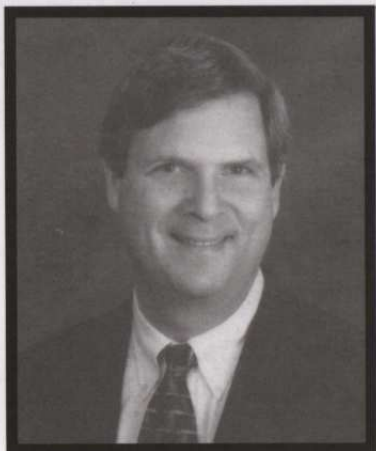


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THE SPIRIT OF VEISHEA ENDURES OVER TIME

Dear Friends:

Welcome to this year's especially exciting VEISHEA celebration at Iowa State University.

The theme for VEISHEA 2003 is "Iowa State on Display," the theme of the first VEISHEA 81 years ago. Although obviously much has changed since 1922, the spirit of the university and its administrators, faculty and students remains the same. VEISHEA is a celebration of that spirit of diversity, openness and access to the university's ever-growing fields of higher education.

Eighty-one years ago what was then Iowa State College was already an acknowledged leader in its five colleges—Veterinary science, Engineering, Industrial Science, Home Economics and Agriculture—VEISHEA for short.

The colleges used the student-driven VEISHEA events primarily for recruiting new students. Today, VEISHEA is also a celebration of all that Iowa State has become—a national leader in engineering, the life sciences, education and a host of other fields.

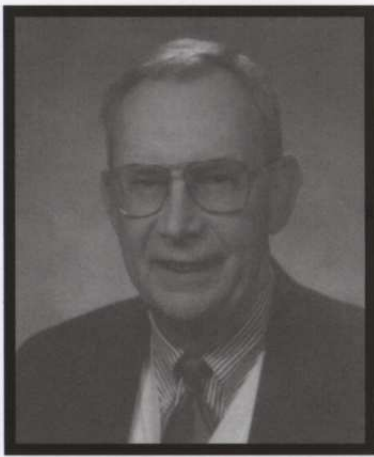
In addition to the entertainment offered around and on campus, the students also have expanded VEISHEA to include several service projects in the Ames community.

I welcome each of you—Iowan and visitor—to what is sure to be an exciting, fun and educational VEISHEA 2003.

Sincerely,

Thomas J. Vilsack
Governor





WELCOME TO AMES AND VEISHEA 2003

Welcome to Ames!

On behalf of the City of Ames and its citizens, I would like to welcome you to the community and to VEISHEA 2003 – Iowa State on Display.

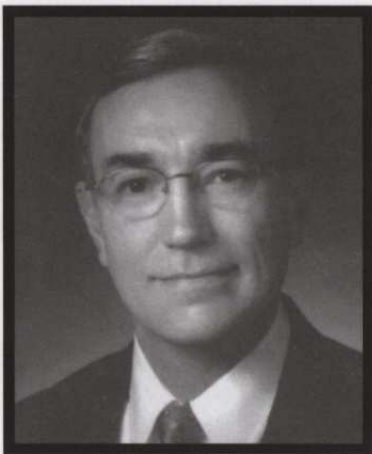
Iowa State University and the City of Ames work closely together to host many events, and we are excited to be the home for VEISHEA's 81st Anniversary. In the great tradition of VEISHEA, we hope you enjoy the many exciting family events planned throughout the week, including the annual parade, the Stars Over VEISHEA production of *Brigadoon*, Dew the Rec featuring Jim Breuer and Bobby Lee and the VEISHEA Village on Central Campus.

In addition, I hope you will have a little time to stroll through Reiman Gardens, do a bit of shopping in one of our three distinct areas of downtown Ames, North Grand Mall and South Duff Avenue, indulge in a culinary delight at one of our fine and unique restaurants, or experience the great outdoors by visiting one of the 27 parks and travel on over 42 miles of bike and walking trails throughout the community. Ames has been recognized as one of the finest small cities in the United States. After spending some time with us, I hope you will agree.

The people of Ames and Iowa State University are our greatest asset. We are proud to be part of the tradition of VEISHEA, and we hope you enjoy this very special event and return to Ames often to enjoy our community.

Yours truly,

Ted Tedesco
Mayor



ONE OF IOWA STATE'S GREAT TRADITIONS

Dear Friends:

VEISHEA is one of the great traditions of Iowa State University; indeed, it is part of our heritage. VEISHEA has been part of ISU since the 1920s, and it has been a treat for generations past and present. It serves as a showcase for Iowa State and provides great opportunities for students to help put it all together and to enjoy its many activities and events.

This year's theme, "Iowa State on Display," is the same as the theme for the very first VEISHEA celebration 81 years ago. Iowa State University has made a real difference in the lives of its students and in the lives of Iowans, and VEISHEA helps us celebrate this great contribution.

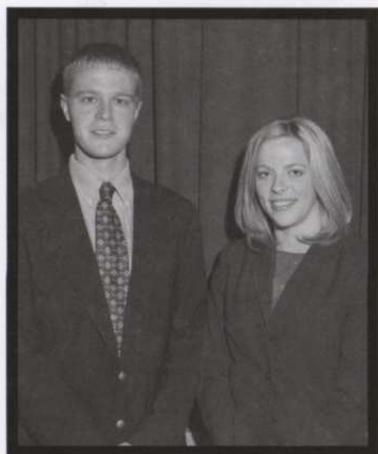
Our community looks forward to VEISHEA each spring and I encourage you to engage in at least some of its many planned activities, including the wonderful parade, the tradition of the cherry pies, the Stars Over VEISHEA production of *Brigadoon*, Dew the Rec with comedians Jim Breuer and Bobby Lee, many tournaments and the VEISHEA Village, featuring more than 90 campus clubs and organizations.

I invite you to join in supporting this celebration of Iowa State University and I hope that you enjoy your visit to our campus and the many exciting events, displays and exhibits our students have arranged for you.

Sincerely,

Gregory L. Geoffroy
President





VEISHEA 2003 IS PUTTING IOWA STATE ON DISPLAY

We would like to welcome you to Iowa State University and VEISHEA 2003! It is our honor to have you as guests for the 81st VEISHEA Celebration. What started in 1922 as a small celebration to showcase the original five colleges of Iowa State University has evolved into one of the nation's largest student-run, alcohol-free celebrations. VEISHEA is a proud tradition for the Cyclone Family and the State of Iowa.

Our theme "Iowa State on Display" was the theme of the first VEISHEA Celebration. This theme allows us to showcase Iowa State University in the way the VEISHEA founders intended by highlighting the accomplishments of the Iowa State students throughout the past year. We hope to honor individuals who have given great contributions to their student organizations, the Ames Community and Iowa State University.

VEISHEA would not be possible without the more than 300 volunteers on our Executive Board, Committees and Sub-Committees; to them we say thank you. These individuals have worked throughout this year to create a successful and enjoyable event for the Cyclone Family. This year's highlights include one of the largest parades in the Midwest with well over 100 entries, our VEISHEA Village displays that showcase many of our diverse student organizations. Our Stars Over VEISHEA production, *Brigadoon*, promises to be one of the best productions in VEISHEA history. This year's entertainment features popular comedians Jim Breuer and Bobby Lee at Friday night's Dew the Rec and as always Taste of VEISHEA on Welch Avenue offers a variety of entertainment venues.

We hope you enjoy yourselves as we put "Iowa State on Display". With the help of countless students, faculty, staff, alumni and the Ames Community we are able to continue a great tradition at Iowa State University. Thank you for joining us for VEISHEA 2003 and enjoy the festivities.

Sincerely,

Cory Bailey

Kerryann Mehmen

VEISHEA 2003 General Co-Chairs





VEISHEA 2003: “Iowa State on Display” is the 81st celebration of Iowa State University’s most cherished tradition. Growing since 1922, VEISHEA remains the largest student-run, alcohol-free celebration of entertainment and education in the nation and the second largest in the world.

The word, VEISHEA, cannot be found in any dictionary, but its definition encompasses ideas of pride in Iowa State and the Ames community. In 1922, Professor Frank D. Paine, Department of General Engineering, named VEISHEA. The five colleges at Iowa State combined forces to showcase the University.

The name **VEISHEA**, is composed of the first letters of the five colleges: **V** standing for Veterinary Medicine, **E** for Engineering, **IS** for Industrial Science, **HE** for Home Economics, and **A** for Agriculture. The representation of each school symbolizes the unity shown during the many months of planning and preparation.

The 2003 VEISHEA theme, “Iowa State on Display,” was the same theme used to celebrate the very first VEISHEA in 1922. This theme re-emphasizes what VEISHEA is truly about—displaying and showcasing the students, colleges and accomplishments of Iowa State.

In celebration of Iowa State University, VEISHEA 2003 has focused on providing educational and entertaining activities that are enriching to all ages. From the Opening Ceremony on Fri., April 11 to the Closing Ceremony on Sun., April 13, VEISHEA 2003 will share with you the Cyclone spirit as Iowa State is put on display. Enjoy VEISHEA 2003!





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**Proud supporters of
the 2003 Stars Over
VEISHEA production of
“Brigadoon”**



2003 VEISHEA PARADE

Since the first VEISHEA celebration in 1922, the VEISHEA Parade has been arguably the most beloved event of the VEISHEA weekend. For many ISU families it is a long-standing tradition to attend the parade that travels through the heart of campus. Each year the parade attracts an average crowd of more than 75,000 people from its beginning on Pammel Drive to its culmination in front of the Memorial Union. From balloons to floats and clowns, the parade can be quite the viewing experience for people of all ages.

There is much more to the VEISHEA Parade than meets the eye. VEISHEA's 81st parade truly lives up to the theme "Iowa State on Display," as it represents and displays the dedication, commitment and teamwork of Iowa State students. More than 40 students have devoted countless hours since last October ensuring that this year's parade will be a success. Additionally, hundreds of students worked an average of 3,000 hours in the planning and creation of each unit.

Preparations for the parade occur hours before the crowd starts to gather on campus. Staging takes place nearly ten hours prior to the scheduled step-off time. At 1 a.m. on Friday morning, Lincoln Way, as well as other streets around campus, are closed to make room for the giant floats to move into parade order.

The VEISHEA Parade would not be as diverse as it is without the help of a variety of local and campus organizations that display their talents through their entries. The 2003 VEISHEA Parade features five traditional floats, 13 non-traditional floats and five balloons. Balloons such as Curious George and Odie come to life under the control of members from sponsoring organizations. In addition to the work preparing for the parade, each animated float has ten to fifteen people underneath helping to bring the characters to life, while a non-traditional float is usually pulled behind a vehicle.

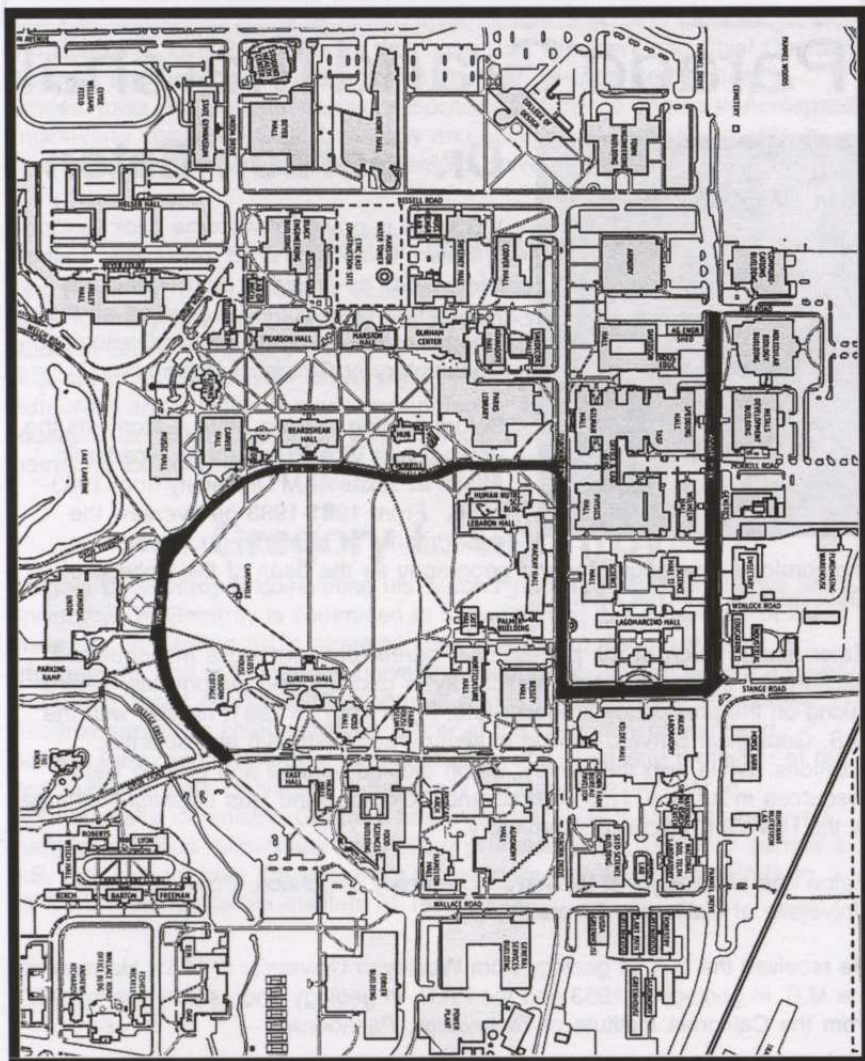
The Parade Committee is thrilled to welcome Iowa State University's 12th president, Dr. Gordon Eaton, as the 2003 Parade Grand Marshal.

Among other entries, back by popular demand is the Oscar Mayer Wienermobile with wiener whistles, ISU Alumni Band and Barker Brigade Lawnchair Drill Team. Keep your eyes open for new entries helping ISU celebrate it's 81st VEISHEA Parade! With more than 90 unique entries, the VEISHEA 2003 Parade promises to entertain every parade-lover!



2003 PARADE ROUTE

Iowa State Campus



**Thank you for supporting
VEISHEA 2003. Please enjoy
the parade!**

PARADE DIGNITARIES

VEISHEA 2003 would like to congratulate the following dignitaries for their distinguished accomplishments and contributions to the state of Iowa.

Parade Grand Marshal



Dr. Gordon Eaton

VEISHEA is proud to welcome back Gordon P. Eaton, Iowa State's 12th president. Eaton served ISU as president from 1986 until 1990 when he accepted a position as the director of the Lamont-Doherty Geological Observatory of Columbia University.

Before coming to Iowa State, Eaton was the Provost and Vice President for Academic Affairs at Texas A&M University from 1983-1986. From 1981-1983 he oversaw the departments of geology, geophysics, meteorology, oceanography and geography as the dean of the College of Geosciences at Texas A&M.

Eaton spent much of his professional career establishing a distinguished background in the sciences, particularly in geology and geophysics, before taking on the presidency at Iowa State. From 1967 to 1981, he was with the U.S. Geological Survey, serving in several administrative and scientific positions. While with the survey, Eaton studied mineral and ground water resources in Arizona, New Mexico and Colorado, and was scientist-in-charge of the Hawaiian Volcano Observatory.

Eaton has also taught at Wesleyan University, Middleton, Conn., and the University of California, Riverside.

He received the B.A. in geology from Wesleyan University in 1951. He received the M.S. in geology in 1953 and the Ph.D. in geology and geophysics in 1957 from the California Institute of Technology, Pasadena.

During Eaton's four years at Iowa State, his administration saw greatly enhanced faculty salaries, significant increases in support for research, improvement in undergraduate education and establishment of ongoing strategic planning.

In addition to being Grand Marshal for the VEISHEA 2003, Eaton will be presented with the honor of a building on campus named after him. Eaton Hall is the new residence hall located in the Union Drive neighborhood.



PARADE DIGNITARIES

Vance D. Coffman

Vance D. Coffman is Chairman of the Board and Chief Executive Officer of Lockheed Martin Corporation. Dr. Coffman has served in a series of elected corporate leadership positions, including President and Chief Operating Officer and Executive Vice President. He previously was President and Chief Operating Officer of Lockheed Martin's Space and Strategic Missiles Sector. Born in Kinross, Iowa, Dr. Coffman earned a Bachelor of Science degree in Aerospace Engineering from Iowa State University and Master and Doctoral degrees in Aeronautics and Astronautics from Stanford University.

Pete Englin

Pete Englin is the ISU Dean of Students. Dr. Englin has worked at ISU since 1989, formerly with the Department of Residence and now in the Dean of Students Office. Originally from Minneapolis, Minn., he completed his B.S. and M.S. at North Dakota State University. The completion of his Ph.D. in hotel, restaurant and institution management/family and consumer sciences education at ISU is one of Dr. Englin's most recent accomplishments. He is married to Becky Englin and has a daughter, Kelsey, and a son, Matthew.

Gregory L. Geoffroy

Gregory L. Geoffroy is completing his second year as President of Iowa State University. Dr. Geoffroy is committed to strengthening the excellence of the University, to fulfilling ISU's strategic plan of learning, discovery, and engagement, and to having the university continue to help improve the quality of life and assist economic development efforts for all Iowans. Previously, Geoffroy served as chief academic officer at the University of Maryland, College Park, and as dean, department chair and chemistry professor at the Pennsylvania State University. A nationally acclaimed researcher in organometallic chemistry, Geoffroy has published widely and has received many prestigious fellowships and visiting professorships. Geoffroy earned a B.S. with Honors from the University of Louisville in 1968 and his Ph.D. in 1974 from the California Institute of Technology.



PARADE DIGNITARIES

Thomas L. Hill

Thomas Hill assumed the duties of Vice President for Student Affairs at ISU on Aug. 1, 1997. He came to ISU from the University of Florida, where he had been Dean for Student Services. Prior to Florida, Dr. Hill had served as assistant athletic director for student life at Tulane University and the University of Oklahoma. He earned his Ph.D. in counselor education from the University of Florida and has written articles on student-athlete development and minority identity development. Before pursuing a career in higher education, Dr. Hill excelled on athletic fields. He was twice named Arkansas Amateur Athlete of the Year and inducted into both the Arkansas Track and Field Hall of Fame and the Arkansas Sports Hall of Fame. He competed in the 110-meter high hurdles in the 1972 Olympics in Munich and won the bronze medal.

Jeff Johnson

Jeff Johnson was named president of the Iowa State Alumni Association in 1999. He oversees all Association programs, is secretary to the Stanton Memorial Carillon Foundation, publisher of all Association publications, an ex-officio member and officer to the Alumni Association Board of Directors and the Association's liaison to the President's Cabinet, the university and its affiliate with organizations.

Ted Tedesco

Ted Tedesco is a 47-year resident of the Ames community. Inaugurated in January 1998, he previously served on the Ames City Council for four years. As a Councilman, he served as the liaison to the Ames Convention and Visitors Bureau and was on the Ames Planning and Zoning Commission. Mayor Tedesco also serves as president of Knapp-Tedesco Insurance Agency in Ames. He is married to wife, Joanne, and is the father to Tami and Tari.

Vernon A. Wall

Currently serving as Iowa State University's Assistant Dean of Students and Director of Student Activities, Vernon A. Wall has accumulated 19 years of professional Student Affairs experience at the University of Georgia, UNC-Charlotte and UNC-Chapel Hill. He has experience in Greek life, new student orientation, student activities, leadership development and university housing. Wall received his B.A. in Political Science from North Carolina State University, his M.S. degree in College Student Personnel Administration from Indiana University and is a doctoral student in the higher education program at Iowa State University. Wall has received several awards for his contributions to the quality of student life and is a nationally known speaker in the areas of diversity/oppression and leadership styles.



STARS OVER VEISHEA



BRIGADOON

Presented by ISU Theatre, the Iowa State Music Department and Stars Over VEISHEA

APRIL 11, 12 - 7:30 PM APRIL 13 - 2:00 PM

Students : \$6 - \$10
Adults: \$10 - \$15

 **Iowa State Center**
Stephens Auditorium
IOWA STATE UNIVERSITY

Music by Frederick Loewe Book and Lyrics by Alan Jay Lerner Funded Through GSB



STARS OVER VEISHEA



Stars Over VEISHEA, ISU Theatre and the Iowa State Music Department are pleased to invite you to *Brigadoon* at Stephens Auditorium, April 11-13. *Brigadoon* is a wistful fantasy about two New York tourists, Tommy Albright and Jeff Douglas, who stumble on the enchanted village of Brigadoon while hunting on the Scottish moors. Through a twist of fate, Tommy falls in love with a beautiful Brigadoonian, Fiona MacLaren. The kicker is that this mysterious little town reawakens for only one day every hundred years. Fiona cannot leave with him or the village is doomed to disappear forever. As Tommy and Fiona struggle to find a balance between love and obligation, *Brigadoon* is guaranteed to entertain audience members of all ages.

Stars Over VEISHEA is a musical staged each spring through the cooperative efforts of VEISHEA and the ISU Theatre. Students are involved with all aspects of the show, from performances and promotion to costume and set design.

Night Show was the predecessor of the current Stars Over VEISHEA. The show, usually a musical comedy, was held indoors from 1922 until 1939. The first outdoor performance, earning it the name "Stars Over VEISHEA," occurred in 1940. The show remained a musical and was written and directed by students. During the wartime years of 1943-45, special war shows were presented as part of Stars Over VEISHEA. After the war, SOV returned to musicals and comedies and has remained a true highlight of the VEISHEA celebration. Recent productions have included *Anything Goes*, *The Music Man*, *Into the Woods*, *Oklahoma!* and *Grease!*

Tickets are available at the Iowa State Center ticket office, Stephens Auditorium and through all Ticketmaster locations. Enjoy the show!

SHOW TIMES:

Fri., April 11, 7:30 p.m.
Sat., April 12, 7:30 p.m.
Sun., April 13, 2 p.m.

TICKETS:

Students \$6 to \$10
Adults \$10 to \$15

SOV is produced in conjunction with
ISU Theatre and the Iowa State Music Department



"BRIGADOON"

Cast Members

Tommy Trevor Helmers (Understudy: Joey Wilgenbusch)
Fiona Anna Hersey (Understudy: Katharine Jenkins-Moore)
Charlie Matt McCue (Understudy: Rich Fulkerson)
Jean Patti Stringer (Understudy: Kelly Larsen)
Jane Lyndsie McCarthy (Understudy: Lorainna Williams)
Meg Melinda Wadsley (Understudy: Kelly Bartlett)
Jeff Jonathan Eyres (Understudy: Joe Matson)
Harry David Govek (Understudy: Brian Rowles)

Chorus Members

Melanie Allgood, Nick Anstey, Katie Argotsinger, Cindy Boote, Max Burnham, Sarah Chapman, Steven Diesburg, Jay Flory, Laura Genglebach, Sarah Hastings, Megan Helmers, Taylor Hull, Clayton Johnson, Kelly Larsen, Scott Metille, Ashley Miller, Katie Mozack, Kelly Petersen, Erin Schumann, Ann Shelley, Shelby Sievers, Miranda Squires, Sarah Thompson

Artistic/Production Staff

Assistant Stage Manager Jalyn Buechler
Choreographer Amy Martin
Costume Designer Gregory Duckett
Director Terence Goodman
Lighting Designer Jim Trenberth
Music Director Donalds Simonson
Scenic Designer Robert Sunderman
Stage Manager Chris Hennes
SOV Producer Jess Phelps

TOURNAMENTS SCHEDULE

Saturday, April 5, 2003

Criterion, Central Campus, 9 a.m.-3 p.m.

Mud Volleyball, Brookside Park, 1-5 p.m.

Sunday, April 6, 2003

Mountain Bike Race, Peterson Pits, 10:30 a.m.-2 p.m.

In the Running 5K Race, Central Campus, 3:30 p.m.

Flag Football, MWL IM Fields, 5-8 p.m.

Monday, April 7, 2003

Flag Football, MWL IM Fields, 5-8 p.m.

Tuesday, April 8, 2003

VEISHEA Voyage: Ames to Woolstock

5-on-5 Basketball (Co-Rec), State Gym, 7-11 p.m.

6-Player Volleyball, Forker 184, 7-10 p.m.

Pool, Memorial Union, 6-9 p.m.

Wednesday, April 9, 2003

VEISHEA Voyage: Woolstock to Iowa Falls

5-on-5 Basketball (Co-Rec), State Gym, 7-11 p.m.

Wallyball, Lied Recreation, 7-10 p.m.

Indoor Soccer, Lied Recreation, 7-10 p.m.

Thursday, April 10, 2003

VEISHEA Voyage: Iowa Falls to Nevada

5-on-5 Basketball (Co-Rec), State Gym, 7-11 p.m.

6-Player Volleyball, Forker 184, 7-10 p.m.

Friday, April 11, 2003

VEISHEA Voyage: Nevada to Ames

3-Point Contest, Welch Ave., 3:30-5 p.m.

Slam Dunk Contest, Welch Ave., 5-6 p.m.

Hot Shot, Welch Ave., 6-8 p.m.

Saturday, April 12, 2003

2-Player Sand Volleyball, Welch Ave., 1:30-8 p.m.

3-on-3 Basketball, Welch Ave., 1-8 p.m.

Kiddy Games, Cy's Big Top, 1-5 p.m.

Canoe Races, Lake Laverne, 1:30-4 p.m.

World Series, SE Jack Trice IM Fields, 1-7 p.m.

Sunday, April 13, 2003

Golf Classic, Veenker Golf Course, 8 a.m.-3 p.m.



VEISHEA VOYAGE

In the tradition of 81 VEISHEA celebrations, VEISHEA 2003 kicked off this year's festivities with VEISHEA Voyage, the annual torch run across Iowa. Voyage began Tues., April 8, and ended at Opening Ceremonies on Fri., April 11. Runners carried the VEISHEA torch for four days and covered 200 miles.

This year's route was selected to be shaped like the campanile, stopping in the following towns each day:

Woolstock • Iowa Falls • Nevada • Ames

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Enjoy VEISHEA 2003:

Iowa State on Display!

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*Happy 81st Anniversary
VEISHEA!*



VEISHEA SCHEDULE OF EVENTS

Friday, April 4

Teen Scene Dance 8 - 11 pm
Great Hall, MU

Saturday, April 5

Criterium 10 a.m. - 4 p.m.
TBA
Mud Volleyball 1 - 5 p.m.
Brookside Park

Sunday, April 6

Mountain Bike Race 10:30 a.m. - 2 p.m.
Peterson Pits
In The Running 5K Race 4:30 - 5 p.m.
Central Campus
Flag Football 5 - 8 p.m.
MWL IM Fields

Monday, April 7

Faculty Breakfast 7:30 - 10 a.m.
College Headquarters
College of Ag/Vet Med Day 11 a.m. - 1 p.m.
Central Campus
Mechanical Bull 11 a.m. - 1 p.m.
Central Campus
Gunny Sac Races 11 a.m. - 1 p.m.
Central Campus
Tug of War 11 a.m. - 1 p.m.
Central Campus
Flag Football 5 - 8 p.m.
MWL IM Fields

Tuesday, April 8

VEISHEA Voyage 8 a.m. - 10 p.m.
Ames - Woolstock
College of FCS/Edu. Day 11 a.m. - 1 p.m.
Central Campus
Giant Games-Entertainment 11 a.m. - 1 p.m.
Central Campus
Faculty Cookoff 12:30 p.m. - 1:30 p.m.
Central Campus

Leadership Recognition 6:30 - 8 p.m.
Great Hal, MU
Pool 6 - 9 p.m.
Rec Center, MU
Co-Rec 5-on-5 Basketball 7 - 11 p.m.
State Gym
6-player Volleyball 7 - 10 p.m.
Forker 184

Wednesday, April 9

VEISHEA Voyage 8 a.m. - 7 p.m.
Woolstock - Iowa Falls
College of LAS Day 11 a.m. - 1 p.m.
Central Campus
Inflatable Games 11 a.m. - 1 p.m.
Central Campus
5-on-5 Basketball 7 - 11 p.m.
State Gym
Wallyball 7 - 10 p.m.
Lied Rec Center
Indoor Soccer 7 - 10 p.m.
Lied Rec Center
*Take Back the Night** 7:30 - 9:30 p.m.
Terrace, MU
VEISHEA Says I'm Funny 8 - 11 p.m.
Great Hall, MU

Thursday, April 10

VEISHEA Voyage 8 a.m. - 8 p.m.
Iowa Falls - Nevada
College of Business Day 11 a.m. - 1 p.m.
Central Campus
Inflatable Games 11 a.m. - 1 p.m.
Central Campus
VEISHEA Scholars Recept. 4 - 4:30 p.m.
Harold Pride Lounge
Faculty Recognition 5 - 6:15 p.m.
Sun Room, MU
Indoor Soccer 7 - 10 p.m.
Lied Rec Center
5-on-5 Basketball 7 - 11 p.m.
State Gym
6-player Volleyball 7 - 10 p.m.
Forker 184
Cyclone Idol 8 - 11 p.m.
Great Hall, MU



VEISHEA SCHEDULE OF EVENTS

Friday, April 11

| | |
|------------------------------------|---|
| <i>VEISHEA Voyage</i> | 9 - 11 a.m. Nevada - Ames |
| <i>Taste Vendors</i> | 10 a.m. - 2 a.m. (Sat.) Welch Ave. |
| <i>Middle School Day</i> | 9 a.m. - 3 p.m. <i>Register @ Stephens</i> |
| <i>Community Float Tours</i> | 9 - 11 a.m. ISU Greek Community |
| <i>S.O.V. "Brigadoon" (school)</i> | 10 a.m. Stephens Auditorium |
| <i>On Campus Foodstands</i> | 10 a.m. - 5 p.m. Campus |
| <i>College of Engineering Day</i> | 11 a.m. - 1 p.m. Central Campus |
| <i>Sky Diving Machine</i> | 11 a.m. - 1 p.m. Central Campus |
| <i>Opening Ceremonies</i> | 12:15 - 1 p.m. North of Campanile |
| <i>Battle of the Bands</i> | 2 - 11:59 p.m. Welch Ave. |
| <i>3 Point Contest</i> | 3:30 - 5 p.m. Welch Ave. |
| <i>Slam Dunk</i> | 5 - 6 p.m. Welch Ave. |
| <i>Hot Shots</i> | 6 - 8 p.m. Welch Ave. |
| <i>S.O.V. - "Brigadoon"</i> | 7:30 p.m. Stephens Auditorium |
| <i>DEW the Rec</i> | 8:15 - 11:45 p.m. Lied Rec Center |
| <i>Pre-Harambee Celebration*</i> | 10 a.m. - 2 a.m. South Ballroom, MU |

Saturday, April 12

| | |
|-----------------------------------|---|
| <i>Pancake Breakfast</i> | 7:30 - 11:30 a.m. South of Campanile |
| <i>Silent Auction</i> | 7:30 a.m. - 5:30 p.m. South of Campanile |
| <i>2003 Men's Rugby Tourney*</i> | E. Jack Trice IM Fields |
| <i>VEISHEA Village/Open House</i> | 9 a.m. - 5 p.m. ISU Campus |
| <i>Cy's Big Top</i> | 9 a.m. - 5 p.m. West of Curtiss Hall |

Cultural Festival

| | |
|---------------------------------|---|
| <i>Village Square Stage</i> | 9 a.m. - 5 p.m. West of Curtiss Hall |
| <i>International Food Fair</i> | 9 a.m. - 5 p.m. West of Curtiss Hall |
| <i>On Campus Foodstands</i> | 9 a.m. - 5 p.m. Great Hall, MU |
| <i>Taste Vendors</i> | 10 a.m. - 3 p.m. ISU Campus |
| <i>Parade</i> | 10 a.m. - 2 a.m. Welch Ave. |
| <i>2-Player Sand Volleyball</i> | 10:40 a.m. - 1:30 p.m. ISU Campus |
| <i>3-on-3 Basketball</i> | 1:30 - 8 p.m. Welch Ave. |
| <i>Canoe Races</i> | 1 - 8 p.m. Welch Ave. |
| <i>Kiddie Games</i> | 1:30 - 4 p.m. Lake LaVerne |
| <i>Taste Stage</i> | 1 - 5 p.m. Cy's Big Top |
| <i>Canine Club Dog Show*</i> | 2 p.m. - 2 a.m. Welch Ave. |
| <i>World Series</i> | 1 - 7 p.m. Vet Med College |
| <i>Harambee Celebration*</i> | 1 - 7 p.m. E Jack Trice IM Fields |
| <i>S.O.V. - "Brigadoon"</i> | 7 p.m. - 2 a.m. Great Hall, MU |

| |
|---|
| 9 a.m. - 5 p.m. West of Curtiss Hall |
| 9 a.m. - 5 p.m. West of Curtiss Hall |
| 9 a.m. - 5 p.m. Great Hall, MU |
| 10 a.m. - 3 p.m. ISU Campus |
| 10 a.m. - 2 a.m. Welch Ave. |
| 10:40 a.m. - 1:30 p.m. ISU Campus |
| 1:30 - 8 p.m. Welch Ave. |
| 1 - 8 p.m. Welch Ave. |
| 1:30 - 4 p.m. Lake LaVerne |
| 1 - 5 p.m. Cy's Big Top |
| 2 p.m. - 2 a.m. Welch Ave. |
| 1 - 7 p.m. Vet Med College |
| 1 - 7 p.m. E Jack Trice IM Fields |
| 7 p.m. - 2 a.m. Great Hall, MU |
| 7:30 p.m. Stephens Auditorium |

Sunday, April 13

| | |
|-----------------------------|--|
| <i>Golf Classic</i> | 8 a.m. - 3 p.m. Veenker Golf Course |
| <i>S.O.V. - "Brigadoon"</i> | 2 p.m. Stephens Auditorium |
| <i>Closing Ceremonies</i> | 4 - 4:30 p.m. |

VEISHEA events may require a registration fee, admission charge or button purchase.

*Denotes Non-VEISHEA Sponsored Event

2003 VEISHEA ENTERTAINMENT

Dew the Rec presents **Jim Breuer and Bobby Lee**



Comedians Jim Breuer and Bobby Lee will be the co-headliners of VEISHEA 2003's Dew the Rec.

Breuer is probably best known for his original character "Goat Boy" on "Saturday Night Live," where he spent three seasons beginning in 1995. In addition to guest starring on many network and cable shows, including "Late Show With David Letterman," "Late Night With Conan O'Brien" and Comedy Central's "Premium Blend," he has also taken roles in several motion pictures, making his debut as Brian in "Half Baked."

Lee is quickly establishing himself as one of the new, fresh, young, up and coming comics to watch. Before taking his current role as a regular on "Mad TV," Lee toured the comedy circuit with Pauly Shore, Andrew Dice Clay and Carlos Mencia. Lee has appeared on "Friday Night Videos" on NBC, "Make Me Laugh" on Comedy Central, Showtime's "Latino Laugh Festival" and Galavision's "Funny is Funny."

Dew the Rec is a VEISHEA event sponsored by Mountain Dew that showcases the Lied Recreational Center. The two comedians will perform Fri., April 11, with Lee beginning at 9 p.m., followed by Breuer's performance at 10 p.m.

2003 VEISHEA ENTERTAINMENT

ISU GROOVE

Iowa State University's Grand Rhythmic Orchestra & Outstanding Visual Ensemble

As the only student-run drum line of its kind in the nation, ISU GROOVE is excited to display our talent with the Cyclone Family! Throughout the semester, ISU GROOVE strives to educate others about drumming, expand their drumming experience, represent Iowa State as ambassadors throughout Iowa and have fun entertaining our audience. VEISHEA is the highlight of our season and we enjoy being a part of Iowa State on Display!

Join in on the fun at one of our performances Sat., April 12:

- 10:40 a.m. — VEISHEA Parade
- 1:30 p.m. — Cy's Big Top, Central Campus
- 3 p.m. — Martha Ellen Tye Recital Hall in Music Hall
- 4 p.m. — Martha Ellen Tye Recital Hall in Music Hall
- 7 p.m. — Martha Ellen Tye Recital Hall in Music Hall

VEISHEA 2003 Taste Stage

The VEISHEA 2003 Taste Stage will feature a variety of bands on Welch Avenue, with "Kill Hannah" as the headlining act. Other performers include "Index Case," "Argos" and the Battle of the Bands Winner. Bands will perform on the Taste Stage from 2 p.m. to 2 a.m., Sat., April 12.

"Kill Hannah"—Band Bio

"Kill Hannah" now appears to be ready for the proverbial "big time." As exciting as the Ziggy Stardust days of David Bowie, "KH" has, by word of mouth, amassed a legion of loyal fans who view their live shows as the social event of the month—buying every shirt of CD available, and often stopping traffic for an hour afterwards as they wait for autographs.

As headliners, the band consistently fills to capacity bi-monthly performances at Chicago's renowned "Metro" club, forging the same path as previous local legends like "The Smashing Pumpkins," "Urge Overkill," "Veruca Salt" and "Local H." Additionally, the band has opened for several major touring acts including "Stabbing Westward," "The Goo Goo Dolls" and "Placebo."

Tireless self-promoters, "KH" are considered by some to be the hardest working band in the city. What began as two kids standing out in the rain, handing flyers to strangers outside record stores has translated over time to a monstrous fan base, 4000 CDs sold, a website with over 6000 hits per week and a very un-midwestern kind of local celebrity status.

Formed in 1995 by singer Mat Devine, "KH" features a powerful combination of killer power chords, catchy electronic-laden loops and keyboard licks, anthem-like boy-girl vocals, bombastic drum work and an uncanny knack for big radio hooks. Think "Smashing Pumpkins" meets "Garbage." Not only a treat for the ears, but visually appealing as well, the "Chicago Sun Times" called them "the cutest band in Chicago." These sonic giants are poised to take over both radio and television.



SPECIAL EVENTS

Pancake Breakfast

The annual Pancake Breakfast, featuring the VEISHEA favorite Chris Cakes, will be held before the parade south of the Campanile on Sat., April 13 from 7:30 to 11:30 a.m. Kick off the day with great food and dazzling entertainment before enjoying the parade and VEISHEA Village! New this year are portable pancakes—pancakes sold in boxes along the parade route. Proceeds from the breakfast support the VEISHEA Scholar program, which annually awards scholarships to outstanding high school seniors.

Silent Auction

The silent auction, a new event for VEISHEA in 2003, will be held in a tent south of the Campanile, adjacent to the Pancake Breakfast, Sat., April 12. Bidding will begin at 7:30 a.m. All items must be picked up by 5 p.m. Auction items include ISU memorabilia, including T-shirts, tickets to sporting events, framed ISU prints and more. All proceeds support the VEISHEA Scholar program.

Ceremonies

Former admissions staff member Bill Yungclas and former Cyclone wrestling great Cael Sanderson were the featured speakers at Opening Ceremonies. VEISHEA 2003 will officially come to a close with the parade and VEISHEA Village awards at Closing Ceremonies on Sun., April 13 at 4 p.m. in the Sun Room of the Memorial Union.

Leadership Recognition

Each ISU student organization had the opportunity to nominate outstanding student leaders to be recognized for their service. On Tues., April 8 at 6:30 p.m., VEISHEA 2003 hosted the annual Leadership Recognition Reception to honor all nominees and recognize these outstanding student leaders:

Departmental Organizations- Chad Plumb; **Councils** - Lisa Whelchel; **Religious Organizations** - Natalie Johnson; **Service Organizations** - Kyle Robertson; **Residence Hall** - Emily Hamilton; **Multicultural Organizations** - Francis Otien; **Special Interest Organizations** - Jim Coppoc

Faculty Recognition

VEISHEA recognizes student-nominated faculty and staff members who have gone above and beyond the call of duty to make a significant impact on the students of ISU.

VEISHEA has selected one faculty member from each college and, from these, has chosen one professor to receive the VEISHEA 2003 Faculty of the Year Award.

VEISHEA 2003 hosted the annual Faculty Recognition Reception and all students, faculty and staff were invited to attend the reception honoring the following individuals:

Staff of the Year - Tori Postel; **College of Agriculture** - Lee Burras; **College of Business** - Larry R. Curtis; **College of Design** - Michael Martin; **College of Education** - Tom Turner; **College of Engineering** - Mani Mina; **College of Family & Consumer Sciences** - Lynn Graham; **College of Liberal Arts and Sciences** - Valerie V. Sheares-Ashby; **College of Veterinary Medicine** - Eileen L. Thacker

Faculty Cook-off

The faculty cook-off will be held on Central Campus on Tues., April 8, beginning at 12:30 p.m. It will be patterned off the TV show, "Iron Chef," and the featured chefs will be the faculty and staff winners from each college.



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COMMUNITY INVOLVEMENT

As an integral part of the VEISHEA celebration, VEISHEA members have participated in a variety of philanthropic events in order to showcase VEISHEA involvement in the community. ACCESS Women's Shelter, Ames Boys & Girls Club, Rosedale Shelter, Meals on Wheels and local retirement homes were some of the many beneficiaries of the efforts of VEISHEA 2003.

VEISHEA 2003 Community Days were held during the second weekend in March. In celebration of the strong ties between ISU and the Ames community, the VEISHEA executive committee, committee members and various Iowa State organizations donated their time to helping and servicing the Ames community. VEISHEA 2003 held the second annual Teen Scene Dance, where high school students joined VEISHEA members for a night of pizza and dancing. Lastly, a \$500 scholarship was awarded to one high school student who displayed outstanding community service involvement.

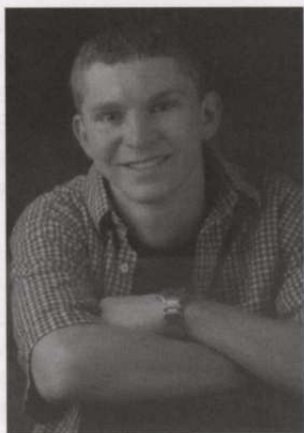
Community Days Scrapbook 2003



COMMUNITY INVOLVEMENT



COMMUNITY INVOLVEMENT



Aaron Armbrecht

The VEISHEA Community Involvement Committee is pleased to award its 2003 High School Community Involvement Scholarship to Aaron Armbrecht. Aaron, son of Paul and Marlene Armbrecht of Rockwell City, will attend Iowa State in the fall and major in civil engineering.

Aaron has a passion for community service. His involvement includes a variety of activities at his church, constructing 300 school bags for the Lutheran World Relief Organization, coaching elementary flag football, volunteering at the Iowa State Fair, Adopt-A-Highway, 4-H junior camp counselor and constructing a queen-sized comforter for parents of a close friend that unexpectedly passed away from a benign tumor during his sophomore year of high school.

The VEISHEA High School Community Involvement Scholarship recipient is awarded a \$500 scholarship for exemplary work in the community service field. The recipient is Iowa State bound with good academic standing and involvement in his or her high school career.

Aaron was recognized at the Opening Ceremonies on Fri., April 11 and will continue to participate in a weekend full of VEISHEA activities, including the VEISHEA Parade.

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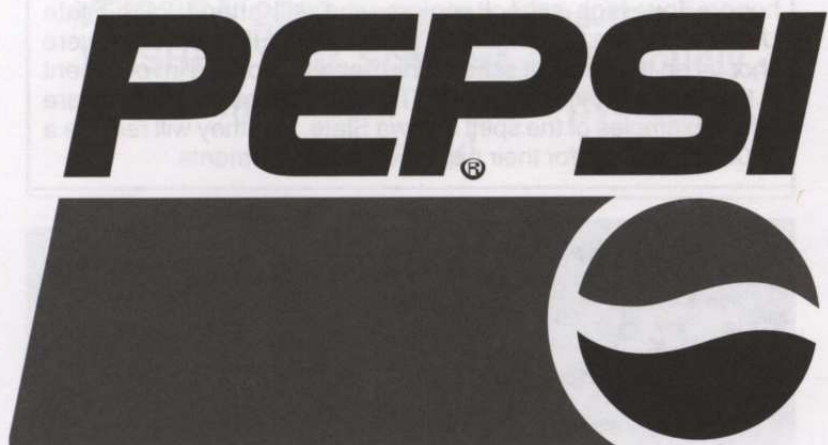
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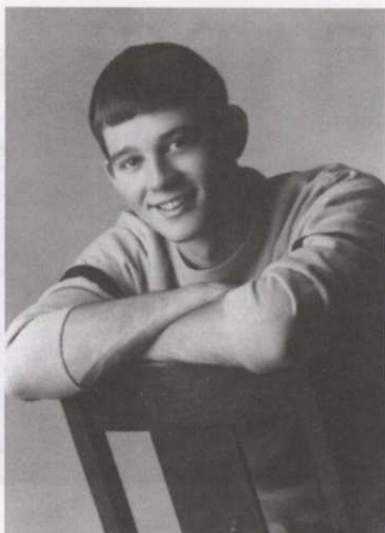
VEISHEA SCHOLARS

In longstanding VEISHEA tradition, VEISHEA 2003 proudly honors four high school seniors who will attend Iowa State University in the fall of 2003. The four VEISHEA Scholars were chosen on the basis of scholarship, leadership, and involvement in their school and community. These outstanding students are prime examples of the spirit of Iowa State, and they will receive a \$500 scholarship for their exceptional achievements.



Josh Carper **Sioux City, Iowa**

Josh comes to Ames from Sioux City East High School in Sioux City, Iowa, and plans to major in civil engineering. In high school Josh was involved in basketball, football, track and field, musicals, showchoir, student council and Student Action Volunteers. He was also student council vice president, dance captain of the showchoir, homecoming king in 2002, a member of the National Honor Society, on the 4.0 honor roll all four years and attended Town Meeting on Tomorrow in St. Louis for the National Council on Youth Leadership.



Kody Guiter **Ottumwa, Iowa**

Kody is from Ottumwa, Iowa and plans to major in biology and pursue a career in medicine. He is president of the Ottumwa High School student council and treasurer of the student body. Kody is also a member of the tennis team, National Honor Society and the First Christian Church hand bell choir. This year he was selected as a State of Iowa Scholar and received the USAA National Honor Ross and National Leadership Merit Award.

VEISHEA SCHOLARS

**VEISHEA 2003 congratulates the four
VEISHEA 2003 Scholars and proudly
welcomes them into the Cyclone
Family!**



Adriana McMullan Postville, Iowa

Adriana is from Postville, Iowa, and plans to major in Biology/Pre-Med. While at Postville High School, she was involved in band, peer helpers, National Honor Society, annual staff, speech, spring play, golf, bowling, swimming, cheerleading, news staff, school improvement and Spanish tutoring. As a senior Adriana was the editor of her high school newspaper and captain of the football and basketball varsity cheerleading squads. She is president of her church senior youth group and a Herbert Hoover Uncommon Student.



Kelly Pletchette Winterset, Iowa

Kelly comes to Iowa State from Winterset, Iowa and plans to major in art and design. At Winterset High School Kelly has been involved in volleyball, golf, softball, tutoring, National Honor Society and a variety of community service clubs. Kelly also formed Winterset High's Octagon Club, a community service organization. She was selected as one of Disney World's Millennium Dreamer Ambassadors in 2000 and was a student participant with the World Food Prize.

VEISHEA BUTTON PROMOTION

A VEISHEA 2003 button will get you the following deals through April 15, 2003:

| | |
|--------------------------------|--|
| Blimpies | <i>\$1 off a 6-inch sub</i> |
| Carlos O'Kelly's | <i>Buy one entrée, get one free</i> |
| Cookies Etc. | <i>Buy one cookie, get one free</i> |
| Copyworks | <i>50% off first 50 copies</i> |
| Dairy Queen (Campustown) | <i>\$0.50 off a large blizzard</i> |
| Intensitee Inc. | <i>Various discounts</i> |
| Lasting Impressions | <i>\$10 off a tattoo valued at \$50 or more</i> |
| Santa Fe Espresso | <i>10% off any coffee related drink</i> |
| Shoppes on Grand | <i>10% off any regular priced merchandise</i> |
| Subway | <i>Two footlong subs for \$7.99</i> |
| T-Galaxy | <i>25% off an in-stock item</i> |
| We Care Hair | <i>\$11.95 haircut, 20% off retail, 30 tans \$30</i> |
| The Wireless Store | <i>25% off any accessory</i> |

Buttons are available at VEISHEA events on Central Campus, on Welch Avenue and at VEISHEA merchandise stands during VEISHEA weekend.

VEISHEA VILLAGE

VEISHEA Village provides educational and cultural experiences through students' displays and demonstrations throughout campus. The Village showcases students' traditions of imagination, resourcefulness and innovation, which is meant to inspire the Cyclone Family to help shape the future of Iowa State.

For 81 years, the colleges have shared their accomplishments through open houses. The first open houses were far less numerous than those of today. In 1923, the Home Economics College began to sell the cherry pies, which have become a favorite VEISHEA tradition.

Since 1922, the open houses have expanded from Central Campus to include over 1,700 acres of Iowa State's total campus. Today, Open Houses, the Cultural Festival, Cy's Big Top, the International Food Fair and Village Square Stage combine to form VEISHEA Village, a true way to show Iowa State display.

Open Houses

More than 50 ISU clubs and organizations and Ames community organizations exhibit displays and demonstrations on campus. Visit any or all of the open houses, before or after the parade, and show your support for ISU students and their activities.

Cy's Big Top

Cy's Big Top is fun for all on Sat., April 12 from 9 a.m. to 5 p.m. This event is located west of Curtiss Hall on Central Campus. Activities included face painting, a petting zoo, and carnival games.

Cultural Festival

This event highlights the talents of the various multi-cultural organizations at ISU. Located west of Curtiss Hall, the Cultural Festival allows visitors to experience demonstrations and displays sponsored by these clubs.

International Food Fair

VEISHEA and the International Student Council have joined forces to provide the Cyclone Family with food from around the world. On Sat., April 12, in the Great Hall of the Memorial Union from 10 a.m. to 2 p.m., students will serve sample food.

Village Square Stage

The Village Square Stage, located near the Cultural Festival and Cy's Big Top, is a free show for VEISHEA goers. The entertainment includes music, dancers, skits, and demonstrations performed by Iowa State students on Sat., April 12, 9 a.m. to 5 p.m.

VILLAGE DISPLAY DESCRIPTIONS

Ag Business Club

This display will be providing information about the club and how to get involved.

Alliance for Disability Awareness

This display will have club information and a wheel chair obstacle course.

Alpha Kappa Psi

Come see if you can win the "Grand Prize Game."

Alpha Zeta Fraternity

The College of Agriculture honorary fraternity displays its organization at its best.

American Meteorological Society

Come learn about severe weather education and witness the tornado machine.

ASK Technological Sorority

Come see how your throw is at the beanbag toss and enjoy some fish and chips.

Associated General Contractors

This display will have various construction equipment to view.

Biotechnology Outreach Education Center

This display will have information on biotechnology.

Business Council

This display will provide information about the club and answer questions.

BWR (Birch, Welch, Roberts) Student Staff

This display has a beanbag toss to enjoy.

College of Veterinary Medicine

Students will have a petting zoo to enjoy.

Council for Exceptional Children

Explore "Under the Sea" at this display with their fishing wall and photo wall.

Cyclone Amateur Radio Club (CARC)

This club highlights the uses of amateur radio.

Cyclone Battalion/Army ROTC

Rock wall climbing will be available along with information about the army.

Dairy Science Club

This display will show how to milk a cow and have some tasty ice cream too.

Eccential Elements Dance Troupe

This will feature a hip-hop dance routine.

Egyptian Student Association

Come check out some hand-made Egyptian art.

Elm-Miller House

Look out above as you pass this display featuring a water balloon catapult.

English Club

Feeling crafty? Come make a bookmark or try some magnetic poetry.

Equestrian Club

Come and visit this display for exciting pony and horse rides.

Falun Dafa Association

This display will have an exercise and meditation demonstration.

Food Science Club

Learn about the choices of healthy food.

Freshman Council

This display will have a balloon pop game.

Gaffer's Guild

Come check out the glassblowing demonstrations and the pieces on display.

Geology Club

Come and learn more about the earth with various rocks and samples.

Glorious Order of Sextant Society

Come see how good your aim is as you toss a ring onto floating sailboats at this display.

HDFS Club

This club will have spin art as a fun craft.

Honors Student Board

Come tour the new Jischke Honors Building.

Horticulture Club

This display will let you try your hand at mini-golf.

IAEYC (Iowa Association for Education of Young Children)

This display will have a bubble table or face painting for you to enjoy.

International Agriculture Club

This display will have information about the club and the club's activities.

Iowa State Crew Club

Come learn more about this club with information about the club and how to join.



VILLAGE DISPLAY DESCRIPTIONS

Iowa State Sailing Club

Come learn about this club's activities and be sure to check out the boat on Lake LaVerne.

Iowa State Space Society

This display will have model rockets and telescopes.

ISU Agricultural Student Council

This display will have information about Ag Council events.

ISU AST Club

Come see farm equipment from different manufacturers.

ISU Flying Cyclones

See a display of an airplane and buy some raffle tickets.

ISU Forestry Club

Come learn more about this club and see a chainsaw carver.

ISU Juggling/Unicycling Club

Check out some fun juggling and unicycling.

ISU MAC Users Group

Come and learn about Macintosh computers.

ISU Martial Arts/Hapkido Club

This display will have a martial arts demonstration.

ISU Pre-Veterinary Club

This club will have a petting zoo and poster displays.

ISU Students for Life

This display will have an exhibit of human prenatal development.

ISU Student Organic Farm

Learn about organic farming through handouts, posters and free plants.

Kappa Kappa Psi

Come see what prizes you can win on the lollipop tree.

Medieval Re-Creationist Club

Check out this demonstration of Medieval fighting techniques.

NACURH 2004

This display will have information and handouts.

Nutrition Club

Come enjoy a caramel apple.

Orchesis II

Come check out out this fun dance routine.

Pre-Physical Therapy Club

Come try a hand at this club's basketball hoop.

Psychology Club

Come check out the optical illusions and finger painting fun at this club's display.

Russian Speaking Student Association

Come try Russian cultural food at this display.

SANKALP (India Literacy Focus Group)

Come check out the Indian handcrafts and information on other social issues.

Semper Fi Society

This display has a pull-up, push-up and crunching challenge.

Society of Automobile Engineers

On display here you will find a trailer, a mini-baja vehicle and information about this society.

Soil & Water Conservation Club

Learn about the importance of soil and water conservation.

Student Athlete Advisory Council

This display will feature pictures and descriptions of community service projects.

Students for Social Justice

The theme for this display is "diversity" and you can try to take something home from the cakewalk.

Tau Beta Pi

Watch out for the High School Egg Catapult Competition at this display.

Textiles & Clothing Fashion Show

See a video of the April fashion show and see fun designs.

Transportation Student Association

This display will feature traffic safety games.

University Archives (ISU Library)

Learn about the last 81 years of VEISHEA, including images and artifacts.

University Child Care

Come have fun with bubbles and play-doh.

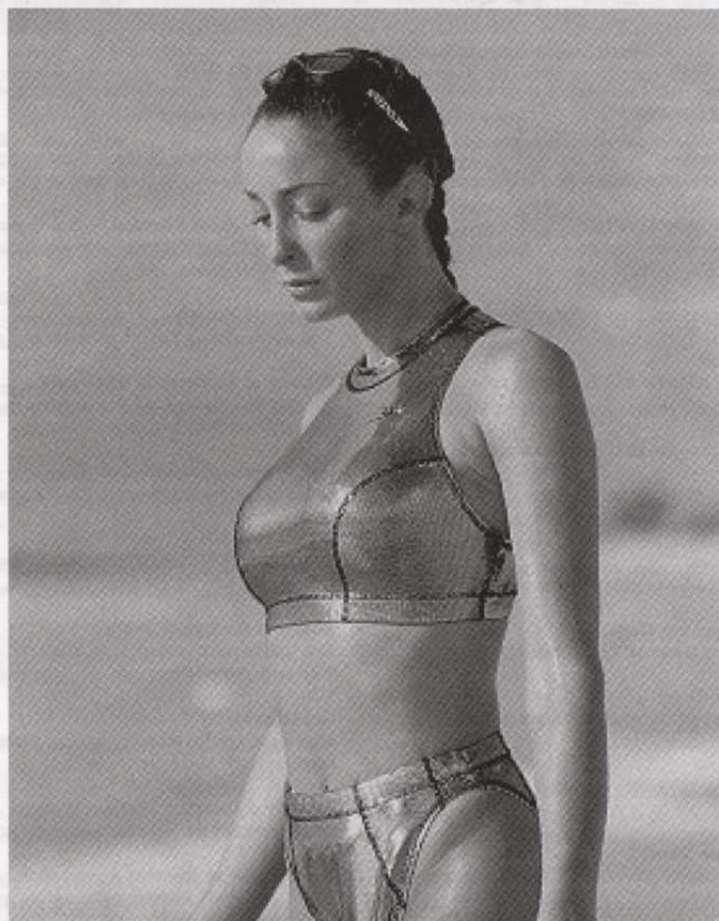
VEISHEA Cherry Pies

Come try one of the tastier VEISHEA traditions. Cherry pies...yummy!

Women in Science and Engineering

You'll have to try it to believe it. This display will have edible chocolate play-doh.





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VEISHEA 2003 would like to thank our advisors:

**Becky Adair
Laura Bestler-Wilcox
Ron Chieves
Stephanie Fox
Alisa Frandsen
Gary Greenlee
Jamie Lebo
Scott Lee
Sheila Lundt**

**John Nordyke
Mark North
Heather Phillips
Sarah Phillips
Jerry Stewart
Steve Sullivan
Vernon A. Wall
Lola Van Wyk
Eric Yarwood**



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EXECUTIVE BOARD AND COMMITTEES



General Co-Chairs Cory Bailey and Kerryann Mehmen

Cory is a senior in agricultural business and accounting from Creston, Iowa. Kerryann is a senior majoring in agricultural education from Plainfield, Iowa.

As General Co-Chairs, Jen and Mark oversee all 13 committees, totaling 375 students. Additionally, the General Co-Chairs serve as liaisons for the University, alumni, and the City of Ames.

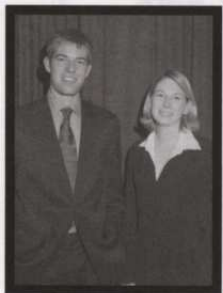


Executive Secretary Andrea Meyer

Andrea is a junior in chemical engineering from Perry, Iowa.

The Executive Secretary and his committee are responsible for keeping VEISHEA organized and running smoothly, managing the VEISHEA office, editing correspondence and coordinating office procedures.

Executive Assistant: Lynn Klisch **Computer Specialists:** Megan Charter, Elissa Hunt **VEISHEA Representative:** Sara Stamm



Special Events Co-Chairs Riley Smith and Jill Millhollin

Riley is a junior from Red Oak, Iowa, in civil engineering. Jill is a junior in elementary education from Guthrie Center, Iowa.

The Special Events committee is responsible for planning and executing opening and closing ceremonies, the leadership, faculty, and alumni banquets, community schools day, and the Saturday morning pancake breakfast. In addition, the committee coordinates the VEISHEA Scholars program.

Ceremonies: Lois Oldham, Jill Gansen **Executive Assistant:** Hanna Hansen **Faculty Recognition:** Steven Hopper, Cristi Vigneri
Leadership Recognition: Angela Fredericks, Nate Hertel **Pancake Breakfast:** Jason Carroll **VEISHEA Scholarship Program:** Kyle Schilling, Ashley Glade

EXECUTIVE BOARD AND COMMITTEES



Village Co-Chairs Ross Roti and Joe Elmquist

Ross is a junior from Spencer, Iowa, majoring in production and operations management. Joe is a senior in agricultural studies from Audubon, Iowa

The VEISHEA Village committee is responsible for the coordination of all Open House displays, including Cy's Big Top and Cultural Festival. Iowa State departments and student organizations construct the displays. These displays showcase the academic programs of the University and cultural diversity of the ISU student body.

General Area Representatives: Matt Thome, Anna Wilhelm **Cy's Big Top:** Rachel Evanich, Angela Groh **Cultural Festival:** Karen Kamiri, Lyndsey Hoppe **College Coordinators - Agriculture:** Ben Albright **LAS/Design:** Erin Ruge **Education/Business:** Bryan Elmquist **Engineering:** Dave Baitinger

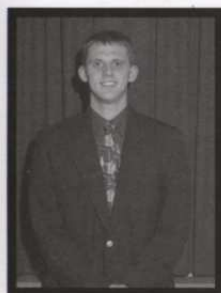


Marketing Co-Chairs Brandon Schaefer and Brad Weber

Brandon is a senior from Latimer, Iowa majoring in agricultural business. Brad is a senior in agricultural business from Dysart, Iowa.

The Marketing Committee is responsible for attaining sponsorship from area businesses, including cash, merchandise and service donations.

Entertainment Liaison: Kevin Roepke **Tournaments Liaison:** Katie Ross **Parades Liaison:** Josh Riessen **Representatives:** Karina Anderson, Michelle Arney, Sarah Walas, Mike Fischer, Lindsay Stanley, Megan Condon, Kyle Hessel, Stephanie Hilbert, JD Greiner, Beth Loberg, Ashley Meyer, Wendy Butcher



Business Manager Abe Schwager

Abe is a junior in agricultural business from Cascade, Iowa.

The Business Manager and his committee are responsible for keeping track of all income and expenditures, as well as coordinating the purchase and production of VEISHEA merchandise.

Assistant Business Managers: Chad Witman, Nick Thompson **Merchandise Directors:** Kara Gunderson, Kyle Staley

EXECUTIVE BOARD AND COMMITTEES



Entertainment Co-Chairs Jessica Carlson and Jaime Brock

Jessica is a junior in journalism and mass communication from Omaha, Neb. Jaime is a senior from Webster City, Iowa, majoring in history education.

The VEISHEA Entertainment Committee dedicated to sponsoring events that entertain the entire Cyclone Family. These events include Dew the Rec, Taste of VEISHEA, Battle of the Bands, central campus events throughout the week preceding the VEISHEA Celebration, and also musical entertainment on Welch Avenue and Central Campus.

Taste Directors: Sarah Dohrmann, Evan Saxton-Williams **Dew the Rec:** Alan Meyer, Shawn Sponheim **Campus Events:** Emily Wilcox, Thea Van Arkel **Music Coordinators:** Lisa Flamming, Grant Nelson **Vendors and Contracts:** Brian Hannah, Michelle Weirich **Taste Stage:** Victoria Brenton



Parade Co-Chairs Dallas Thompson and Kyle Chesnut

Dallas is a senior from Kingsley, Iowa, majoring in agricultural studies. Kyle is a sophomore in agricultural systems technology from Boone, Iowa.

The Parade Committee is dedicated to recruiting parade participants, coordinating staging, monitoring float production and organizing float tours for elementary school students.

Parade Coordinator: Justin Davis **Bands:** Christin Ufen **Specialty Units:** Abby Boruff, Lyndsy Blair **Balloons:** Drew Showalter, Ellen Kilgard **Parade Manager:** Leigh Theideman **Parade Director:** Jenae Newlin **Non-Traditional Floats:** Matt Bornhorst, Betsy Sanders **Traditional Floats:** Caleb Hoakison, Julie Rothmeyer **Dignitaries:** John Rempe, Abby Jordisen



Community Involvement Co-Chairs Danielle McConnell and Sara Taylor

Danielle is a senior from Omaha, Neb., majoring in chemical engineering. Sara is a junior in finance and accounting from Muscatine, Iowa.

The VEISHEA Community Involvement Committee is dedicated to promoting philanthropic events as an integral part of the VEISHEA celebration. These events are coordinated to showcase VEISHEA's involvement in the Ames community and surrounding areas.

Community Organization Directors: Aaron Decker, Sarah Sinclair **Community Schools:** Liz Ogren, Carolyn Clarke, Erin Kirby **Community Showcase Coordinators:** Sarah Peterson, Lindsay Erickson

EXECUTIVE BOARD AND COMMITTEES



Public Relations Co-Chairs Merry Cooper and Hannah Dobbs

Merry is a senior in journalism and mass communication and history from Rio Rancho, N.M. Hannah is a senior in journalism and mass communication from Ames, Iowa.

The Public Relations Committee is responsible for all communication between VEISHEA and the media, as well as the creation and distribution of publications and new releases.

Account Directors - Community Involvement: Mikaela Schaefer
Entertainment: Michael Dusing **Parade:** Laura Dierickx **VEISHEA Village:** Kat Johnson **SOV:** Tom Barntsen, Alissa MacInnes
Marketing: Charles Roper **Tournaments:** Ben Fleming **Special Events:** Sophie Magill **Graphic Artists - General:** Erin Stille
Assistant General: Shawn Eagleburger **Entertainment:** Erin Ries
SOV: Pat Prior **Media Coordinators:** Ryan Brown, Jon Sievers



Operations Co-Chairs Nathan Studer and Jeremy Veach

Nathan is a senior in agricultural studies from Creston, Iowa. Jeremy is a senior from LaMotte, Iowa, majoring in agricultural systems technology.

The Operations Committee organizes and prepares all equipment necessary for the successful operation of VEISHEA activities and events.

Secretary: Ann Muller **Properties:** Lars Palmer, Brent Madden, Scott Beenken, Jon McClure **Entertainment:** Malynda Mauer, Ryan Fischer
Tournaments: Heath Brock, Jake Thomsen **Concessions:** Mike Taylor, Scott Cherne **Village:** Brad Blume, Stephen Burke **Security:** Jesse Bernstein



Stars Over VEISHEA Producer Jess Phelps

Jess is a junior majoring in history, economics, international agriculture and agricultural business from Malvern, Iowa.

In cooperation with the ISU Theatre, the Stars Over VEISHEA Committee is responsible for promoting and coordinating tickets sales for the musical and production. They are also responsible for the set and costume design.

Production Manager: Angela Boeckman **Executive Assistant:** Tara Brass **Sales Manager:** Thomas Fawcett **Aide Coordinator:** Erin Wetherbee **Reception Manager:** Kate Phelps

EXECUTIVE BOARD AND COMMITTEES



Tournaments Co-Chairs Nate Meier and Bridget Hesse

Nate is a junior in agricultural business from La Porte City, Iowa. Bridget is a sophomore majoring in exercise and sport science from Readlyn, Iowa.

The Tournaments Committee plans all of the VEISHEA Tournaments. This includes organizing and recruiting participants for the Golf Classic, Criterium, Mountain Bike Race, VEISHEA Voyage, "Cagers" Basketball Tournaments, Canoe Races and other walk-in events.

Cagers: Erin Borcharding, Peter Hurtgen **In the Running:** Valerie Anderson, Sara Gourley **Olympics:** Justin Jedlicka, Brandon Morton
Special Events: Tom Abbas, Cory Hanson **Tour de VEISHEA:** Sam Danielson, Drew Sponheim **VEISHEA Voyage:** Chris Annicella, Brian Fisher, Terry Sponheim **World Series:** Jill Esdohr, Amy Van Beek



VEISHEA Security Co-Chairs Brent Shaub and Jessie Leidigh

Brent is a junior from Northwood, Iowa, majoring in business. Jessie is a senior majoring in elementary special education from Center Point, Iowa.

The VEISHEA Security Committee consists of ISU students who serve as liaisons between the students and local authorities, fire department, EMS and commercial vendors along Welch Ave. They are responsible for the safety and security at all VEISHEA events.

Security Aide Coordinators: Jason Stamps, Adam Kramer
VEISHEA Aide Coordinators: Sarah Springer, Kevin Fitzpatrick

VEISHEA, Parade, Security and Stars Over VEISHEA Aides

VEISHEA Aides: Christy Adrianse, Nancy Altorfer, Philip Baldwin, Daniel Barrett, Amy Batchelder, Brad Bishop, Jacqueline Boggess, Danaca Booth, Sarah Bradley, Matt Breton, Morgan Brubaker, Kristen Burbridge, Kally Busby, Nick Caratelli, Alissa Carney, Melissa DeRoos, Carli Glover, Cristan, Farmer, Jennifer Hansen, Molly Harms, Joshua Hemberger, Austin Hill, Kami Hobbs, Eileen Hoffman, Jay Honeyman, Morgan Hotka, Amanda Humpal, Lisa Irlbeck, Carly Jacobs, Katie Katzer, Kristi Kramer, Lindsey Langtimm, Jessica Lecy, Andrew Lein, Tamim Mahayni, Mallory Maher, Erin McKeown, Erin Mehsling, Megan Miller, Nicole Nechanicky, Crystal Nord, Jennifer O'Neal, Kristen Osborn, Amanda Pecenka, Alek Pochowski, Anjana Rao, Rachel Ringgenberg, Betsy Rouse, Samantha Sexton, Kaci Sloss, Kari Smiley, Rachel Tenley, Ramsey Tesdell, Emily Thorson, Kelli Thorson, Melissa Vardaman, James Vogl, Meghan Walters, Jaclyn Wirt, Lindsey Wolvek, Nellie Young.

Parade Aides: Alanna Allan, Cassie Becker, Scott Borcharding, Scott Buse, Shawna Chezum, Braqd Fahrman, Dana Foster, Shelly Hanish, Carrie Hansen, Josh Herman, Nick Hermanson, Wes Hosch, Jonna Jahnke, Beth Loberg, Megan Meimen, Celeste Ogren, Brandon Reis, Becky Schaefer, Allison Stenseth, Kelli Teno, Sara Van Horn, Lauren Whitney.



EXECUTIVE BOARD AND COMMITTEES

SOV Aides: Tracy Arthur, Kimberly Benford, Ashley Blum, Ashley Butler, Ted Casady, Christy Dolph, Nikki Fessler, Cody Glasnapp, Andrea Grandgenett, Lucas Hale, Liz Jaster, Sarah Ketelson, Teal Larsen, Marissa Martin, Allen McNutt, Matt Melhus, Brett Moffitt, Molly Olson, Erica Parr, Eric Salter, Jacki Timmons, Kim Warner, Nellie Young, Zachary Young.

VEISHEA Security: Anthony Agliata, Nick Albright, Danielle Alt, Gina Baier, Rachel Bartek, Robin Baugh, Kelly Beattie, Matt Brezina, Evan Brockman, Brad Brunsvold, Kally Busby, Andrew Buttrey, Cory Doerder, Joshua Dubberke, Spencer Ebann, Amanda Ehrier, Matt Ellis, Phil Emanuel, Shawn Entriiken, Bret Euker, Nate Evers, Josh Figland, Ryan Gatzemeyer, Rusty Gibbs, Joel Goetsch, Jen Grobeck, Jaclyne Hamlett, Molly Heidenreich, Robbie Helzer, Michelle Henningsen, Patrick Henningsen, Tyler Holt, Amanda Humpal, Katie Humston, Mary June Jackson, Patrick Jacobs, Stacie Johnson, Joe Jolesch, Donovan Kearnes, Ben Kerkman, Granger Kersten, Mary Kuster, Kaouchoua Lee, Kellen Ludvigson, Kevin Masek, Tom Mason, Kristin Mattson, Dustin McCann, Ryan McDermott, Bill McGowan, Jeff McKee, Melissa Meyer, Mike Mitchell, Chris Paar, Anna Paulson, Amanda Pacenka, Alan Pierce, Tom Pierson, Jessie Polillo, Andrew Pratt, Ryan Rhodes, James Rice, Joshua Ridgely, Calsee Robb, Stacey Roberts, Melvin Rosario, Hailee Rustad, Eric Rymarz, Jess Saldana, Susan Schwarm, Kathleen Sciortino, Randi Sesker, Allison Shaw, Evan Smith, Rachel Smith, Robert Smith, Ashley Sponsler, Meredith Stebor, Stephanie Stumpf, Kate Vader Vegte, Cole Weaver, John White, Abbie Wiebecke, Andrew Wiese, Brent Wiessner, Jacob Williams, Wendy Wirth, Sarah Woiwood, Abigail Wuest, Stephen Young.



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2003 VEISHEA Parade Order

- 1 Department of Public Safety
- 2 ISU Army ROTC Colorguard
- 3 ISU Air Force ROTC
- 4 VEISHEA Balloon
- 5 Parade Grand Marshal, Former Iowa State President Gordon Eaton
- 6 Iowa Games
- 7 Sigma Chi
- 8 ISU President Geoffrey
- 9 ISU Women's Basketball & Tennis Teams - Joe Kern's Firetruck
- 10 Joe Kern - Antique Tractor
- 11 Team PRISUM
- 12 Ames High School Band
- 13 Ames Mayor Ted Tedesco
- 14 Vice President of Student Affairs Thomas Hill
- 15 Government of the Student Body
- 16 Morrill Hall Student Committee
- 17 Alpha Kappa Lambda
- 18 Dean of Students Pete Englin
- 19 ISU Soccer Club
- 20 Iowa National Guard
- 21 ISU Alumni Assoc. President Jeff Johnson
- 22 Kanga Kids
- 23 Dazzle the Dalmation Balloon carried by Kappa Kappa Gamma, Alpha Gamma Rho, Theta Chi
- 24 Dance Marathon - Nevada Firetruck
- 25 Nevada Antique Firetruck
- 26 Robert's Dairy Cow
- 27 Iowa State Alumni Band
- 28 VEISHEA General Co-chairs Cory Bailey and Kerryann Mehmert
- 29 Oscar Meyer Wienermobile
- 30 Creston Elk's Clowns
- 31 Advertising Campaigners 434
- 32 Delta Tau Delta, Chi Omega, Alpha Delta Pi
- 33 VEISHEA Advisor Vernon Wall
- 34 CEO and Chairman, Lockheed Martin Corporation, Vance Coffman
- 35 ISU College of Vet Med
- 36 ISU Spirit Squad
- 37 ISU Hockey Team
- 38 Alpha Sigma Phi
- 39 Ellsworth Community College
- 40 Outgoing and Incoming GSB President and Vice-President (T.J. Schneider and Joe Darr, Michael Banasiak and Ben Albright)
- 41 MU Board of Directors - 75th Anniversary
- 42 ISU Drill Team
- 43 ISU Freshman Council - Ames Firetruck
- 44 El Paso Club, Kappa Delta
- 45 KASI Boom Box Band
- 46 VEISHEA Scholars (Adrian McMullan & Kody Guiter)
- 47 Hormel Foods
- 48 Orchesis II
- 49 ISU Pep Band
- 50 ISU Ag Council
- 51 IFC President and CPC Vice President of Judicial Affairs
- 52 International Student Council
- 53 Rocky the Flying Squirrel Balloon carried by Delta Zeta, Alpha Tau Omega, Sigma Alpha Epsilon
- 54 Wells Fargo Stagecoach
- 55 Cyclone Idol and VEISHEA Community Service Scholar (Aaron Ambrecht)
- 56 ISU Athletic Marketing Team
- 57 Eccential Elements
- 58 ISU Marching Cyclones
- 59 Associated General Contractors
- 60 Student Alumni Leadership Council
- 61 Papa Murphy's Pizza
- 62 Kim Redling - Tow Truck
- 63 VEISHEA Scholars (Kelly Pletchette & Josh Carper)
- 64 T-Galaxy
- 65 Cental Iowa Barn Dance - Barn Owl Band
- 66 Papa John's Pizza
- 67 Miss Iowa Rodeo
- 68 Nevada Jaycees
- 69 Tau Kappa Epsilon, Pi Beta Phi, Gamma Phi Beta, Sigma Kappa
- 70 ISU Groove
- 71 Pella Tulp Queen
- 72 ISU Business Council
- 73 Air Force ROTC
- 74 ISU Parent's Association
- 75 Iowa State Hip Hop Club
- 76 ISU Foundation
- 77 Pi Kappa Phi
- 78 Society of Automotive Engineers
- 79 ISU Motorcycle Club
- 80 Alvin the Chipmunk Balloon carried by Alpha Gamma Delta, Lambda Chi Alpha, Alpha Chi Omega
- 81 American Red Cross
- 82 Phi Delta Theta, Pi Kappa Alpha, Delta Delta Delta, Richardson Court Association
- 83 Cyclone Bible Fellowship
- 84 ISU Cycling and Juggling Club
- 85 ISU Alumni Groove
- 86 Sextant Society
- 87 Barker Brigade
- 88 Des Moines Obedience Training
- 89 Suzuki Violonists of Ames
- 90 Farmhouse Fraternity
- 91 ISU Rodeo Club
- 92 Kappa Alpha Theta/CASA - Firetruck
- 93 Falun Dafa Association
- 94 Equestrian Club

Thank you for attending the 81st VEISHEA Parade!

Did you stop by the VEISHEA Silent Auction?

The silent auction runs Saturday, April 12, from 7:30 a.m. to 2:30 p.m. south of the Campanile. All proceeds benefit the VEISHEA Scholars Program. Auction items include Cyclone memorabilia, event tickets and more!



2003 VEISHEA Parade People's Choice Awards

Vote for one in each category and return to VEISHEA committee members with ballot boxes.

Traditional Floats

Please vote for only one.

- ☐ Delta Tau Delta, Chi Omega,
- Alpha Delta Pi
- ☐ El Paso Club, Kappa Delta
- ☐ Tau Kappa Epsilon, Pi Beta Phi,
- Gamma Phi Beta, Sigma Kappa
- ☐ Phi Delta Theta, Pi Kappa Alpha,
- Delta Delta Delta, RCA

Non-Traditional Floats

Please vote for only one.

- ☐ Sigma Chi
- ☐ ISU college of Vet Med
- ☐ MU Board of Directors - 75th
- Anniversary
- ☐ ISU Ag Council
- ☐ Falun Dafa Association
- ☐ Associated General Contractors
- ☐ Student Alumni Leadership
- Council
- ☐ Air Force ROTC
- ☐ Pi Kappa Phi
- ☐ Sextant Society
- ☐ Farmhouse Fraternity
- ☐ Equestrian Club



VEISHEA Village Open Houses

Saturday, April 12 • 9 a.m. to 5 p.m.

1. Business Council (Carver Lobby)
2. ISU Flying Cyclones (SW of Alumni)
3. Nutrition Club (West of LeBaron)
4. Alpha Zeta (Alpha Zeta Tent)
5. University Archives, ISU Library (403 Parks Library)
6. ISU Pre-Veterinary Club (Alpha Zeta Tent)
7. Textiles & Clothing Fashion Show (LeBaron Lounge)
8. ISU Horticulture Club (Horticulture)
9. College of Veterinary Medicine (Vet Med)
10. Dairy Science Club (Kildee Entryway)
11. Entomology Club (Science II)
12. Alliance for Disability Awareness (North of Alumni)
13. Medieval Recreationist Club (South of LeBaron)
14. Food Science Club (2319 Food Science)
15. Marine Biology/Scuba Club (Bessey Hall Labs)
16. ISU Juggling/Unicycling Club (Central Campus)
17. International Ag Club (Alpha Zeta Tent)
18. VEISHEA Cherry Pies (McKay Kitchen)
19. Tau Beta Pi (Central Campus)
20. Mike Zeller (Molecular Biology)
21. Soil & Water Conservation Club (Alpha Zeta Tent)
22. ISU Equestrian Club (Horse Barns)
23. ISU Agricultural Student Council (Alpha Zeta Tent)
24. Psychology Club (W162 Lagomarcino)
25. ISU Geology Club (157 Science I)
26. ISU Boxing Club (State Gym)
27. ISU Mac Users Group (South of Library)
28. Society of Automotive Engineers (South of Library)
29. Associated General Contractors (South of Library)
30. Agronomy Club Kiddle Tractor (Front of Lagomarcino)
31. Cyclone Amateur Radio Club (South of Library)
32. ESAC (Lagomarcino)
33. UDA Weight Club (South of Library)
34. English Club (Central Campus)
35. Cyclone Bible Fellowship (Central Campus)
36. Gaffers' Guild (Sweeney)
37. Iowa State Sailing Club (Lake Laverne)
38. ISU Crew Club (Central Campus)
39. Los Primos (Central Campus)
40. Student Athletic Advisory Council (Central Campus)
41. Russian Speaking Student Assoc. (South of Library)
42. University Community Childcare (Central Campus)
43. ISU Army ROTC (South of Library)
44. Semper FI Society (South of Library)
45. ISU AST Club (Front of Davidson)
46. Honors Student Board (Jischke Honors Bldg.)
47. ISU Martial Arts (Central Campus)
48. ISU Student Organic Farm (Central Campus)
49. ISU Forestry Club (Central Campus)
50. Iowa State Space Society (Central Campus)
51. NACURH 2004 (Central Campus)
52. VEISHEA 2003 (Memorial Union)
53. Industrial Technology Club (South of Library)
54. Students for Life (Central Campus)
55. American Society of Civil Engineers (South of Library)
56. Volunteer Center of Story County (Central Campus)
57. Energy Karaoke & Cafe (South of Library)
58. Society of Chemistry Undergraduates (Gillman)
59. ISU Rodeo Club (Front of Lagomarcino)
60. Time for Peace (Central Campus)

Stop by Cy's Big Top and
VEISHEA's Cultural
Festival on Central
Campus!

Visit the International
Food Fair from 10 a.m. to
2 p.m. in the Memorial
Union Great Hall

