

NON AGENDA  
8.12

Hall, Renee

**From:** Landolt, Megan L [PRES] <mlandolt@iastate.edu>  
**Sent:** Thursday, August 11, 2022 8:52 AM  
**To:** isutami@gmail.com  
**Cc:** City Council and Mayor; Huff, Geoff; Newton, Michael R [P SAF]; Wintersteen, Wendy [PRES]; cww@iastate.edu  
**Subject:** RE: ~~Cyclone Welcome Weekend should lead to return of VEISHEA~~

[External Email]

Dear Tami,

On behalf of President Wintersteen, thank you for writing to share your suggestion and memories of VEISHEA.

While there are no plans to bring back VEISHEA; the university has found ways to retain elements of VEISHEA and incorporate those with new traditions to showcase Iowa State University. Our students have a number of opportunities to develop their leadership, creativity and collaboration skills through organizing events that highlight our university and encourage alumni and community involvement year-round.

A few examples include, the College of Human Sciences still holds its annual cherry pie sale during Human Sciences Week, and now the ISU Creamery, open to the public in the Food Sciences Building, offers a Human Sci Sweet Cherry Pie ice cream flavor. Student leaders plan the annual homecoming festivities for all members of the ISU community and students also coordinate the annual Cyclone Family Weekend – a variety of events for families to explore campus and experience what it means to be a Cyclone. The IGNITE Innovation Showcase is a brand-new opportunity for our student innovators and entrepreneurs to share their business ideas, inventions and ingenuity with campus and the greater community. Students can also sell their products and designs at the student-run retail shop Innovate 1858, open to the public in the new Student Innovation Center.

So while there is not one specific weekend in the spring when all of these events are held, there are a variety of opportunities throughout the year to celebrate and support Iowa State.

Thank you again for writing.

**Megan Landolt**, Strategic Communications Advisor  
*she, her, hers*

**IOWA STATE UNIVERSITY**  
**Office of the President**

**From:** Tami Ryan <isutami@gmail.com>  
**Sent:** Tuesday, August 9, 2022 11:01 AM  
**To:** [mayorcouncil@cityofames.org](mailto:mayorcouncil@cityofames.org); Geoff Huff <[geoff.huff@cityofames.org](mailto:geoff.huff@cityofames.org)>; Newton, Michael R [P SAF] <[mrnewton@iastate.edu](mailto:mrnewton@iastate.edu)>; Wintersteen, Wendy [PRES] <[wwinters@iastate.edu](mailto:wwinters@iastate.edu)>; [cww@iastate.edu](mailto:cww@iastate.edu)  
**Subject:** Cyclone Welcome Weekend should lead to return of VEISHEA

Dear ISU and Ames supporters,  
I am an Ames native and remember going to my first VEISHEA parade as a small child... Bruce Jenner (as she was known then) was the grand marshal. My family went to the science demonstrations, ate cherry pies, checked out what the students in my grandfather's hort classes had grown, viewed student artwork, and made sure to buy something from the

Arnold Air Society food booth because that was what my dad was involved in when he went to ISU. As a high school student I gathered with my friends to hear the Battle of the Bands next to the MU. I won't claim that it was an alcohol-free event, but because it was during the day we had to be careful: a single wine cooler was surreptitiously passed between several students. Then when I attended ISU, it was great to see the talent of my fellow students in Stars over VEISHEA.

There were so many wonderful things about VEISHEA, particularly the chance for ISU students to share with their families and prospective students how much they were learning at ISU. It was also the main fundraising event for many groups in addition to the Arnold Air Society. If the City and university can work together for CWW, why not work together to bring back a safe and fun VEISHEA?

Tami Ryan (AHS 1986, ISU 1990 & 2014)

Hall, Renee

ISU  
responded

**From:** Tami Ryan <isutami@gmail.com>  
**Sent:** Tuesday, August 9, 2022 11:01 AM  
**To:** City Council and Mayor; Huff, Geoff; mrnewton@iastate.edu; wwinters@iastate.edu; cww@iastate.edu  
**Subject:** Cyclone Welcome Weekend should lead to return of VEISHEA

[External Email]

Dear ISU and Ames supporters,

I am an Ames native and remember going to my first VEISHEA parade as a small child... Bruce Jenner (as she was known then) was the grand marshal. My family went to the science demonstrations, ate cherry pies, checked out what the students in my grandfather's hort classes had grown, viewed student artwork, and made sure to buy something from the Arnold Air Society food booth because that was what my dad was involved in when he went to ISU. As a high school student I gathered with my friends to hear the Battle of the Bands next to the MU. I won't claim that it was an alcohol-free event, but because it was during the day we had to be careful: a single wine cooler was surreptitiously passed between several students. Then when I attended ISU, it was great to see the talent of my fellow students in Stars over VEISHEA.

There were so many wonderful things about VEISHEA, particularly the chance for ISU students to share with their families and prospective students how much they were learning at ISU. It was also the main fundraising event for many groups in addition to the Arnold Air Society. If the City and university can work together for CWW, why not work together to bring back a safe and fun VEISHEA?

Tami Ryan (AHS 1986, ISU 1990 & 2014)