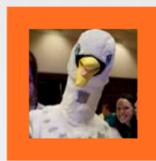


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2013



91ST ANNIVERSARY

TUESDAY

VEISHEA Opening Ceremony & Awards
Great Hall, Memorial Union | 4:30 - 6:00 PM

VEISHEA Says I'm Funny
Maintenance Shop, Memorial Union | 8:00 PM

The Women of Downton Abbey - Jessica Fellowes
Great Hall, Memorial Union | 8:00 PM

WEDNESDAY

MUSE: Music Showcase Extravaganza
Maintenance Shop, Memorial Union | 6:00 PM

How to Be Black - Baratunde Thurston
Great Hall, Memorial Union | 8:00 PM

THURSDAY

Cyclone Idol hosted by Lee DeWyze
Great Hall, Memorial Union | 7:00 PM
Presented by The Grove

Live Music - Tristan Prettyman & Lee DeWyze w/ Jillette Johnson
Great Hall, Memorial Union | 9:00 PM

Outdoor Movie - Space Jam
MU Parking Ramp (Rain Location: Kildee 0125) | 9:00 PM



TRISTAN PRETTYMAN

FRIDAY

LIVE @ VEISHEA Concerts
Molecular Biology Parking Lot | 6:00 PM - 2:00 AM | \$

Harambee Student Talent Show
Great Hall, Memorial Union | 6:00 PM

Stars Over VEISHEA | Fiddler on the Roof
Fisher Theater | 7:30 PM | \$

Club VEISHEA | Mash-up DJs | The Hood Internet w/ Torpedoh
South of Student Services Building | 9:00 PM - 2:30 AM

Hypnotist - Brian Imbus
Great Hall, Memorial Union | 10:00 PM & 1 AM

Professional Regurgitator - Stevie Starr
Great Hall, Memorial Union | 11:30 PM

SATURDAY

LIVE @ VEISHEA Concerts
Molecular Biology Parking Lot | 6:00 PM - 2:00 AM | \$

Stars Over VEISHEA | Fiddler on the Roof
Fisher Theater | 7:30 PM | \$

Improv/Sketch Comedy - Harvard Sailing Team
Stephens Auditorium | 9:00 PM

Club VEISHEA | Country DJ
South of Student Services Building | 9:00 PM - 2:30 AM

Contortionist - Jonathan Burns
Great Hall, Memorial Union | 9:00 PM & 12:00 AM

Magician - Nate Staniforth
Great Hall, Memorial Union | 10:00 PM & 1:00 AM

Juggling/Stunt Show - Matt Baker
Great Hall, Memorial Union | 11:00 PM & 2:00 AM



LIVE @ VEISHEA 2013

tickets at veishea.iastate.edu

FRIDAY SATURDAY

FRIDAY
Easton Corbin
Jana Kramer
Kris Allen
Andrew Allen
Clayton Anderson
A Ray

SATURDAY
B.o.B
Grouplove
The Maine
Jukebox the Ghost
Saints of Valory
Blessed Feathers



FOOD ON CAMPUSS

FRIDAY
11 AM - 2PM
Campus Cookout | Central Campus | \$
12PM - 5PM
Student Food Stands | Central Campus | \$
5PM - 3AM
Taste of VEISHEA | Union Drive | \$
12AM - 3AM
Pancake Feed | Central Campus | \$4

SATURDAY
8AM - 5PM
Student Food Stands | Central Campus | \$
8:30AM-11AM
Pancake Breakfast | Central Campus | \$5
11AM - 3AM
Taste of VEISHEA | Union Drive | \$
11AM - 3PM
International Food Fair | Great Hall, MU | \$
Sponsored by International Student Council
11:30AM - 1:30PM
Smoke Over VEISHEA BBQ Tasting Lot 27, West of Molecular Biology
Presented by Murphy-Brown, LLC
12AM - 3AM
Pancake Feed | Central Campus | \$

VEISHEA 2013

FEATURED EVENTS AT
APRIL 15 - 21
veishea.iastate.edu



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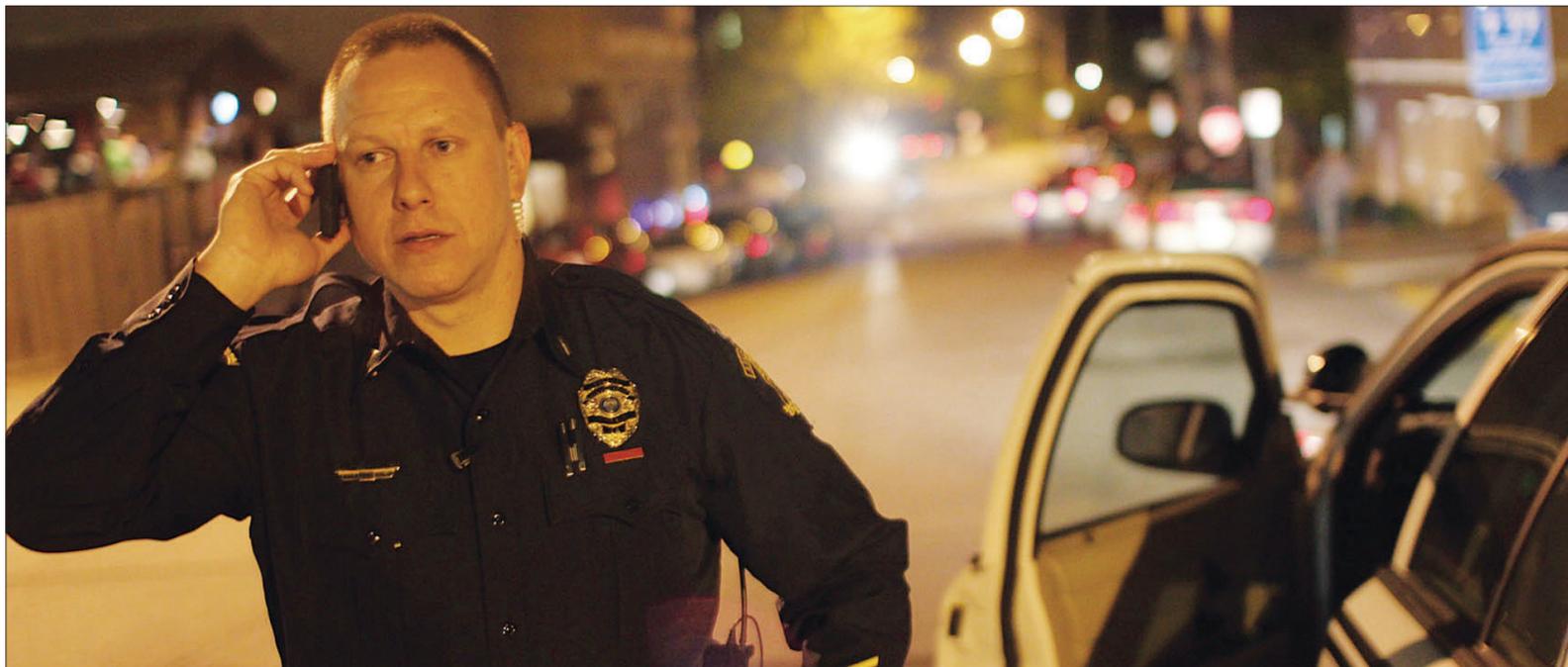
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Safety



File photo: Kait McKinney/Iowa State Daily

Lt. Jeff Brinkley of the Ames Police Department answers a phone call regarding Veishea coverage April 20, 2012, on Chamberlain Street. The police focused on solving small problems quickly.

An officer's point of view on Veishea

Police share perspectives on annual celebration

By Charles.O'Brien
@iowastatedaily.com

For an Ames or Iowa State police officer, Veishea is an interesting time of the year to work. The officers have experienced a wide gamut of events; some good, some bad and some ugly.

The two police departments work together as a collaboration during the week.

Veishea week for ISU police officers gets into full swing that Wednesday and lasts through the wee hours of Sunday morning. Officers work 12 hours or more each day and every officer works every day, with some exceptions.

The Ames police department follow a similar format as the ISU police, using an "all hands on deck" strategy, but ramp up their work the Friday of Veishea instead of Wednesday.

"Our officers really enjoy working Veishea," said ISU Police Lieutenant Elliott Florer. "We just want it to be a fun and safe time."

Throughout the years Veishea has gained a reputation across the Midwest as being one of the biggest student-organized college celebrations.

Stories are told about the riots of 1989, 1992, 1994 and 2004, "Ash Bash" and fraternity parties with rumored attendances of 500 people; these stories which stem from the '90s have just added fuel to the fire.

These urban legends about Veishea, according to Florer have attracted people from outside of the Ames and Iowa State community to Veishea.

Commander Geoff Huff for the Ames Police sees these outside visitors as a wildcard.

"Most of our issues are with people who have no connection to Ames or Iowa State," Huff explained. "These folks from out of town don't understand what Veishea really stands for and they don't respect ISU or Veishea. The majority of people we arrest do not go to Iowa State."

Huff pointed out the stabbing in 1997 at the Adelante fraternity and the death at Chamberlain in 2012 as examples of where the person was not a student at Iowa State.

The coincidence of deaths and people not being linked to the university is a repeated pattern.

"I remember the stabbing in 1997; I was on foot patrol that night. It happened at the end of the night when we were starting to pack up," Huff said. "It had been a pretty quiet Veishea up until that point, maybe that's why we were all surprised to hear that something like that had

happened."

"I then went out with other officers trying to find the suspect after we had heard what had happened," Huff remembered. "After that the university tried to have a dry Veishea the next year, thinking that would counter future problems."

The majority of the time interactions between police officers and students are usually positive. Sometimes the interactions have been humorous for the officers.

"It's always funny when students don't recognize who we are," said ISU Police Officer Anthony Greiter. "One time I stopped at a stop sign and a kid jumped in the back of my squad car. He kept saying over and over that he needed to go to this certain address. It got really funny when he realized that he wasn't in a taxi and that he couldn't get out."

There have been other incidents of students throwing beers at bike patrol officers thinking they were their friends only to realize too late that they were not who they were perceived to be.

Other incidents have included people jumping out in front of the police paddy wagon to flip off the oncoming truck. Officers say these 'not realizing till it's too late' scenarios tend to be the most comical.

Officers from both departments state that there has been a culture shift throughout the

Officer input on celebration

- "If you're too embarrassed to tell your mom what you did during Veishea, then you're doing something wrong." ~Commander Geoff Huff, Ames Police

- "We hear the excuse 'Its Veishea, what's the deal?' all the time; the law isn't suspended because of Veishea." ~Lieutenant Elliott Florer, ISU Police

- "It's always funny when students don't recognize who we are." ~Officer Anthony Greiter, ISU Police

- "Have a good time, but do it responsibly. You're representing yourself, your future and Iowa State." ~Sergeant Mike Arkovich, Ames Police

Ames and Iowa State community in terms of lessened reckless behavior during Veishea.

The departments still stress that students think before they act in order to avoid past problems.

"If you're too embarrassed to tell your mom what you did during Veishea, then you're doing something wrong," Huff said.

Security

Ames, ISU Police team up to cover week of activities

Departments collaborate, increase staff numbers

By Jared.Raney
@iowastatedaily.com

Last year during the weekend of Veishea, Ames police responded to 377 incidents.

Of those, 62 arrests were made and 46 citations issued. ISU police reported a total of 157 Veishea-related charges.

Veishea is the largest special event that Ames and ISU police staff each year.

For the police, the biggest issue during Veishea is the flood of visitors coming to Iowa State to participate in the festivities.

Hundreds of students from all over the state and other locations come to Ames each year for Veishea weekend.

On a normal weekend, Ames police has about a dozen officers on patrol. During Veishea, it's all hands on deck, with Ames police staffing around 40 officers Friday and Saturday night. ISU police similarly increases its staff.

"We're pulling in everybody," said Carrie Jacobs, captain of patrol operations for ISU police. "We're going to see an influx of an additional 25 to 30 officers per night."

Jacobs also said that ISU Police officers during Veishea usually work 12-hour shifts at a time.

Ames police budgets approximately \$24,000 in addition to their normal spending. The money is spent on extra staffing, rental costs, extra equipment and their spring safety campaign.

For several years Ames police has been using 'Frank the Flamingo' as part of their Veishea education program. They give away free T-shirts and other items in hopes that students will know when to quit during Veishea festivities.

This year ISU police started their own campaign, with the slogan "If you see something, say something"

"Obviously, everybody who is intoxicated is not going to get arrested," Jacobs said. "We're looking for those who are presenting a danger to themselves or others, or drawing negative

“Obviously, everybody who is intoxicated is not going to get arrested. We're looking for those who are presenting a danger to themselves or others, or drawing negative attention to themselves.”

Carrie Jacobs

attention to themselves."

Both police forces are on high alert starting at 8 p.m. Friday night and going to 4 a.m. Sunday morning.

Geoff Huff, investigations commander for Ames police, said that the number of officers is also dependent on the weather.

"If the weather's not great, we might cut back. We're pretty conservative when it comes to sending people home, we have to be pretty confident things are drawing to a close," Huff said.

In the past, additional officers have been called in from neighboring towns such as Huxley and Nevada.

This year Ames and ISU police will team up with the Story County Sheriff's office and additional state troopers, mostly for prisoner transport.

"The majority are actually not Iowa State students that end up getting arrested," Brown said.

"I think a lot of it is people from other communities just deciding to kick it up and have a good time at Veishea — which is great, that's what we want them to do — but they need to do it in a responsible manner."

The percentage of ISU students involved in charges during Veishea has been below 30 percent since 2009, and has never been above 50 percent.

"I'll see someone walking down the street drinking a beer and when I stop them they'll say 'Oh, I'm not from around here.' And I'll ask, 'can you walk down the street drinking beer where you come from?'" Huff said. "A lot of people think normal rules don't apply, but they do."

Resources

Celebration increases water usage

Overpopulation during Veishea puts strains on Ames water plant

By Tedi Mathis
@iowastatedaily.com

Overpopulation during Veishea is evident in more ways than merely the number of people wandering around on campus. Water consumption in Ames and students coming in and out of the residence halls both see an increase.

Brittney Rutherford, from the Department of Residence, said they do not change their guest policy during Veishea and said Veishea may not even be addressed in their policy.

"With your roommates' permission, guests can stay with you for no more than three days," Rutherford said.

Rutherford even said they don't see a spike in students getting into trouble in the residence halls during Veishea, which is "probably due to the fact that everyone is busy taking part in Veishea and just sleeping in our residence halls."

This is something Allen Schwery, a third-year community adviser for Freeman Hall, has also seen. Schwery said he does not have to deal specifically with many problems within the residence halls during Veishea.

"I would say I noticed a lot more students, people bringing two to three guests, sometimes more than that," Schwery said. "Otherwise, I didn't really notice a lot of problems, most of the things kind of stay out of the residence halls."

Residence halls aren't the only area of Ames to see a bump in activity, however.

The amount of water consumed in the city per day sees a sizeable jump.

Lyle Hammes, the water plant superintendent in Ames, said that on an average day, six million gallons of water are consumed. "When the students are here versus when they are not, it makes about a 750,000 gallons per day difference," Hammes said.

During Veishea there is an even larger increase in water consumption according to the City of Ames' records. "It looks like about a half million gallons more water per day with Veishea being here," Hammes said.

Other resources in the city may also see a bump, but it is not as easily tracked and recorded.

"Gas, you are not going to see a ton of fluctuation like you will electric," said Heather Homes from Alliant Energy. "It would be hard to pinpoint to see if there was a bump in the time that Veishea is."

Even with Veishea looming and the population on campus increasing, the Department of Residence and community advisers are not making drastic changes.

"We kind of increase our duty and our rounds," Schwery said. "But nothing really out of the ordinary as far as, like, calling in reinforcements."

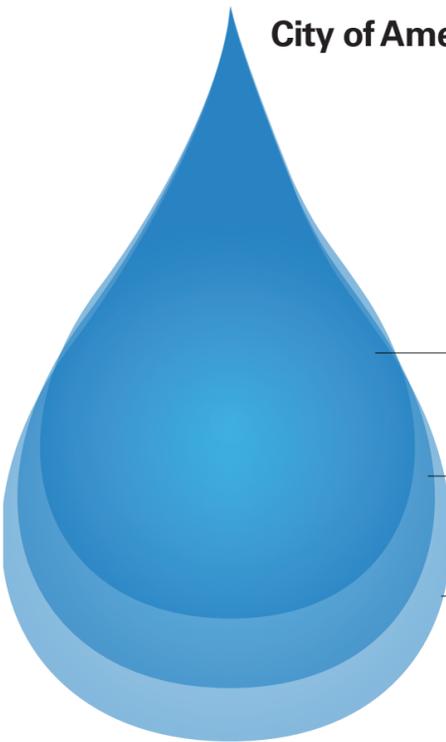


File photo: Iowa State Daily

Parade viewers try to keep warm as the parade passes by on April 16, 2011. During Veishea, water consumption in Ames increases significantly. The City of Ames' records show roughly half a million gallons more per day are used during Veishea.

City of Ames water consumption

Graphic: Moriah Smith/Iowa State Daily



6,000,000 gallons used in Ames per day when ISU isn't in session

6,750,000 gallons used in Ames per day when ISU is in session

7,250,000 gallons used in Ames per day during VEISHEA

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Entertainment

Veishea welcomes new attractions

Parade, village get facelifts; Kid's Corner introduced

By Frances Myers
@iowastatedaily.com

With Veishea being such a large event, it takes a lot of planning and preparing to make the event go smoothly. This year, Veishea committee members have been working on some new aspects to add to the lineup of activities.

Anyone who is present for this year's Veishea will have a variety of things to look forward to including: updates to Veishea Village, a facelift for the annual Veishea parade, more music than ever before and even a Kids' Corner.

The members of the Veishea committee have also worked to bring a few familiar faces to campus, including Scott Siepkier, who is commonly known for his "Iowa Nice" YouTube videos.

"Our Executive Board has been incredible this year," said Ashleigh Belin, 2013 public relations co-chair and senior in marketing. Belin said the Veishea committee members have all "stepped up their game" this year.

"Veishea Village helped bring about more sign-ups than we've seen in recent years, parade has been working tirelessly to help promote float building, tournaments are working on a 5k run/walk that will end by running the parade route and entertainment has been lining up great acts that appeal to a wide audience."

Held on Saturday, the Veishea parade "has been a cornerstone and highlight in the yearly celebration of Iowa State," according to the Veishea web page.

The parade will have more than 100 entries, Belin said. Rebecca Ahlers, 2013 parade co-chairwoman, said the committee has been working to make this year's parade a success.

They applied for a grant last fall from the Ames Convention and Visitors Bureau and offered it to groups that have never had a float in the parade before. They also eliminated the traditional and nontraditional float categories and this year are having a generic float category.

"To amp up the parade, we have been trying to recruit more float entries as well as balloon entries," Ahlers said. "We will be hosting a float-building location during the week of Veishea for organizations to come in and get help making their floats ready for the parade."

This year's Live @ Veishea concerts will have a different layout than in years past. This year, the Veishea executive board is pushing a lineup that is more genre-based.

With a lineup Friday consisting of such performers as Easton Corbin, Jana Kramer, Kris Allen and Andrew Allen, the lineup is expected to appeal to fans of country and rock.

With a lineup on Saturday made up of B.o.B, Grouplove, The Maine, Jukebox the Ghost,

"Veishea Village helped bring about more sign-ups than we've seen in recent years, parade has been working tirelessly to help promote float building, tournaments are working on a 5k run/walk that will end by running the parade route and entertainment has been lining up great acts that appeal to a wide audience."

Ashleigh Belin

Saints of Valory and Blessed Feathers, the lineup is geared toward hip-hop, pop and indie.

"The reasoning for pushing a lineup that is more genre-matched is less of that there were issues in the past, and more that the bands complement each other well in the lineup's succession," said Jason Schuster, Veishea 2013 Village co-chair and senior in agricultural engineering. "We're proud of this year's Live @ Veishea lineup and feel we are meeting the musical entertainment needs for the overall student body."

This year there will also be a free concert at 9 p.m. Thursday in the Great Hall, featuring acoustic/indie singer-songwriter Tristan Prettyman, and Lee DeWyze with Jillette Johnson.

DeWyze is a pop-rock singer-songwriter and the season nine winner of "American Idol." Johnson is a pop singer-songwriter and pianist. Her sound is expected to appeal to fans of Adele, Christina Perri and Vanessa Carlton.

Schuster said this year's Veishea Village will be one of the largest ever.

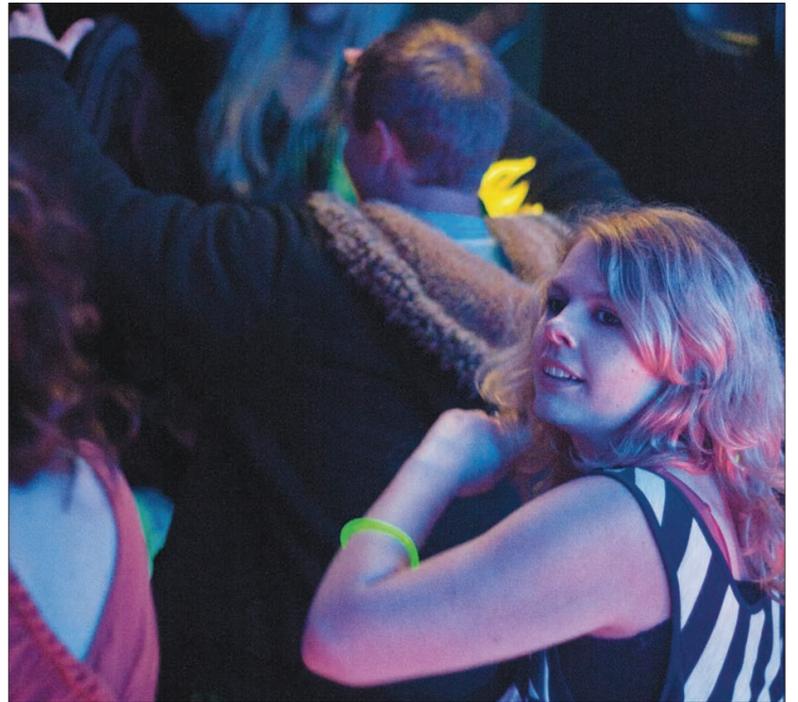
The Veishea Village committee changed it up so there is no registration fee this year, which helped generate more entries. Also the name used in previous years, "Ames Neighborhood" got changed to Veishea Main Street.

"As a result of reaching out to organizations and departments, we have [more than] 90 participants registered for Veishea Village, making it one of the largest Veishea Village events ever," Schuster said.

"Veishea Main Street has seen a boost in involvement from years past. Veishea Village and Veishea Main Street allow for fun interaction between the public, ISU organizations and departments, and local businesses."

Veishea Village will also team up with the Stem Festival this year to "celebrate a variety of booths dealing with science, technology, engineering and math. These include pop-up shows, a variety of games, enjoying marshmallows frozen in liquid nitrogen and even arm wrestling with Smokey the Bear," according to the public relations committee.

Veishea Village will be from 9 a.m. to 5 p.m. Saturday on campus.



File photo: Iowa State Daily

People dance on stage during Bootytronic Club Veishea on April 21, 2012, at the Student Services parking lot across from Friley Hall. The dance party lasted from 9 p.m. to 3 a.m.

New at Veishea

*Information obtained from Veishea public relations committee

Club Veishea

- Free DJ-style event
- Friday night, students will see the mash-up of The Hood Internet and Torpedoh. These two artists are each incredible in their own right, so the collaboration is sure to be a good time. On Saturday night, a country disc jockey will be present to keep the good times going.

Improv/Sketch Comedy Group: Harvard Sailing Team

- 9 p.m. Saturday at Stephens Auditorium

Live Music: Free Thursday concert

- Will feature Tristan Prettyman, Lee DeWyze and Jillette Johnson
- 9 p.m. Thursday in the Great Hall, Memorial Union

Live @ Veishea

- Friday Live @ Veishea: Easton Corbin, Jana Kramer, Kris Allen, Andrew Allen, Clayton Anderson, A Ray

- Saturday Live @ Veishea: B.o.B, Grouplove, The Maine, Jukebox The Ghost, Saints of Valory, Blessed Feathers

- 6 p.m. to 2 a.m. Friday and Saturday in the Molecular Biology Parking Lot

Veishea Village

- 9 a.m. to 5 p.m. Saturday on the ISU campus

"Iowa Nice" Scott Siepkier to be keynote at opening ceremonies

- 4:30 p.m. Tuesday in the Great Hall, Memorial Union

Kids' Corner

- Noon to 3 p.m. Saturday on the South Campanile Lawn

Dignitaries attending Parade

- This year's parade will feature Jonathan Wickert, senior vice president and provost, as the Grand Marshall. Other dignitaries will include Gov. Terry Branstad, Lt. Gov. Kim Reynolds and ISU President Steven Leath.
- 10:30 a.m. Saturday

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Attitude



Another perspective

International students share views about Veishea, U.S. celebrations

Patricia Ishii - Brazil
Non-degree agriculture specials

What does Veishea mean to you?

"I know some people like to get drunk, but I don't know exactly what happens during Veishea."

"[My friends] tell me it's just like a crazy week where everyone just goes to bars every single day and go drunk to classes, so I'm just afraid a little bit."

Things to be excited for:

"I am [excited] to know and see how it works because I've never been to Veishea before, so how can I say I don't like it? I'm just a little afraid though, to go out alone."

Biggest cultural differences in general:

I think in Brazil people are more open to a new culture. Here at Iowa State, it's very easy to make friends because everyone is so used to new international students, but outside Iowa State, people are ... very conservative."

George Saab - Lebanon
Civil, construction and environmental engineering graduate student

What does Veishea mean to you?

"It's a celebration week where students would probably all gather to enjoy the food fest, probably drink and there are a lot of shows happening as well."

Biggest cultural difference when it comes to celebrations in America:

"I'm from Lebanon, but I was raised and lived in Dubai. ... In Dubai, it's more conservative due to the religion differences, but for example we have the international week at my old university. We have the international week where we have over 72 different nationalities. Every day during the week we have a different show or food fest where all the different cultures have a booth and sell their food. That's kind of their Veishea."

Mo Almutairi - Kuwait
Freshman in chemical engineering

Things to be excited for:

"The concerts, but I'm not looking forward to the stuff late at night. I remember last year there was a party in the building that I live in and I parked my bike outside and I forgot to lock it. I left the next day to go somewhere and then I noticed that my bike was stolen. But it's just the late night stuff, it's a lot of fun during the day on Central Campus."

Biggest cultural difference when it comes to celebrations in America:

"Obviously the drinks, because in Kuwait we don't drink at all. Even concerts, we don't have concerts there."

Biggest cultural differences in general:

"There is no on campus and off campus. People just go to classes and then go home right away."

Fatema Aftab - Pakistan
Sophomore in electrical engineering

Things to be excited for:

"I am more excited about the events they have around which includes concerts and some of the fun events; the craft events they have around Veishea."

What does Veishea mean to you?

"Veishea is special to me in terms of it brings so many races together and it just brings so many different people with different mindsets along to one spot all celebrating at the festival."

Things to be concerned about:

"The whole partying scene and seeing a lot of drunk people around is a little intimidating, but it's not bad. It's not something you would get scared of and pull yourself out of Veishea events."

Mengjin Sun - China
Freshman in business

What does Veishea mean to you?

"It's like a bonding program so people get to know each other and they get to have fun together. It's a way to better improve the school spirit; to make everybody connect to the school."

Biggest cultural differences when it comes to celebrations in America:

"In China and Singapore [where she studied previously] since they are all Asian culture, people are more to themselves. They just do things according to rules and sometimes it's quite boring I would say, but in America, it's very open-minded."

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<p>White Trash Wednesday • \$2 Spam Sandwiches 7-10pm • \$2 Tator Tot Casserole 7-10pm • \$2 PBR & Keystone Tall Boys 7pm-12am</p>	<p>Wing it Saturday • 59c Wings and Gizzards • \$10 Domestic Buckets All Day</p>

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Music



Photo courtesy of Ben Miller/Flickr
Tristan Prettyman will perform at Veishea again this year. She began guitar at 16 and toured in the U.S., Europe and Japan. Her latest album was featured in the movie "Safe Haven."

Prettyman plays again after new album, landmark year

By **Dominic Spizziri**
 @iowastatedaily.com

Singer-songwriter Tristan Prettyman will perform for Veishea for the second time this year on Thursday.

Growing up in San Diego, Prettyman started playing guitar at 16 and found herself playing shows just four years later.

"I started playing guitar by accident," Prettyman said. "I was taught at 16 and started playing shows when I was 20. I was in junior college and my parents went to one of my shows and said I could just go into music."

Prettyman's first recording, "This Love EP" was released in 2003 and was followed by 2005's "Twentythree." Prettyman spent a lot of time touring before releasing her third record "Hello" (also known as "Hello...x") which landed the number two position on the iTunes Digital Albums

chart.

For two years Prettyman toured in support for "Hello," headlining tours in the U.S., Europe and Japan.

After the tours, Prettyman took an extended break which led to the events that inspired her third album "Cedar + Gold."

Prettyman went through an engagement and then a divorce, as well as traveled the world.

Through the break Prettyman began to question herself in music and whether she wanted to continue.

"It was a journey really about finding myself. Doing things in life that knocked me down, getting vocal surgery and getting engaged and it not working out with it all being close to one another; those two things broke all the walls down and allowed me to get into myself," Prettyman said.

"Cedar + Gold" also features a landmark in Prettyman's career with songs from that album being featured in the 2013 film "Safe Haven."

"When you get a song in a movie or a commercial it is great. For me I am just grateful it happens," Prettyman said.

Her Veishea performance will also be a new experience for fans for this is a tour of a three-piece featuring Prettyman and two other guitarists.

After 10 years of recording and performing Prettyman looks forward to the future to continue shaping her as a musician.

"It has been great, I look at it like an opportunity. I do not have expectations for it. Getting to tour, doing something that I love for a living is definitely a blessing," Prettyman said.

Prettyman also assures fans they can look forward to many more albums as well as music in the future.

Attendance

Veishea Parade invites special guests

Many visitors make an appearance at the event

By **Tedi Mathis**
 @iowastatedaily.com

The Veishea Parade this year will be hosting special guests Gov. Terry Branstad and Lt. Gov. Kim Reynolds. The pair will be riding through the parade in cars alongside many other Veishea guests.

"In my five years at Veishea, this is the first time," said George Micalone, director of student activities on the governor and lieutenant governor making an appearance at the Veishea parade.

"They got invited as dignitaries," Micalone said. "It is a special guest."

However, this is not the first year the governor and lieutenant governor have been invited.

"That is something I believe they do every year, it just depends on whether the governor can do it," said Rebecca Ahlers, a Veishea Parade chairwoman. "We are very excited that Governor Branstad will be joining us for the Veishea parade."

One role of the governor is to visit all 99

counties in Iowa.

By attending the parade, the governor is able to experience both Story County and Iowa State during one of its most active seasons.

This contact with the university is something that is important to Branstad and Reynolds.

"They like to keep in touch with students," said Tim Albrecht, the communications director of the office of the governor.

Albrecht also said they are excited to attend because it gives them a chance to have fun. "Our office gets thousands of offers every single year for various events throughout the state," Albrecht said.

The Veishea Parade committee invites a handful of special guests to ride in cars throughout the parade each year.

Other guests in the parade who will be riding alongside Branstad and Reynolds include ISU President Steven Leath, Ames Mayor Ann Campbell, Dean of Students Pamela Anderson, the Cyclone Family of the Year and the newly elected Government of the Student Body president and vice president.

Swanson, the new Veishea swan mascot, will also be making an appearance in one of the vehicles.



File photo: Huiling Wu/Iowa State Daily
 Many special guests will be in attendance for the Veishea Parade, which will take place at 10:30 a.m. on Saturday. A few of the guests include Gov. Terry Branstad and Lt. Gov. Kim Reynolds.

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Committee



File photo: Iowa State Daily

Members of the Veishea committee and the volunteers are required to do a lot of preparing and planning to make sure that Veishea week and all of its events run smoothly.

Preparation, planning required for week of festivities

Members play significant role throughout the events

By Mike Randleman
@iowastatedaily.com

With thousands set to congregate in Ames for Veishea week, extensive preparation is needed to ensure the much-anticipated events run smoothly and campus is properly maintained.

Given the stature of such a large-scale event, planning and preparation is a constant process. When one Veishea ends, work for the next begins shortly thereafter.

"There's actually a little bit of overlap," said Hilary Morris, a senior in agricultural business and co-chairwoman for the 2013 Veishea executive board.

"Rachel and I will be doing interviews before [this year's] Veishea to try to select next year's general co-chairs. We really kind of start preparing for [next year's] Veishea before this year's Veishea," Morris said, referring to Rachel Owen, senior in global resource systems and fellow Veishea co-chairwoman.

A large portion of the preparation involves taking care of logistical necessities that include "tables, chairs, tents, bleachers, electricity and

waste disposal; lots of those sorts of things," Owen said.

Tasks of this nature are relegated to the Veishea operations committee who works in conjunction with Iowa State Facilities, Planning and Management.

"Veishea and FPM work together very closely for all events that go on. We schedule numerous meetings with them before Veishea to go over tent layouts, electrical hookups and supply requests for the countless number of Veishea traditions," said Sam Showalter, operations committee co-chairperson.

The assistance Facilities Planning and Management provides is essential in carrying out Veishea events on a yearly basis.

"In my opinion, Veishea would not go on without the work of the FPM team," Showalter said.

The operations committee, nicknamed the "backbone" per Showalter, cannot be in all places at once, however, "so we have Veishea corps members," Owen noted.

Corps members play a significant role during the week of Veishea.

"Usually, there's about 200 corps members and they help with the day-to-day functions of Veishea," Owen continued.

From assisting with parade routes to helping run various tournaments, corps members

can be spotted all over campus during Veishea week and act as a valuable aid to the executive committee.

Joining the Veishea corps, an opportunity now past deadline for this year's Veishea, can provide students with a way to help without taking on the responsibilities of a leadership role.

"Corps is a good way to get involved if you want to be involved during the week of Veishea if you don't have the time to commit to the rest of the year," Morris said.

Between overseeing the aforementioned corps members and numerous executive committees and maintaining constant communication with university officials, a sense of chaos could be expected at the executive level in regard to planning a large-scale event such as Veishea.

Such is not the case for Owen and Morris, as strong communication with both the university and fellow Veishea team members has proved beneficial in preparation up to this point.

"The biggest thing is communication. We have constant contact with different university officials for different things on campus, so that's one of the biggest things — to stay organized with things happening," Morris said.

This is not to say that getting campus ready for the mid-April event is a breeze.

Leadership experience

Planning and preparation is an ongoing process — when one Veishea ends, planning for the next one has already begun.

For those seeking leadership experience through Veishea, Hilary Morris and Rachel Owen, 2013 Veishea executive board co-chairwomen, recommend starting out by getting involved with one of the executive board's committees.

Over 200 students comprise the Veishea corps. Veishea corps members assist in day-to-day activities throughout Veishea week such as assisting in the parade, tournaments, and other activities.

Although preparation can be extensive, "it never gets too hectic; we're usually prepared for the chaos," said Owen.

"At times I think it's a little hectic, but we also have a really good team of people this year. We can give them responsibilities and turn them loose and not have to worry about them too much," Morris added.

Owen agrees in her assessment of the planning process.

"It never gets too hectic; we're usually prepared for the chaos."



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Graphic: Moriah Smith/Iowa State Daily

Alcohol poisoning is a danger in college and people should take it seriously, especially while participating in events during Veishea. Don't be afraid to call the police if help is needed.

Be smart about your alcohol consumption

By Bailey McGrath
@iowastatedaily.com

After a long week at school you're at a party having a great time, when you notice one of your friends is passed out in the corner.

Thinking they have just had a little too much to drink, you yell at them to wake up.

After screaming their name, shaking them to wake up, you feel your heart stop for a split second when there is no response. Something is really wrong.

Alcohol poisoning is a serious and sometimes fatal result of consuming too much alcohol in a short period of time.

Austin Henshaw, prevention services graduate assistant, explains the steps to take to assist someone who has had too much alcohol.

"If someone is passed out, they're not just sleeping. You try to wake them up and they're not responding," Henshaw said. "[More signs are] slow, irregular breathing, like less than 8 breaths per second, cold, clammy skin, discoloration of the face, and shaking.

Once a person has alcohol poisoning, check their breathing and look for other signs.

If they have any of these signs you should immediately call 911, stay with the person and put them on their side to prevent them choking on their vomit, Henshaw said.

"Some things you shouldn't do with a person is give them water or something to eat," Henshaw said. "That's probably not going to

work because they will probably end up throwing it up anyway and could end up choking on it. Also, giving them a shower won't be effective at all because it could put them into shock."

Henshaw said that students should never be afraid to call the police for help.

"There is a medical amnesty policy ... as long as you corroborate when the police arrive ... they will excuse you at that point," Henshaw said. "They won't get you in trouble if you are drinking underage or are intoxicated if you are calling to help somebody."

There are ways to prevent yourself and friends from the danger of alcohol poisoning.

"The number one date rape drug is going to be alcohol in of itself," Henshaw said.

You can protect yourself from this by bringing your own drinks or keeping your hand over your cup.

Kipp Van Dyke, program coordinator in the Dean of Students Office, meets with students if they go to the hospital for alcohol overdose.

"[A good technique] is to put six pennies in your right pocket and as you have a drink move one penny from one pocket to the other," Van Dyke said.

Students should take into account how much they've eaten and drink plenty of water.

Van Dyke suggests if students are going to drink, they should learn how much they are able to drink, and still be in a safe zone.

"Find what that buzz is and learn how to maintain it."

Campustown

Welch Avenue bars prepare for students' Veishea celebrations

Excitement on the rise in anticipation of event

By Zoe Woods
@iowastatedaily.com

Veishea has been a part of Iowa State's history since 1922, and because Veishea does not allow alcohol consumption on campus, some parties quench their thirst on Welch Avenue.

Many bars on Welch are preparing for the big celebration that has taken place for many years. The preparation and excitement have risen in anticipation for the week long event.

"Veishea is our one week where we just expect pretty much all of the college aged kids in Iowa to be here. We expect every single bar on Welch to be packed and busy," said Jasenn Greiner, manager of Sips.

For Sips, Veishea is something that helps make their business thrive, along with many other bars along Welch.

"It is a high-intensity, long work week. Even bar hours are extended, especially on the week-ends. Like, we are open an extra three hours on Friday and six or seven hours on Saturday," Greiner said.

Just like Sips, Cy's Roost also benefits from all of the action during Veishea.

"Veishea is kind of one of the things we look forward to because we know that we are going to get an influx in business and we are all put to the test," said Jon Weekley, manager of Cy's Roost.

"[Veishea] brings in many people, because there is so many people from around Iowa State coming in for Veishea itself ... it provides a fun time for everyone throughout the day."

Veishea is also a time for friends to catch up on old times and revisit the past.

"There is a lot of alumni coming back that went to Cy's Roost when they were in school. They come back to Cy's and see how it has changed and they interact with the bartenders and talk about how it was when they were here," Weekley said.

Bars like Cafe Mood and the Cave are also prepping for the exciting week to come.

"Veishea is the highlight of the [spring] semester for bar businesses. We are busy on a normal weekend at 11 p.m. and during Veishea we are busy at 8 p.m.," said Amber Forbes, manager for Cafe Mood and the Cave.

To make sure that the bars on Welch are ready for whatever may happen during

Local bar cover charges for Friday and Saturday

- Café Mood & the Cave**
 - Starts at \$5 and will increase throughout the night
 - Cy's Roost**
 - Starts at \$2-\$5 and will increase throughout the night
 - Sips**
 - Starts at \$2 and will increase throughout the night
 - Mickey's Irish Pub**
 - Varies (approximately \$5) will increase throughout the night
 - Charlie Yokes**
 - Starts at \$3 and will increase throughout the night
 - Cafe Beaudelaire**
 - Cover charge will be at \$5.
 - Welch Ave. Station**
 - Cover charges will not exceed \$2.
 - AJ's Ultra Lounge**
 - Cover charges will be announced later this week.
- Es Tas, Paddy's and Outlaws were unable to be reached for cover charges.**

Veishea, more alcohol is brought in to satisfy the demand people may have.

"We usually bring in more alcohol just in case we need backup or run out of anything," Brookhart said.

Mickey's isn't the only bar preparing for the masses of people expected to roam Welch.

"To be able to serve everyone and to have the proper alcohol selection for those extended hours, the amount of alcohol that we'll sell is expected to go up," Greiner said.

Veishea is a perfect time for bars on Welch Avenue to get as many customers as possible.

"Being here and having the high intensity, and the amount of people that come through the door is like 'controlled chaos,' that's how I like to put it. It's just trying to maintain peace in a fun environment for everyone," Greiner said.

Veishea will officially start Monday and continue through Sunday.

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Traffic

Parking rules to remain same

Follow regulations when picking spots

By Meghan Johnson
@iowastatedaily.com

Veishea is a well-known time of year in Ames, bringing an abundance of people to the ISU campus. With all the extra people coming to Ames, there will be even less parking.

Parking on campus will be the same as it always is. Veishea is treated just like any other busy week on campus, much like during a football or basketball game.

"Visitors can park in any meter, prepay stall, at the Memorial Union and pay the going rate," said Mark Miller, program manager of public safety at Iowa State. "They can also park at the Iowa State Center and ride the orange route for free onto campus."

If visitors find it necessary, they can also get a visitor parking pass, which would let them park in any general staff or student lot on campus.

Visitor permits can be obtained at the office, in Room 27 of the Armory, from 7:30 a.m. to 4 p.m., April 15-19.

If visitors on campus choose to not follow these parking regulations, they will be putting themselves at risk of receiving a ticket.

Tickets vary from \$10 to \$25 on campus. Tickets will be \$10 at me-

ters/prepay areas, \$15 for general staff and student lots and \$25 for reserved areas.

Whenever there are more people on campus, there is a greater number of tickets handed out.

"Last year there were around 300 tickets given out from Friday through Sunday," Miller said. "That is probably a little lower than average for those three days during the year."

Along with on-campus parking, there are no special regulations or parking for Veishea around Ames.

"Parking is already scarce, so the visitors to Ames will further decrease available parking," said Geoff Huff, Ames Criminal Investigations Division commander. "But, like many other special events, visitors will purchase goods and services while in town. Our local restaurants and shops will benefit from the increased traffic in the area. Traffic in general will likely increase, much like other special events."

Parking tickets in the city of Ames differ from on-campus tickets.

Illegal parking, anywhere in Ames, will result in a ticket of \$20, but can be reduced to \$15 if the ticket is paid within seven days. Tickets involving parking meters are \$10, but can also be reduced to \$5 if paid within seven days.

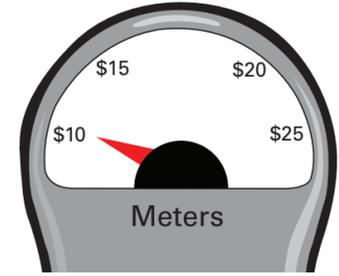
Visitors are asked and recommended to pay attention to parking signs and where they are parking.



File photo: Kelsey Kremer/Iowa State Daily

While Veishea brings a lot of visitors to Ames, parking regulations do not change during the week-long event. Visitors are encouraged to pay attention to signs and where they're parking in order to avoid parking fines during the celebration.

Ticket rates



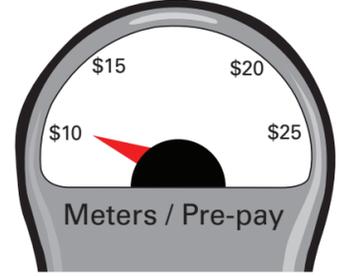
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prepay areas



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Staff/Student
Lots



\$25 for reserved
areas



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ticket is paid in
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if ticket is paid
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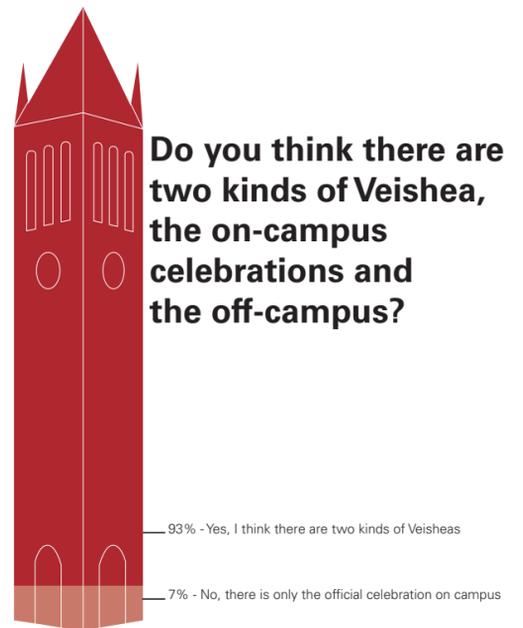
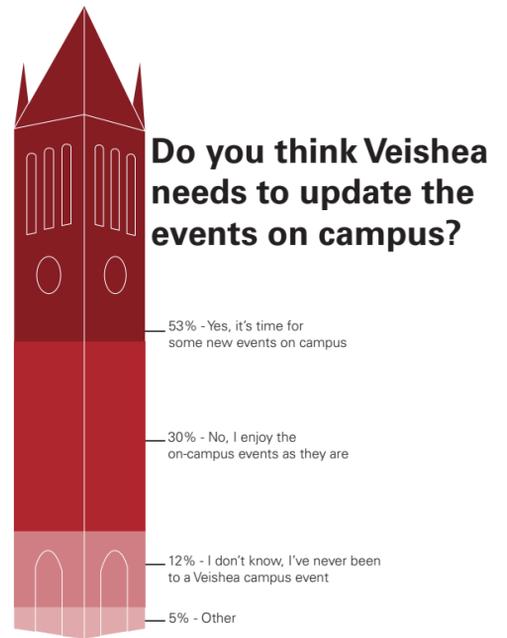
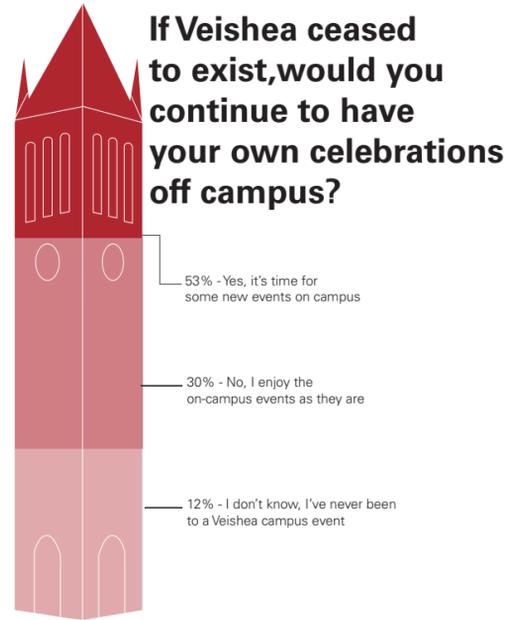
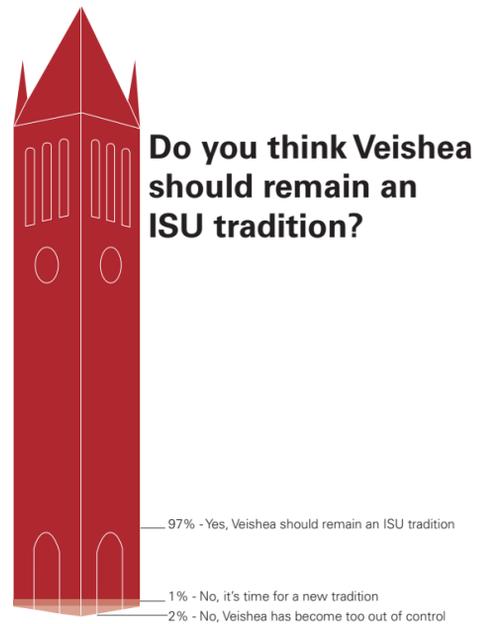
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History



Photo courtesy of ISU Special Collections

The riots of Veishea have led to the creation of more campus events and even the cancellation of Veishea in 2005. As the off-campus celebrations keep growing, some students say the Veishea traditions are becoming old and outdated.



Graphics: Moriah Smith/Iowa State Daily

VEISHEA evolution



File photo: Iowa State Daily

The Live @ Veishea concerts were introduced in 2006 in response to the cancellation of Veishea in 2005, sparked by a number of riots. The weekend of concerts was an attempt to keep students safe and involved with monitored on-campus activities.

Popularity of 'unofficial Veishea' makes leaders, police weary of events

By **Katelynn McCollough**
@iovastatedaily.com

It could be said that 1988 was the year that started it all for Veishea.

That is, it started the writing of Veishea history that the Ames Tribune's editorial board described as the "tale of two Veisheas" in the April 28, 2012 editorial.

Approximately 93 percent of students believe that there are "two kinds of Veishea": the official and the unofficial.

"The first time that we got this wake-up call that Veishea was not the Veishea we had known since 1922 came in 1988," said Mayor Ann Campbell, who was a city council member in 1988. "We saw the first Veishea riot, and it was a very major one."

The 1988 Veishea celebration was marked with a full riot that included a bonfire in the middle of the street that resulted in a hole "several feet deep in the asphalt" according to ISU special collections records on the history of Veishea.

The riot was put to a stop with the help of then-head basketball coach Johnny Orr and football coach Jim Walden.

The 66 years between Veishea's first riot and the creation of Veishea in 1922 were historically peaceful, with a brief reduction in events during World War II.

However, the years following have resulted in riots in 1992, 1994 and 2004, the cancellation of Veishea in 2005 and the murder of Harold "Uri" Sellers in 1997 on the front lawn of Adelante Fraternity, the only student death that has been linked to the ISU tradition.

Following the 2012 Veishea celebrations, the

Ames Tribune stated in an editorial titled "Is it time for ISU to end Veishea?" that the time had arrived to say goodbye to the 90-year-old tradition.

Yet this year's Veishea celebrations begin on Monday and look strong as a continued tradition.

"If the events continue to stay of quality and the participation is there, then I think that there is value in keeping the official Veishea," said George Micalone, the general adviser for Veishea.

Micalone explained that the Veishea organization acknowledges the existence of both the official and unofficial Veisheas.

"We have conversations about how we can take the official Veishea and have it influence the unofficial," Micalone said.

New events have been added since 1988 in an effort to encourage students to stick to campus when celebrating the week-long event. This includes the start of Taste of Veishea in 1993 and the Live@ Veishea concerts beginning in 2006.

"Traditions are important around here," said Tom Hill, vice president of student affairs. "[The cancellation of Veishea] would be a significant loss in my opinion."

Hill said the loss of Veishea would also mean the loss of student leadership opportunities and a way for students to show off their accomplishments to the community.

The official Veishea brings these opportunities, but the unofficial brings an extensive police blotter and an extra cost on the community with the police force for that weekend.

TWO VEISHEAS.p3C >>

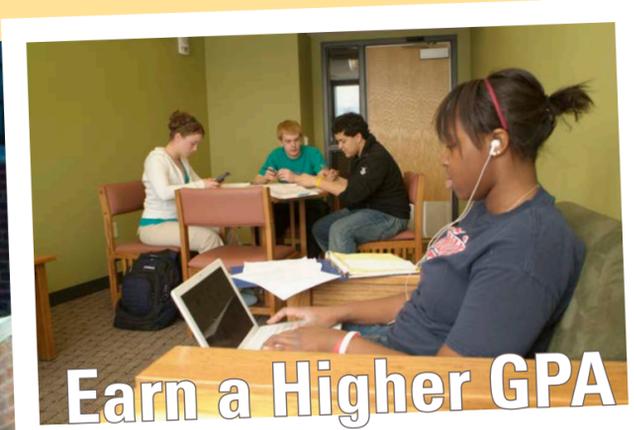
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>>TWO VEISHEAS.p1C

Last year, Mitchell Odell, a 21-year-old visitor to Ames from Cedar Rapids, fell to his death from a fourth-floor balcony on Chamberlain Street. Though this death occurred during the week of Veishea, there has been no direct link to the event.

"We could say we are disconnected from the unofficial, but when you lose a life, you sit and wonder if there's anything we could have done to save a life," Hill said.

"When you're talking about the safety of people, I don't think the institution will play games with that."

Hill said that every incident affecting Veishea requires its own careful consideration as to how the administration should respond.

"Let's focus on what we can all do to ensure a safe, fun Veishea," said President Steven Leath in an email. "Look out for one another. If you see something that doesn't seem right, say something. We don't want the irresponsible actions of a few to put our community or a cherished tradition at risk."

This will mark Leath's second Veishea at Iowa State, and it is so far unclear how he would respond to a riot or death linked with the tradition.

"You can take some big football weekends when the weather is nice and it's not a town you can be happy about," Campbell said about how other community events can also get out of control.

Campbell describes herself as a "child of Veishea" since she grew up visiting Iowa State during its annual celebration.

"To say we won't do this for fear of something else happening, we'll have to stop a lot of things," Hill said. "You've got folks who do stuff on a football weekend, but we haven't talked about canceling football."

Thirty-eight percent of students said that they would continue to celebrate their own unofficial Veishea even if the official event was cancelled, while 34 percent said that they would not and 28 percent were unsure.

"If we lost Veishea, there would be a period of mourning, without a doubt," Hill said, "but I don't think we would stop there."

In 2005 when Veishea was canceled by President Gregory Geoffroy, the administration and students came up with a new event called "This is your April" to fill in for the loss of the Veishea tradition.

The new event was a month long with different activities being spread throughout all of April.

"If there was no Veishea, I would clearly put something on the table like that," Hill said, who was involved in the plan-



Photo courtesy of ISU Special Collections



Photo courtesy of ISU Special Collections



Photo courtesy of ISU Special Collections



Photo courtesy of ISU Special Collections

ning of "This is your April."

The event continued on during 2006 and was paired with the return of Veishea that year, but ceased to exist after those two years.

Micalone, Campbell and Hill all said they hope to see Veishea continue, but they don't support the activities that take place outside of the university.

Campbell explained that even though the "complexion" of Veishea has changed from an event that drew in families and was a recruiting tool for the university, she is still excited for Veishea each year.

"I'd like to think it's an exciting and totally unique experience that we can capitalize on without having the negatives," Campbell said. "Nobody plans for the two Veisheas."



Photo courtesy of ISU Special Collections



Photo courtesy of ISU Special Collections

Veishea timeline

1922

The first Veishea is held on May 11-13. There were 4,008 students enrolled at Iowa State at the time and 40 floats in the Veishea parade. The name Veishea was created by professor Frank "Shorty" Paine.

1935

The first pair of swans named Lancelot and Elaine are gifted to the college. Canoe races, a tradition that still takes place today, begins along with the crowning of a Veishea queen.

1940

The annual play is known as Stars Over VEISHEA for the first time.

1941

The parade sees its most participants ever with 90 floats. Veishea has grown to a \$6,000 budget and Iowa State now has 6,220 students. The Fountain of the Four Seasons, in front of the Memorial Union, is unveiled during Veishea.

1943-45

No parades were held because of World War II.

1947

Bob Hope and Bing Crosby select the Veishea queen.

1954

Cy the cardinal becomes Iowa State's mascot for the first time.

1958

Ronald Reagan is grand marshal and speaker.

1959

Iowa State College becomes Iowa State University of Science and Technology.

1966

John Wayne lights the Veishea torch.

1970

Joyce Stout is chosen as the last VEISHEA queen.

1973

Sonny and Cher perform.

1979

Billy Joel performs.

1980

The Who perform.

1988

The first Veishea riots occur. Coaches Johnny Orr and Jim Walden calm the crowds.

1992

Second Veishea riot occurs.

1993

Taste of Veishea is created, in response to riots from the previous year.

1994

Veishea riot occurs.

1997

Harold "Uri" Sellers murdered during Veishea.

2004

Veishea riot occurs.

2005

Due to rioting and violence in 2004, Veishea is not held for the first time in 82 years. "This is your April" takes the place of Veishea for this year.

2006

Veishea returns, with Live@Veishea created as an alternative form of weekend entertainment. Iowa State police begin the spring campaign to help educate students on safety during Veishea.

2013

B.o.B. and Easton Corbin selected to be the headlining performers for Live@Veishea. Iowa State police present the theme "See something, say something" to teach students to stay safe during Veishea.

Dessert

Pies make for tasty treat

By Daniel Bush
@iowastatedaily.com

One of the main attractions that bring people to the celebration of Veishea is the famous cherry pie, but with every tradition comes a beginning.

The tradition started in February 1920 as the cherry pies were given away to 2,000 people, according to "A Century of Home Economics at Iowa State University."

"We are planning on making around 14,000 again this year," said John Kramer, adviser of the Veishea Cherry Pie Committee 2013.

There are three steps in creating these pies: make the crust, cook the filling and assemble the pie topped with whipped cream.

Although the three steps look simple, it really is a bit more tedious than it seems, said Jordin Robinson, marketing chair of the Veishea Cherry Pie Committee 2013.

"We hand make everything, so we mix the filling, we mix the crust and press them and bake them ourselves," Robinson said.

Veishea cherry pies were made as a nine-inch pie until the 1940s, then were switched to a tart form like today.

The tarts were pressed by hand up until the 1960s to 70s when really large quantities came with the dough sheeter at Knapp Storms Kitchen.

Back in 2007, the students made around 10,000 cherry pies with 30 5-gallon buckets of cherries, according to the Joan Bice Underwood Tearoom website.

With that same proportion, it would take 42 5-gallon buckets of cherries to amount up to the 14,000 cherry pies for this year.

"Filling and crusts will be made at Knapp Storm Dining on April 12 and 13, frozen, and then turned into the pies on Friday and Saturday of Veishea," Kramer said.

Kelsey Youngblut, advertising chair of the Veishea



File photo: Iowa State Daily

Katelynn Kline fills up pie crusts with cherry fillings for sale during Veishea on Saturday, April 17, 2010, at Mackay Hall. Cherry pies have a long tradition at Veishea, starting in 1920.

Cherry Pie Committee 2013, said they have a lot of volunteers due to the fact that some teachers give extra credit to students that help volunteer.

"We have volunteers [helping] both Friday and Saturday the weekend we assemble them from 7 a.m. to 5 p.m.," Youngblut said. "And then again when we sell them from 7 a.m. to 5 p.m., Friday and Saturday, the weekend of Veishea."

The first bake sale made about \$500.

Those sales went to the Ellen H. Richards Scholarship Fund, the Iowa Homemaker and the Constantinople Fund. Proceeds now are given to the Veishea Cherry Pie Scholarship Fund.

Pies were topped with ice cream until World War II instead of whipped cream, due to food rationing.

When Youngblut and Robinson were posed with the idea of ice cream on the cherry pies rather than whipped cream, both replied in the same fashion.

"I didn't know it was actually ice cream in it to begin with," Youngblut said.

Youngblut and Robinson gave their view of the tradition about the Veishea cherry pies.

"Everyone should check out cherry pies," Robinson said. "But I think everyone should at least experience a cherry pie."

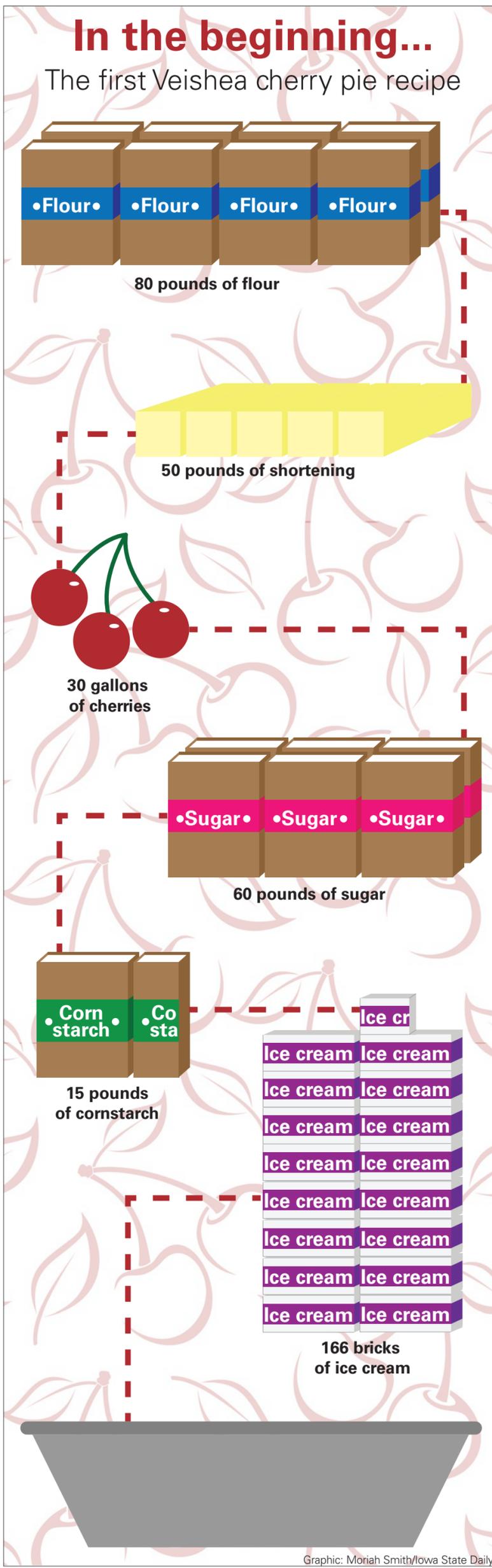
History of the cherry pies

- The first Home Economics Day was held in February of 1919.
- Veishea was created in 1922 to bring all the "days together and celebrate Iowa State University as a whole."
- Cherries were chosen as the filling to honor George Washington, since Home Economics Day started in February.
- Veishea cherry pies were made as a 9-inch pie until the 1940s, which switched to a tart form.
- Pies were topped with ice cream until World War II instead of whipped cream, due to food rationing.
- The tarts were pressed by hand up until the 1960s to '70s when really large quantities came with the dough sheeter at Knapp Storms Kitchen.

Information courtesy of John Kramer

Youngblut echoed that statement while telling the story of her aunt who remembered the cherry pies from Veishea.

"It's part of the tradition," Youngblut said. "It's like one of those things that people remember from Veishea."



Graphic: Moriah Smith/Iowa State Daily

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Interview

Q&A *with Veishea mascot* Swanson

*Figure out what the bird
loves about Veishea*

By Nicole Presley
@iowastatedaily.com

Q: What will you be doing at Veishea?

A: I'm going to try to go to as many events as possible. I want to see everything Veishea has to offer, including tournaments, food on campus and even being a dignitary in the parade.

Q: What's your favorite part of Veishea?

A: I think my favorite part of Veishea are the concerts. I just love that Iowa State is able to bring in such great bands for such a low price. And it's also cool to be able to brag to the other mascots about Veishea bringing in an incredible variety of bands.

Q: Are you good friends with Lancelot and Elaine?

A: I love Lancelot and Elaine! We've definitely become close this semester, and I'm glad that they've been so welcoming and helped acquaint me with Iowa State.

Q: Will you be hanging out with Cy?

A: I hope so. I have not seen Cy since our dance-off at Dance Marathon, but I'd love to have us hang out a little bit more during Veishea. Maybe we could even set up a round two of that dance-off.

Q: What's your favorite tradition at Veishea?

A: I think that my favorite Veishea tradition is the parade. It has been a part of Veishea from the beginning, and I love going through old photos of past floats. Even though I have not experienced the parade yet, Allison Clem, one of the public relations co-chairs, told me that this was her favorite event when she was growing up and that I'll have a great time!

Q: How can students interact more with Veishea?

A: For starters, they can attend the events. There are so many things that go on during the week and the best way to get the full Veishea experience is to go to as many events as possible! B.o.B is going to be at Live @ Veishea, there's going to be a free Thursday night concert after Cyclone Idol, Saturday is chock-full of events, and there will be food on campus all week. Go and look up the full schedule on our website at veishea.iastate.edu, and I'll see you there! Students can also follow Veishea on Facebook and Twitter for the latest news with what's going on, including free ticket giveaways and videos from the artists coming for Live @ Veishea.

Q: Do you have a favorite tournament?

A: Battleship! The Executive Board recently had their battleship tournament and it was hysterical. I think you all should go to this one.

Q: Do you have a favorite band?

A: I love all of the bands that are coming this year, but I really like Blessed Feathers. I might be biased to the feathers part.

Q: What do you do to prepare for Veishea?

A: I'm going to take it easy this week and make sure that I get a lot of sleep. Hopefully that'll help give me the energy to go to all of the events during Veishea.

Q: What are you most excited about?

A: I'm most excited to go to Veishea Village and see all of the great interactive booths, demonstrations and food. I've already heard about a lot of the organizations that are coming this year and I know that it'll be a blast!

Q: Are you related to Lancelot and Elaine?

A: No. Unfortunately we are not related. We're still really good friends, though.



File photo: Kelsey Kremer/Iowa State Daily

The new Veishea mascot, Swanson, will be making appearances at many Veishea events this week. Swanson answered questions about his favorite parts of Veishea.

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Campus map

Weishea offers attendants entertaining, educational activities across Iowa State

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> 1 Insect Zoo and Entomology Graduate Student Organization 2 Undergraduate Microbiology Club 3 Geology Club 4 Psychology Club 5 Dairy Science Club 6 Block and Bridle 7 Pre-Veterinary Club 8 Electrical and Computer Engineering Department 9 Culinary Science Club 10 Dairy Products Evaluation Club 11 College of Human Sciences 12 Ecology, evolution, and organismal biology graduate student organization 13 Graduate Research in Evolutionary Biology and Ecology 14 ISU Gaffer's Guild 15 Associated General Contractors of America 16 ISU Airsoft 17 Medieval Re-Creationist Club 18 College of Liberal Arts and Sciences 19 College of Engineering 20 ISU Habitat for Humanity 21 Hope 4 Africa @ ISU | <ul style="list-style-type: none"> 22 Business council 23 Master of Business Administration Association 24 Chemical engineering graduate student organization 25 Live Green! 26 Young Americans for Liberty 27 Lesbian, Gay, Bisexual, Transgender, Ally Alliance 28 Cyclone squadron 29 Cyclone Martial Arts Club 30 Crew Club 31 Game Development Club 32 Division of Student Affairs 33 Cyclone Amateur Radio Club 34 ISU Collegiate Beef Team 35 Kinesiology and Health Club 36 Archery Club 37 Students Helping Rescue Animals 38 Agricultural Entrepreneurship Initiative 39 International Agriculture Club 40 Agronomy department 41 Tau Beta Pi 42 Design Across Boundaries 43 Workspace art mart 44 College of Veterinary Medicine | <ul style="list-style-type: none"> 45 Society of Neuroscience 46 Natural Resource Ecology and Management 47 College of Design 48 College of Agriculture and Life Sciences 49 FSHN Transfer Student Learning Community Food Insecurity Action Team 51 Seed Science Center 52 VERB Research Center Nutrition and Wellness 54 University Print Society 55 College of Agriculture and Life Sciences Council 58 ISU Dance Marathon 59 ISU Horsemen's Association 60 FSHN 366 - Myth Busters: Gluten-free Diets 61 Campus as a Work of Art 62 lowahenna 63 Mary Kay 64 Photosynthesis LLC 65 Planned Parenthood 66 Sam's Club 67 U.S. Cellular Authorized Agent Premier Locations |
|--|--|--|



File photo: Iowa State Daily

ISU alumnus Joseph Thien lets Duke, a Great Dane, lick cream off of his face at the Students Helping Rescue Animals booth during Veishea on April 16, 2011 on Central Campus. Activities for the annual celebration will be taking place at locations all over campus Monday through Sunday.



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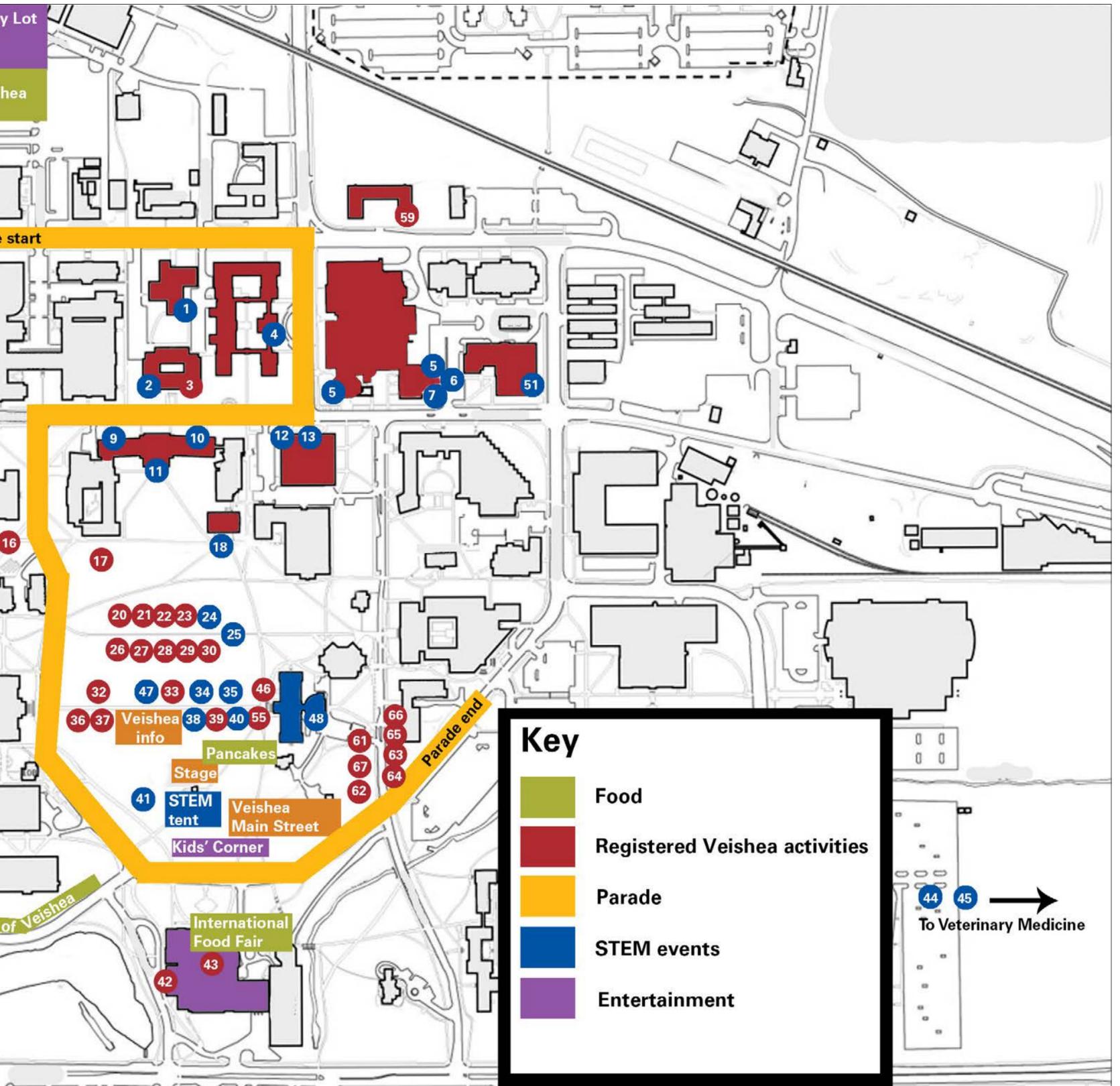
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VEISHEA
CALENDAR
OF EVENTS



File photo: Grace Steenhagen/Iowa State Daily

Players reach to hit the ball. Students signed up in teams of four to participate. Students battled through cold, rainy weather to play sand volleyball at the Southeast Intramural Fields.

MONDAY

Campus Afternoon Snack - Dunkin' Donuts and Coffee

- When: noon to 2 p.m.
- Where: Central Campus

Dodgeball Tournament

- When: 6 p.m.
- Where: Lied Recreation Athletic Center

Video Game Tournament (Super Smash Bros)

- When: 6 p.m.
- Where: Cardinal Room, Memorial Union

TUESDAY

Campus cookout

- When: 11 a.m. to 2 p.m. Tuesday through Friday
- What: Hickory Park Saucy Southerner will be served on Tuesday, hot dogs and Noodles and Company on Wednesday, Panda Express on Thursday and pizza on Friday.

Veishea opening ceremony and awards

- When: 4:30 p.m.
- What: ISU community members can gather and recognize the accomplishments of others on campus.
- Where: Great Hall, Memorial Union

Veishea Says I'm Funny

- When: 8 p.m.
- What: Veishea Says I'm Funny is a competition that showcases the comedic talent of ISU students.
- Where: Maintenance Shop, Memorial Union

The Women of Downton Abbey - Jessica Fellowes

- When: 8 p.m.
- Where: Great Hall, Memorial Union

Treds Tournament

- When: 6 p.m. Tuesday
- Where: Lied Recreation Center (Turf)

WEDNESDAY

MuSE: Music Showcase Extravaganza

- When: 6 p.m. (Doors open at 5:30 p.m.)
- What: A local and regional band showcase.
- Where: Maintenance Shop, Memorial Union

How to Be Black - Baratunde Thurston

- When: 8 p.m.
- What: Author, comedian, blogger Baratunde Thurston served as the Director of Digital for The Onion.
- Where: Great Hall, Memorial Union

Co-Ed Volleyball Tournament

- When: 6 p.m.
- Where: Beyer Hall

Middle school day

- When: 9 a.m. to 2 p.m.
- What: Middle school students can connect with college student mentors.
- Where: ISU campus

THURSDAY

Cyclone Idol hosted by Lee DeWyze

- When: 7 p.m.
- What: Cyclone Idol, the ISU version of "American Idol," showcases the singing ability of ISU students.
- Where: Great Hall, Memorial Union

Outdoor movie — "Space Jam"

- When: 9 p.m.
- What: The movie, which is co-sponsored by the Student Union Board, is about Michael Jordan taking the court with characters from the Looney Tunes.
- Where: Memorial Union Parking Ramp or Kildee 0125 (weather dependent)

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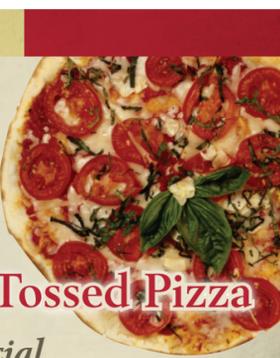
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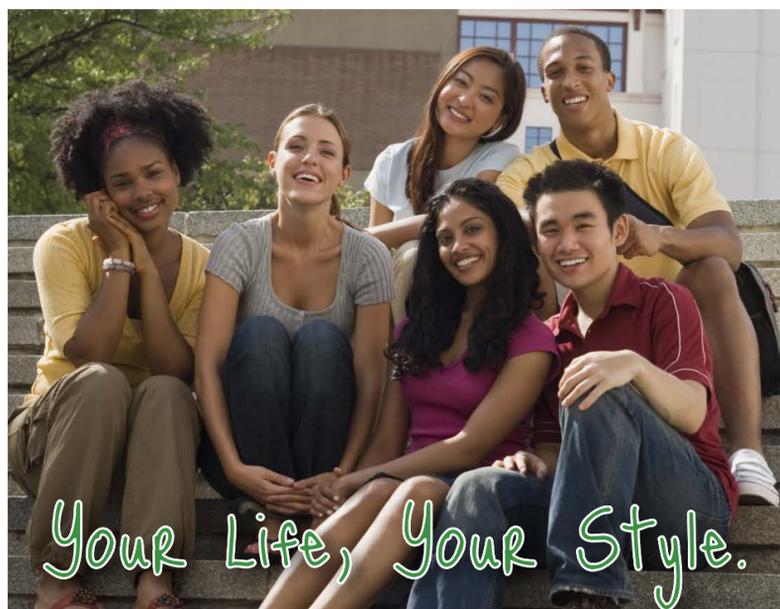
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File Photo: Iowa State Daily

BarbecueThief prepares for Smoke Over Veishea Barbecue Contest all night April 20, 2012, in the Communication Building parking lot. This year, Smoke Over Veishea will be Saturday evening.

Lee DeWyze with Jillette Johnson

- When: 9 p.m. (Doors open at 8:30 p.m.)
- What: Free concert for students with indie/acoustic music and pop rock.
- Where: Great Hall, Memorial Union

- When: 7 p.m.
- Where: State Gym Pool

FRIDAY

Veishea Stage

- When: 11 a.m. to 2 p.m.
- Where: Central Campus

Hypnotist Brian Imbus

- When: 10 p.m.
- What: Brian Imbus entertains crowds with comedic hypnotism.
- Where: Great Hall, Memorial Union

ROTC Change of Command Ceremony

- When: 4:15 p.m.
- What: The Annual Change of Command Ceremony for Army, Navy/Marine and Air Force ROTC programs.
- Where: Central Campus

Table Tennis & Ping Pong Tournament

- When: 6 p.m.
- Where: Lied Recreation Center

Battleship Tournament

- When: 6 p.m. Friday to 2 a.m. Saturday
- What: Bands include Easton Corbin, Jana Kramer, Kris Allen, Andrew Allen, Clayton Anderson Band and A Ray.
- Where: Molecular Biology parking lot

Live @ Veishea

- When: 6 p.m.
- What: The noncompetitive talent show will showcase the various talents of ISU students.
- Where: Great Hall, Memorial Union

Harambee Student Talent Show

- When: 6 p.m.
- What: The noncompetitive talent show will showcase the various talents of ISU students.
- Where: Great Hall, Memorial Union

Stars Over Veishea presents: "Fiddler on the Roof"

- When April 19-21, Friday through Sunday
- What: "Fiddler on the Roof" is a story of a father trying to find a husband for each of his daughters, who want to make their own choices.
- Where: Fisher Theater

Club Veishea: Mash-up DJs The Hood Internet & Torpeedoh

- When: 9 p.m. to 2:30 a.m.
- What: Club Veishea gives students the chance to experience a club atmosphere. Open to all ages.
- Where: South of Student Services building

Student Food Stands

- When: 12 p.m. to 5 p.m.
- Where: Central Campus



See
Something

Say
Something

Add the Ames Police and ISU Police non-emergency numbers to your phone. As an active bystander, call them if you see something that could be harmful to fellow students on campus or in the community!

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Check out *Let's be Frank* on Facebook for more safety tips.

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File photo: Brianna Buenz/Iowa State Daily

Students and members of the Ames community gather at Taste of Veishea on April 21, 2012, around Lake LaVerne. There were a variety of food stands available for the public to choose from.

Stevie Starr, professional regurgitator

- When: 11:30 p.m.
- What: Starr has been featured on "Ripley's Believe It or Not." He can swallow a live goldfish and bring it back up alive.
- Where: Great Hall, Memorial Union

Midnight pancake feed

- When: 11:55 p.m. to 3 a.m. (or while supplies last) Saturday and Sunday
- Where: Central Campus

SATURDAY

Veishea 5k Run/Walk

- When: 8 a.m.
- What: A 3.1 mile walk or run around campus before the start of the parade.
- Where: ISU campus

Veishea Village

- When: 9 a.m. to 5 p.m.
- What: ISU departments and student organizations will present displays.
- Where: Central Campus

Veishea Main Street

- When: 9 a.m. to 5 p.m.
- What: Displays that show off community groups.
- Where: Central Campus

Veishea parade

- When: 10:30 a.m.
- What: The parade will feature bands, performances and floats on a route around campus.
- Where: ISU campus

Kid's Corner

- When: Noon to 3 p.m.
- What: Activities for children including face painting, photos with Swanson, a magician and many more.
- Where: South Campanile Lawn

Veishea Stage

- When: Noon to 5 p.m.
- Where: Central Campus

Taste of Veishea

- When: 11 a.m. to 3 p.m. and 5 p.m. to 12 a.m. Saturday
- What: Vendors will serve a wide variety of food.
- Where: Molecular Biology parking lot and Union Drive

Hypnotist Brian Imbus

- When: 1 a.m.
- Where: Great Hall, Memorial Union

Smoke Over Veishea BBQ contest

- When: 8 a.m. to 3:30 p.m.
- What: Barbecue and grilling enthusiasts will compete against one another.
- Where: Lot 27, West of Molecular Biology

Campus Showcase: College of Design

- When: 8:30 to 11 a.m.
- What: An event to highlight the College of Design.
- Where: Central Campus

International Food Fair

- When: 11 a.m. to 3 p.m.
- What: The food fair is sponsored by the International Student Council.

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Veishea-goers eat at the pancake feed April 20, 2012, on Central Campus. The line almost touched Beardshear for pancakes and sausage. 2011's turnout for pancakes was about 1,600 people.

- Where: Great Hall, Memorial Union
 - When: 9 p.m.
 - What: A sketch comedy group performs.
 - Where: Stephens Auditorium
 - chance to experience a club atmosphere. Open to all ages.
 - Where: South of Student Services building
 - What: Bingo is hosted by ISU Afterdark.
 - Where: Sun Room, Memorial Union
- Canoe races**
- When: 1 to 4 p.m. Saturday
 - What: Two teams of two to three people each race in canoes. There are two divisions, depending on how many people are on a team.
 - Where: Lake LaVerne
- Jonathan Burns, Contortionist**
- When: 9 p.m. and midnight
 - What: Jonathan Burns has performed his body contortionist skills on Late Show with David Letterman.
 - Where: Great Hall, Memorial Union
- Harvard Sailing Team - Improv/Sketch Comedy**
- When: 9 p.m. to 2:30 a.m.
 - What: Club Veishea gives students the
- Student Food Stands**
- When: 8 p.m. to 5 p.m.
 - Where: Central Campus
- Live @ Veishea**
- When: 6 p.m. to 2 a.m.
 - What: B.o.B., Grouplove, The Maine, Jukebox the Ghost, Saints of Valory and Blessed Feathers will perform.
 - Where: Molecular Biology parking Lot
- Club Veishea - Country DJ**
- When: 9 p.m. to 2:30 a.m.
 - What: Club Veishea gives students the
- Matt Baker, Juggler/Stunt Show**
- When: 11 p.m. and 2 a.m. Sunday
 - What: Matt Baker is a five-time Guinness Book of World Records holder.
 - Where: Great Hall, Memorial Union
- Nate Staniforth, magician**
- When: 10 p.m. and 1 a.m. Sunday
 - What: Nate Staniforth uses magic, comedy and audience participation to entertain.
 - Where: Great Hall, Memorial Union
- Bingo**
- When: 10 p.m. to 1 a.m.
- 3-Point Contest**
- When: 3 p.m. Saturday
 - Where: State Gym
- Slam Dunk Contest**
- When: 3 p.m. Saturday
 - Where: State Gym
- SUNDAY**
- Closing ceremony**
- When: 2 to 3 p.m.
 - What: ISU community members will be recognized.
 - Where: Campanile Room, Memorial Union

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