



CAMPAIGN  
**IOWA STATE**  
WITH PRIDE AND PURPOSE

► **Scholarships play an important role in helping today's students make the most of their college years.** For some, a scholarship means the opportunity to study abroad; for others, it reduces the number of hours a student has to work at a job, thus freeing up time for study or participation in club activities.

**But make no mistake: scholarships are no longer a luxury. The same cutbacks that have pinched budgets throughout Iowa State University have also forced steep tuition hikes.**

# LAUNCHING TOMORROW'S ► LEADERS

*SCHOLARSHIPS CREATE  
STUDENTS WHO FLOURISH*

In the last 10 academic years, resident tuition is up 101 percent and nonresident tuition is up 80 percent. For the last two years, Iowa State University has ranked second in the nation among public institutions in highest debt loads among its graduates, according to data from *U.S. News & World Report*. Nearly

70 percent of Iowa State graduates are leaving Ames with loan balances creeping ever-closer to \$30,000 each.

The College of Business is committed to changing that, which is why student scholarship support has been identified as one of its key priorities in *Campaign Iowa State*. The college seeks to raise

an additional \$7.5 million for ongoing student scholarship support as part of its \$42 million campaign goal.

Depending on available funds, the college awards scholarships ranging from \$300 to \$5,000 to approximately 140 students each year. Here are the stories of four beneficiaries.

“With the scholarship support and loans, I have not had to get a job. That has allowed me to participate in activities that have enriched my college experience.”

MICHAEL HOTZ

► **Michael Hotz**

Senior  
Agricultural Business, Finance,  
and Economics

Michael Hotz and Iowa State seem like a natural match. A 2004 graduate of Lone Tree Community High School, Hotz grew up on an Iowa farm and knew he wanted to study agriculture and business—and his dad was an Iowa State alum.

But when Hotz was deciding what college to attend, he considered many schools before choosing Iowa State. “I wanted to make sure this was the right choice for me,” says the senior in agricultural business, finance, and economics. “The program and the atmosphere drew me here.”

Hotz has been able to participate in a wide variety of activities thanks to university and college scholarships. The College of Business awarded him the Swift Company Scholarship his junior and senior years and also a scholarship to support a study-abroad semester.

“Over half of my tuition costs have been covered by scholarships,” says Hotz, who is paying for his own education. “I am conservative when it comes to money, but with the scholarship support and loans, I have not had to get a job. That has helped me study better and allowed me to participate in activities that have enriched my college experience.”

He has served on the College of Business Student Council and Ag

Career Day Committee, and he is a member of the entrepreneur and finance clubs. His involvement has led to personal and professional growth as well as a strong network of friends and contacts.

Studying abroad tops Hotz’s list of activities that have enhanced his education. He spent spring 2006 studying at Swansea University in Wales. While in Europe, he traveled to France, Germany, Ireland, the Netherlands, Norway, Scotland, and Switzerland, immersing himself in the local cultures. “My friends teased me because I was always striking up conversations with strangers,” he says. “I wanted to learn from them so I asked lots of questions. It was truly a world-broadening experience.”

Hotz has been equally inquisitive in his internship searches. He has used his interviews to gather information about agriculture-related industries and the job opportunities in them. This dis-

covery process has led him to two very different internships.

Zen-Noh Grain Corporation, a Japanese grain export business in Louisiana, hired him as a merchandising intern in summer 2006. It is the smallest of the five U.S. export grain companies, according to Hotz. “My exposure to business operations was unbelievable,” he says. “I got to talk to the upper-level managers. They are visionaries, focused on the future, not just the day-to-day business. They wanted me to see how things worked.”

This past summer, Hotz interned as a financial analyst with the Renewable Energy Group in Ralston, Iowa. “I loved the grain merchandising work last year,” he says, “but with all of the emphasis today on alternative fuels, it is a very exciting time to work for a biodiesel company.”

Hotz’s top priority now is to find the right company and the right job for when he graduates next May.





► **Brittney Schmidt**

Senior  
Marketing, Journalism, Philosophy

Becoming a legacy student at ISU was nearly a distant memory when Minnesota State University offered Brittney Schmidt their Presidential Scholarship. A full-ride scholarship would significantly reduce the financial strain for Schmidt, who was committed to splitting the cost of her college education with her parents.

Fortunately the Garner, Iowa, native did not give up. “I was already familiar with campus because I had visited here countless times for camps, 4-H activities, and Girls’ State,” Schmidt says, “but finding out about the programs and opportunities in the College of Business solidified my desire to come here. Plus, we have a family tradition; nine relatives, including my dad and sister, are all alumni.”

Schmidt explained her quandary to Ann Coppernoll, director

of undergraduate programs for the College of Business, who suggested she fill out the undergraduate scholarship application. The college then awarded Schmidt the Mark and Julie Blake Undergraduate Business Scholarship.

While the Blake scholarship, combined with a variety of other scholarships, has covered Schmidt’s tuition costs, the senior marketing major benefited in other ways too. “Developing a personal relationship with the Blakes got me interested in working with donors and seeing how the development process works,” says Schmidt, one of 25 student volunteers with the Iowa State University Foundation. “We help host alumni and donors at tailgates and football games, building dedications, and campus activities; we also help with the two black-tie events of the year, Order of the Knoll and the Distinguished Awards Ceremony.”

making the College of Business possible for students,” she explains. “A lot of students don’t know anything about our donors. I hope to increase awareness among students, faculty, and staff about our donors and their importance to the College of Business and our education.” She will continue this internship through the fall semester.

Schmidt’s development work is just one portion of her activities. As vice president of the Business Council, which oversees all of the college clubs, she helps organize special activities for VEISHEA, homecoming, family weekend, and other events throughout the year.

For her freshman Honors project, Schmidt worked with mentor Darin Wohlgemuth in the Iowa State Admissions Office and surveyed freshmen to determine how a student’s high school and family background affected their

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BRITTNEY SCHMIDT

This past year, Schmidt interned in the dean’s office of the College of Business, working to support the college’s development efforts. Her main project was to revise how donors are acknowledged, but she has another goal. “I have been able to see all of the effort that goes into

college search process. Now for her senior project, Schmidt will add another dimension—senior GPA—to the original research to determine how background affects a student’s success in college.

While Schmidt has had a range of experiences on campus, intern-

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KATIE LORBER

ships have given her exposure to marketing practices in two very different industries. In summer 2006, she interned at Caterpillar in Peoria, Illinois, where she did marketing for the North American Commercial Division. This past summer, Schmidt interned in the Communications Department at Lands’ End headquarters in Dodgeville, Wisconsin, where she gained experience in event planning, graphic design, and advertising, as well as learning how the company sells merchandise through four unique marketing channels.

Before graduating in May 2008, Schmidt will add one final item to her list of experiences. She plans to study in Ireland next spring as part of the Regents’ Study Abroad Program. This unique opportunity is financially feasible due to the scholarships she received during her first three years at Iowa State.

► **Katie Lorber**

Junior  
Marketing

When Katie Lorber enrolled at Iowa State in fall 2005, it represented a big change in her life. She grew up in New London, Iowa, a town of less than 2,000 residents, about half the number of freshmen entering Iowa State each year.

Knowing she wanted to major in marketing, Lorber visited Iowa State to check out the College of Business. “I fell in love with the campus,” she says. “Iowa State is a big school with lots of opportunities, but it has a small-town feel and that is what I liked.”

Now a junior, Lorber is paying half of her college expenses herself with scholarships, loans, and the income she receives from a job with Clem Insurance Company in Ames. While she received scholarships from a variety of sources her first year, most were nonrenewable. For 2007–2008, she received a College of Business marketing scholarship. “I was really excited to receive the scholarship,” she says. “It reduces the amount of loans I have to get. I am working hard to keep my debt as low as possible. I don’t want my loan payments to mean I have to continue to live like a student once I am out of college.”

Although her classes and her job keep her busy, Lorber is involved in a range of other activities that are helping her develop skills applicable to a marketing career. For example, she has been an ambassador to the career fair sponsored by the Colleges of Business and Liberal Arts and Sciences,

interacting with company representatives to ensure the fair goes smoothly; a Destination Iowa State team leader, helping new students get acclimated to campus prior to the start of classes; and a Business Council peer adviser, assisting students in the registration process.

This fall, Lorber began a new assignment as a member of the Cyclone Alley central committee. Cyclone Alley is a student spirit group for Iowa State men’s and women’s basketball. “We promote participation and attendance at games through our Web site and e-mail,” says Lorber. “It is primarily for basketball, but we promote attendance at one event for each of the other varsity sports too. We also organize road trips and other special activities.”

Lorber’s involvement with these different groups has introduced her to other opportunities as well. Several of her friends from Business Council studied in Spain this past



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KOFI ODOOM

summer, and she hopes to study there next summer. “They said it is an amazing experience,” she says. “The business world is so globalized, I think it is really important to immerse myself in another culture and see how other people live.”

### ► Kofi Odoom

Graduate Student  
Accounting

When Kofi Odoom talks about balancing school, family, and work, a spreadsheet might prove a useful tool. One wonders how he manages to find time for the many priorities in his life.

A native of Ghana, West Africa, Odoom came to Iowa in 1997 to attend Luther College. He earned a B.A. in management and then accepted a job with GEICO Insurance in Coralville. With a long-term goal of returning to Ghana as an entrepreneur who starts and sells companies, Odoom decided to study finance so he could work with risk adjustment and forecast. He moved his family to Ames and enrolled at Iowa State in fall 2005.

Odoom, who is 30, completed coursework for his B.S. in finance and is now working on a master’s in accounting. While he has always made balancing family and school a priority, Odoom has taken on new parenting responsibilities this fall. His wife is living in New York where she is a first-year dental student at Columbia University, and Odoom cares for

the couple’s three-year-old son, Joshua, in Ames.

To help support his family, Odoom works 20 hours a week for the Department of Public Safety on campus. He writes parking tickets, a job that can be stressful.



“I can feel the love in the air,” he laughs. “One girl asked if I get paid on commission. I don’t.”

Odoom is also interim pastor at the Assembly of God Church in Oelwein. “I have been preaching since I was in high school,” Odoom says. “It helps me keep my ethics and morality straight.”

Even with his full schedule, Odoom makes time to help his classmates. As president of the finance club last year, he arranged for the proceeds from the investment challenge competition to

be used as scholarships to the University Book Store. This year, he is working with GEICO, his former employer, to set up an accounting scholarship.

Odoom says he is driven by the desire to make a difference. “Nationally, Iowa State student debt ranks quite high,” he explains. “I want to help students deal with college finances.”

In addition though, he is intent on honing his leadership skills. “My goal was to take the club to a new level,” he explains. “The scholarships are one way that has happened, but we also got more students involved, increasing the membership from around 40 to more than 80. Being involved will help students be successful.”

For his own expenses, scholarships from the Iowa State International Students and Scholars Office and the College of Business have covered about two-thirds of Odoom’s tuition. Student loans and work help pay the rest.

When he completes his master’s next spring, Odoom wants to work in the portfolio management investment division of AEGON, a worldwide life insurance and pension company. Because of his international status, Odoom needs an employer who will do the paperwork that will allow him to stay in the United States a few more years. He interned with AEGON in Cedar Rapids last fall, and says the company is interested in hiring him. ■