

CATCHING DOUGH



Blake Lanser/Iowa State Daily

Super Bowl, winter storm leads to increase in customer demand for pizza

By Danielle Ferguson
@iowastatedaily.com

Benny Nelson's 5-year-old self would be so jealous of him right now.

That's because Nelson has been making pizza for a living for about seven years because, as he says, "pizza is the best food."

And Super Bowl Sunday, while you were cozy on a couch watching Katy Perry stand on a giant lion, Nelson and his crew were tossing dough and sending out fresh pepperoni pizzas to hundreds of hungry football fans.

With the snowy weather and Super Bowl Sunday intertwining this year, multiple local delivery establishments saw an increase in both delivery and carry-out sales.

Nelson, a manager at Jeff's Pizza, said the nasty weather and the big game tripled the restaurant's average Sunday orders.

"People don't want to go out in the bad weather to get their own food, so they have us bring it to 'em," he said as he tossed a frisbee

of dough in to the air — an art that took him three months to perfect. On a typical Sunday, two to three staffers are behind the counter shouting orders and tossing dough, but Jeff's, along with other pizza hot spots, prepped for the big game.

Nelson's Super Bowl staff increased to four or five and they made more than 300 orders on Sunday, most of which were before halftime.

"Most people are fed by halftime," Nelson said. "So I got to

watch a bit of the game." Though he didn't care too much about the victor.

He was still rooting for the Broncos.

As the order tickets on the ledge of the counter piled up, Nelson and his crew kept tossing and topping fresh balls of dough. From the time a pie is started, it takes about seven to eight minutes to complete, Nelson said, but as orders increase, so does the wait time.

What's normally a 45-minute

wait turned into two to three hours on Super Bowl Sunday because of the number of people ordering pizza and the wintery weather, Nelson said.

But he had faith in his drivers and his customers.

"Our drivers are smart," he said. "And our customers are understanding, especially if we preface a delay."

The store offered a 10 percent discount for people who opted to order carry-out instead of delivery to help offset the business, he said.

The most popular flavors, Nelson said, were expectedly sportsy.

"Anything with lots of meat," Nelson said. "Farmer Frank, four-meat, BBQ ranch chicken bacon."

A few other pizza delivery restaurants experienced double the amount of orders Sunday than they would on a normal Sunday.

Domino's Pizza on Hayward Avenue made more than double its average amount in sales.

The pizza place received 372

PIZZA DELIVERY p4

Club helps students find nightlife career

By Carolina Colon
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Having the opportunity to create the first nightlife organization in colleges across the U.S. gives Iowa State a new topic to talk about.

The goal of the Nightlife Industry Club is to help students interested in pursuing careers in the nightclub and bar industry by providing them with speakers, field trips and educational sessions on market trends and information relating to the nightlife industry.

The club is affiliated with the Nightlife and Club Industry Association of America, which gives the group a different approach as a new organization on campus.

The Nightlife and Club Industry Association of America's mission is to advocate the positive economic, social and cultural contributions of businesses in the nightlife and club industry.

The club is the first organization that involves nightlife on a college campus at Iowa State.

Daniel Waller, senior in hospitality management and president of the club, explained how it all started.

"I've been working for the nightlife industry for about 15 years of my life," Waller said. "Noticing that [Iowa State] has no classes about nightlife or no clubs, we decided to get the education in it, potentially creating a class is one of our goals."

Iowa State has about 200 students who are majoring in hospitality management.

There are classes on managing private clubs, such as city, country or social clubs, but there aren't any specifically geared toward managing a nightlife establishment, according to course descriptions on the hospitality management course catalog.

Allison Dittmer, senior in hospitality management and vice president of the club, explained how she feels about nightlife



Iowa State Daily

The Nightlife Industry Club attempts to assist students pursuing careers in the nightclub and bar industry. The club provides speakers, field trips and educational sessions.

industry on campus.

"This is a niche business that needs to be covered," Dittmer said. "I'm a little disappointed with the classes that are based on nightlife industry."

Waller and Dittmer shared their goals of the new organization.

"Our goal is to raise awareness of the College of Human Sciences [because there are] no classes in this type of hospitality," Waller said. "[We need] research about nightlife and also [need to] figure out trends in our area."

Waller explained he would love to invite famous bartenders and speakers for the organization meetings.

Waller also hopes to plan a trip to Las Vegas. The Nightclub and Bar Show is an annual event and this year's will be held from March 30 to April 1. More than 39,000 industry professionals come to Las Vegas to see what's

next for different clubs.

This event gives members an opportunity to acquire real knowledge of the nightclub industry. Jon Taffer from the show Bar Rescue will be present to speak and also will be hosting a happy hour.

Waller said he is honored to be the founder of this club and indicated the responsibility he has to take in an organization based on an industry involving alcohol.

"Since it's alcohol-based, the school had policies that prohibit alcohol consumption," Waller said. "There will be no alcohol consumed by us with the name of the school [and] we will make sure to keep moving this organization forward."

The organization also has a Facebook page: Nightlife Industry Club. The club, which has 50 student members, meets Thursdays at 5:30 p.m. in LeBaron Hall in room 2088.



Schuyler Smith/Iowa State Daily

Tucked away inside Parks Library, ISU students can find peace and solitude ideal for study. The tiers are also home to books not found on the normal floors in the library.

Parks online feature presents valuable tools for students

By Emily Stearny
@iowastatedaily.com

Parks Library may be one of the most daunting places for new students to navigate. The online aspect of the library can be even more complicated to understand without any direction.

Susan Vega-Garcia, associate professor and head of instruction at Parks Library, spoke to new graduate students at their orientation on Jan. 26, as well as at the "Everything you need to know about the library but we're too afraid to ask" workshop on Thursday.

Vega-Garcia spoke in depth about the digital repository and how students can increase their online presence by utilizing the university's database.

"The digital repository is a place where you can place your scholarly creations," Vega-Garcia said. "Your research becomes really findable, which instantly increases accessibility."

The database makes research done by students at Iowa State accessible around the world, with downloads of publications happening internationally every day.

"We have a tremendous push for digital collections. You'll find hundreds of subject-focused in-

dexes linked in the library website," Vega-Garcia told graduate students. "These are the major finding tools that are going to connect you to research material in your subject area."

Although the focus of the workshop was on graduate students and their research, undergraduate students need assistance with utilizing the library.

Cassidy Boe, a transfer student in pre-dietetics, came to Iowa State not knowing much about the online aspect of Parks Library.

Boe's orientation as a transfer student did not have a section about the library, so she relied on her friends to show her around.

"I know the tiers are supposed to be silent, I know you can print there and I know a little bit about the murals," Boe said about the Grant Wood paintings found throughout the library.

Boe knows little about the library website and the research that is accessible through it.

The website contains the university's most current research materials, all of which are available to students.

According to the website, faculty members have access to online course guides as well. Instruc-

LIBRARY p8

Weather

| | | |
|--|--|------------------------|
|  | TUESDAY Mostly cloudy. | 20 10 |
|  | WEDNESDAY Colder with a slight chance of snow. | 17 -9 |
|  | THURSDAY Sunny. | 12 5 |

Weather provided by ISU Meteorology Club.

Police Blotter

The information in the log comes from the ISU and City of Ames police departments' records.

All those accused of violating the law are innocent until proven guilty in a court of law.

Jan. 30

Coral Anderson, 19, of 3403 Wilson Hall, Ames, was arrested and charged with possession of a controlled substance, unlawful possession of prescription drugs (two counts), possession of drug paraphernalia, and underage possession of alcohol. **Dylan Valdez-Gordon**, 20, of 2150

NE 18th Street, Apartment 107, Grimes, was arrested and charged with possession of a controlled substance and possession of drug paraphernalia; he was subsequently released on citation all at Wilson Hall (reported at 4:22 p.m.).

An individual reported being harassed by a neighbor at University Village (reported at 9:00 p.m.).

Calendar

All events courtesy of the ISU events calendar.

Feb. 3

Stained Glass Class 6 to 8 p.m. at the MU work-space
Create a beautiful piece to capture the light through your windows. Learn how to cut, foil and solder glass using a pattern you choose or design.

Open Mic Night Starts at 8 p.m. at the M-Shop
Open mic night gives students the chance to show off their talents to their fellow students. Many are musicians, comedians, and poets. So come on out and show us what kind of talents you have. (Sign Up starts at 7:30 p.m. until all spots are filled)

Feb. 4

Colloquium: Iowa State University in Lima, Peru Noon to 1:30 p.m. in 130 College of Design
This colloquium will help inform students and faculty members at Iowa State about opportunities for collaboration with designers and design students in Lima, Peru. Presenters will be Clare Cardinal-Pett, ISU associate professor of architecture; Marwan Ghandour, professor of architecture and director of the Master of Urban Design graduate program; Max Viatori, associate professor of anthropology, and Cristina Dreifuss, director of INTUY Lab, Lima.

Meet and greet with student veterans 4 to 6 p.m. at the Col. Pride Lounge, Memorial Union
ISU faculty and staff are invited

to this come-and-go event to meet and talk with military-affiliated students. Refreshments will be served.

Beginning Belly Dance 7 to 8:10 at the MU work-space
A Three Pillars Delsarte based approach to Middle Eastern Belly Dance in the style of award winning performer Shiara. This class teaches the basic movements of belly dance with a specific focus and detailed exploration each week. Walk-ins are welcome.

Dear White People Starts at 7 p.m. at Caver 101
Dear White People is a 2014 American critically acclaimed satirical film that follows the story of four African American students and the controversy that breaks out after a popular 'African American' themed party is thrown prestigious and predominately white Ivy League university.

Feb. 5

Class: Photoshop Lightroom Software Training 6 to 8:30 p.m. at Reiman Gardens
This class lasts for 6 weeks on Thursdays January 29, February 5, February 12, February 19, February 26, & March 5 from 6-8:30 p.m.

Go in-depth with this photo editing program, as professional photographer Mark Stoltenberg helps you to adjust your images, remove red eye, & more.

RECIPE OF THE WEEK



Nicole Mergen/Iowa State Daily

Fajita Chicken Bake

By Nicole Mergen @iowastatedaily.com

This healthy, quick and super easy fajita chicken bake is a perfect recipe for those who want a delicious meal while having minimal time to prepare.

INGREDIENTS:

- 1-2 chicken breasts
- 1-2 teaspoons of taco seasoning
- 2 bell peppers
- 1-2 tablespoons of

olive oil
DIRECTIONS:

- Preheat oven to 375 degrees.
- Slice chicken into pieces of preferred size.
- Chop vegetables into pieces of preferred size.
- Lay chicken pieces into the baking dish and sprinkle with taco seasoning.
- Cover the chicken with the sliced vegetables evenly.

- Drizzle the olive oil over top of the bake.
 - Bake for about 35-45 minutes or until chicken is cooked through.
- Once the chicken and vegetables are done baking in the oven, the next step is to put them in a whole wheat or multi-grain tortilla and top it off with salsa. You can pair these tasty fajitas with your favorite fruit and a cup of cottage cheese. Enjoy!

Regents choose UI Presidential Search Committee chairman

By Danielle Ferguson @iowastatedaily.com

After University of Iowa President Sally Mason announced her retirement on Jan. 15, the Board of Regents has taken steps to develop a Presidential Search Committee.

Jean E. Robillard, M.D., vice president for medical affairs at Iowa, was chosen to chair the

search committee. Dr. Robillard oversees the University of Iowa Health Care, which includes the University of Iowa Hospitals and Clinics, Carver College of Medicine and the University of Iowa Physicians.

Mason's Jan. 15 announcement said she planned to retire on Aug. 1, 2015, after serving as president of the university for eight years.



Robillard

Tickets on sale Friday for Jason Mraz concert in March

By Melissa Garrett @iowastatedaily.com

Starting at 10 a.m. on Friday, tickets will go on sale for Jason Mraz's new "YES!" tour. Mraz will be accompanied by Raining Jane, who collaborated with Mraz on his "YES!" album and the tour kicks off in Ames at 8 p.m. on March 9 at Stephens Auditorium.

Starting Friday, tick-

ets for Jason Mraz and Raining Jane's March performance are available via Ticketmaster and between 10 a.m. and 4 p.m., Monday through Friday at the Stephens Auditorium Ticket Office. Prices range among \$25, \$55 and \$75.

From the San Diego, Calif. coffee house scene to arena, amphitheater and stadium performances worldwide, Mraz is a two-time GRAMMY Award winner and six-

time nominee, whose record-breaking single, "I'm Yours," made pop history and earned platinum and multi-platinum certifications.

For more information on the tour, visit Jason Mraz's website and the Iowa State Center's Web Page for the show. For a range of official videos, session performances and behind-the-scenes exclusives, check out Mraz's official YouTube Channel.

Online Content

HOCKEY

Players selected for world games

Two Cyclone Hockey players were selected to represent the United States in the Winter World University Games. To read about what Matt Cooper and J.P. Kascsak think about their trip to Spain, take a look at the Sports section of the Daily's website.

STYLE

How horoscopes affect your style

Are you an Aquarius? Want to find out how your sign affects your personal style? Go online under the living tab and click on the Style page of the Daily's website to read the full story.

PHOTOS

Iowa State plays at Kansas

The ISU men's basketball team travelled to Lawrence, Kan. on Monday and so did the Daily staff. Want to see photos from ESPN's Big Monday game? Check out the multimedia section of the Daily's website.

MORE INFO

History of Martson Hall

Artifacts such as ink wells, a butter churn and more were discovered in Martson Hall recently. Want to know more about Martson Hall? After reading the full story in print, readers can find a history of the building on the news section of the Daily's app.

MORE INFO

Library collection

Need something from the Parks Library but don't know where to find it? Check out the news section of the Daily's app to find a complete list of all the library's collects, like digital and special collections, and what students can find in them.

Corrections

The Iowa State Daily welcomes comments and suggestions or complaints about errors that warrant correction. To submit a correction, please contact our editor at 515-294-5688 or via email at editor@iowastatedaily.com.

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GENERAL INFORMATION:

The Iowa State Daily is an independent student newspaper established in 1890 and written, edited and sold by students.

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Kyle Oppenhuizen
Keo Pierron
Erin Wilgenbusch

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Michael Rowley/Iowa State Daily

During the renovation of Marston Hall, construction workers found artifacts such as this ceramic inkwell from the late 1800s. The artifacts can be found in the General Services Building until they are sent to the University Archives.

Marston renovation unvcovers artifacts

By Vanessa Franklin
@iowastatedaily.com

Buried beneath the floor of Marston Hall lies some century-old secrets to the building's past.

As the renovation continues in Marston, home to the College of Engineering, construction workers have dug up some artifacts under the floor of the dean's office, as well as found some remnants of the past in the attic and basement.

Under the debris, workers found two inkwells, an old apothecary bottle, broken pieces of pottery, a salt cellar and a lard bucket. A wooden barrel and tin cup were also found in the attic, along with an original light fixture found in the basement of the building.

"What's fun about these things is that you never know what you're going to find," said Kerry Dixon, project manager for the Marston renovation. "It tells a story and we just get a snapshot."

Dixon has been collecting the artifacts and digging up more information about their pasts.

"You just ask the questions, 'how did this end up here?' and, 'what was this used for?' but there's no one alive to tell us, so it's fun to just explore," Dixon said.

Dixon said she believes the plate shards found under the dean's office must date back to at least 1901, since that was when the floor was poured.

As for the lard bucket, Dixon said her theory was that it was used for food services and eventually made it's way to Marston.

After doing some research, Dixon found that the logo on the bucket was used from 1916 and changed by 1935, so the bucket must have dated back to sometime during that time frame.

"Part of it is the stuff that these people thought was trash becomes sort of an archaeological expedition for us," Dixon said. "We look at it now while we're

redoing [Marston] and we wonder what will be found 100 years from now."

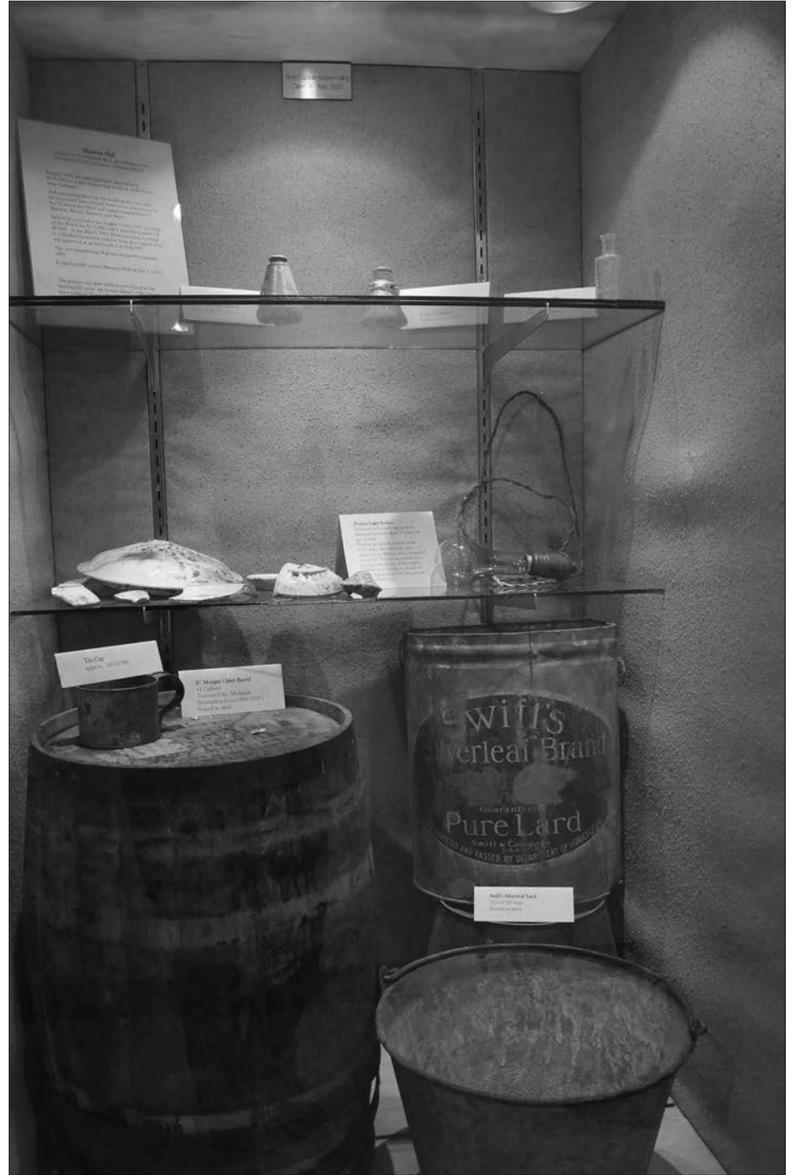
David Miller, vice president of facilities planning and management, said he wasn't surprised when construction workers began to dig up pieces of the building's history.

"We run across this type of stuff all the time," Miller said. "The last time we put an addition on the Memorial Union, we ran across some bottles and some other stuff. This university doesn't have a lot of mysteries, but we still continue to find things."

Bill Elrod, construction superintendent, said he also became interested in the history behind what his workers were continuing to find.

"After finding the inkwells, my initial reaction was 'wow, this is really cool.' I knew I needed to do some research on what we were finding," Elrod said.

Dixon said she believes the inkwells date back to the late 1890s, possibly used



Michael Rowley/Iowa State Daily

Multiple artifacts were found during the Marston Hall renovation. The artifacts can now be seen in the General Services Building. The lard bucket shown above is just one of the numerous artifacts from Iowa State's past.

when Marston was built in the early 1900s.

As of now, the artifacts will be on show in a display case in the main hallway of the General Services Building. After that, Dixon said she believes the University Archives may take some of the items.

Dixon also said she believes there may be another original light fixture in what used to be the engineering reading room, although she

says it is still difficult to tell if it's there.

The complete renovation of Marston still continues and is projected to be complete by spring 2016.

Although students might not see much going on, most of the demolition is taking place inside the building.

"The opportunity to restore one of our iconic buildings on campus is a unique project," Miller

said. "The ability to bring this building back to life is a wonderful opportunity."

Miller also says the renovation will bring life back into Marston, as the renovation includes building two 100-seat classrooms, bringing in more student traffic than ever before.

Elrod also cautions students to simply continue to be careful when walking around Marston during its renovation.

110 companies to attend spring Ag Career Day

By Ali Luety
@iowastatedaily.com

Students hopeful for jobs and internships may find the spring Ag Career Day helpful.

The Ag Career Day is scheduled from 10 a.m. to 2 p.m. on Wednesday in the Memorial Union.

Michael Gaul, director for career placement for the College of Agriculture and Life Sciences, explained that the event this spring is very different from what students experienced during the Fall Ag Career Fair.

The difference lies in the size of the events and the focus of companies attending.

There tends to be more of a competitive nature at the fall event compared to the spring Ag Career Day simply because fall is prime recruitment season for most internships.

"There are companies that are here that are full from fall, but they attend to maintain campus presence," Gaul said. "And then there are companies that are recruiting for next summer already."

Some companies, however, simply do not start recruiting interns until the spring.

Agricultural communications and natural resource positions are examples of areas that may be just starting recruitment for this summer.

The spring Ag Career Fair is a great second chance for students who do not have summer plans yet, Gaul said.

600 to 700 students will attend this event, whereas more than 2,000 students attended the fall event.

"If you're an undergrad or graduating senior, and you have nothing going on, you need to get over there. In this competitive market you cannot afford to waste a summer," Gaul said. "Your internships are key to success."

Chad Meyer, MaxYield Cooperative representative, looks for specific qualities in internship or full-time position candidates.

"First, the individual must fit the culture of the work environment," Meyer said.

Meyer went on to emphasize how important it is to have quality internship experience.

"It's kind of a standard that you have multiple internships," Meyer said.

Meyer views the Ag Career Day as a tremendous tool for students to learn about opportunities in agriculture.

Bailey Petersen, senior in Animal Science, understands the value internships have on her future.

"Both the fall and spring career fairs throughout my college career have helped me gain so much more confidence



Iowa State Daily

The Ag and Life Sciences Career Day was held Oct. 15, 2013 at the Lied Rec Center. Students had the chance to meet more than 50 employers.

in speaking professionally to company representatives," Petersen said. "The career fairs give students the opportunity to network with companies in their industry and learn about potential careers and internships within each company."

Gaul, Meyer and Petersen all offered advice to students attending the Ag Career Day.

"Have a neat and organized résumé reviewed by someone you trust," Meyer said.

Petersen suggested researching companies and brainstorming questions to ask the company representatives.

She also advised students to be professional, yet stay true to who they are.

"Bring several résumés, dress business professional and be yourself," Petersen said. "Let the companies decide if you are a perfect fit for them."

Gaul encourages students to use the CyHire system and find out what companies are staying to interview students. He instructs students to take initiative and ask for an interview time.

Creating connections with company representatives can only help students in the future, Gaul said.

"Even if you have an internship lined up, go and network," Gaul said. "There's not a closer knit industry than agriculture and it is all about making positive professional connections."

GPSS budget talks feature allocations, additional member

By Matthew Rezap
@iowastatedaily.com

The Graduate and Professional Student Senate Finance Committee will present the budget for fiscal year 2016 to the Senate at the Feb. 23 meeting.

Fiscal year 2016 runs from July 1, 2015 to June 30, 2016, effectively the 2015-16 academic year. If the Senate rejects the proposed budget, the Finance Committee will prepare a new proposal for submission to the Senate by the March meeting.

The budget was proposed at the January meeting. February is being used as a comment period when senators can examine the budget, discuss it with constituents and render any comments or proposed changes to the GPSS Finance Committee.

The budget is expected to include a change in general fund allocation for individual clubs and organizations from the current \$800 cap to \$1,000. The Finance Committee is also expected to advocate for adding a seventh cabinet member.

"We would like seven [members] instead of six," said Arko Mukherjee, president of GPSS. "We can extend the budget, or executives could take a pay cut."

Mukherjee said he supports the option to cut executive pay.

The seventh position would be dedicated to organizing the Graduate

and Professional Research Conference on a full-time basis. The second annual GPRC is scheduled for April 2.

GPSS Treasurer TJ Rakitan said he expects the total budget to rise due to increased enrollment because the GPSS budget is derived from student fees.

"With greater student fee receipts, we can fund more Professional Advancement Grants, better social events and new line items," Rakitan said.

The total GPSS budget is projected to rise from a little more than \$155,000 in fiscal year 2015, to \$171,000 in fiscal year 2016. According to the GPSS projection, a \$5,400 surplus is expected.

Rakitan said he would like to see the extra funds go toward clubs that are doing creative things with a scholarly bend to them.

"Overall, we want to promote clubs to generate opportunity for them that wouldn't otherwise be there," Rakitan said.

Clubs or organizations wishing to apply for funds can do so by filling out a GPSS regular allocations application on the GPSS website. Applicants must submit specific line items they wish to be funded. The deadline is Feb. 27.

Mukherjee said the Senate can use the budget process for introspection.

"Through the process we can see what we did well, what we did badly and what we can do better in the future," Mukherjee said.

Sudoku by the Mepham Group

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|---|---|---|---|--|---|--|---|---|---|---|
| | | | 6 | | 3 | | | 1 | | |
| | | 3 | 2 | | | | | 9 | 8 | |
| | | | | | | | | | | |
| 1 | | | 3 | | 6 | | | | | 7 |
| | 5 | 6 | | | | | 9 | 3 | | |
| 8 | | | 7 | | 4 | | | | | 2 |
| | | | | | | | | | | |
| 6 | 2 | | | | | | 7 | 8 | | |
| | 7 | | 9 | | 5 | | | | | |

LEVEL:
1 2 3 4

Complete the grid so each row, column and 3-by-3 box (in bold borders) contains every digit, 1 to 9. For strategies on how to solve Sudoku, visit www.sudoku.org.uk

Crossword

| | | | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | |
| 14 | | | | 15 | | | | 16 | | | | | |
| 17 | | | | 18 | | | | 19 | | | | | |
| 20 | | | | | 21 | | | 22 | | 23 | | | |
| | | | 24 | | 25 | | 26 | | 27 | | | | |
| 28 | 29 | 30 | | | 31 | | 32 | | | | | | |
| 33 | | | | 34 | | 35 | 36 | | 37 | | | 38 | |
| 39 | | | 40 | | | | | 41 | | 42 | | | |
| 43 | | 44 | | | 45 | | | | | 46 | | | |
| | 47 | | | 48 | | 49 | | 50 | | | | | |
| 51 | | | | | 52 | 53 | | 54 | | | | | |
| 55 | | | | 56 | | | 57 | | 58 | | 59 | 60 | 61 |
| 62 | | | | 63 | | 64 | | 65 | | | | | |
| 66 | | | | | 67 | | | 68 | | | | | |
| 69 | | | | | 70 | | | 71 | | | | | |

- Across**
- 1 Pharmacy purchase
 - 5 Figure (out), slangily
 - 9 Early Yucatán settlers
 - 14 German "a"
 - 15 Irish New Age singer
 - 16 Bite-the-bullet type
 - 17 400 athletes?
 - 19 "Star Trek" lieutenant
 - 20 Trophy prized by actors
 - 21 Watermelon eater's discard
 - 23 Austin-to-Baton Rouge direction
 - 24 Flat hat with a pom-pom
 - 26 40 polos?
 - 28 Football club based in Lombardy
 - 32 Many a casino visitor
 - 33 Bank offering
 - 34 Kelly of morning TV
 - 37 Moral code
 - 39 Texter's "Horrors!"
 - 40 4 tire inserts?
 - 42 Squeeze (out)
 - 43 Local news hr.
 - 45 Mix
 - 46 ESPN analyst
 - 47 Wife of Abraham

- 49 Chatty gathering
- 51 600 stand-ups?
- 54 Plea at sea, briefly
- 55 "Sadly..."
- 56 Pouty expression
- 58 Repetitive musical piece
- 62 ACC team with a turtle mascot
- 64 1,500 thermometer units?
- 66 Gobbled up
- 67 Letter carrier's sackful
- 68 Starbucks order
- 69 Sound from an angry dog
- 70 Sugar bowl invaders
- 71 Battle of Normandy town

- Down**
- 1 Geometric art style
 - 2 Frees (of)
 - 3 Like the word "waitress"; briefly
 - 4 Gummy bear ingredient
 - 5 Susan of "L.A. Law"
 - 6 Small bills
 - 7 Oven-safe brand
 - 8 Stand in a painting class
 - 9 East Lansing sch.
 - 10 Nonreligious sort
 - 11 Mall directory words
 - 12 Bombing missions
 - 13 Sings like Ella
 - 18 Shrunken Asian sea
 - 22 Broadband initials
 - 25 Harry and ...
 - "Home Alone" bad guys
 - 27 Ground breakers
 - 28 Plenty
 - 29 Fesses up
 - 30 Document sealed by King John in 1215
 - 69 Sound from an angry dog
 - 70 Sugar bowl invaders
 - 71 Battle of Normandy town
 - 41 Notable periods
 - 44 Thrive
 - 46 In some respects
 - 48 That guy
 - 50 Five-time Wimbledon champ Bjorn
 - 51 Goes out with
 - 52 Pause punctuation
 - 53 Khartoum's land
 - 57 Cut a line from, say
 - 59 Well-kept
 - 60 Computer giant
 - 61 Norway's most populous city
 - 63 NBC comedy staple
 - 65 Some Bronx trains

Potential presidential candidates to visit Iowa

By Alex.Hanson
aiowastatedaily.com

Potential Republican and Democratic presidential candidates announced they will be visiting Iowa during the coming months. Former Maryland Gov. Martin O'Malley, who may challenge Hillary Clinton for the Democratic presidential nomination in 2016, is planning to make at least two stops in Iowa in the coming months.

O'Malley's first stop will be in the Quad Cities on Friday, March 20, as he speaks to the Scott County Democrats at their "Red, White and Blue Dinner." The event is scheduled for 6 p.m. at the Clarion Hotel on Brady Street in Davenport. In April, O'Malley will return to Iowa to speak again, this time in Des Moines on Friday, April 10 at the Polk County Democrats' Spring Awards Dinner. The event is scheduled for 5 p.m. at the United Automobile Workers local 450 building on NW 6th Drive in Des Moines.

While these two trips are O'Malley's first of 2015, the former two-term governor made over two dozen stops across Iowa in 2014. O'Malley had multiple fundraisers for then-state Sen. Jack Hatch, D-Des Moines, who ran unsuccessfully for governor.



O'Malley



Paul

O'Malley also campaigned with U.S. Senate candidate Bruce Braley, U.S. Rep. Dave Loebsack and Secretary of State candidate Brad Anderson.

O'Malley has said publicly he may have his eyes set on the White House, but he has some ground to make up.

A new Iowa poll from The Des Moines Register and Bloomberg Politics released this past weekend showed O'Malley at the bottom out of the candidates polled, picking up just 1 percent of the vote.

Former Secretary of State Hillary Clinton is the clear front-runner, with support from 56 percent of voters. U.S. Sen. Elizabeth Warren, D-Mass., and Bernie Sanders, I-Vt., Vice President Joe Biden and former U.S. Sen. Jim Webb all polled in front of O'Malley,

as well.

U.S. Sen. Rand Paul, R-Ky., will travel to Iowa later this week to meet with Iowans as he considers a presidential bid in 2016.

Paul's PAC, RANDPAC, released the finalized details on Monday about his trip, which includes stops in Ames, Des Moines and Marshalltown.

Paul will attend an "Audit the Fed Rally," being hosted by the group Liberty Iowa, in Des Moines at Jasper Winery on George Flagg Parkway at 12:30 p.m. on Friday.

Paul has several events scheduled for Saturday.

In the morning, he will host a meet and greet alongside U.S. Rep. Rod Blum, a Republican from the first district. The event is scheduled for 9 a.m. at Legends American Grill in Marshalltown.

Paul reintroduced his bill to Audit the Federal Reserve in the Senate last week, while Blum cosponsored an identical bill in the House.

Later in the day, Paul will stop in Ames and attend the Iowa State vs. Texas Tech men's basketball game at Hilton Coliseum. The game begins at 12:30, but Paul will finish the game in Suite 102 of the Scheman Building.

He will gather with the Young Americans for Liberty and College Republicans student groups to finish watching the game, make remarks and speak to the media.

This week's trip will be Paul's first of 2015. Paul was in Iowa in November, making stops in the eastern part of the State. Paul also campaigned in Iowa for candidates during the 2014 midterm elections.

Paul was notably absent from the "Iowa Freedom Summit" on Jan. 24, but a new Iowa poll from The Des Moines Register and Bloomberg Politics shows it may not have hurt his chances in the Iowa caucuses, which are scheduled for just under a year on Feb. 1, 2016.

The poll showed Paul picking up 15 percent of the vote from likely caucus voters, just 1 percent behind Wisconsin Gov. Scott Walker.

PIZZA DELIVERY p1

delivery and carry-out orders and made about \$7,500 in sales, up from \$2,500 to \$3,500 made on an average Sunday, said assistant manager Aaron VanPelt.

"It was definitely a very busy night," VanPelt said. The staff had planned ahead and called in double the amount of drivers for the big game, he said, and fit as many inside workers as they could.

The weekend's nasty weather had the Domino's staff working hastily all weekend, VanPelt said.

"The weather definitely added to the reason our sales were higher than normal, even for the Super Bowl," he said.

When it snows, VanPelt said the store sees an additional 10 to 15 percent of normal business.

The Pizza Hut on Lincoln Way saw a similar trend. The store logged 431 tickets, more than the typical 200 to 250 Sunday orders.

Shift manager Tristan Spears said the most orders happened just before kickoff, with 104 orders between 4 and 5 p.m.; 70 orders between 5 and 6 p.m. and 60 orders between 6 and 7 p.m. "With weather like that, we tell our drivers they have to be extra careful and not to take it too fast," he said. "There's just a higher rate of accident possibility and we



Blake Lanser/Iowa State Daily
Super Bowl Sunday draws many students and friends to parties. Jeff's Pizza increased pizza output by three times its normal rate during the big game.

definitely want our drivers to be safe."

Spears also said most of Pizza Hut's orders were placed before the game. The store prepared for the influx of orders by calling in all workers.

A total of 18 drivers were on the road and about 15 employees were working in the store to make sure

hungry football fans were full of delectable pizza.

Spears said this was the busiest Super Bowl he's ever worked, and that the weather played a part in that, but the night went surprisingly smooth.

"I thought the weather would be a bigger issue, but our drivers handled it well," he said.

There were moments when the wait time reached longer than an hour, but Spears said it didn't hinder business too much.

"Obviously we want to be as fast as possible, but with that high sale volume and bad weather, sometimes it's hard to do," Spears said.

Pizza wasn't the only coveted delivery meal on Sunday.

Jimmy Johns on Welch Ave. normally isn't too affected by Super Bowl Sundays, said manager Aaron Pitzer, but this year was a different story.

The freaky fast sandwich shop doubled its sales from 5 p.m. to midnight with an estimated 70 or more placed orders.

Pitzer said snow and cold mean more deliveries for Jimmy Johns, too.

The chaos in the kitchen is matched with safety measures on the roads.

All the establishments said they caution drivers and do their best to make sure their drivers know how to properly drive in conditions before sending them into the tundra.

"We definitely want our drivers to be safe," VanPelt said. "No pizza is worth getting hurt over."

Though blizzards and ball games make for bustling weekends, Nelson said he will never get sick of pizza, even if he has to send out more than 300 in one night. "Pizza is the best food," Nelson said. "I just love it."

Horoscopes by Linda Black

Today's Birthday (2/3/15)

Tonight's Full Moon in Leo sparkles for parties. Strengthen and build partnership (and romance) this year. Spark exciting collaborations with people you admire. Dreams materialize with disciplined efforts. Financial activity booms after 3/20. Your educational path changes after 4/4. Plan and carefully tend your family garden for growth, especially after 10/13. Harvest abundant love.

To get the advantage, check the day's rating: 10 is the easiest day, 0 the most challenging.

Aries - 9
(March 21-April 19)
Action gets farther than talk today. The Leo Full Moon marks a turning point in the game. Choose the most fun opportunity that presents itself. Practice makes perfect. Win a bonus with friends.

Libra - 9
(Sept. 23-Oct. 22)
Your creativity draws admiration. The Full Moon animates a new phase in group activities and community gatherings. Network, hold meetings and play together. Build your collaborative infrastructure.

Taurus - 8
(April 20-May 20)
Practical details gel on a home project. Get into quiet productive mode and solutions appear spontaneously. Sketch color and composition ideas. Measure before ordering materials.

Scorpio - 9
(Oct. 23-Nov. 21)
Practice for the test. A new career level is possible, if you pass. Focus and put in the discipline, and it's yours. A technical breakthrough opens new options. Stay in communication.

Gemini - 9
(May 21-June 20)
A new phase begins in a creative project. Write and record ideas inspired by this Full Moon. Tangible results arise from efforts behind closed doors. Be firm, and persistent. Intuition suggests a new method.

Sagittarius - 8
(Nov. 22-Dec. 21)
Apply discipline to your educational adventures and get farther than imagined, especially over the next few weeks. Consider deep philosophical questions. Take time for ritual and symbolism.

Cancer - 9
(June 21-July 22)
Income flows steadily. Count your winnings again, and stash extra for later. Disciplined actions bring in the cash. Keep track or lose some. Your partner can help. After invoicing, go play with friends and family.

Capricorn - 9
(Dec. 22-Jan. 19)
Put your back into it and reap a fat harvest under tonight's Full Moon, and for the next few weeks. Keep track of the numbers. Follow practical priorities. Allow for a surprise wrinkle in plans.

Leo - 9
(July 23-Aug. 22)
Give up a stuck point of view and avoid an argument. Being right is less important than your relationship. The Full Moon in your sign sparks a new growth and development spurt. Release old habits.

Aquarius - 9
(Jan. 20-Feb. 18)
Solicit good ideas from a partner. Collaboration ripens into a new phase in your work together. Someone else can see your blind spots and get where you can't. It's about results, not credit.

Virgo - 8
(Aug. 23-Sept. 22)
Clean up from your old project before beginning a new one. Avoid provoking jealousies or misunderstandings. A turning point arises in your plans. Get a second opinion.

Pisces - 7
(Feb. 19-March 20)
Discipline at work now provides an income and productivity boost. Don't get distracted with chatter. Quiet action gets farther. Wax philosophical as you experiment with new concepts.

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Courtesy of Thinkstock
 Columnist Madison Ward explains that even in today's society, women in positions of power are judged differently than their male counterparts.

EDITORIAL

More discussion, education needed to put an end to sexual assault

Last week, Iowa State University was found to be under investigation by the U.S. Department of Education's Office for Civil Rights for its handling of sexual assault cases. Iowa State is one of more than 90 colleges under investigation.

President Steven Leath received a letter Oct. 15, 2014 from the Office for Civil Rights explaining the university was under investigation. According to the letter, the investigation is on whether University failed to "promptly and equitably respond to complaints, reports and/or incidents of sexual violence of which it had notice."

The investigation began after an ISU student wrote a letter to the Department of Education saying she was discriminated against in her sexual assault case involving a male student. The woman's sexual assault occurred in March 2014 and a criminal complaint was not filed in the case until the following January.

According to the criminal complaint, the woman said a man assaulted her at an on-campus apartment. After a party in which the man and the survivor were consuming alcohol, the survivor woke up to find the man sexually assaulting her.

A criminal complaint was filed Jan. 12, almost 10 months after the sexual assault, by the ISU Police Department and a student disciplinary hearing was scheduled in February. Patrick Whetstone, a 19-year-old freshman at the time of the assault, was arrested and charged with third-degree sexual abuse, according to the complaint.

ISU Police Capt. Aaron DeLashmutt said in a previous interview with the Daily that the Office of Civil Rights' investigation into Iowa State did not affect the police's investigation into the sexual assault. The Associated Press reported John McCarroll, director of University Relations, also said the federal investigation did not affect the university's investigation into the sexual assault.

The finding of this investigation into Iowa State's handling of sexual assault cases by the Office of Civil Rights came on the heels of two timely warnings of sexual assault on campus, one of which occurred in a fraternity house, sent to ISU students by email. The Sigma Alpha Epsilon fraternity and one of its members has since been suspended after the sexual assault.

These instances clearly show that sexual assault is a problem on our campus and in the culture surrounding many of our country's college campuses. Regardless of the outcome of these investigations, these crimes do happen on our campus, as well as many others, and something needs to be done to change that culture.

More education about sexual violence and discrimination and even healthy relationships is something that would benefit our country's young adults and possibly even help this culture that allows for sexual assault.

Many young adults come to college without an understanding of what a healthy relationship with others looks like. New ISU students are required to take a short online class about alcohol, safe sex practices and sexual violence and discrimination.

While requiring these classes is a good start, they obviously are not a drastic enough step to improve our culture. A required traditional course could be taught for ISU students on these subjects, with more classes offered for those interested.

More conversations about sexual violence also need to occur on college campuses, whether that is through lectures or round tables on sexual violence hosted by the university or even just discussing the issues more in club and team meetings or Greek houses.

Regardless of the method, a change in the culture that surrounds college campuses and allows for sexual assault needs to happen. Creating more discussions and educational opportunities for young adults at college is the first step to improving this culture.

Editorial Board

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- Stephen Snyder, opinion editor
- Maddy Arnold, managing editor of content
- Blake Lanser, assistant photo editor
- Megan Kalb, illustrator

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Send your letters to letters@iowastatedaily.com. Letters must include the name(s), phone number(s), majors and/or group affiliation(s) and year in school of the author(s). Phone numbers and addresses will not be published. Online feedback may be included if first name and last name, major and year in school are included in the post. Feedback posted online is eligible for print in the Iowa State Daily.

Women are capable of leading

By Madison Ward
 @iowastatedaily.com

This may look like the modern world, but I swear some things never change.

Even though I wasn't alive during the fight for women's suffrage or the housewife era, it doesn't take much to understand that women were only seen as intelligent enough to bake a cake and nothing else. You would think that as the years passed and women started throwing out their man-made identities, society would have to get on board. From the outside, it may seem like that actually took place, but for women exerting their authority, that could not be more incorrect.

My first recollection of being exposed to the idea of women being viewed as bossy or abrasive in the workplace was in a movie theater of all places. It was 2006 and I was a naive 9-year-old thinking that I would be seen as an equal as I worked my way through life, both socially and professionally. "The

Devil Wears Prada" kicked that naiveté right out of me.

For those of you who don't know the plot of the film, here it is: a wannabe journalist, Andrea Sachs — Anne — possesses no fashion sense whatsoever, but goes to work for fashion magazine workaholic Miranda Priestly — Meryl Streep — and Andrea learns a thing or two about working for a woman in charge.

There is a particular quote toward the end of the movie that exemplifies exactly what is wrong with the workforce today and it reads, "Okay, she's tough, but if Miranda were a man, no one would notice anything about her, except how good she is at her job."

An article published in Fortune Magazine in August 2014, entitled "The Abrasiveness Trap" discusses how men and women who have advanced in the workplace are evaluated in significantly different ways. 180 people from various company sizes submitted 248 reviews and the negative feedback to men as compared to women is staggering. When break-

ing down the amount of critical/negative feedback by gender, only 58.9 percent of the reviews on men had negative things to say, while the reviews on women were 87.9 percent critical or negative.

If you look at any woman in power, you will find people who think her power and drive are over the line, but why? Because the one in charge is a woman. We see men walking around all the time, tossing out orders like employees are servants, but do we say anything to him about it? That would be a no.

For example, I have been watching Donald Trump on his NBC show "The Celebrity Apprentice" for years and the amount of arrogance that man has is astonishing. He throws his money around and barks at his own children, all while promoting himself. Yet people still seemed to be impressed by all his success and power. If he were a woman, I can guarantee you that that show would not have made it seven seasons. The female version of Trump would have been viewed as a frivolous

airhead, never acknowledged as someone who beat the odds and made it as a woman in business.

For society as a whole, there really has not been much of a shift in understanding that women can handle more than maintaining a home. Within the female gender as a group, however, that is a different story. The variance between now and the time of suffrage is that we, as women, know that we can handle business and success. We just have to convince everyone else of that as well. There is one individual in particular that has been trying to do that in the political world for years — Hillary Clinton.

Although my political ideology doesn't quite align with hers, I have always been fond of her for breaking the mold of who can do what in politics. Back in the day, if a woman had political aspirations, the farthest up she could go was being a secretary to someone in office.

That standard, and the still-standing judgment against powerful women should have died long ago.

LETTER TO THE EDITOR

Dance Marathon sees continued success

By Jessica Pearce,
 Dance Marathon 2015
 general co-director

Dance Marathon is now an 18-year tradition at Iowa State. Contrary to what our name suggests, it is neither a dance nor a marathon, but a celebration of life. All year, Iowa State Dance Marathon works to raise funds and awareness through various events, such as the "4K For The Kids" fun run, high school dance marathons and game-watches with alumni.

Iowa State Dance Marathon serves kids and their

families treated at University of Iowa Children's Hospital through emotional and financial support. Though Iowa State Dance Marathon does serve Miracle Kids who have been treated for cancer, the Miracle Families experience a myriad of illnesses, including kidney disease, Hirschsprung's disease, Spina Bifida and so much more.

The Iowa State Dance Marathon year ends during Dance Marathon Weekend, where dancers are welcomed to meet families who have been impacted by Dance Marathon's fundraising, play games with Miracle Kids and

dance with hundreds of other students. It is a time when ISU students stand together for a cause bigger than themselves and it is truly inspiring.

This year was the first ever Dance Marathon Weekend, splitting the previous 15-hour event to two 12-hour events.

Students were given the choice between two shifts. Those who chose Friday stood from 7 p.m. on Jan. 23 to 7 a.m. on Jan. 24, and those who chose Saturday stood from 11 a.m. to 11 p.m. on Jan. 24.

All participants were invited back at 11 p.m. on

Jan. 24, when it was revealed that together they raised over \$444,000 for the hospital.

All of this work would not have been possible without the dedication of over 200 committee members who worked year-round to plan events, reach out to alumni, recruit students, acquire sponsorships, build relationships and raise a record amount of funds for the kids.

We are extremely proud of what our committees achieved and of each one of you who played any role in making this year the most successful to date. Thank you so very much.

LOST IN THE PHOG

Iowa State-Kansas series ends in split after defeat in Lawrence

By Alex Gookin
@iowastatedaily.com

LAWRENCE, Kan. — Everything that went well for the Cyclones went better for the Jayhawks. Whatever went wrong for the Cyclones was fuel for a KU team that ran away with a win and a convincing conference lead at Allen Fieldhouse.

Iowa State continued where it left off at Hilton Coliseum, getting off to an 18-11 lead halfway through the first half. Then came the flood.

The Jayhawks hit 3-of-4 3-pointers in consecutive possessions to help the Jayhawks finish the final nine minutes of the half shooting 52.9 percent, while the Cyclones made just five of their final 16 shots of the half.

Led by Wayne Selden Jr.'s 19-second half points, making 5-of-6 3-pointers, the Jayhawks showed that home court advantage is thriving even outside of Ames, Iowa.

"It's tougher than hell to walk out of this building with a win," said ISU coach Fred Hoiberg. "[Coach Bill Self] has lost nine times in this building. It's tough."

What worked so well for the Cyclones in Ames was stripped away from them in Lawrence. The Cyclones controlled the game from the tip at Hilton, playing too fast for the Jayhawks to keep up.

Kansas, however, would have none of that on its home court. The Jayhawks allowed zero first-half transition points to the Cyclones, allowing a comfortable 35-28 halftime lead. Forcing nine first-half turnovers, the margin for error in the second half was too thin to execute in one of the nation's toughest environments.

"They were preparing for [transition defense], they were saying that in a couple articles," said Naz

KEY STATS

IOWA STATE
Points per possession — 0.987
Shooting percentage — 41.7
3-point percentage — 33.3
Assists — 17
Bench points — 8

KANSAS
Points per possession — 1.127
Shooting percentage — 50.8
3-point percentage — 47.6
Assists — 22
Bench points — 20

STAT LEADERS

SCORING: Georges Niang (ISU) 24, Wayne Selden Jr. (KU) 20
REBOUNDS: Bryce Dejean Jones (ISU) 9, Perry Ellis (KU) 6
ASSISTS: Frank Mason III (KU) 8, Georges Niang (ISU) 5
STEALS: Jamari Traylor (KU) 3, Georges Niang (ISU) 2
BLOCKS: Cliff Alexander (KU) 3, Georges Niang (ISU) 2

Long. "I feel like we could have pushed the pace a little harder. Credit to them for doing the scouting report pretty well."

Kansas, one of the Big 12's top defenses, executed the scouting report to near-perfection, but it was what they did on offense that sent the dagger into the Cyclones.

Selden and Brannen Greene combined to shoot 7-of-10 from the 3-point



Sophomore guard Matt Thomas reacts after Iowa State loses 89-76 against Kansas on Monday night in Lawrence, Kan. Matt Thomas ended the game with zero points, shooting 0-of-4 for the night. Iowa State will look to regroup in its next game against Texas Tech on Saturday at Hilton.

line against a suspect ISU defense that has notoriously let teams get hot from behind the arc.

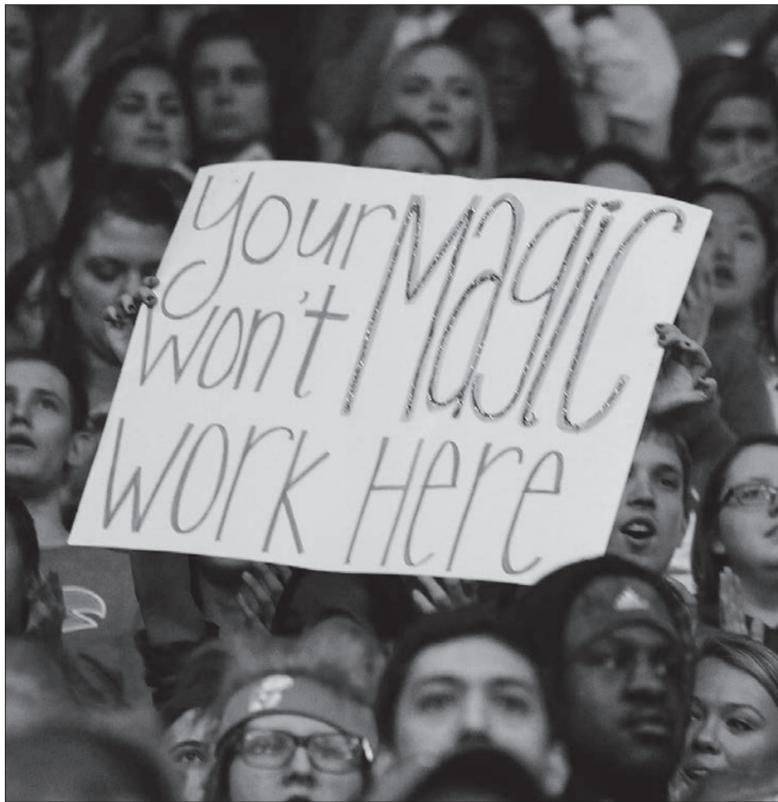
"When they are shooting the ball like that, they are really tough to guard," Niang said. "Greene is on a hot streak right now and he was really shooting it. When he made those tough 3s, it was tough to get going after that."

For the Cyclones, it will be tough to catch the Jayhawks atop the Big 12 standings. Kansas moved to 19-3 this season with an 8-1 Big 12 record, while Iowa State dropped to 16-5 and, more importantly, 6-3 in conference play.

Iowa State will likely need to be perfect at home and pull off upsets in a grueling road schedule to have any sort of shot.

But even that might not be enough to catch a KU team that is hitting its late-season stride, as Bill Self teams do almost automatically. If the Jayhawks continue to improve on an already impressive Big 12 start, the Jayhawks will be nearly impossible to catch.

But losing to Kansas doesn't end the season for the Cyclones. After all, they were seven-point underdogs on the road to a team they had beaten on their home court just weeks before. Both Hoiberg and players knew the team would need a near-perfect game to outlast the Jayhawks, and despite coming up short, the team will



KU fans remind ISU basketball players they are playing at Allen Fieldhouse in Lawrence, Kan. and not at Hilton on Monday night. The series between the two teams ended in a tie after Kansas defeated Iowa State.

get back to work for their matchup against Texas Tech on Saturday.

"It's nothing big, it's just a couple little things here and there," Long said. "We're going to patch it up and get right back to it. The season's not over."

UPCOMING BIG 12 GAMES

TUESDAY

WHO: No. 15 West Virginia vs. No. 21 Oklahoma
WHEN: 8 p.m.
WATCH: Longhorn Network/WatchESPN

WEDNESDAY

WHO: Oklahoma State vs. No. 25 Texas
WHEN: 8 p.m.
WATCH: ESPNU

WHO: TCU vs. No. 19 Baylor
WHEN: 8:30
WATCH: ESPN

WHO: Kansas State vs. Texas Tech
WHEN: 9 p.m.
WATCH: ESPNU

CYCLONE HOCKEY



Player of the Week #16 Seth Serhienko

Serhienko scored Iowa State's fourth goal of the game in Friday night's dramatic 5-4 victory over second-ranked Central Oklahoma with a wrist shot from the top of the face-off circles and then tallied the Cyclones' lone goal Saturday night with an off-foot wrist shot from the high slot midway through the third period in a close 2-1 loss to the Bronchos. The senior center has tallied three goals in his last four games.

The Cyclones head for suburban Chicago this weekend to take on eighth-ranked Robert Morris Friday and Saturday in Central States Collegiate Hockey League regular season action and next play at home February 13 and 14.

www.cyclonehockey.com

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LAST FIVE MEETINGS WITH KANSAS
Feb. 2, 2015 — 89-76, Kansas in Lawrence, Kan.
Jan. 17, 2015 — 86-81, ISU in Ames, Iowa
March 14, 2014 — 94-83, ISU in Kansas City
Jan. 29, 2014 — 92-81, Kansas in Lawrence, Kan.
Jan. 13, 2014 — 77-70, Kansas in Ames, Iowa

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Creating an apparel résumé

By Miranda Pollitt
@iowastatedaily.com

From a college internship to a professional career, résumés are critical to success in the interview process. In any industry, résumés are a key component in getting internships and obtaining a job after graduation.

When it comes to résumés in the apparel program, there are many key details that create a top-notch résumé. Apparel adviser Ann Thye teaches the AESHM 311 class, which goes into extensive detail on how to build a quality résumé. In this class, apparel students learn how to construct a résumé and cover letter to appeal to industry professionals.

Apparel adviser Christine Wise also helps students on a daily basis create quality résumés and help students feel confident in their abilities and how their skills and past experiences are reflected on paper.

Prior to taking ASEHM 311, apparel students take AESHM 113, a class where each student learns the basics of resume building and creation. After completing 311 and their required apparel, merchandising and design internship, students follow up and take AESHM 411. In each of these classes, students improve their résumés. It is important to improve and continue to update a résumé.

There are many key components that apparel students must include in their résumés.

Thye said that it is key to start gaining experiences in the apparel industry as early as possible.

One way students can do this is by working in a retail position or joining student organizations on campus that relate to their specific major, whether it be an organization like



Eileen Moores, senior in apparel, merchandising and design, creates résumés for ISU students. Moores adds stylish flair to résumés to make them stand out. By adding color to résumés, students have the opportunity to create a brand image for themselves.

Kelby Wingert/Iowa State Daily

Trend Magazine, working for the theater department creating costumes or helping out local boutique owners to learn about entrepreneurship.

Eileen Moores, senior in apparel, merchandising and design, creates résumés for students at Iowa State. Using Adobe Photoshop and other programs, she creates custom résumés that feature subtle touches of color and pattern to reflect the student's personal style.

Moores said she also believes that experience is key on one's résumé.

"I believe that playing up experience is the most important factor on a résumé," Moores said. "Even if you have not had the opportunity to have an internship yet, make sure you list leadership experience."

Employers in the apparel industry are not only looking for prior internships, but also campus leadership experience relating to a major.

"They look for people who they can tell have good communication skills and have excellent attention to detail," Thye said.

Showing past experiences on a résumé can provide a competitive edge in an application process. Make sure to be able to explain each experience, what you learned and how you can apply that to the specific opportunity.

"Show the employer what experiences, skills and knowledge you can bring to the internship," Wise said.

In addition to experience, including GPA on a résumé is imperative in the apparel industry.

"Companies in our industry like to see GPA listed if it is 3.0 or above," Thye said.

Another component to an apparel student's resume is the design and color scheme.

"Because we are in a creative industry, more color and graphic design can be used than in some other areas of business," Thye said.

Although apparel students have more creative freedom when it comes to design, there is a fine line between being professional and overpowering.

"Subtle colors or accent colors on section headings in your letterhead can be very attractive," Thye said.

Be sure to not let your design take away from the content. A student's ex-

periences and skills take precedence.

By adding color, students can create a brand image for themselves. Adding subtle hints of colors can catch a recruiter's eye in a good way. However, using bright colored paper or loud patterns can have a negative effect on a résumé.

"I'd stick to one to three different colors in a résumé," Moores said. "Too much color can take away from the actual content you want the employers to look at."

Thye stressed the importance of students building a brand image.

"You build your own brand image every day by how you spend your time," Thye said. "A résumé is the place where you put that all together on one page to promote yourself for an

internship that will be a springboard to your career."

Making smart choices when deciding activities to pursue is important. Any activity that may further a student's career choice is helpful and something appropriate for a résumé.

"The student who makes 'purposeful choices' in having their major, minor, study abroad experience, internship, work experience, skill development, activities and leadership position relate to their career objective creates a unique brand image," Wise said.

Students must constantly add new positions or organizations to their résumés as they are gained. Also, be sure to keep the GPA updated as each semester passes.

In addition, it is important to create a different résumé for each position a student may apply for. This way, students can tailor the information on the résumé to that given company or position.

If one is seeking help on building the perfect résumé for the apparel industry, there are many resources to take advantage of.

First, be sure to take the AESHM 113, 311, and 411 classes. These are great for learning how to put together a résumé for the apparel industry, as well as getting corrections to previously created résumés. For additional help, students can make an appointment with Thye or other apparel, merchandising and design advisers. For general questions, the College of Human Sciences Career Services Office is a great resource.

"Apparel, merchandising and design students have the luxury of using their advisers to proof read résumés, in addition to the College of Human Sciences Career Services Office," Wise said.

Controversy arises as Target brings in Lilly Pulitzer brand

By Emma Kuntz
@iowastatedaily.com

As the buzz about Target and its new collaboration with Lilly Pulitzer, which is scheduled to debut in stores and online April 19, there is a new controversy that's gaining the focus of the launch.

Lilly Pulitzer is a fun

and exotic brand filled with beach prints and bright color combinations. The sizing of the brand typically runs from 00 to 16, however, when collaborating with Target, Lilly Pulitzer will offer up to size 18 in stores and further plus sizes online. When Target's plus-size customers caught wind of the news, it is safe to say they were less than

enthused.

"It's not fair to the plus-size customers if they can't try the garments on before making the purchase," said Taylor Richardson, senior in apparel, merchandising and design.

The problem with offering plus sizes exclusively online is that it sets a stigma that the plus-size customers aren't worthy of

shopping in the stores.

Target has addressed the issue in a press release stating, "We're offering [plus sizes] on Target.com because Target.com gives us an opportunity to try different things. We need to take a measured approach in terms of responding to the guests because they say this is something they want to purchase. So we're hearing the feedback, we're seeing the feedback and what I think is really important, we are responding to the feedback."

Many think that Target is indirectly saying is that the company is trying to "test out" the market of its plus-size consumers, seeing whether the items will sell without investing too much money.

"I do not agree with Target for not allow-

ing plus-size shoppers to purchase the new line in stores," said Jaycie David, junior in psychology. "They shouldn't have to test it out to see if it's going to go over well. I don't even think that Target will be getting a true indication of how well the plus-size clothing will go over because some people, like myself, don't shop for clothes online."

This adds an interesting twist because although electronic retailing is on the rise, there is still a large number of consumers who will not shop for clothing online.

Some bloggers, like Tyler McCall, have addressed the issue by saying, "Vote with your dollars!"

McCall meant plus-size shoppers can prove to Target that there is a market for this by buying the

items online to get them into the stores.

"I think saying 'vote with your wallet' is a good way to twist around the unfortunate situation so that plus-size shoppers will see it as a good opportunity," David said.

It's attitudes like these that can lead to optimistic change. However, at the end of the day, what does this ethical business decision leave consumers thinking of Target's brand image?

"I think that Target has been receiving a lot of negative attention lately because of their plus-size limitations," Richardson said. "Target's brand image is still really positive in my eyes, but could improve by making their clothing attainable to all shapes and sizes."

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tors can "tailor resource lists for specific projects or assignments and also arrange for the librarian to deliver in-class instruction sessions and work individually with students needing research assistance."

These guides can help instructors provide disci-

pline-specific research databases to their students.

"We've put together research guides in specific subject areas," Vega-Garcia said.

Vega-Garcia also spoke about subject librarians, who can provide in-depth knowledge in specific areas of research, all of which are listed on the library website.

The library website has 77 subject librarians listed, ranging from topics like LGBT studies to kinesiology to aerospace engineering.

"I strongly encourage every one of you to find your subject librarian," Vega-Garcia said.

Students at home or off campus can access e-journals and databases as

well if they set up a library account. This will give students access to the library's subscriptions if they want to do research some place other than the library.

"We had something similar to a research database for students in my hometown high school, but nothing like this," Boe said. Even though this most

recent workshop has already happened, other opportunities for learning about the library are available.

The Endnote Web workshop will deal with a software tool that allows you to store citations for research projects. Vega-Garcia described the website as a shoebox of research notes

that won't get lost. The upcoming Altmetric workshop will deal with how to utilize another online research database.

More information on these sessions can be found on the Iowa State website's event page. Both the Endnote Web and the Altmetrics workshops will take place later this spring.

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