’s not just about numbers, but about human relationships and meaningful exchanges. I’m always touched by how generously you give of your time and resources, from endowing scholarships (pages 3, 16) to helping our students jumpstart their careers (page 5).

Thank you for your continued support. Let’s keep working together to move our economy forward.

Pamela J. White
Dean, College of Human Sciences
I have a sign in my office that says, “Generosity. You have found true joy and happiness in life when you give and go on giving and never count the cost.”

I see generosity in many forms every day while working with our College of Human Sciences alumni, donors, and friends. There is never a better moment than when a scholarship recipient has the opportunity to thank a donor. Sometimes, this is the only way students can afford their dream of a college education.

You’ll read about one special relationship in this issue, that of Irene Beavers and her scholarship recipients, Amrut and Liuran. It’s truly a unique bond and one that will last well beyond the two students’ time at ISU. Philanthropy is life-changing for the student and the donor.

Moving Students Forward, announced by Iowa State University President Steven Leath in September, is a five-year initiative that aims to raise $150 million for scholarships and other support for students university-wide. The College of Human Sciences is working on its portion of the initiative, with a goal of raising $10 million over five years.

The college has always enjoyed outstanding support of its students through private scholarship dollars. The college awards over $800,000 in scholarships each year, but this only reaches 10 percent of CHS students.

What inspires people to donate to the college varies greatly. Many donors choose to support students with similar backgrounds or those with financial need. Some provide merit-based scholarships to attract the very accomplished student, or to honor a loved one. Others remember their time as an unpaid intern and realize the need for students to have financial support during these important hands-on experiences.

Whatever the inspiration, the need has never been more urgent, and the investment more worthwhile. By making a gift in support of student scholarships, internships, graduate fellowships, or study abroad opportunities, you will enable deserving students to have an Iowa State experience that will shape the rest of their lives – and empower them to make a difference for the state and the world.

I invite you to learn more about Moving Students Forward, and how you can help us reach our goal, by visiting www.foundation.iastate.edu or by contacting me at 515-294-5954. We are happy to talk with you about how to make a difference in the lives of our students. Thank you to our many donors and friends whose generosity has already helped us change lives.

Kelly Hanfelt
Senior director of development
College of Human Sciences

On the cover:
ISU Extension and Outreach program assistant Katherine Johnson and the “Spend Smart. Eat Smart” website help Sarah Wahba (center) and Sally Fahim (right), who recently moved from Egypt to Ames, plan their grocery lists and find the best deals on nutritious foods. Photo by Wyeth Lynch.
Story on page 13.

This issue highlights ways that the Iowa State University College of Human Sciences is helping Iowa communities, businesses, families, and individuals recover from the economic recession.

Kelly Hanfelt
Senior director of development
College of Human Sciences
Iowa State students, faculty members revitalize Iowa’s Main Streets

By Sarah Burke

Through a partnership with Main Street Iowa, Iowa State University students and faculty members are helping small businesses compete in a tough market.

“Rural businesses face population challenges and competition from large chain stores and the Internet,” said Linda Niehm, an associate professor in apparel, events, and hospitality management at Iowa State.

“They can't compete with Walmart on price, but they can create unique experiences and services that Walmart can't. The personality and charm of Main Street can offer something of value to the consumer.”

Each spring, student teams in Niehm’s entrepreneurship in human sciences class assess the needs of businesses in Iowa’s non-metropolitan areas. They then offer free consultations on branding, visual merchandising, signage, store layout and design, and experience-based marketing strategies, like offering sewing classes in a fabric store.

“These business owners have limited resources and don't have a lot of input on their business from professional consultants,” said Ann Marie Fiore, a professor in apparel, events, and hospitality management who initiated the project in 2004 with a grant from the U.S. Department of Agriculture.

“Students can help them better understand the trends, build their image, and appeal to younger customers.”

College of Human Sciences students and faculty members like Fiore and Niehm have collaborated with small business owners in more than 30 Iowa communities. This past semester, they served businesses close to home, in the Ames Main Street Cultural District.

Five seniors in apparel, merchandising, and design – Sara Mulholland, Andrew Paulsen, Nichole Phillips, Ashley Scuffham, and Rebecca Stein – spruced up Worldly Goods, a nonprofit store in Ames that sells fair-trade artisan products from around the world.

“The students’ energy and enthusiasm were unparalleled,” said store manager Andrea Gronau. “The remodel showcased different products and made everything look new.”

Niehm stressed that revitalization is a community affair. Each student team receives a modest budget of $200 to $250. When businesses need significant physical changes, students plan “makeover marathons,” recruiting neighborhood volunteers and seeking in-kind donations, like paint from the local hardware store.

“There’s a lot of grassroots support,” Niehm said. “If local businesses look good, the whole community looks good, which helps economic development.”

This outreach is a collaboration between business owners, Main Street Iowa, the Ames Main Street Cultural District, College of Human Sciences students, and faculty members in apparel, events, and hospitality management.

The project’s next phase, the Iowa Retail Initiative, will bring in the College of Design, the Pappajohn Center for Entrepreneurship, the Iowa Small Business Development Centers, and other units on campus.

Niehm said this new partnership will complement College of Human Sciences students’ applied business backgrounds with additional financial knowledge and design expertise. While businesses have provided positive responses in phone surveys, the Iowa Retail Initiative will also collect more quantitative data to measure the program’s effectiveness.

“It’ll be a more holistic approach,” Niehm said. “We are hoping that both programs [the colleges of human sciences and design] can learn from each other in this collaboration, resulting in a really amazing and impactful project for Iowa communities and businesses.”
New career fair links people-focused students, employers

By Sarah Burke

A new career fair co-sponsored by the College of Human Sciences this year helped connect more than 600 Iowa State University students with opportunities in the rebounding economy.

The People to People Internship and Career Fair featured 44 employers in education, human and social services, health and wellness, government, and hospitality.

Brittney Rigler, a junior majoring in child, adult, and family services, said employers at People to People expressed an interest in human sciences majors that she hadn’t encountered at previous career fairs. She said some employers even offered advice on resumes, interviews, and job applications.

“I’ll be blunt,” Rigler said. “I loved it.” Employers said they were impressed by the student turnout and the caliber of job and internship candidates.

“This is the third career fair we’ve been to this month, and it’s been the best one so far,” said Nicole Vos, camp director at Easter Seals Iowa. “It’s great to see so many students come prepared and professionally dressed.”

Brianna Lewis was one of those students. The day after the career fair, Easter Seals called her to schedule an internship interview.

“I was pretty excited to get the call,” said Lewis, a junior majoring in kinesiology and health.

People to People also featured a school district session for upperclassmen and alumni seeking full-time employment in education. Throughout this popular session, 10 to 15 students lined up to meet representatives at each booth.

“I can’t tell you how many students personally came over and thanked our office for doing this,” said Loni Pringnitz, career services director for the college. “That speaks volumes. We are excited to continue to build on this for the future.”

Linda Serra Hagedorn, an associate dean in the college who visited the fair, offered her appreciation to student services staff for organizing People to People, which will become an annual event.

“The People to People Internship and Career Fair was a great success in bringing opportunities to students across the [college] disciplines,” Hagedorn said.

College office helps employers hire Cyclones

By Sarah Burke

The College of Human Sciences provides a full-service shop for employers looking to recruit Iowa State students.

Loni Pringnitz, director of career services for the college, encourages alumni, friends, and other employers to partner with her office to create job and internship opportunities, connect with potential employees, and establish an Iowa State presence for their organizations.

“Our students offer a strong work ethic, reliability, problem solving, and a commitment to expanding human potential and improving people’s lives,” Pringnitz said.

College of Human Sciences students specialize in education, human services, apparel, business, events and hospitality, health and wellness, food and nutrition, and a wide range of other fields.

Employers can conduct on-campus interviews and information sessions, attend a career fair sponsored by the college, or post job openings to Iowa State’s online career management system.

In addition to full-time positions, Pringnitz said her office aims to increase the number of internships advertised to the college’s students.

“Internships offer benefits to the employer as well as the student,” she said. “They allow organizations to train potential employees and bring new energy and skills to the office.”

For more information, visit www.hs.iastate.edu/career-services/employers.
Iowa State prepares students for careers in gerontology

By Tara Lackey

Iowa State University professors are educating students to meet the demands of the state's and nation's aging population.

“This will be a need that does not go away,” said Jennifer Margrett, an associate professor in human development and family studies who’s director of Iowa State’s interdepartmental gerontology program.

Career opportunities in gerontology are increasing in Iowa, a state that ranks No. 2 in the nation for its population older than 100 and is among the top five for residents older than 75.

Nationwide, there are now more people over the age of 65 than at any other point in history. This means new career options for students.

Students who choose an undergraduate or graduate-level minor in gerontology can combine this with majors in almost any area – including design, technology, and human services.

Jobs range from retirement home directors to occupational therapists, psychologists specializing in aging adults, and architects designing and constructing homes to serve owners over their whole life span.

Professors in gerontology come from diverse fields like economics, computer science, and kinesiology. They encourage students to look at life across the aging spectrum.

“A lot of money could be saved by individuals and communities if we thought life span,” Margrett said. “It may be more expensive to build your house right now to universal design specifications, but that is an investment. If you are trying to age in place and live in your home for a long time, then you won’t have to make those modifications and retrofit.”

Communities can also use the expertise of students to begin long-range planning to accommodate aging populations by creating wider sidewalks or increasing health facilities for older adults. When students pursue a career in a gerontology-related field, they are filling a void in the market and in the community.

“We know in our state we tend to have a shortage of health care workers and professionals that understand the needs of older adults and their families, and so I think we are serving a need there,” Margrett said. “Caregiving is an unpaid job people have on top of their regular jobs. If we figure out the best way to support family caregivers, that eases the financial burden.”

Iowa State’s gerontology program plans to expand its offerings in August 2014 with a proposed on-campus master’s and doctoral program.
Iowa State helps businesses improve health, wellness of employees

By Lynn Campbell

Iowa State University's College of Human Sciences is working on multiple fronts to improve the health and wellness of workers throughout the state, which in turn increases productivity and improves companies' bottom line.

“As we can work together to get people making better decisions with regard to what they eat, how often they exercise, and what they spend money on, it will aid the economic recovery of the state,” said Tim Griesdorn, an assistant professor in human development and family studies.

Griesdorn and Ruth Litchfield, an associate professor in food science and human nutrition, who are both specialists with Iowa State University Extension and Outreach, are working with extension's Center for Industrial Research and Service to improve outcomes for businesses.

They've gone into The Graphic Edge in Carroll, Timberline Manufacturing Inc. in Marion, and Rosenboom Machine & Tool in Sheldon to do free health risk assessments for 180 workers. Half of the workers then received follow-up training and educational materials.

“Iowa State gave us this opportunity that we wouldn't have invested the time and money in on our own,” said Peg Sanders, human resources director at The Graphic Edge. “It's hard to quantify wellness benefits. Our health insurance premiums have been skyrocketing. It's more and more proven that these efforts do make a difference.”

Studies show that for every $1 invested in worksite wellness, companies get a return on investment of up to $6 in increased productivity, as well as reduced absenteeism and turnover.

Sanders said one employee discovered high cholesterol levels during the risk assessment by Iowa State, and has since brought that under control. Another worker lost 27 pounds. The Graphic Edge has since kicked off its own company-wide wellness effort.

“It was really eye-opening for a lot of our employees,” Sanders said. “We all know we need to do a better job at taking care of ourselves. Sometimes it takes that little nudge to get you going, and that group effort and that support.”

Kinesiology students and faculty are also assisting businesses in worksite wellness. About 20 students have gone into businesses over the past five years through “Wellness Works,” a student-led service learning effort.

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The students have done much of their work with Iowa State. But they've also established partnerships with the National Center for Animal Health and Barilla pasta, and are building partnerships with the Iowa Department of Transportation, the ISU Foundation, the Renewable Energy Group, and WebFilings.

“Some of the local companies don't have a full staff of people to run a wellness program,” said kinesiology professor Greg Welk. “We're able to fill that role and provide some programming and help them sustain it.”

The program includes an eight-week program that helps people become more active, lose weight, or improve their diet. Employees receive a Sensewear activity monitor that tracks their behaviors, and receive either health coaching or text message prompts to help them make changes.

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Students unlock economic potential of aronia berries

By Sarah Burke

Aronia berries may not appear on the average grocery list, but Iowa State University students are helping to make them a household name. Native to the Midwest, the deep purple berries grow easily in Iowa and offer farmers a way to diversify their operations. With potential returns of up to $12,000 an acre, aronia can be a lucrative specialty crop for growers, and for the state.

Sally Worley, deputy director of Practical Farmers of Iowa, said she has noticed a surge of farmers interested in growing fruits and vegetables. Individuals, restaurants, and institutions are also demanding more locally grown produce.

"An Iowa landscape ripe with fruits and vegetables would not compete with the commodity crop industry, but would complement it," Worley said. "The demand is ubiquitous across Iowa." Larry Turner, an aronia grower from Belmond who is chairman of the Midwest Aronia Association’s research committee, noted that aronia has high antioxidant content, making it a good match for the health food industry.

But there are hurdles. Raw aronia tastes bitter, and some of its beneficial compounds are susceptible to overheating. That’s where the “food science sense” of Iowa State students enters the picture.

Two years ago, the Midwest Aronia Association began supplying Iowa State’s Food Product Development Team with berries to use in their products. Two of the resulting products have placed in national competitions, bringing aronia into the spotlight.

"We’re validating that these berries can be used in a variety of food products.” Among these food products are SmHeart Bites, which are composed of aronia berry gel sandwiched between creamy, probiotic cottage cheese and an almond-orange oat bran crust.

SmHeart Bites, developed by undergraduate students Lai Yee Lung, Beatrice Jie, Lisa Schmidt, and Blake Jorgenson, placed third in the Institute of Food Technologists’ Heart-Healthy Product Development Competition in February.

To meet the contest guidelines, the team could not use added sugar – a challenge given aronia’s natural flavor.

In September, seven Iowa State students led by graduate assistant Justin Banach placed third at the American Association of Cereal Chemists’ International Product Development Competition. Their winning product, Adventure Bites, contains aronia fruit leather surrounding a protein-rich center and layered with yogurt and granola.

The Midwest Aronia Association also sponsored a recipe contest for Iowa State students in February. Unlike the high-tech products developed by Clark’s team, this contest allowed students to create simple aronia recipes that average consumers can make at home, from soda to muffins to ice cream.

The winning students and recipes, including the first-place aronia vinaigrette, are featured on the Midwest Aronia Association’s website.

"We’re showing the general public that these berries … can be used in recipes by everyday people, which can help promote sales,” Clark said.

Lai Yee Lung, captain of the SmHeart Bites team and co-developer of the vinaigrette, said the future looks bright for this new Iowa crop.

“I think aronia berries will definitely become more popular in the food industry,” he said.
Iowa State students travel to India to improve rural nutrition

By Tara Lackey

Iowa State University’s efforts to improve nutrition, even with limited economic resources, have sometimes taken students and faculty overseas.

Fourteen Iowa State nutritional science majors last summer traveled to India for a three-week service learning trip to tackle the issues of nutrition and health education in rural villages.

Manju Reddy, a professor in food science and human nutrition who coordinated the India trip, said it helps students expand their views on how health, food, nutrition, and agriculture go together in different settings.

The Iowa State students, who collaborated with local Indian university students, visited with villagers to assess their nutritional needs and developed education programs to address these needs, said Sarah Francis, an assistant professor in food science and human nutrition who was the co-instructor on the trip.

Students used the education programs to demonstrate to villagers how to manage their limited economic resources while still meeting their nutritional requirements.

“You can’t address nutrition without talking about a family’s financial situation,” Francis said.

Instead of students telling residents what foods they should buy at a market – which isn’t always the best option in rural areas – they encouraged villagers to think about how to get the necessary nutrients through foods grown around their villages, Reddy said.

Students worked, for example, with pregnant women to show them the importance of iron intake during pregnancy. They identified what local foods were iron-rich and explained how these foods could be incorporated into their diet.

Students even made food products with the villagers, using wheat flour and adding locally grown vegetables to demonstrate to the women how to get their needed iron.

Teaching villagers to use readily available foods to improve health ties to another issue students learned about on the trip – the need to grow food locally with sustainable practices. Such practices are recent trends in the United States, but are necessities for people in rural India.

Students learned how Indian universities are working with farmers to make use of limited natural resources with tools like worm composting, nutritious crops, finger millet, and fruit trees, which require less water and little or no chemical application, said Amber Noterman, a senior in dietetics who went on the trip.

The Iowa State students also worked with children to demonstrate the importance of hand washing to keep good health and hygiene. They developed songs and stories to get the information across to the children.

“This experience changed my views on international food security and sustainable agriculture, showing me that local grassroots efforts can effectively impact health and quality of life in rural areas,” Noterman said.
Iowa State helps families better control their finances

By Lynn Campbell

Iowa State University has worked with families statewide since the early 1900s to teach financial management, but interest in family finance grew during the recent economic downturn.

“A lesson learned from the financial crisis and the recession is that families need to rebuild financial stability – increasing savings and reducing their debt,” said Cynthia Fletcher, an ISU Extension and Outreach specialist and professor in human development and family studies.

“Our work to educate families is directly attempting to inform families, to increase their knowledge, to increase their skills,” Fletcher said. “Our ultimate goal is to see behavior change – that families are improving that balance sheet, reducing financial stress, and increasing a sense of financial well-being.”

Iowa State trained 241 people last year to work with families on financial management. About 7,010 participated in the classes.

The programs taught financial planning, goal setting, record keeping, credit use, insurance, savings, and investments. They resulted in 86 percent of participants making progress toward their financial goals last year and 93 percent improving their financial management skills, according to surveys taken by extension specialists.

“The class really has gotten me moving towards organizing our personal financial records,” said ISU ombuds officer Elaine Newell, who participated in a free four-week course at the Story City library. “I feel like I’ve got the tools now.”

Newell attended “Smart investing @ your library,” a program financed with a FINRA Investor Education Foundation grant through a partnership with the American Library Association. It includes instruction for beginning investors, those in mid-life, and people near or in retirement. Iowa Library Services partnered with Iowa State to expand the program from Ames to rural libraries statewide.

“Since the economy tanked a few years ago, libraries have taken on a bigger role in financial literacy,” said Alysia Peich, library consultant for Iowa Library Services. “In Iowa, they’ve been helping out workforce development by offering free programming in communities.”
Free tax preparation helps families claim millions in refunds

By Lynn Campbell

At tax time, the Iowa State University College of Human Sciences helps low-income families keep more of their hard-earned money. Through the Volunteer Income Tax Assistance program, volunteers working with Iowa State Extension to Families file tax returns at no cost for Iowa individuals and families earning $51,000 or less. That means a lot to people like September McElroy, a single mother of two who works as a secretary at Iowa Western Community College in Shenandoah.

McElroy has used the service for five years. Each year, she saves an average $150 that others pay to get their taxes done. “It’s very beneficial, especially for people with low income who are single parents. It’s very important to keep all the money that’s due back to us,” McElroy said. “If we’re spending money getting our taxes done, that’s less money coming back to us and less money that’s going into the economy.”

Last year, 60 volunteers at 34 rural sites completed tax returns for 1,621 low- and moderate-income Iowans. Those families claimed more than $2.5 million in federal and state tax refunds, including more than $1 million from the Earned Income Tax Credit. The money bolstered family incomes and spurred economic development.

“When those families get those tax refunds, it typically has a ripple effect on the local economy,” said Mary Beth Kaufman, a family finance program specialist with Iowa State Extension to Families. “They usually turn around and spend it within their local community.”

About a decade ago, Iowa State stepped up to provide this free tax-preparation service to rural areas of the state that weren’t served by the Volunteer Income Tax Assistance Program. Today, tax-preparation sites operated or assisted by Iowa State extension specialists and volunteers include those in Alta, Atlantic, Clarinda, Clarion, Corning, Cresco, Eagle Grove, Ellsworth, Guthrie Center, Hampton, Malvern, Mason City, Red Oak, Sac City, Shenandoah, Thompson, Toledo, Waukon, and Webster City.

Kaufman, who lives in Harlan and organizes the program in southwest Iowa, said some families weren’t even filing taxes before this free service was provided. The assistance helps to ensure that qualified families receive the Earned Income Tax Credit, a refundable federal income tax credit for low- to moderate-income working individuals and families. Studies have shown that every $1 of this tax credit generates economic activity up to $1.67.

“We are out here to improve the lives of families,” Kaufman said. “Not only are we contributing to families’ economic stability, but this program can also benefit a community in terms of economic development. As families get those refunds through doing their taxes, it supports them and their family. As they make purchases, it also helps a community.”

The program is so popular, Iowa State extension has partnered with other organizations including United Way, community action agencies, hospitals, and community colleges to provide the needed services. Those organizations help to provide a location, staff, or volunteers for the free tax preparation.

People sometimes get emotional after receiving the free assistance. “I have seen people brought to tears,” Kaufman said. “They are so appreciative of this service. Some of them get refunds that they never dreamed that they would get. They just think we’re fabulous because we’re giving them money.”

Volunteer Stu Vogelbacher (right) helps Cassidy Engelby of Jewell complete his income taxes for free in Ellsworth as part of the Volunteer Income Tax Assistance program. Photo by Wyeth Lynch.
Iowa State an invaluable resource for growing Iowa wine industry

By Tara Lackey

From the evaluation of cold-hardy grapes to providing quality assurance and chemical analyses, Iowa State University researchers are lending their expertise to put the state’s growing wine industry on the map.

“The industry has boomed in the last 10 to 12 years and they needed technical support for making better wine, growing grapes — any kind of informational or educational tools they could get a hold of to do a better job,” said Jennifer Savits, an Iowa State research associate at the Midwest Grape and Wine Industry Institute.

Iowa has 101 wineries and more than 300 vineyards. That’s up from 74 wineries the state had in 2008 when the industry had an economic impact of $234.3 million, according to the latest study.

The Midwest Grape and Wine Industry Institute provides support for Iowa’s evolving grape and wine industry. It is housed in the ISU Department of Food Science and Human Nutrition and is a collaboration with ISU Extension and Outreach and the horticulture department.

The institute grew from a need for greater expertise for Iowa winemakers. It helps to determine what kinds of grapes will grow best in the state, given the soil and climate. Ruth MacDonald, professor and chair in food science and human nutrition, is an advisory board member for the institute.

Murlidhar Dharmadhikari, ISU extension enologist and director of the institute, is conducting research on cold-hardy grape varieties. He said these new grapes will allow wineries to flourish in areas where it would have previously been impossible. He sees the advantages of increasing the variety of crops available for Iowa fields.

“Many people in newer generations, their parents have been growing corn and soybeans,” he said. “This gives them the ability to diversify their operations and use land that might not be as good for growing crops. It also doesn’t require as much land to make a living … with grapes you only need around 20 acres.”

Savits, a graduate student in food science and human nutrition, is researching the sensory profiles of the cold-hardy La Crescent grape for her master’s thesis. Dharmadhikari and Cheryll Reitmeier, professor emeritus in food science and human nutrition, are advising her research.

Iowa State also provides help on a wide range of grape-growing topics, from vineyard establishment to pesticide use. Michael White, an ISU extension viticulture specialist, provides advice, teaching, referrals, and visitations to wineries and vineyards.

“The industry has boomed in the last 10 to 12 years and they needed technical support for making better wine, growing grapes.”

The institute is also working with the Iowa Wine Growers Association to provide local wineries and consumers with quality assurance through the Iowa Quality Wine Consortium. Wines are awarded the consortium quality status if they pass laboratory chemical analysis and sensory panel evaluation. Savits estimates a quarter of Iowa’s wineries are participating in the consortium.

Many area wineries also utilize the wine lab, the institute’s fee-for-service laboratory on the Iowa State campus that provides wineries with a chemical analysis of their grapes and wines – an opportunity that can improve quality and increase profits.

“Winery can send in samples for analysis if they think they might have a problem with the wine or just want to double check the wine before bottling,” Savits said. “We are able to analyze and recommend procedures and practices to improve quality of wines and remedy those that may have potential problems.”

Tassel Ridge Winery in Leighton is one of the many Iowa wineries benefiting from the institute. Bob Wersen, founder and owner of the winery, said the winery uses services provided by the institute monthly. Researchers provide guidance and answers to questions, which he said is leading to better results and a better end product for the winery.
Website helps families plan nutritious meals on a budget

By Tara Lackey

Eating healthy doesn’t have to mean a bigger grocery bill.

With “Spend Smart. Eat Smart,” a website developed by Iowa State University Extension and Outreach, families can find financial and nutritional guidance as they plan menus, shop at the grocery store, and cook meals.

“We call that plan, shop, and eat,” said Peggy Martin, Extension to Families specialist and director of the website.

The idea for the website came during the 2008 economic downturn, when food prices were spiking and families were facing economic difficulties that impacted their financial freedom when grocery shopping.

“We did research looking at websites that were out there,” Martin said. “We found lots of websites about how to coupon or how to be frugal and save money. There were also lots of websites on nutrition, but very few put [it] together and talked about how to eat a good diet for your family on a budget.”

The “Spend Smart. Eat Smart” website attempts to do just that. It offers simple tips for reducing leftovers and wasted food, and utilizing grocery store ads and specials. It also offers nutritional recipes and how-to guides.

Families can use a calculator on the website to determine if their monthly grocery bills are on target. By entering the number, age, and gender of people in a family, in addition to how many meals are eaten outside the home, families can see how much their grocery bill would be on a low-cost plan.

Martin said she is confident that people can find substantial savings if they use the tips on the website. Spending reductions of up to 15 percent are possible, she said, if people are willing to acquire the skills needed and devote the time necessary to make the reductions.

Sarah Wahba, a new mother who moved to Ames from Egypt last year, regularly uses the website to plan her grocery list and find new recipes. She said she finds the website easy to navigate and learned new skills like how to find the best deal by comparing the unit prices of different products.

But maintaining visitors like Wahba means revising and updating content regularly.

Research with focus groups found that people between the ages of 25 and 45 wanted more interaction on the site, said Sarah Francis, an assistant professor in food science and human nutrition who recently worked on revisions to the site.

“They wanted to be able to come and find the information they are looking for quickly,” Francis said.

This feedback led to the creation of the “how-to channel” on the website that includes things like how to make a smoothie, store bananas, pick a whole grain bread, and clean and store food in the refrigerator.

Recent revisions to the website led to a growth in viewership. More than 300,000 people have visited the site and almost 2,500 people subscribe to the weekly blog, up from around 1,200 before the revisions. The website is also featured on the U.S. Department of Agriculture’s “Choose My Plate” page discussing healthy eating on a budget.

For more information, visit www.extension.iastate.edu/foodsavings.

*“Spend Smart. Eat Smart” users look for planning tips on the website. Photo by Wyeth Lynch.*
They give back to their communities, they look for ways to help others, and they make the world a better place. The College of Human Sciences is proud to recognize these 12 young adults as this year’s Student Sensations for their contributions to expanding human potential and improving people’s lives.
Kelsey Box  
**Family and Consumer Sciences Education**  
**Caring.** Box, of Liscomb, strives to promote the well-being of those in her community. After joining the Family and Consumer Sciences Club as a freshman, she maintained her involvement throughout her time at Iowa State, leading a wide range of service projects to raise money for causes ranging from human trafficking awareness to victims of domestic violence. Box is most proud of helping develop a cooking and nutrition class at Arc of Story County, an organization working to enrich the lives of people in the community with disabilities.

Amici Hayek  
**Child, Adult, and Family Services**  
**Compassionate.** Hayek, of Toledo, is there when those around her need a hand. Whether it is the young students she tutored as a Multicultural Vision Program Scholar, the sorority sisters she mentored as vice president of intellectual development, or the freshmen she helped transition to college life as a Destination Iowa State leader, Hayek served as a friend and role model while at Iowa State. In the future, she wants to continue to inspire others with her passion for learning and credits her College of Human Sciences classes with instilling a belief that learning is an invaluable, lifelong process.

Alison Tedrow  
**Dietetics**  
**Dedicated.** Tedrow, of San Diego, Calif., is dedicated to serving as a resource when those around her are facing difficult times. This commitment to support her peers shaped her efforts at Iowa State and her goals for the future, which include achieving the registered dietitian designation to help people struggling with eating disorders. She has already begun this work through her efforts to organize awareness activities with the Eating Disorder Coalition of Iowa (EDCI) and the Campus Body Image and Eating Disorder Awareness Week planning committee. Tedrow has been inspired by the results she has seen working with these groups and hopes to continue and expand this work in the future.

Kelsie Post  
**Elementary Education**  
**Genuine.** Post, of Spirit Lake, believes in the potential of every child. As a future educator, she strives to create a positive learning experience for all students. Believing education systems are never finished evolving, Post is passionate about becoming a teacher to challenge students and improve the organization of school systems. As a student, her emphasis on her own education was evident. She made the dean’s list each semester and is a member of Phi Kappa Phi Honor Society and the National Society of Collegiate Scholars.

Laura Beaver  
**Family and Consumer Sciences Education and Studies**  
**Passionate.** For Beaver, of Clarinda, leadership is about serving. Her experiences at Iowa State made her a stronger leader and taught her that true leadership is not focusing inward; rather it is thinking about and acting on the needs of others. She put this philosophy into action in every organization in which she was involved—whether she was mentoring new students, hosting events to help women in danger of human trafficking, making pillowcases for patients at Konker Cancer, or leading cooking classes for special needs students. Beaver has learned that true leadership is showing others respect and positivity.

Amber Noterman  
**Dietetics**  
**Unconventional.** Noterman, of Rochester, Minn., knows her time at Iowa State has simultaneously opened up worlds of possibilities by broadening her perspective and sharpening her focus on health and wellness. After years of working in a hospital setting, Noterman returned to school as a nontraditional student to study dietetics. She is passionate about working across cultures with people throughout their life spans to improve wellness and prevent disease through nutrition. With the tools she is gaining at Iowa State, Noterman aims to not only build a career, but also to create positive social change.

Hannah Hebron  
**Elementary Education**  
**Encouraging.** Hebron, of Des Moines, showed her commitment to the College of Human Sciences motto of expanding human potential and improving people’s lives by inspiring current and future students. Through her work with the ISU Science Bound program, Hebron taught math to ethnically diverse pre-college students to prepare them to be successful in pursuing ASTEM (agriculture, science, technology, engineering, and mathematics) degrees. Hebron also worked as a teaching assistant in the Tying with Technology lab, where she taught K-12 students about engineering and technology through hands-on explorations with robotics and served as a mentor to other pre-service teachers.

Janelle Blanco  
**Early Childhood Education**  
**Determined.** Blanco, of Burlington, a first-generation college student, knows that her efforts now will impact her future success. She uses her time at Iowa State as a research assistant, her past leadership in the freshman honor society, and her service as a CHS Ambassador to make a difference and prepare for her future as an educator. When teaching in the classroom, Blanco is determined to incorporate diversity. She is already hard at work on this endeavor as a founding member of ISU Leaders in Education and Diversity (ILEAD) and a peer mentor to incoming George Washington Carver Scholars.

Le Lee Yap  
**Dietetics**  
**Fearless.** When Yap, of Mantin, Malaysia, left her country to attend Iowa State, she knew an adventure lay ahead—and she embraces her adventure at every turn. Yap is gaining skills that will help her reach her future goals, which include working in global nutrition and changing the environment of elderly care in Malaysia and around the world. Her belief that education is the best way to lead society to a better place influences her work as a research assistant helping with the program delivery of education models to older adults to increase basic nutrition knowledge.

Blanco, of Liscomb, strives to promote the well-being of those in her community. After joining the Family and Consumer Sciences Club as a freshman, she maintained her involvement throughout her time at Iowa State, leading a wide range of service projects to raise money for causes ranging from human trafficking awareness to victims of domestic violence. Box is most proud of helping develop a cooking and nutrition class at Arc of Story County, an organization working to enrich the lives of people in the community with disabilities.
Beavers develops close relationship with scholarship recipients

By Lynn Campbell

The Irene Beavers Scholarship gives College of Human Sciences students both financial assistance and the motivation to pay it forward.

“It encourages me to do good things in the future,” said Amrut Sadachar, a graduate assistant in apparel, merchandising, and design who’s one of two recipients of the scholarship.

“I think it kind of instills a feeling as well that someone has donated me something, so when I will be in a position in the future, it will encourage me to do that because I know somebody helped me.”

Beavers, who graduated from Iowa State University in 1953 with a master’s degree in home economics education and taught here for 33 years, has a special relationship with her scholarship recipients.

Her fond memories of living in Thailand for three months in the late 1970s – where she helped Kasetsart University develop a master’s degree in home economics education – led her to establishing two $2,000-a-year scholarships for College of Human Sciences students from southeast Asia.

“It all sprang from my interest that was developed from that overseas experience,” said Beavers, a 2000 recipient of Iowa State’s Alumni Medal.

“They have good opportunities undergraduate wise and they didn’t have as good opportunities at the graduate level.”

Both Sadachar, who is from India, and Liuran Fan, a graduate assistant from China majoring in human development and family studies, want to become teachers.

Beavers has become friends with both of them. They celebrate holidays and birthdays together, invite one another over, and sometimes have lunch. Beavers and Sadachar also attended about eight Iowa State basketball games together over the past two years.

“I think when you’ve been overseas, you know how they feel, like at Christmastime. Universities all shut up, you’re in your apartment and don’t have much to do,” Beavers said. “That’s one thing that makes me want to have them over and be sure that they are taken care of because people took care of me when I was overseas.”

Beavers’ generosity means so much to Sadachar, he once got every member of the Iowa State women’s basketball team to sign a birthday card for her.

“Before that, I was not into Cyclones. She got me into it,” Sadachar said. “All of the games I went to with her, we never lost a single game.”