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Across the campus, the community of Ames and throughout the state, countless students, faculty and staff members, and alumni and friends, joined in celebrating the vision of the people who established this great institution, the accomplishments of those who followed, and the many ways the people and programs of Iowa State University have contributed to progress in our state, nation and world.

This report offers a sampling of the year filled with activities and events on campus, in the city, throughout the state and even to the halls of the United States Congress. One of the most difficult tasks that faced me in compiling this report was to select which projects to include, because there were so many. Indeed, I wish we could have included everything that took place throughout the year. This report highlights selected activities and projects that portray the scope of the celebration and the breadth of support it received. These highlighted events reflect the widespread institutional pride that energized us throughout the year and illustrate the very high level of commitment and creativity of the hundreds of volunteers who were involved in planning and carrying out the yearlong celebration.

My deepest thanks to everyone! Thank you organizers! Thank you sponsors! Thank you volunteers! Thank you all friends and supporters who joined in our celebrations! Iowa State’s rich heritage and exciting future give us so much to celebrate, and your participation made our sesquicentennial celebration an absolutely outstanding success!

Tahira K. Hira
Chair, Sesquicentennial Administrative Committee;
Professor and Executive Assistant to the President

WHAT A WONDERFUL YEAR IT WAS

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OUR FIRM FOUNDATION

150 YEARS OF AN EDUCATION REVOLUTION

Their names may be forgotten to time – Benjamin Gue, Suel Foster, Peter Melendy, and Governor Ralph Lowe – but as early Iowa adventurers, they laid the foundation for what has become one of the foremost educational and research institutions in the nation. These and other Iowans helped create the State Agricultural College and Model Farm in 1858 to provide courses connected with agriculture, develop labor-saving implements and ways to improve crops and livestock and the domestic industry, and disseminate such information throughout the state.

It is no wonder that only four years later, in 1862, when Abraham Lincoln signed the federal land-grant Morrill Act, Iowa would be the first in the nation to accept its provisions – agreeing to sell federal lands in the state to fund a college that would offer to “the people” – regardless of race, gender or wealth – a liberal and practical education. From the beginning of the State Agricultural College to today’s Iowa State University, we have focused on the ideals of making higher education more accessible, teaching classical and practical subjects, discovering new knowledge that benefits our state’s citizens and sharing our knowledge far beyond the campus borders.
Nothing says “Happy 150th” quite like 24,000 pieces of cake and 5,000 servings of ice cream with 200 pounds of cardinal and gold sprinkles. Iowa State President Gregory Geoffroy and First Lady Kathleen Geoffroy made the ceremonial first cut. Bon appétit!
It began on April 21, 2007. Over 70,000 revelers gathered at VEISHEA to kick off the sesquicentennial celebration with birthday cake and ice cream, as well as enjoy hundreds of exhibits that told engaging stories of the university’s past 150 years.

We commissioned special works of art by Sticks. And we also published a sesquicentennial book that chronicled our transformation from a tiny rural college to one of the world’s leading education and research institutions.

It was a glorious beginning to the incredible year ahead.
The sesquicentennial celebration was kicked off at VEISHEA, the university’s annual student-organized spring festival and open house, on Saturday, April 21, 2007. The kickoff included a ceremony on the steps of Beardshear Hall, a 10-foot-high birthday cake, 24,000 revelers who sang “Happy Birthday” to the university, and more than 220 exhibits by university departments, units, clubs and a number of community groups that filled central campus as part of the Sesquicentennial VEISHEA Village. More than 70,000 people attended the daylong celebration that began with a three-hour sesquicentennial-themed parade through campus with more than 120 entries.

**KICKOFF FESTIVITIES**

Here is just a sample of the more than 220 exhibits in the tent village at the sesquicentennial kickoff at VEISHEA:

- a look at the food and nutrition issues of 150 years ago
- a tour through the evolution of transportation
- residence hall table settings through history
- a wheel of innovation for budding engineers
- displays of historical seeds that have led to current hybrids
- collections of historical veterinary medicine tools
- archeological discoveries at the Memorial Union addition construction site
- Cyclone sports history
- an exhibit about the history of diversity at Iowa State
- an interactive exhibit by the Finance Club of the College of Business demonstrated that money in hand is worth more than money in the future

**SESQUICENTENNIAL VEISHEA VILLAGE**

Information Technology staff hosted a Technology Museum that included a display of computers through history.

Visitors at the Iowa State Center tent stepped into the past and could dress up in more than 50 costumes from the past.

The College of Human Sciences had one of the largest tents on central campus. It featured 22 exhibits.
Huge banners between the stately columns of Beardshear Hall celebrated the inspiring achievements of adventurous minds at Iowa State over the past 150 years.
With our sesquicentennial year under way, a special logo commemorating our 150th began to show up all over Iowa State: on campus facilities trucks, on napkins in ISU Dining spots, on banners along University Boulevard, in flower beds, to name a few. This eye-catching logo was designed to raise awareness of the sesquicentennial within the university community as well as with the general public.

MAKING OUR MARK

A sesquicentennial logo was developed to promote the celebration and its events and projects. All university units were encouraged to use it on their promotional communications during the year. Many sesquicentennial communications carried the theme of “150 years of adventurous minds.”

Stickers on outgoing university envelopes promoted the celebration.

A university history and trivia slide show was created and shown at each commencement event and at University Extension events throughout the state.

The sesquicentennial logo was incorporated into the smallest of items, including university lapel pins.

The 150th logo was included on all diploma covers during the sesquicentennial year’s commencement ceremonies.

University lectern signs across campus displayed the celebration logo.

The celebration logo was used on all university-metered outgoing mail.

IOWA STATE UNIVERSITY
A traveling 150th historical exhibit was produced and displayed in numerous campus locations during the celebration.

Walls of Honor, a sesquicentennial project, were installed on ground floor of Beardshear Hall to recognize the university’s most distinguished faculty. A dedication of the walls was held January 29, 2008.

The university’s historical timeline appeared in all printed commencement programs from spring 2007 through spring 2008.

Cyclone football programs for the 2007 season promoted the celebration on their covers and a page inside was devoted to the university’s historical timeline.

CAMPUS MAP

An updated 3-D campus map for visitors was created for the sesquicentennial, featuring historical sites on campus.
Campus Services designed, planted and maintained a sesquicentennial flower bed boasting a blooming collection of 1,377 marigolds and petunias honoring...
One of the sesquicentennial goals was to enable each unit across the campus to actively contribute in some way to the festivities throughout the year. As it turned out, faculty, staff and student organizations enthusiastically embraced the idea, taking on their own projects in the celebration. They put their spirit into everything from flower beds to soda machine covers to creating a time capsule that won’t be opened until the year 2033! Here are just a few of the ways the university community

**Campus Services** created the sesquicentennial logo on a bed of glass on the lawn in front of the Enrollment Services Center.

**University Relations** created special historical features in each of the 17 issues of *Inside Iowa State*, the faculty-staff newsletter.

**ISU Foundation**’s kick-off event for the university’s $800 million comprehensive campaign had a sesquicentennial theme.

**The Iowa State Center** and the *Ames International Orchestra Festival Association* sponsored a sesquicentennial performance of London’s Royal Philharmonic Orchestra at C.Y. Stephens Auditorium, followed by a benefit dinner and auction.

**All vehicular permits issued by the Department of Public Safety for the 2007-2008 academic year carried the sesquicentennial logo.**

**Cy-Ride** promoted the sesquicentennial on its bus route schedules and inside the buses.

**The Department of Music** produced and sold “A Sesquicentennial Sampler” CD of Iowa State music.
Transportation Services, Facilities and Planning Management and Central Stores vehicles all promoted the celebration with decals, wraps or bumper stickers.

SIGNS OF SPIRIT

No matter where you ate on campus, you were reminded of the celebration. ISU Dining donated space on the fronts of 20 soft drink machines across campus to display panels of the What We Love About Iowa State art mural created to commemorate the sesquicentennial. ISU Dining also used 4.2 million sesquicentennial napkins at its cafes, dining facilities and catered events throughout the yearlong celebration.

POP ART

A new campus entryway on University Boulevard became a sesquicentennial reality as the result of efforts by President Gregory Geoffroy, the offices of University Marketing and Facilities Planning and Management, the College of Design and the ISU Foundation, which raised private funding for the project.

WELCOME TO CAMPUS
Homecoming ‘07

Homecoming ‘07’s theme was “Building on Tradition” to support the yearlong sesquicentennial celebration. Birthday cake was served to students on campus. Displays by residence halls, Greek houses and campus organizations had a sesquicentennial theme, and students participated in a sesquicentennial trivia contest. The Iowa State University Varsity Marching Band paid tribute during the football game, and a fireworks display capped off the celebration.
The College of Liberal Arts and Sciences created a special Web site that honored “150 Fascinating People” from the college. The list included alumni, students, faculty and staff.

The College of Agriculture and Life Sciences created a special Web site to honor 150 points of pride in the college’s history.

The College of Engineering created a sesquicentennial Web site that showcased 150 years of Iowa State University engineering biographies and points of pride.

DO NOT OPEN UNTIL 2033

The staff in Facilities and Planning and Management built a time capsule filled with a variety of items that had significance to the department or the university. The capsule was constructed from recycled materials from various campus buildings, including the lid which was made of white oak and came from a panel that used to be in Beardshear Hall. The capsule is scheduled to be opened in July 2033.

TREASURE HUNT

Tanya Zanish-Belcher of University Archives and Special Collections Department helped produce a display called “Treasures from the Archives: Celebrating 150 Years of Iowa State University.” It included the authentic 1858 Act of the Iowa General Assembly establishing Iowa State, loaned from the State Historical Society; President Welch’s handwritten address to the graduating class of 1872, the original key from the campanile, a death mask of Margaret Stanton and other special documents and artifacts from Iowa State’s history.

IOWA STATE 150TH ANNIVERSARY ALUMNI LECTURE SERIES

Selling a Global Economy – Bob John, B.S. industrial engineering, 1973; vice president, technology sales, TIAX LLC

Globalization and Culture – James Waters, B.S. electrical engineering, 1981; vice president, Production Systems Division, Caterpillar

Why Do I Need to Think Globally to Be Effective in My Job? – Kirk Thompson, Ph.D. chemical engineering, 1999; Global Product Development Leader, Dow Chemical Company

Globalization: Looking Back and Looking Forward – George Strawn, Ph.D. mathematics, 1969; chief information officer, National Science Foundation

Vegetable Oil: Changing Source of Food, Fuel and Chemicals – Thomas Binder, Ph.D. biochemistry, 1985; president, Archer Daniels Midland Research Division

Entrepreneurial Considerations in a Global Economy: Competition, Culture, and Currency – Christopher Clover, MBA, 1994; Ph.D. mechanical engineering, 1996; president and CEO, FakeSpace Systems

10 Realities of Doing Business Globally – Greg Churchill, B.S. industrial administration, 1980; vice president and chief operating officer, Rockwell Collins Government Systems


Legacies of Repression: Archives and Human Rights – Trudy Huskamp Peterson, B.A. English, 1967; retired acting archivist of the United States, National Archives

The Lost History of the Civil Rights Movement – Modupe Labode, B.S. history, 1988; Public Scholar of African American History and Museums, Indiana University-Purdue University, Indianapolis

Dreaming the Future: Trends and Technologies for the Next 150 Years – Lowell Catlett, Ph.D. economics, 1980; futurist and dean of the College of Agriculture and Home Economics, New Mexico State University

Emerging from Obscurity: The Iowan Nation in the New Millennium – Lance Foster, M.S. anthropology, 1994; M.S. landscape architecture, 1997; storyteller and artist

Dreams to Reality – Clayton Anderson, M.S. aerospace engineering, 1983; U.S. astronaut


Iowa State University Sesquicentennial Report

The College of Agricultural Life Sciences
Changing the name from Elwood Drive to University Boulevard kicked off ISU Week, a week of activities throughout Ames September 17-23, 2007, honoring Iowa State’s sesquicentennial year. Mayor Ann Campbell and President Gregory Geoffroy unveiled the new street.
Across Ames, businesses put up signs in their windows congratulating Iowa State for 150 years of excellence. Banks offered festive cupcakes. The public library and city hall housed sesquicentennial displays. A congratulatory banner hung over Main Street in downtown Ames. The community organized “ISU Week in Ames,” a series of activities to help celebrate our sesquicentennial year, as well as to honor the close partnership that has developed over

WEEK OF ACTIVITIES

Gateway Hotel and Conference Center in Ames served Rice Krispie Treats to guests in observance of ISU Week. Mildred Day, a graduate of Iowa State, was one of the creators of the popular treat while employed by the Kellogg Company.

First National Bank in Ames celebrated our birthday with free Iowa State cupcakes for its customers.

On September 20, Iowa State’s music department joined area musicians for Thursday’s late afternoon and evening “Music Walk” in Ames’ Main Street Cultural District.

Merchants in Ames publicly said Happy Birthday during ISU Week.

ART OF CELEBRATION

The Octagon Center for the Arts’ annual art festival on Sunday, September 23, wrapped up the week. The College of Design promoted the university’s sesquicentennial at its exhibit about the college’s history.
On the day of our 150th birthday, March 22, 2008, at a first-round game of the NCAA Women’s Basketball Tournament, the Iowa State Pep Band and Cy led 9,000 people in singing a rousing “Happy Birthday” to the university.
We made special plans for when our actual 150th birthday rolled around on March 22. At one minute after midnight, we sent happy birthday e-mails to almost 115,000 students, faculty, staff, alumni and friends inviting them to join an international celebration at a fun, interactive Web site. At noon, birthday cheer spread at the NCAA Women’s Basketball Tournament. Later that afternoon on campus, we opened an exhibit of the original Morrill Act of 1862, one of the most significant documents in our history.

**VIRTUAL PARTY**

At 12:01 a.m., March 22, 2008, happy birthday e-mails went out to almost 115,000 students, faculty, staff, alumni and friends throughout the world, inviting them to a special Web site that featured an interactive birthday card. People could create their own fireworks display over the campanile by clicking their computer cursor anywhere in the sky.

“Thanks for enabling me to share in the celebration. I fired exactly 150 of them!!”
— Iowa State Alumnus response

**BIRTHDAY VICTORY**

The Cyclones gave the university a 150th birthday present by beating Georgia Tech 58-55 during the NCAA Women’s Basketball Tournament at Wells Fargo Arena in Des Moines. Over 100 media representatives were covering the game and all were served Iowa State birthday cupcakes. The ESPN broadcast commentators took note of the sesquicentennial and ate cupcakes during their coverage of the game.

The people waiting in line to enter the Christian Petersen Art Museum in Morrill Hall on our 150th birth date, March 22, 2008, were the first west of Washington D.C. to see the original Morrill Act, signed by President Abraham Lincoln in 1862. The act set in motion the grandest experiment in education across the nation – land-grant universities.

The Morrill Act is one of the most significant documents in Iowa State University history. So it was most appropriate that the official document, which is normally housed in Washington D.C. at the National Archives with the original Declaration of Independence, was loaned to Iowa State for its sesquicentennial celebration exhibition from March 22 through April 27, 2008.

The exhibit, “The Morrill Act of July 2, 1862: The Land-Grant Act and the People’s College,” was curated by Iowa State’s University Museums. The exhibition also included historical Iowa State pictures, portraits, artifacts, educational programs for students in an 1870s-style classroom, as well as the full history of Iowa State’s 150 years.
Iowa State University’s 150-year adventure was the theme of the university’s exhibit at the Iowa State Fair in August 2007. More than 800,000 people viewed the exhibit that featured university history, historical artifacts and milestones. It also included displays about Iowa State’s future potential scientific breakthroughs.
Over the past 150 years, the adventurous minds at Iowa State have solved important challenges for our state, our nation and the world around us. This impact was recognized beyond the campus with a special television series, a TV commercial, billboards, airport displays, a lecture series, a must-see exhibit at the Iowa State Fair – just to name a few. In the spirit of the sesquicentennial, University Extension offices also organized service projects in every one of Iowa’s 99 counties. It was our way to thank the people of Iowa for their support over the last 150 years.

FIRST PLACE
A quilt created by Sharon Wasteney of Ellston, Iowa, earned first place and $150 from Iowa State in the special Iowa State University Sesquicentennial quilt competition at the Iowa State Fair. The quilt also earned the prestigious President’s Award, chosen by the president of the Iowa State Fair Board from more than 1,000 entries in the fabrics and threads division.

THEY’RE ALL WINNERS
The Iowa State Fair selected the university’s sesquicentennial as the theme for its annual quilt block contest. Quilters across the state and Iowa State alumni quilters across the nation submitted individual quilt squares and 35 blocks were selected and sewn together to construct the Iowa State University Sesquicentennial Block Quilt. The quilt sold for $5,000 to alumnus Lyle Campbell at the Iowa State Fair Auction on August 19, 2007.

Billboards promoting the sesquicentennial were displayed in the greater Des Moines area.

Promotional billboards were displayed in 33 western Iowa counties throughout the year. 13,000 issues of DSM magazine carried a four-page ad highlighting major historical events and people in Iowa State’s history.
In our sesquicentennial year, we awarded honorary degrees to three people who embodied our heritage of world-changing achievements. We announced these special recipients with an ad in the *Des Moines Sunday Register*.

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**IOWA EVENTS CENTER**

Sesquicentennial signage at the Iowa Events Center in Des Moines signaled our continuing commitment to progress of the human condition.

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**SESQUICENTENNIAL TV**

The special 30-second television spot was seen by nearly four million people in Iowa and surrounding markets in Minnesota, Nebraska, South Dakota and Illinois. The spot also aired during broadcasts of Cyclone football games and a radio version aired during basketball game broadcasts.
April 3, 2008, was Iowa State Sesquicentennial Day at the Iowa Legislature. President Geoffroy hosted a breakfast for legislators, addressed the House and Senate and hosted a lunch with birthday cake for all legislators and State Capitol staff. The legislature passed resolutions honoring Iowa State’s contributions to the state of Iowa as its land-grant university. Governor Chet Culver signed a reproduction of the 1858 state legislative act that established the Iowa Agricultural College and Model Farm. All current legislators also signed the enlarged reproduction that will be displayed on campus. Throughout the day, more than 25 informational displays about Iowa State programs and services filled the Capitol Rotunda where legislators visited with university faculty and staff.

The College of Design created the university’s sesquicentennial holiday tree entry for the November 2007 Festival of Trees and Lights in Des Moines. Students in the Graphic Design Student Association created the ornaments and decorated the tree. The Iowa State tree sold at the silent auction for $350.

Over 4-million people saw the Iowa State sesquicentennial signage at the Des Moines International Airport.

The U.S. Congress passed resolutions honoring Iowa State’s 150 years of educational, research and outreach contributions to the nation.

Popular Des Moines TV news anchor and Iowa State graduate, Kevin Cooney, hosted “The 150-year Adventure,” a series of three one-hour programs about Iowa State’s history. The series was produced by Mediacom Cable Company and aired on its Community Connections channel. DVDs of the programs were distributed to state legislators during Iowa State Sesquicentennial Day at the State Capitol.
Iowa State Extension staff helped spread the university’s celebration statewide by organizing Iowa State Sesquicentennial Service Projects in each of Iowa’s 99 counties. More than 5,000 extension staff, county council members, 4-H members, local service clubs and elected officials joined with Iowa State faculty and staff in projects such as these:

Adams County
Volunteers planted a commemorative garden at the historic Icarian Colony site.

Allamakee County
4-H’ers and FFA students helped the Allamakee County Historic Preservation Commission complete a barn survey to record this disappearing part of the agricultural landscape.

Black Hawk County
Black Hawk County held a dinner to raise money to furnish the new greenhouse at Logan Intermediate School in Waterloo.

Bremer County
4-H families, alumni and friends of Iowa State University “Packed the Sack” for Cedar Valley Friends of the Family. A total of 92 sacks of nonperishable food and personal items were donated to help families in need.

Greene County
Extension staff, council members and 4-H’ers built picnic tables for a new park at the Greene County Fairgrounds in Jefferson.

Louisa County
Staff from Louisa County Extension, the Conservation Board and the local Department of Natural Resources offices constructed trail signs and kiosks around Lake Odessa.

Madison County
Extension staff provided Iowa State information and activities during the Madison County Covered Bridge Festival. Children’s activities included a corn box, an animal display and a wool spinning display.

Sac County
Extension staff, 4-H’ers and Iowa State alumni designed, constructed and erected several barn quilts on the Sac County Fairgrounds.

Sioux County
Extension staff hosted a free barbeque to celebrate Iowa State University’s sesquicentennial.

“Internally, I place a lot of emphasis on giving back to the community because it’s the right thing to do. It’s also a way to create goodwill and shows the community that we care about where we live.”
— ISU President Gregory Geoffroy
The closing ceremony concluded with the unveiling of a permanent memorial to the sesquicentennial—a newly landscaped seating area south of the campanile, including plantings, a bench and a plaque.
It concluded on April 12, 2008. Following the VEISHEA parade, we gathered one last time for the sesquicentennial. An Iowa State graduate who had become an astronaut spoke about the value of his education here. The Iowa State ROTC paid tribute to students who gave their lives in service to the nation with a 21-gun salute. And President Gregory Geoffroy left us with a few final words about the university’s rich heritage and continuing commitment to serve Iowa, the nation and the world. Looking back, it was a year that was packed with pride, humor and emotion. It went by too fast.

21-GUN SALUTE

University president Gregory Geoffroy spoke about the university’s rich heritage and the commitment of the university for another 150 years of serving Iowa, the nation and the world by creating, sharing and applying knowledge. To honor the university’s land-grant commitment to include military science in its curriculum, President Geoffroy introduced a joint service Iowa State ROTC color guard and honor guard that paid tribute with a 21-gun salute to students who gave their lives in service to the nation.

A member of the Ames American Legion played taps and Iowa State graduate Capt. Eric Nelson and Iowa State employee Randy Monthei piloted a helicopter in a flyover of central campus and the Memorial Union. The men are from Charlie Company, 147th Aviation, Iowa National Guard in Boone.

ISU IN SPACE

Astronaut Clay Anderson, the first Iowa Stater in space, spoke of the value of his Iowa State education and told the crowd he had left a memento of Iowa State in space. He said he looked forward to the university’s satellite campus on Mars.
A U.S. flag was flown over the nation’s Capitol on March 22, 2008, the university’s historical birth date. A gift from U.S. Senator Tom Harkin, the flag was presented to President Geoffroy during closing ceremonies by Dianne Liepa, an Iowa State graduate and state director for Senator Harkin. The flag was flown daily on the central campus flagpole the remainder of 2008.

**OUTSTANDING STUDENT**

Cory Simon, Winterset, Iowa, received the first Sesquicentennial Learning to Live a Life Leadership Award. Simon is a senior in computer engineering. The award was named for a statement by M.J. Riggs, a member of Iowa State’s 1883 graduating class. Etched in a wall of the Memorial Union, his words are:

“We come to college not alone to prepare to make a living, but to learn to live a life.”

The $3,000 award was created by the sesquicentennial committee to honor a student who has taken advantage of opportunities at Iowa State to apply his or her knowledge to real-life projects and experiences. During four internships with the Johnson Space Center, Simon helped create and test equipment for astronauts and received awards that previously had gone only to permanent staff at the center.

**FLYING HIGH**

**TRUE AND VALIANT**

President Geoffroy presented a special award created during the sesquicentennial year, the True and Valiant Award, to Owen Newlin, Des Moines, for his decades of volunteer leadership and support of the university and education. “True and valiant” is from the lyrics of “The Bells of Iowa State.”

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We’d like to express our sincere gratitude to the members of the committee. You enthusiastically rolled up your sleeves and went to work. This incredible year wouldn’t have been possible without your commitment and passion. Thank you.

Sesquicentennial Implementation Committee
Paul Lasley, Co-Chair
Roger Baer, Co-Chair/College of Design
Tahira Hira, Office of the President, Chair, Sesquicentennial Administrative Committee
Carole Custer, Office of University Marketing, Member, Sesquicentennial Administrative Committee
John Anderson, Office of the President
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Heather Sauer, Alternate, College of Design
Jennifer Schill, Ames Chamber of Commerce
Kathy Svec, Student Affairs
Tanya Zanish-Belcher, ISU Library, Chair, Sesquicentennial History Committee
THANK YOU SPONSORS

To our wonderful sponsors, we’d like to pass along a special thanks. When we came to you and asked for help, the support you provided was over and above anything we had expected. Our sesquicentennial year would not have been so incredible without you.

ZLRIGNITION congratulates Iowa State University on its 150th year. As a branding and marketing communications firm, it has been our privilege to help Iowa State University communicate its uniqueness to prospective students, alumni and the community. We’re pleased to provide the creative direction and design for this sesquicentennial report. We wish the university continued success and pledge to do everything we can to contribute to that success.