

# Capitalizing on the Momentum

**As Campaign Iowa State** was just beginning in 2003, I remember reflecting back on just how far we had come in the past couple of decades or so.

Earning college status. Graduate programs. Achieving accreditation. More faculty, and many more students. And at that time, we were about to realize the most important milestone in our journey: the Gerdin Business Building, which would open just a few short months later. Excitement was at a fever pitch; students, faculty, and staff were all eager to take full advantage of this wonderful new facility.

And yet, for all that progress and enthusiasm generated by our new building, we were already thinking ahead to the opportunities in front of us. As we identified our campaign priorities, it was clear that our people had to be central to our efforts going forward. We had worked so hard to improve our physical space, now it was time to focus on our people and programs.

But a campaign goal of over \$40 million was audacious, given our relatively young donor base. And the task of transferring that momentum to a new campaign, with a very different focus, was challenging. Would our alumni and friends support

less tangible concepts like faculty development, student support, and academic programs as eagerly as they supported the Gerdin Business Building?

The answer, resoundingly, was yes.

When Campaign Iowa State went public in October 2007, we had raised \$26 million of our \$42 million goal. Since that time, we have raised an additional \$7 million. The support we have received has been nothing short of incredible and makes me very proud.

It is with such pride that I announce the creation of the David and Ellen Raisbeck Dean's Chair in the College of Business. The Raisbecks have long been supporters of the college, and their recent \$3 million gift has created the second endowed deanship at Iowa State University.

Their support is especially appreciated because it comes at such a critical time for our college, as we prepare for the launch of our PhD program, which is profiled in this issue of *Prospectus*. As you will read, a thriving PhD program plays an important role in any college, and it is critical to enhancing ours. Support like that which the Raisbecks have provided gives us the freedom and the resources to enhance the excellence of our people and programs.

I am truly humbled at the fierce commitment to the success of our college that exists among our alumni and friends. I am confident that a couple of decades from now, when one of today's young faculty members looks back to 2008, he or she will recognize this campaign—and the generous support of donors such as David and Ellen Raisbeck—as another pivotal time in our college's history.



**Labh S. Hira, Dean**



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