

THE BUILDING, & BEYOND

The Potential for Business at Iowa State



IN A STATE-OF-THE-ART BUILDING, nestled into a campus widely regarded as one of the nation's most beautiful, resides the college that more Iowa high school graduates choose for their business education than any other.

A college that—just 25 short years ago—was not yet even a college, and dared not dream of the spectacular facility it would one day call home.

Who knew then of the potential this college possessed?

In many ways, the story of Iowa State University's College of Business is a case study straight out of a business textbook. Visionary leadership meets perseverance meets good old-fashioned hard work.

Enrollment has grown, as has the size of the faculty. Graduate programs became an integral part of the college's offerings. The college earned international accreditation.

All of this progress culminated in the most visible symbol of growth to date: the Gerdin Business Building, which opened in 2004. It was a triumph made possible by the generosity of Russell and Ann Gerdin, along with support from additional major donors and thousands of alumni, friends, and corporations.

And yet, for all the progress, the work is just beginning.

The work, that is, to develop the college into a premier research institution. To make it the long-term home of outstanding faculty. To maintain it as the first choice of high-achieving students, undergraduate and graduate alike.

This work must take place at a time when public universities nationwide have generally seen declines in state funding. At the same time, tuition and other costs steadily increase the financial burden on students. Market forces, meanwhile, sweep top professors toward lucrative positions at other universities or in the private sector.

Who are the best people to support the college's strategic goals? College of Business



LABH HIRA

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DEAN LABH HIRA

alumni. They are, after all, trained to understand the dynamics of finance, human resources, competition, and other factors that can be leveraged to secure Iowa State's place in the business school ranks. They also know the value of a strong education.

Now alumni have an ideal opportunity to see the College of Business ascend to the next level of excellence. The public phase of an extended fundraising campaign is furthering the potential of a relatively young college that has already developed into a success story.

The next step in its ascension will require resources, just as the new building did. But this step is not about that which can be seen, or touched.

The focus now turns to human potential.

With the launch of *Campaign Iowa State: With Pride and Purpose*, a historic \$800 million comprehensive fundraising endeavor is under way, aiming to advance Iowa State University's role in creating a sustainable and prosperous future for people everywhere. The College of Business has set \$42 million as its goal, and much of the funding, the college hopes, will be directed to endowments for faculty and scholarships for students. The choice, of course, lies with the donors.

"We have the physical resources in place, so we feel lucky and are in a pretty good position," said Labh Hira, dean of the college. "I think the next challenge for us is to pay attention to the people in this building. The faculty, staff, and



PAT VICKERMAN

CAMPAIGN IOWA STATE: WITH PRIDE AND PURPOSE



Campaign launch date:	July 1, 2003
Campaign goal:	\$800 million
College of Business goal:	\$42 million
Amount raised for College of Business (as of August 31, 2007):	\$26 million
Campaign end date:	December 31, 2010

For more information, contact: Jeremy Galvin, Director of Development (866) 419-6768 jgalvin@iastate.edu

COLLEGE OF BUSINESS CAMPAIGN DEVELOPMENT COMMITTEE

This committee will provide leadership to the dean and development officers during the campaign. Committee members help identify campaign priorities and help build momentum for them. They also help identify organizations and individuals who may be interested and capable of making major campaign gifts. And they assist in securing major gifts through a variety of stewardship opportunities.

Committee Chair:

Kelley Bergstrom '65

President
Bergstrom Investment Management, LLC

John DeVries '59

CEO, Retired
Colorfx

James '67 and Ann '66 Frein

President, Retired
Hutchinson, Shockley, Erley, & Co.

Craig Petermeier '80

President and CEO
Jacobson Companies

Bob and Jane '85 Sturgeon

Chairman and Owner
Senior Vice President, CFO and Treasurer
Barr-Nunn Transportation, Inc.

students are who make a program stand out.”

As Hira points out, Iowa State has been fortunate to have quality business students and faculty, but those resources cannot be taken for granted in an environment of growth and competition.

“We want to further enhance the role of research in this college and strengthen our commitment to graduate education,” said Hira.

Private support plays a crucial role in this process. State funding may keep a university running, but basic operations are only the framework of higher education, and that framework is much the same everywhere. For Iowa State to distinguish itself requires private funding directed to specific people and programs.

Pat Vickerman, associate vice president of development at the Iowa State University Foundation and director of Campaign Iowa State, calls that distinction Iowa State’s “margin of excellence.”

“That margin is what excites alums to support us,” Vickerman said. “We’ve heard from a number of alums that they feel the university now is as strong as it has ever been. There’s a lot of confidence in the direction of the university.”

Alumni often express that confidence through philanthropy, knowing that they have the collective ability to advance the strategic goals of the university or a particular college within it. Matching philanthropy to priorities requires communication and awareness.

Vickerman points out that the university and its colleges set funding priorities, while the foundation focuses

on being a donor-centered organization that supports the university’s strategic direction.

Jeremy Galvin, director of development in the College of Business, reaches out to the college and to donors in an effort to align philanthropic support with the college’s priorities.

“I’m involved in weekly, sometimes daily, strategy meetings with the dean and department chairs to understand what their needs are,” Galvin said. He then tries to match the interests and expectations of donors to the priorities of the college.

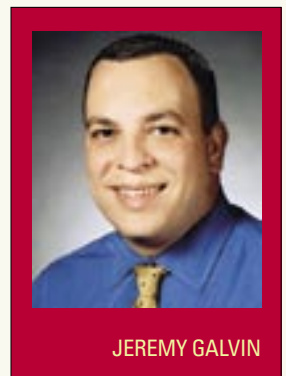
The dynamic is a fluid one, but as Hira notes, it is also full of possibilities.

“We discuss with our donors the priorities of the college so they can learn more about our needs,” Hira said.

“Ultimately, we hope to match those needs with the donor’s wishes as much as possible. In the end, it is up to the donor to decide where their philanthropic support will go.”

There is a full menu from which to choose. Interdisciplinary work may be new to some areas of academia, but it’s standard procedure in business. Intertwining and complementary areas of study result in well-prepared students, but present the college with an additional challenge.

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JEREMY GALVIN

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PAT VICKERMAN
DIRECTOR
CAMPAIGN IOWA STATE



KELLEY BERGSTROM

areas,” Hira said. “We have a very integrated curriculum. As a result, it’s difficult to elevate our stature without elevating all of our disciplines.”

Doing so through fundraising requires a strong alumni base. The college is establishing one, having grown rapidly in the 1990s to its position today as Iowa State’s third-largest college,

awarding one out of every five degrees from Iowa State each year. Yet there is more to the demographic picture.

“Fundraising is really no different than any other market,” Hira said. “The amount of money you will be able to raise depends on two things: the number of prospective donors you have, and the capacity of those prospective donors—and the capacity to donate is typically correlated with age.”

Can younger alumni still play a role in elevating the College of Business and making Campaign Iowa State a success? Absolutely, according to the ISU Foundation.

“Anyone can participate—there’s a place for everyone in this campaign,” Vickerman said. “When we look back at some of our top donors today, they started out making \$5 or \$10 gifts 30 years ago. It’s all about cultivating a relationship.”

Kelley Bergstrom, president of Bergstrom Investment Management, LLC, exemplifies the potential of such relationships. The 1965 industrial administration graduate is now a significant philanthropic figure who also contributes his time for the good of the college.

Bergstrom, a governor of the Iowa State University Foundation and former chair of the foundation board of directors,

and a member of the Dean’s Advisory Council, chairs the fundraising campaign committee for the college. The all-volunteer campaign committee reflects a deep level of personal commitment, rooted in an appreciation for the Iowa State experience, that motivates its members.

“I am very grateful for what Iowa State did for me in giving me a start in my business career,” Bergstrom said, noting his ongoing ties to campus and the community.

Expressing that gratitude, though, is far more than just an individual exercise. Bergstrom cites his experience with the real estate and private equity business as the context for fundraising at Iowa State.

“I’m used to doing things with partners and joint ventures,” Bergstrom said. “If I put my money up and get others to match me, then we can do even greater things.”

A case in point: the Gerdin Business Building.

“We got the job done with the Gerdin building,” Bergstrom said, “and that made the impression on a lot of us that by leveraging private support, we can get things accomplished for the College of Business.

“Now we want to help out with faculty and scholarship support, which we think will greatly enhance the quality and reputation of the college.”

Bergstrom treats his philanthropy as investments, acknowledging the tangible and intangible benefits that can accrue from giving.

“I look at giving to universities as another asset allocation for my portfolio,” Bergstrom said. “I like to invest where I can see a multiplier effect, and I’m excited about the opportunity to provide the right faculty and give students additional help.” ■

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KELLEY BERGSTROM '65
 CHAIR, COLLEGE OF BUSINESS
 CAMPAIGN DEVELOPMENT COMMITTEE

COLLEGE OF BUSINESS BACKGROUND

1920s	1955	1980	1984	1985	2007	2009
First business courses offered at Iowa State	Department of Industrial Administration established, enrolls 299 undergraduate students	School of Business Administration formed, enrolls 2,242 undergraduate students	College of Business Administration established	MBA program established, enrolls six graduate students	College of Business enrolls 3,333 undergraduate students and 294 graduate students	Confers 20% of degrees awarded from Iowa State Iowa State’s third-largest college