Russ and Ann Gerdin

Who better to drive the College of Business initiative than transportation leader Russ Gerdin and his wife Ann? In the fall of 1998, the couple committed $10 million to the college and initiated the Gerdin Challenge which ultimately raised more than $35 million in private support for a new facility, faculty endowments, student endowments, and program enhancements. In recognition of Russ and Ann's commitment and leadership, Iowa State University named the new business building in their honor.

Russ and Ann were both born in Minnesota and earned their degrees from Moorhead State University. Ann received a degree in elementary education and is a former teacher. Russ received a degree in business. He is president, chairman and CEO of Heartland Express, Inc., a trucking firm he founded in 1978.

Russ is a member of the College of Business Dean's Advisory Council. Ann and Russ are members of the ISU Foundation Order of the Knoll.

“Ann and I strongly believe that education, especially of young people, is the key to improving our state and nation,” said Russ.

Ann and Russ are from Coralville, Iowa.

Gertrudis Business Building

The Gerdin Business Building is a new high-tech home for the College of Business, Iowa State's third largest college. The 111,000-square-foot building, located on a campus recognized as one of the most beautiful in the nation, is equipped with state-of-the-art technology. The building features wireless access and high-tech laboratories where students and faculty can replicate real-world situations in areas such as securities trading, management information systems, and market research.

These new capabilities, combined with a solid curriculum, nationally-recognized faculty and welcoming atmosphere, provide business students with an innovative educational experience. The technology and information-based curriculum links classroom theory with real-world practices taught by world-renowned scholars who are committed to the success of their students. Students also benefit from faculty and staff who are dedicated, approachable, and responsive, creating an unmatched business education environment.

Contractor: Miron Construction, Cedar Rapids, Iowa
Project Managers: Roger Graden and Mike Parsons, Facilities Planning and Management, Iowa State University

Gertrudis Business Building Dedication Ceremony

10:00 a.m.
February 20, 2004

Welcome
Labh S. Hira, Dean
Iowa State University College of Business

Remarks
Gregory L. Geoffroy, President
Iowa State University

Owen J. Newlin, President
Board of Regents, State of Iowa

The Honorable Thomas J. Vilsack
Governor, State of Iowa

Andrea Rheinhart, Junior
Management, International Business and French
Bettendorf, Iowa

Russ and Ann Gerdin
Coralville, Iowa

Closing
Shawna Connor, Senior
Marketing
Corydon, Iowa

Lucas Schnoebelen, Senior
Marketing
Coralville, Iowa

Labh Hira
Gerdin Business Building Named Spaces

The following alumni, friends and corporations are being recognized for their named spaces in the building:

Accenture, LTD.
Kelley and Joan Bergstrom
Steve and Debbie Bergstrom
Edward C. Droste
First National Bank, Ames, Iowa
William and Elizabeth Goodwin
Tahira and Labh Hira
Anonymous donor in honor of Amos O. Hughes
Jacobson Companies
Daniel and Sharon Krieger
Robert and Judith McLaughlin
   in honor of Eugene and Lillian McLaughlin
Gary and Margaret Pint
David and Ellen Raisbeck
RSM McGladrey, Inc.
George and Marcia Pike Schaller
Richard and Joan Stark
Gary and Susan Streit
Union Pacific
Wells Fargo & Company
Murray and Valerie Wise

Numerous donors have made contributions to the new Gerdin Business Building. Without their generosity, this project would not have been possible.

Gerdin Challenge Major Gifts

The Gerdin Challenge was launched in October 1998 to build a new facility and provide faculty endowments, scholarship endowments, and program enhancements for the College of Business. The following contributors are being recognized for their major gifts to this project:

3M Foundation
AEGON USA
Ames National Corporation
C.H. Robinson Worldwide
CRST International, Inc.
John and Ruth DeVries
David and Margaret Drury
James and Ann Frein
John and Deborah Ganoe
Jeffrey L. and Mary L. Gibbons
John and Diane Harrington
Ike and Charlene Harris
Labh and Tahira Hira
Jacobson Companies
John Deere Foundation
Madorlyn Johnson

Ric and Carol Jurgens
Kauffman Foundation
Krause Gentle Corporation
John and Mary Pappajohn
Richard and Marilyn Pecaut
Pioneer Hi-Bred International, Inc.
David and Ellen Raisbeck
John Ruan
Steve and Becky Smith
John and Connie (Palenyk) Stafford
Robert and Virginia Stafford
Bob and Jane Sturgeon
Dr. William H. Thompson
Union Pacific
Max and Cora Wortman
Deloris Wright

In addition to these major gifts, thousands of other donors have made contributions to the Gerdin Challenge. The support from all benefactors will significantly impact the future of the College of Business.