



University of Iowa News Release

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UI's Iowa State Fair exhibit to showcase remarkable programs and people

The University of Iowa will share its excellent educational programs, remarkable research, and amazing athletics at the 2010 Iowa State Fair exhibit Thursday, Aug. 12, through Sunday, Aug. 22, in the Varied Industries Building on the Iowa State Fairgrounds in Des Moines.

"We love attending the State Fair. There's no other place that brings so many Iowans together at one time," said Steve Parrott, outreach coordinator in the UI Office of University Relations. "This year we've put together a list of programs and people that really showcase the depth and breadth of the University of Iowa's efforts to connect with Iowans. We'll have something for people of all ages. And for Hawkeye fans, we've ordered extra posters of the football team!"

Daily drawings for Hawkeye football tickets and other UI athletics events will be held. Various Hawkeye merchandise will be sold for fans of all ages, and there will be plenty of giveaways such as Hawkeye temporary tattoos and posters. More than 200 UI faculty, staff, students, alumni, and I-Club members will volunteer at the exhibit.

Standout former Hawkeye athletes, coaches, and broadcasters along with Herky and the UI cheer and dance teams will be available to meet fairgoers. Among those scheduled to appear are former Hawkeye football and track star Tim Dwight from 1 p.m. to 3 p.m. Sunday, Aug. 15. UI Director of Athletics Gary Barta will also be present on Aug. 15, 2-4 p.m.

Visitors can learn about some of the programs and services at the University of Iowa at several exhibits at the UI booth, including the UI Paleontology Repository, which is celebrating 150 years of collaboration with the Iowa public. On Thursday, Aug. 12 the Department of Geoscience will showcase its new Iowa's Fossil Hunters website as well as displays of fossils donated by Iowans. Kids will be able to be paleontologist for a day as they get to hunt for their own fossils in the fossil hunt sandbox. The term, "finder's keepers," applies because whatever the children find in the sandbox they own.

A hands-on display of plastinated human body parts will be at the Iowa State Fair exhibit on Sunday, Aug. 15. The Carver College of Medicine is displaying the body parts along with PowerPoint videos highlighting advancements in the following patient treatment procedures: cataract removal surgery, a cochlear implant, the da Vinci robotic surgery system, and the Ponseti method of treating clubfoot.

An exhibit to be displayed Monday, Aug. 16 will provide information on how more doors are being opened daily for individuals with disabilities to attend college. Staff with the Realizing Educational and Career Hopes (REACH) Program in the UI College of Education and the UI Office of Student Disability Services will have an exhibit at the UI booth. Fair attendees will be able to learn about disability awareness, post-secondary education opportunities and support services at the UI.

"By interacting with REACH families and staff, fair attendees will learn about REACH, a two-year college experience certificate program for students with intellectual and learning disabilities," said Janis Mendenhall, REACH coordinator of career development. "Student Disability Services and REACH have collaborated in creating activities which simulate having a learning disability."

On Tuesday, Aug. 17, fairgoers' hearing will be tested. The Communication Sciences and Disorders Department will be inviting everyone to participate in quizzes on the effects of noise and music on ears. Free ear checks, including a visual exam of the external ear and ear canal will be available to all.

A full listing of UI events and special appearances scheduled for the run of the fair, Aug. 12-22, is available at <http://www.uiowa.edu/statefair/>.

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'Iowa State is Living Green!' at the Iowa State Fair

AMES, Iowa - It's cardinal and gold...and green.

Visitors to Iowa State University's state fair exhibit will see how students, faculty and staff are using less energy, reducing waste, saving millions of dollars, and creating a more sustainable future.

"Iowa State is Living Green!" is the theme of this year's Iowa State Fair exhibit, says University Marketing Director Carole Custer. Custer says she and the dozens of Iowa Staters staffing the exhibit are eager to share success stories of the university's Live Green! initiative with fairgoers.

"I think Iowans are going to be surprised at the variety of individual and collective action happening all over campus, and the creativity of those efforts," Custer said.

Merry Rankin, ISU's director of sustainability programs, is a partner in the exhibit. Rankin added, "As Iowa State strives to become a national leader in sustainability, we're discovering that little changes can make a big difference in reducing our global footprint. We're proud of what has already been accomplished, and excited about how much more we can achieve."

Walk through this year's display, and you'll see a visual potpourri of those efforts: A live tree. Stacks of now-obsolete dining hall trays. (Not using them has already saved the equivalent of 50,000 meals.) Clothes and other good stuff recycled by students living in campus housing. (They diverted 18.5 tons of material in six months.) And look for the giant "I" "S" and "U" letters, repurposed after they were removed from Jack Trice Stadium.

Informational towers in the exhibit will tout the green momentum building on ISU's campus -- from composting to green cleaning, and environmental design to wind energy to local foods. Fairgoers can share their ideas and post ways they are "living green" for all to see.

Iowa State's BigBelly solar trash compactor - the state's first - also will be on display. It has reduced trash pick-up at its central campus location from two to three times per day to just once a week. That's brought down collection costs by 90 percent.

Team PriSUM's 2010 solar car, Anthelion, will be on display, too - as well as one of Iowa State's four electric vehicles regularly used to move people and supplies on campus.

As always, Iowa State's exhibit will be in the northeast corner of the air-conditioned Varied Industries Building throughout the fair, which runs Aug. 12-22. The building is open daily from 9 a.m. to 9 p.m.

A Cyclone fan's paradise

Visitors to the booth can pick up Cyclone football posters and schedules, get their free I-State temporary tattoos applied, and register to win tickets to a Cyclone football game or the Iowa State Center Chris Cagle concert on Sept. 1. The Insight Bowl and Cy-Hawk trophies will be on display. Head Women's Basketball Coach Bill Fennelly and select team members will be on hand Thursday, Aug. 19, from 2 to 4 p.m. to greet fans and sign autographs. University Book Store staff will sell Iowa State merchandise in the exhibit.

4-H: Growing and learning at the fair

Just like lemonade and corn dogs, 4-H is a mainstay at the Iowa State Fair. The 4-H Exhibits Building will be filled with youth projects and displays. Rocket-building, woodworking, skits, speeches and fashion shows are just a few of the activities visitors can take in - and they may learn something, too.

Fairgoers can watch popular 4-H competitions on select days:

- Top flicks in the Iowa 4-H Film Festival may be viewed from 7 to 9 p.m. on Aug. 13.
- Teams will design and program robots during a real-time robotics challenge from 8 a.m. to 1 p.m. on Aug. 15. Teams will face two engineering tasks: one that uses a robot kit and the LEGO Mindstorms© NXT platform; and another that will test their ingenuity using common junk drawer contents.
- "Cook This!" is a youth culinary challenge in which teams demonstrate their kitchen know-how and meal prep creativity. Junior, intermediate and senior level teams will compete the mornings of Aug. 17-19. The winning senior team's recipes will be tested in the Better Homes & Gardens test kitchen. Those winners also will receive VIP tours of Meredith Corp.'s Des Moines headquarters, and their story and recipes will be featured in Successful Farming magazine.
- Prom dresses and blue jeans will collide Aug. 20-21 during the "Stitch This!" event, in which 13 youth teams will deconstruct garments and create new designs that will be modeled in a runway show. Members of the grand-prize winning team will receive \$500 scholarships to attend ISU's College of Human Sciences.

Fair on air

Iowa Public Radio's Katherine Perkins and John Pemble will travel to the state fair to produce segments that will air on "The Exchange" (Aug. 17) and "Talk of Iowa" (Aug. 19).

Creature comforts

Iowa State veterinarians are serving in important roles at the state fair, College of Veterinary Medicine Communications Specialist Tracy Raef reports. Dr. Bruce Leuschen, university veterinarian, will be caring for animals in the Paul R. Knapp Animal Learning Center. He and four, fourth-year veterinary medicine students will work a 24/7 rotation, providing healthcare and watching the animals closely for any heat-related ailments.

Dr. Ken Waller, adjunct instructor in veterinary clinical sciences, will use ultrasound to examine udders of the fair's top-placing lactating dairy cows to detect violations and validate the judging. He's done udder ultrasound at shows in the U.S. and Canada since 1999.

And Iowa State's VSMART chapter - the Veterinary Student Mixed Animal Recruitment Team - will assist with the fair's popular Vet Camp program. The program encourages children to learn about animal health and welfare, and gives them an idea of what it's like to be a veterinarian. That meshes well with the VSMART students' goals, which are to address the rural veterinarian shortage and encourage students to consider mixed animal veterinary practice.



UNI hosts exhibit at Iowa State Fair, Aug. 12-22
ESPY Award on display Saturday, Aug. 14

CEDAR FALLS, Iowa -- The University of Northern Iowa will host an exhibit at the Iowa State Fair Aug. 12-22. Fairgoers can stop by the exhibit in the Varied Industries Building between 9 a.m. and 9 p.m. each day and visit with UNI alumni, faculty, staff and students, and pick up Panther tattoos, athletic posters and purple UNI bracelets.

Panther fans also can take their picture next to a larger-than-life backdrop of Ali Farohkmanesh sinking a three-point shot against Kansas and with a life-size cutout of 7-foot-tall Jordan Egelseder.

From 11 a.m. to 3 p.m., Saturday, Aug. 14, several members of the 2009-2010 UNI men's basketball team, which made its first NCAA Sweet Sixteen appearance this year, will hand out commemorative posters highlighting the men's and women's basketball teams' record-breaking seasons. Poster supply is limited, and they will be distributed on a first-come, first-served basis. The players will be available for autographs and pictures during that time, and the 2010 ESPY Award for Best Upset will be on display.

University Book & Supply will sell UNI clothing, Panther gear and UNI souvenirs in conjunction with UNI's exhibit.