**ISU Ag Bus Club Timeline**

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Pre-Club 1858 - Iowa Agricultural College and Model Farm (now Iowa State University) was officially established on March 22, 1858. Story County was selected as a site on June 21, 1859, and the original farm of 648 acres was purchased for a cost of $5,379. The Farm House, the first building on the Iowa State campus, was completed in 1861. In 1862, the Iowa legislature voted to accept provisions of the Morrill Act, which was awarded to the Iowa Agricultural College in 1864, the first in the nation to receive this recognition.

1869 - The first official class entered (‘ISU’).

1872 - The first class (24 men and 2 women) graduated (‘ISU’).

1905 – Econ Dept at ISU established.

1915 – Lake LaVerne construction completed. It is named after LaVerne Noyles a member of ISU’s first graduating class in 1872. Noyes helped pay for the construction costs.

1917 – Agricultural Economics & Rural Sociology Dept at ISU established.

1922 – First VEISHEA celebration held.

1923 – Rural Economics Club formed, named after major offered by the Dept.

1927 – Rural Economics Club changed name to Ag Economics Club, as name of major changed.

1928 – Construction of the first section of the Memorial Union completed.

1929 – Dept of Economics and Rural Sociology established by merger with Econ Dept.

1935 – Two white swans named Lancelot and Elaine added to Lake LaVerne.

1938 – Construction of ISU’s Veenker Memorial Golf Course completed.

1950 – WOI, the nation’s first educationally owned and operated tv station, goes on the air.

1951 The **ISU Ag Business Club** was formed when the Department of Economics changed the name of the ‘Agricultural Economics & Rural Sociology’ **major** to ‘**Agricultural Business & Rural Administration’**. This is believed to be the first time a U.S. university offered a major with the name ‘Ag Business’ in the title. There were 56 undergraduate majors in the department this year. Correspondingly, the ‘Ag Econ’ Club became the ‘Ag Business’ Club. The idea for the **Ag Business major** had been promoted by faculty members **Ray Beneke and Earl Heady** along with the support of **Department Chair William Murray (Chair 1944-1955)** and the agricultural business community. After a one-year reversion to Ag Economics in 1954, the Ag Business major was restored in 1955 and has existed ever since. The Club, since its inception, has had the following goals: 1) stimulate interest in the Ag Bus major, 2) create member awareness of career opportunities in Ag Business, 3) recognize the achievements of outstanding Club members and alumni, 4) participate in professional meetings related to Ag Business, 5) assist in hosting an annual Fall CALS Career Day, 6) offer Club members and industry reps networking opportunities, and 7) assist in recruiting and retaining Ag Business majors.

1956 **Karl Fox** became **Department Chair** and served until 1973.

1962 **Paul Doak** started serving the Club as an advisor and did so through 1992 when he retired. In 1962, Doak was a graduate student in the ISU Dept of Economics. He completed his PhD degree in 1965 and joined the department as an assistant professor. Dr. Doak passed away in 2019 at the age of 90 in his home state of MO.

1968 **William Edwards** from Winterset (IA) elected Club president. Edwards went on to receive his PhD degree in Ag Economics from ISU in 1979 and joined the ISU staff as an assistant professor at that time. Edwards noted there were few female students in his Ag Business classes when he served as Club president (see 1975 & 2000). Later, 2004-2013, Edwards served as a co-advisor to the Club.

1969 **CyRide** is established.

1970 The Club established its **first** **‘Ag’ Career Day at ISU,** an event that has been held annually since then with Club involvement. Fifteen companies attended the first event held in Curtiss Hall. **Jerry Gidel** and **Darwin Luedtke** were members of the Club who organized this event with the help of Dr. Doak. It has grown to be the largest ‘Ag’ Career Day in the nation. Company reps set up booths and displays in a common room while meeting with students who are seeking either internships for full-time positions. The first attempt at hosting an Ag Career Day at ISU was by Ag Council the year before in 1969 in the Sun Room of the Memorial Union. It was poorly attended and deemed to be not-very-successful, so Ag Council abandoned the event and it was picked up by the Ag Business Club the following year. As with many new events, Ag Career Day had its ‘growing pains’ and for much of the 1970’s, Club members like **Dave Kendell and Roger Underwood** worked diligently to keep it going in the mid-to-late 1970’s. The first Ag Career Days organized by the Club were held in Curtiss Hall before moving to Carver Hall, the Memorial Union, and the Lied Recreation Center starting in 2009 (161 companies attended) when the event outgrew space available in the Union.

The construction of the **East Hall Annex was completed** as the new home for the Department of Economics.

A local, popular restaurant **Hickory Park** was founded. The first location was on East Lincoln Way.

1971 **Hilton Coliseum** opened with an ISU win over Arizona 71-54.

1973 **Ross Hall** was built and houses the English, history, philosophy, and political science departments. It was named in honor of Earle D. Ross, professor of history from 1923 to 1958 and an Iowa State historian.

**Ray Beneke** became Department Chair and served in this position to 1984. He joined the ISU faculty in 1949 after obtaining his Ph.D. in Agricultural Economics from the University of MN. He received the Distinguished Undergraduate Teaching Award from the American Agricultural Economics Association (AAEA) in 1968. Professor Beneke put a premium on excellence in teaching and advising students. .

1975 **Roger Bruene** (B.S. Agron, ISU, 1956) who was in his first year as ISU’s first full-time College of Ag Career Services Office Director. Bruene began his career as a cooperative extension, 4-H specialist. In 1958, after serving two years in the U.S. Army Reserve, Bruene returned to ISU to continue his education. In 1959, he started serving as an advisor for Farm Operations majors and later became professor in charge of the program. The Club helped to promote and organize Ag Career Day with Bruene’s assistance while he was the Ag Career Services Office Director.

**Loren Tauer** and **Lowell Catlett**, PhD students in the ISU Department of Economics served as co-advisors to the Club until they graduated in 1978. **JT Scott**, professor in the Department, and **James Eiler**, adjunct instructor in the Department, also served as Club advisors previously.

**Kristy (Holt) Mather** was the first woman to graduate from ISU’s Ag Business program (see 2000).

**The Scheman Continuing Education Building** was opened. Funding included a $1 million gift from Carl Scheman, a 1910 ISU graduate.

1977 **Ron Deiter** (PhD Ag Econ, U of ILL, 1979) joined the Economics Department as an Assistant Professor. He started serving as a Club advisor and did so until he retired in 2021. Ron grew up on a farm in Southwest Wisconsin. Under Deiter’s leadership, the ISU Ag Bus Club and program became recognized as the best in the U.S. (e.g. see list of national awards to follow, 2015 endowment, 2019 ‘Impact’ Award, 2021 ‘Deiter Chair’).

**Scott Irwin** elected president mid-year after some officers resigned. This ended a long run of Club presidents from the AGR fraternity. Irwin went on to obtain a PhD degree in agricultural economics from Purdue University in 1986 before joining the agricultural economics departments at the Ohio State University (1985-1996) and at the University of Illinois (1997-present). Scott was also elected president of the Student Section of the AAEA.

1979 There were **699 Ag Bus majors** this year, which stands as the all-time, historic enrollment in the major.

1980 A**nnual Club budget was approximately $3,000**.

**Sarah Fiedler** became the first female to be elected Club president.

1981 ISU converts to the **semester system** of offering classes after having been on the quarter system since 1918.

1982 **Carol Elliott** began working as the head secretary in the Econ Dept’s undergraduate programs’ office. She resigned in 2019 to take a position with the ISU Foundation.

The East Hall annex was renamed **Heady Hall** in 1982 to honor Earl 0. Heady, whose distinguished work in agricultural economics is known throughout the world. The hall now houses the Department of Economics and the Center for Agricultural and Rural Development. Dr. Heady first came to Iowa State as an instructor in 1940, after earning his undergraduate and master's degrees in economics from the University of Nebraska. He earned his Ph.D. from Iowa State in 1945 and became a full professor in 1949. He remained at Iowa State until his retirement in 1983.

1984 **First Club logo** created. Dr. Deiter and a few members of the Club developed the first Club logo around this time and it was used on Club literature through 1995.



Harry Nagel elected president of the SS-AAEA and Ann Parish elected president of the North Central region.

The name of Cyclone Stadium was changed to **Cyclone Field and Jack Trice Stadium.**

**Dennis Starleaf** became **Department Chair** and served in this position to 1994.

1985 **Spring trip to KC**. Cost per student = $125.

1986 **Spring field trip to St. Louis**. Cost per student = $80.

1987 **Rusty Schmidt** elected secretary of the SS-AAEA at East Lansing (MI).

1988 Arranged for **Mock Interviews**. It was about this time the Club partnered with Alpha Zeta for company reps to participate in mock interviews on a given day, usually in the fall, with interested Club members. This activity was discontinued after 2000 when student interest dwindled mainly because of training received in the Department’s Career Seminar class that became a required class in 2011 and because the mock interview service was starting to be offered by Career Service Offices on campus.

Began a **‘VEISHEA Food Stand’** and a VEISHEA Display**.** Looking for ways to generate more funds for the Club, members decided to operate a food stand during ISU’s VEISHEA celebration. After receiving permission to do so from the university, members of the Club built a food stand (on wheels) that was set up on the parade route next to Lagomarcino Hall. The Club typically cooked and served hamburgers, brats, hot dogs, walking tacos, barbecue ‘sloppy Joe’ sandwiches, and pork chops on a stick. Candy, chips, bottled water and soda were also on the menu. The stand usually operated only on Saturday. The key to the Food Stand’s success was the weather. If the weather was ‘good’ and there was a large turnout for the parade, the Club could make up to $3,000 on profits. If the weather was ‘bad’, the Club would actually lose money. The stand was typically stored off campus on university property on State Ave. The VEISHEA display was located in Heady Hall and publicized the Club and its many activities. VEISHEA (pronounced "VEE-sha") began in 1922 and was an annual week-long celebration held each spring on campus. The celebration featured an annual parade and many open-house demonstrations of the university facilities and departments. Campus organizations exhibited products and technologies, and held fund raisers for various charity groups. The name of the festival was an acronym for the colleges of the university that existed when the festival was founded: **V**eterinary Medicine, **E**ngineering, **I**ndustrial **S**cience, **H**ome **E**conomics, and **A**griculture. Rioting and criminal acts tarnished the celebration in 1988, 1992, 1994, 2004, and 2014. Because of these repeated, unfortunate incidents, ISU president Leath announced that **VEISHEA would NOT be continued starting 2015.**

**VEISHEA Food Stand Pictures**





1989 **‘Study Buddy’**. The Club began partnering with an off-campus party to deliver finals’ week ‘care packages’ to students both on and off campus (in Ames). The packages were ordered by the parents who received a letter from the Club informing them about the Study Buddy packages. The Club was paid to deliver the packages that were put together by the off-campus party. The plastic packages contained things like candy, gum, peanuts, packaged soup, packaged hot chocolate, pencils, highlighters, note pads, etc. This was a fund-raising activity for the Club and usually produced revenues of $500-$1000 per semester for the Club. The delivery of Study Buddy packages ended with the 2017 deliveries when the off-campus vendor decided to discontinue the program.

The term **“Hilton Magic”** was coined by a Des Moines Register sports writer after the Cyclones beat 3rd-ranked Missouri.

1990 **Adopt A Highway.** Started this ‘service’ project partnering with the Iowa DOT. Members of the Club cleaned a stretch of Hwy 30 west of Marshalltown both fall and spring through spring 2016. Starting fall 2016, the Club continued this service project but was able to switch to a section of Hwy 69 more conveniently located just south of Ames (between mile markers 110.15 to 112.15).

Highway Clean Up Workers (1998)



1992 Won national SS-AAEA **‘Outstanding Chapter’** award at Baltimore (MD). This was the **first year** the Club entered the Outstanding Chapter contest. Since that time the Club has ‘dominated’ winning this award. In 1910, the Farm Economics Association was established as a non-profit organization to serve the interests of university faculty members working on economic issues in farm management and agriculture. The association changed its name to the American Agricultural Economics Association (i.e. AAEA) in 1968 and later to the Agricultural and Applied Economics Association (still AAEA) in 2008. The Student Section of the AAEA (SS-AAEA) was established in 1987. The AAEA hosts an annual meeting every summer where the location varies throughout the U.S. The Club typically sends a delegation of 3-6 Club members to the annual meeting.

1994 **Perfect attendance.** An application of the economic principle: “money motivates”. The Club started encouraging attendance by giving members who attended every meeting during the semester a random chance among those who qualified to win a $50 gift certificate. This activity has continued with the number and value of the awards increasing over time. In 2007, three awards were established ($100, $50, $25). In 2011, a $100 scholarship began to be awarded per class for perfect attendance. In 2019, an additional two ‘overall’ $500 scholarships began to be awarded for perfect attendance AND two ‘officer’ $250 end-of-term scholarships began to be awarded (since officers were not eligible for the other attendance awards during the year).

**ISU sells WOI tv** to Capital Communications.

1995 Won national SS-AAEA **‘Outstanding Chapter’** award at Indianapolis (IN).

**Jan Holtkamp**, an undergraduate Ag Bus advisor in the ISU Department of Economics, served as a co-advisor to the Club for one year.

The current **Reiman Gardens** opened.

**John Miranowski** became **Department Chair** and served in this position to 2000.

1996 Began a meeting agenda item called **Meet the Prof.** An ISU faculty member or staff member would be invited to a Club meeting to share some professional as well as personal information about themselves with Club members so the members would get to know them better. Dr. Jim Kliebenstein was the Club’s first ‘Meet the Prof’. Club meetings would still have an ‘industry’ speaker. The Meet-the-Prof agenda item for meetings has continued to the present.

**Banquet speaker change.** Up until 1996, the Club usually paid a ‘professional’ speaker to speak at the Club’s banquet. The speaking fees kept increasing over time and soon became cost prohibitive for the Club. From 1997 through 2010, the ‘professional’ speaker was replaced with **‘Alumni Reflections’** given by a recent alum of the program (e.g. ’97 Brenda & Sid Siefken, ’98 John & Sharon Chism, ’99 Nancy Barickman Brannaman, ’00 none, ’01 Kayla Josten Reynolds, ’02 Jen & Don Slagle, ’03 Arianne Steenblock, ’04 Jill Kalsem Feuerhelm, ’05 Kris Brunscheen Shayda, ’06 Lisa Peterson, ’07 Doug Den Adel, ’08 industry speaker, ’09 Cozette Hadley Rosburg, ’10 Bill Northey). Starting in 2011, the speaker for the Club’s annual spring banquet became the Club’s Outstanding Alumni Award winner for the year who spoke on alumni reflections.

The **ISU Card** was introduced, providing ISU students, faculty, and staff with a universal card for identification, library privileges, access to university events, and optional banking/finance services.

1997 **Ebby Luvaga** (PhD, Economic Education, Ohio University) joined the Department of Economics as Advising Coordinator. She took over teaching the Freshmen Orientation class (Econ 110), established award-winning **learning communities for Ag Bus freshmen** in 1998 , coordinated Ag Bus internships for credit, conducted study-abroad classes annually, and coordinated advising activities that impacted members of the Ag Bus Club in a positive way. Ebby was from Kenya originally.

**Club website**. Members of the Club created a website which has been used to post information, both current and historic. The current site can be found at <https://www.isuagbus.org//default.aspx> .

**Distinguished Service to Agriculture Award.** At the Club’s 1997 banquet, the Club presented Roger Bruene, retiring (1998) CALS Career Services director with this special award. This was the only time the Club gave this award. It was intended to thank Mr. Bruene and show him appreciation for his dedicated work during his career that helped students find jobs and industry reps find new employees.

Members of the Club attended an annual **SS-AAEA meeting** outside the U.S. for the first time in **Toronto, Ontario, Canada**. The 8 members drove to the meetings in a university van and were accompanied by Dr. Deiter. The budgeted cost of attending was $2,000 paid for by the Provost Office ($300), GSB ($786), Department of Economics ($225), College of Ag ($225), Ag Business Club ($225), and the attending Club members ($240). **Carissa Wall** was elected SS-AAEA vice president of the North Central region and **Grant Belden** was elected SS-AAEA secretary-treasurer.

1998 Won national SS-AAEA **‘Outstanding Chapter’** award at Salt Lake City (UT).

**Roger Bruene** retires as ISU’s Ag Career Services Director. **Mike Gaul** (BA, Biol, Luther, 1983; MS, Hort, ISU, 1986) is hired as his replacement. The Club continued to work closely with the Ag Career Services Office in organizing the annual Ag Career Day event.

**Stu Swanson** (Galt, IA) elected **Club president**. In 2015, his daughter **Adelai Swanson** was also elected Club president. Stu and Adelai are the only ‘father-daughter’ duo to have served as Club president.

**New Club logo**. Members of the Club developed a new Club logo (patterned after the ‘American Gothic’ painting that was used from 1998 through 2001.



1999 Won national SS-AAEA **‘Outstanding Chapter’** award at Nashville (TN).

Iowa State's central campus is named a **Centennial Medallion site** by the American Society of Landscape Architects, one of only three U.S. universities to be so honored.

2000 Hosted a **‘Future of Farming’ forum**. Won national SS-AAEA ‘Creative Club’ award at Nashville (TN) for this program.

**Club sponsorships established**. In order to help fund an expanding array of Club activities, the Club reached out to various reps of Ag Bus firms and invited them to consider being a partnering sponsor of the Club. There were three initial-year sponsorship levels that ranged from $250 to $750 and the Club had eight sponsors. In 2014, one company agreed to sponsor the Club at $5000. At that time, 5 new sponsorship levels ranging from $500 to $5000 were established. In recent years, the number of Club sponsors has increased to around fifty. Most of the sponsorship funds are used to pay for networking events that benefit sponsors or to fund scholarships for Ag Business students or to help pay for Club member travel to professional meetings.

Had an **annual Club budget of approximately $6,000**.

**Pioneer in Agriculture Award.** At the Club’s 2000 banquet, the Club presented Kristy (Holt) Mather with this special award. This has been the only time the Club gave this award. Kristy was the first woman to enroll in and graduate from ISU’s Ag Business program. She had graduated 25 years earlier in 1975. When she enrolled in ISU’s Ag Business program it was a male-dominated major so it took some courage and conviction to pursue the Ag Bus major. She was a true ‘pioneer’ who led the way for other females to comfortably pursue a degree in Ag Business with the percentage of female students in the Ag Bus program increasing to around 35% for most of the 1990’s to the present. Kristy used her Ag Business training to establish her own tax and accounting business while helping out with her husband’s farm business near Laurens, IA.

First **Club Member/Industry Rep Golf Tournament** held at Veenker Memorial Golf Course. See 2001 for more details.

2001 Won national SS-AAEA **‘Outstanding Chapter’** award at Chicago (IL).

Won **national SS-AAEA ‘Creative Club’ award** for hosting a Club member/industry rep ‘Golf Tournament Fund Raiser for the first time in 2000. The event allows industry reps and Ag Bus Club members a chance to network while playing in a best-shot golf tournament with teams being made up of students and reps. The golf outing started in 2000 and has taken place annually ever since at Veenker Memorial Golf Course (2000-2004, 2007), at Ames Golf & Country Club (2010), and at Coldwater Golf Links (2005-2006, 2008-2009, 2011-present). During the initial years of the tournament, it served as a source of revenue for the Club as it was sponsored by companies who sent reps to participate. Sponsorship levels were $250, $500, and $750. Shortly after its inception, the Club paid for the costs of the tournament and Club sponsors were allowed to send reps for free. As many as 160 golfers (2018) have participated annually with slightly over half being Club members. From 2000 through 2011, the tournament was held on a Saturday. Starting 2012, the tournament moved to a Friday before a home football game.

**Banquet time change.** Starting in 2001, the banquet time was moved to a ‘morning’ brunch in the belief that this would facilitate attendance by parents and other guests.

**Arne Hallam** became **Department Chair** and served in this position to 2010.

2002 The **Bergstom football complex** completed.

2003 Won national SS-AAEA ‘Creative Club’ award (for **‘Company/Industry Tour’**) at Montreal, Canada. The Club typically goes out of state in the fall with students traveling via bus over two days to visit with reps of companies who sponsor the Club. In the spring, an in-state tour of sponsoring companies is arranged. Members of the Club have been going on industry tours back in time to at least the 1970’s. The event typically is ranked by Club members as one of the Club’s most ‘fun’ events.

Placed 3rd in national SS-AAEA **‘Quiz Bowl’** contest at Montreal Canada. Teams of 3 students each compete against each other in a ‘Jeopardy’ like contest where the questions are over categories of topics like microeconomics, macroeconomics, quantitative methods, general agriculture, agricultural marketing, agribusiness management or finance, etc.

Started having **Officer Retreats at a Sponsor’s Location.** See 2004 for more details.

Played **Quiz Bowl Game** for first time during the counting of ballots at the officer election meeting. See 2009 for details.

**Frederiksen Court** completed, named in honor of Charles Frederiksen who was director of ISU’s residency department from 1967-1996. These student apartments replaced **Pammel Court** temporary housing units that were built starting in 1946 before being completely torn down in 1996.

The **Gerdin Business Building** was completed and named in honor of lead donors Russell and Ann Gerdin (Moorhead State graduates).

2004 Won national SS-AAEA **‘Outstanding Chapter’** award at Denver (CO).

Won national SS-AAEA ‘Creative Club’ award (for ‘**Officer Retreat at a Sponsor Location’**) which started in 2003. Shortly after getting elected to a Club officer position, the officers spend a day (usually) working together to learn how to work effectively as a team, to set goals for the Club for the year ahead, to establish a calendar for Club meetings and other events, to select committee members, to develop an annual Club budget, etc. These retreats started as early as in the 1980’s and were held on campus with a few being held in a conference room of a local hotel. In 2003, the Club held its first retreat in a conference room of a Club sponsor (John Deere Credit, Johnston, IA). Holding the retreat in such a location had a number of advantages including minimizing on-campus distractions, adding a sense of importance and professionalism to the event, as well as giving the sponsoring company a chance to interact on site with the leaders of the Club.

**William Edwards**, ISU Professor of Economics and Farm Management Extension Specialist, became a Club advisor. He served as an advisor to the Club to 2013.

Co-sponsored with Alpha Zeta, the Club’s **1st Pre-Career Day ‘Panel Discussion’.** 5-6 industry reps were selected to give career search advice. In 2015, the format was changed to a **‘Mixer’** where reps of all Club sponsors in attendance would sit at assigned tables and answer pre-assigned questions. Students would rotate through 4-5 tables during the event.

2005 Started playing the **‘AG BUS’ Wheel of Fortune game** at Club meetings. See 2009 for details.

Giant **video screens** added to Jack Trice Stadium.

2006 Won national SS-AAEA **‘Outstanding Chapter’** award at Long Beach (CA).

Won national SS-AAEA ‘Creative Club’ award (for ‘**AG BUS’ Wheel of Fortune game** at meetings) that it started around 2005. The Club came up with this ‘game’ to encourage members to come to monthly meetings and stay until the end. The game consists of 5 envelopes each with a letter on the outside (i.e. AG BUS). Near the end of a meeting, a member’s name is drawn at random from those in attendance. The selected member gets to pick one of the envelopes. One envelope contains $100 with each of the other envelopes containing $20 to $50 in cash. If a letter is selected that does not contain the $100, that letter is thrown out of the game for the next meeting. The game starts over at the next meeting after a member wins the $100.

Hosted first **Pre-Ag Career Day Event** for company sponsors. See 2007 for more details.

2007 Won national SS-AAEA **‘Outstanding Chapter’** award at Portland (OR).

Won national SS-AAEA ‘Creative Club’ award (for ‘**Pre-Ag Career Day Panel Discussion’** started in 2004). To help attract more companies to Ag Career Day and to give reps and Club members more time to network, the Club started hosting a panel discussion with 4-6 Club sponsor reps the night before Ag Career Day. In 2014, the format of this activity was changed to a ‘mixer’ where all interested sponsor reps could participate in a round-table discussion with Club members.

**Two Reporter and Two Historian officer positions** replace Three Reporter and One Historian positions.

The **Hixon-Lied Student Success Center** completed on campus.

**Flooding** in parts of Ames forces movement of the Club’s golf tournament to Veenker.

**New Club logo.** Members of the Club created another new Club logo that was used mainly from 2007 through 2009.



2008 Won national SS-AAEA ‘**Outstanding Chapter’** award at Orlando (FL).

Won national SS-AAEA ‘Creative Club’ award (for **‘Guess the Member’** activity at meetings). To recognize Club members and to make the Club’s meetings more fun, this event was created in the early 2000’s. Members are given clues about the identity of a Club member and based on those clues they can submit their ‘guess’ as to whom that person is. In recent years, the guesses are submitted online ahead of the meeting with the winner being randomly drawn and announced at the meeting.

A **Spring Career Day** added and held in the Memorial Union.

**Sponsorships changed** from sponsoring the Club’s golf tournament to sponsoring the Club based on recommendations from the ISU Foundation. Sponsorship levels were Bronze ($500), Silver ($750), Gold ($1000), Ruby ($1250), and Diamond ($1500).

2009 Won national SS-AAEA ‘**Outstanding Chapter’** award at Milwaukee (WI).

Won national SS-AAEA ‘Creative Club’ award (for **‘Playing Quiz Bowl at Officer Election Meeting’**). Counting paper ballots at the election meeting was often time consuming. The Club developed their version of the SS-AAEA Quiz Bowl to entertain members while the votes were being counted. Members divided up into teams and the teams with the most points at the end of the meeting were given cash prizes. Some new categories like ‘Ag Bus Students’, ‘ISU’, ‘Iowa’, ‘Sports’ were added to make the questions more fun. The game was played at officer elections from 2003 through 2012. In 2016, the game was resurrected as a stand-alone event called Trivia Night.

The **Agricultural Entrepreneurship Initiative (AEI)** was established. Kevin Kimle (B.S. Nebraska 1989, M.S. Iowa State University) has been the ‘Bruce Rastetter Chair’ of AEI since its inception.

2010 Won national SS-AAEA **‘Outstanding Chapter’** award at Atlanta (GA).

Won national SS-AAEA ‘Creative Club’ award (for **‘Alumni Homecoming Breakfast**’). In 2009, the Club started to host a breakfast for alumni, Club officers, and Department of Economics staff members. Given the event was held on campus at the Memorial Union or off campus at a hotel, participation was smaller than expected. The event was discontinued after 2016 as a result. From 2017-2019, a large tent was reserved from the ISU Athletic Department for a **Homecoming Tailgate** (for Club members, faculty, and alumni). Attendance was better given the location was closer to popular tailgating sites closer to the stadium. The event was NOT held 2020 due to COVID or 2021 due to the unavailability of a tent.

**Club sponsorships exceed $25,000** for first time.

Club has **annual budget of approximately $13,000**.

**Club logo.** The current, and longest-lasting Club logo has been in use from 2010 to the present. The letters ABC (i.e. Ag Business Club), are represented by the shapes of leaves on a soybean plant followed by ISU trademark requirements.



**Alcohol and Dress Code Policy.** In 2010, members of the Club were concerned about the professional image of the Club being negatively impacted if Club members were to consume alcohol in public. As a result, this policy was added to the Club’s constitution: “Any attire with affiliated or associated Club information on it shall NOT be worn by any member while either consuming alcoholic beverages in public or entering establishments whose primary income is from the sale of alcohol.”

**Perfect Attendance Awards** created. To encourage consistent meeting attendance, the Club established $100 cash prize awards per class (i.e. Fr, So, Jr, Sr) for members with a perfect ‘semester’ attendance record. Winners chosen randomly at the last meeting of the semester. In 2015, the Club added a $500 scholarship for perfect attendance to an overall winner.

**Giancarlo Moschini** became **Department Chair** and served in this position to 2011.

**Flooding** forces movement of the Club’s golf tournament to the Ames Golf & Country Club.

2011 Won national SS-AAEA **‘Outstanding Chapter’** award in Denver (CO).

**Key Contributor Award.** This was a new award created to be presented to a Club member at the spring banquet in addition to the existing outstanding member awards (e.g. Fr, So, Jr, Sr, Wm G Murray overall).

**John Schroeter** became **Interim Department Chair** and served in this position to 2015.

**Dakota Hoben** served as GSB president.

2012 Won national SS-AAEA **‘Outstanding Chapter’** award in Chicago (IL).

Won the national SS-AAEA **‘Quiz Bowl’** contest for the first and only time to date at the annual AAEA meetings that were held in Seattle. Members of the winning team were Andy Chamra, Tory Mogler, and Josh Sonnabend.

**Andy Chamra** became the first Club member to be elected president of the Club for a second consecutive year.

**Golf tournament moved to a Friday** for the first time.

2013 **Amy Brandau** (B.S., Ag Bus, ISU, 2000; MBA, ISU, 2008) is hired as an Academic Advisor by the Department of Economics and becomes a Club advisor. **Georgeanne Artz** (PhD, Ag Econ, ISU, 2005) assistant professor in the Department of Economics, also becomes a Club advisor.

**William Edwards** retired after being a Club advisor 2004-13.

**Facebook.** A Club Facebook page was created.

**Club Events and Alcohol Policy.** In 2013, members of the Club added this policy to the Club’s constitution in an attempt to maintain and promote the professional image of the Club and its members: “While participating in Club events, members must abide by University rules, Club policies, and other laws pertaining to the use of alcohol. University policies prevent the Club from providing alcohol to anyone. Any Club member who is found to have violated University or Club alcohol policies will NOT be eligible for the remainder of that semester to a) serve the Club as either an officer or a committee member, b) win Club meeting prizes, and c) receive Club scholarships.

2014 Won national SS-AAEA **‘Outstanding Chapter’** award in Philadelphia (PA).

Won national SS-AAEA ‘Creative Club’ award (for ‘**Bring a Non-Member Friend to a Meeting’**). Members were encouraged to bring a friend to a Club meeting in hopes of increasing Club membership. This program did not have much of an impact on membership, so it was discontinued a few years later.

The format of the Pre-Ag Career Day activity was changed to a ‘**Pre-Ag Career Day Mixer’** where all interested sponsor reps could participate in a round-table discussion with Club members. Members of the event’s planning committee would present a topic that reps would discuss at their table with Club members. After about 15 minutes, the students are asked to move to a new table and reps are given another topic to discuss. This process is repeated 4-5 times during the evening. Starting in 2018, the event was held in the Sukup End Zone Club.

**Club sponsorships exceed $70,000** for first time. After an ‘officer retreat’ at Farm Credit Services of America (Perry, IA location), **Jim Knuth** informed the Club’s advisors that FCS of A would be increasing their sponsorship level from the ‘Diamond’ level ($1500) to $5000. This prompted the adding of two new sponsorship levels: ‘Partner’ ($2500) and ‘Elite Partner’ ($5000).

2015 **The Club became ‘endowed’**. The ISU Ag Bus Club became the first and only ‘endowed’ club on the ISU campus, and the only ‘endowed Ag’ Club in the U.S., thanks to a **$100,000 endowment gift** from Farm Credit Services of America (FCS of A). The donation was made possible as a result of funds being set aside by Farm Credit Services of America to ‘support the future of agriculture’ as the organization celebrated its 100-year anniversary. FCS of A was proud to partner with the ‘best’ Ag Bus Club in the U.S. in helping the Club develop future leaders in the ag industry. Representatives of FCS of A attended the Club’s December meeting to announce the endowment news.

**Joshua Rosenbloom**, previously in the Economics Department at the University of Kansas, was hired as **Department Chair.**

2016 **AgriBank provided a $50,000 endowment match**. AgriBank, located in St. Paul (MN), is a sister organization of Farm Credit Services of America. .

Won national SS-AAEA **‘Outstanding Chapter’** award at Boston (MA).

Won national SS-AAEA ‘Creative Club’ award (for **‘Trivia Night’**). The Club decided to have a special night to bring back the game that used to be played while ballots were counted at election meetings (2003-2012). Students compete on a team basis for cash prizes or gift certificates. Faculty members in the department are invited to participate as well and rotate around the room helping different teams. This helps students and faculty to get to know each other a little better too. Recently, the Trivia Night is held around Halloween time so students are encouraged to wear costumes and team prizes are also awarded for the best costumes. In 2021, reps of company sponsors began to be invited.

Finished 3rd in national SS-AAEA ‘**Quiz Bowl’** contest in San Francisco (CA).

**“R U Here?”** Created by the Club as another end-of-meeting ‘game’ to encourage and maintain attendance. Member names are loaded into a computer database. While projecting on a screen for all to see, the computer is used to scroll through the names of the members randomly stopping on one name. That person is awarded $50. If that person is not present, the award would increase by $50 for the next meeting. This would continue until somebody is present and wins.

**Leadership Dinner** held for the first time. This spring-semester event was intended to be another way by which the Club can give back to sponsors, especially the top two-level sponsors. Those sponsoring companies are asked to send a rep to this event to interact with ‘leaders’ of the Club (i.e. officers, committee chairs, and advisors). Each rep is provided a few minutes to give an overview of their company and typical job opportunities (internships or permanent positions) following a catered meal. The event was held at Reiman Gardens.

2017 **FCS of A added $25,000** to the Club’s endowment fund.

Won national SS-AAEA **‘Outstanding Chapter’** award in Chicago (IL).

**Electronic counting of election meeting ballots** was introduced. The TopHat website used by most students in their ISU classes was used.

**Dr. Georgeanne Artz**, a professor at ISU in the Dept. of Economics and co-adviser of the Agricultural Business Club, was **diagnosed with melanoma cancer** in August this year. Georgeanne was vital to the success of the Agricultural Business Club and its' members. The members of this club were extremely saddened of the news of Georgeanne and wanted to do something to help. The club's members wanted to further share Georgeanne's character of helping others and decided to make a donation to the Bliss Cancer Center in hopes to help more families going through the same journey. The money was raised by "Jeans for Georgeanne" which gave members the option to wear jeans to our monthly meeting with a donation of $5.00 or more. Nearly 160 members wore jeans and made a donation at that meeting. The money raised at the meeting was matched by the club. Donations from alumni of the program were also received. The ISU **Ag Business Club donated $3,100 to the Bliss Cancer Center** in Dr. Georgeanne Artz's honor and ‘battle’.

**Logistics Coordinators officer positions (I & II)** established to replace previous Historian officer positions. Logistics Coordinator I is for either a new freshman or new transfer student.

Started **Ag Alliance program.** This is a program that pairs students with industry reps one-on-one in a mentoring relationship for the entire school year. The organizing committee sends out a monthly topic for the students and reps to discuss. The reps and students are encouraged to meet face-to-face, virtually, or via phone. This is another example of a Club networking event.

2018 **FCS of A added $20,000** to the Club’s endowment fund.

Won national SS-AAEA **‘Outstanding Chapter’** award in Philadelphia (PA).

Won national SS-AAEA ‘Creative Club’ award (for its **‘Ag Alliance’ program**) started in 2017.

The **Pre-Career Day Mixer held in the Sukup End Zone** for the first time.

2019 Helped host the **largest annual CALS Career Day** in the history of the event with 278 organizations in attendance along with 2,000 students, including students from 18 other schools.

**Carol Elliott** resigned her position (started in 1982) in the Econ Dept’s undergraduate programs’ office to take a new position with the ISU Foundation. **Lydia Richards** (BAM UNI, 1919) was hired as ‘Student Services Specialist’ to take over many of Carol’s previous duties.

**FCS of A added $25,000** to the Club’s endowment fund.

**Received the ISU Alumni Association’s “Impact Award”.** The Iowa State University Alumni Association Board of Directors established this award in 2000 to recognize individuals, businesses, organizations, or units whose programs or accomplishments brought broad recognition to the university and increased the involvement of ISU constituents in the life of the university during the year prior to being nominated. Became the first and only ISU club to win this award.

Won national SS-AAEA **‘Outstanding Chapter’** award.

**Georgeanne Artz** (1974-2019), co-advisor to the Club, passed away due to cancer. The Club’s Key Contributor Award was re-named the **Georgeanne Artz Key Contributor Award** in her honor.

The annual (since 2008) **Spring Ag Career Day** was held for the last time. With more students obtaining internship and full-time job offers in the fall, attendance at this event had been lagging.

2020 **FCS of A added $25,000** to the Club’s endowment fund. The Club provided a **$10,000 match**.

Won national SS-AAEA ‘Creative Club’ award (for **‘Recognizing Old & New Members’** at meetings). To engage more members at Club meetings and to help members get to know each other better, in 2015 the Club started introducing one ‘old’ (upper-class) member and one ‘new’ (under-class) member. The recognized members win a gift from the Club for being recognized.

The Club gave a $492 ($410 members, 20% Deiter match) **COVID relief donation** to Mary Greeley.

Two **‘industry’ advisors** to the Club added. **Elizabeth Burns-Thompson** (REG) and **Izak Christensen** (Summit Ag) were voted in to serve three-year terms.

Club has **annual budget of approximately $60,000.**

**COVID** impacts (2020). The COVID virus first reared its ugly head in the U.S. in the early spring. The Club was fortunate to be able to carry out its banquet as usual on the first Saturday in March. For the rest of the spring semester, however, the Club was forced to have online meetings. Face-to-face meetings resumed in the fall until November. The Club moved officer elections from December 2020 to January 2021 in hopes of being able to have those elections in a ‘face to face’ setting, which did happen. The Club’s spring Leadership Dinner was cancelled. The Club’s fall pre-career day mixer was cancelled as the 2020 Ag Career Day was held virtually. The Club’s annual fall golf tournament was held with some added safety protocols. The Club’s annual fall industry tour was converted to a virtual tour and sponsors with locations north of Ames to the Twin Cities participating.

2021 **FCS of A added $25,000** to the Club’s endowment fund. The Club provided a **$20,000 match**.

Won national SS-AAEA ‘Creative Club’ award (for **‘New Member Engagement’ program**) at Austin (TX). A new committee was established to carry out activities targeting freshmen members of the Club so they would learn more about the Club and feel more welcome to join.

**Beatrice Maule**, ag bus junior, won the Agricultural & Applied Economics Association Undergraduate Student Paper Competition Award for her paper, "Of women and land: how gender affects successions and transfers of Iowa farms."

**Ron Deiter** retired after being a Club advisor 1977-2021. Members of the Club paid tribute to him at the Club’s banquet in 2021. **Awards Summary:** From 1992 to 2019, the Club won **18 national Outstanding Club Awards** (SS-AAEA). From 2000 to 2021, the Club won **14 national Creative Club Awards** (SS-AAEA). In addition, the Club became ‘Endowed’ at ISU in 2015 and won the ISU Alumni Association **‘Impact’ Award** in 2019, firsts for any ISU student organization. In 2021, the “Ron and Lynn Deiter Chair for Sustaining Excellence in Ag Business” at ISU was created and funded by a $1.5 million pledge from the Farm Credit Services of America organization.

**Amani Elobeid** (PhD, Econ, ISU, 2001) was hired by the Department of Economics as **The Ron and Lynn Deiter Endowed Chair for Sustaining Excellence in Ag Business.** This endowed chair position was established thanks to a generous pledge of $1.5 million by the Farm Credit Services of America organization. In this position, Amani will be serving as an advisor to the Club as well as carrying out numerous teaching and advising duties related to Ag Bus majors. Amani is originally from Sudan.

**COVID** impacts (2021). There were two main COVID impacts on the Club during the spring. The Club’s **banquet** ‘program’ was held in the Benton Auditorium without any food being served. The Club’s spring **leadership dinner** was cancelled and moved to the fall at Reiman Gardens with a change in format with only one company rep (Matt Bendler, AGP) being invited to speak on ‘leadership’. As noted for 2020, officer elections were moved to January from the previous fall.

**Julia Campbell** elected GSB president.

2022 The Club provided a **$10,000 match** to the Club’s endowment fund.