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AB

AMES BUSINESS

QUARTERLY

Fall 2010



# cyclone of cash

ISU SPORTS HAVE BIG  
IMPACT ON ECONOMY



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Fall 2010

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**ON THE COVER**

Fans cheer during the Iowa State season opener against Northern Illinois Sept. 2 at Jack Trice Stadium in Ames. Photo by Amy Vinchattle, The Tribune.

**CONTACT US**

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**WELCOME TO THE ISSUE**



By AMY VINCHATTLE/THE TRIBUNE

Students sitting in the student section cheer during the Iowa State season opener against Northern Illinois Sept. 2 at Jack Trice Stadium. Gamedays translate to big dollars for the Ames economy.

# Banking on ISU gameday

There are certainly celebrations for traditional holidays in Ames. However, central Iowa has yet to see a Fourth of July, a New Year's celebration or even a day-after-Thanksgiving-Black-Friday-mall rush that will ever come close to the energy of any Iowa State University football gameday.

It's obvious when the Cyclones are playing at home. Traffic increases exponentially. The city is swarmed by trailers and RVs of all shapes and sizes. Restaurants are packed. Grills are burning. There's a sea of cardinal and gold as far as the eye can see. And, like any other celebration worth its weight in tailgates, gamedays translate to big dollars for the home team — and the team home.

The Ames Convention and Visitors Bureau's conservative estimate for an "average" (although there's never anything "average" about Cyclone football) gameday weekend adds up to a \$5 million economic impact on the Ames community. This is cal-



**DAN CULHANE**  
president and CEO, Ames Chamber of Commerce and Ames Economic Development Commission

culated from the 55,000 people in and around the stadium who may also be reserving hotel rooms, clothing themselves in Cyclone gear, filling up with Ames' famous Hickory Park barbecue, buying a program at the game or refueling their vehicle for the trip home. The Iowa Department of Economic Development

reports fans traveling to games and staying overnight will spend an average of \$217.51 a day.

It's long been known that the presence of Iowa State University has been one of the key factors in keeping Ames' economic climate not only steady, but also thriving. This issue of Ames Business Quarterly highlights the boon ISU athletics is to the economy of Ames and Story County. And while Ames visitors are certainly a big component of gameday finances, there are several other aspects that factor into Ames' sports economy, not the least of which is the rebirth of the Big 12 Conference.

This issue will also look at other businesses related to the athletic culture in Ames. From sports medicine to sports training video production to trademarks and licensing, reading through the fall Ames Business Quarterly will make you think twice before ever thinking that it's "just" another football game.

Go Cyclones!

■ MID-IOWA ECONOMIC DATA

# Struggling economy reflected in housing, retail

By BOB ZIENTARA  
Staff Writer

Signs of a slowing national economy are making themselves felt in Iowa and Story County, according to statistics gathered from local, state and federal sources.

A downturn has become apparent in residential sales, according to numbers gathered by the Ames Multiple Listing Service in the city of Ames and adjoining rural subdivisions.

Some housing market observations from Paul Livingston, of Hunziker and Associates Realtors, current to Sept. 2, 2010:

- There were 290 active listings, only up four since May 3. But 37 homes moved from “listed” to “sale pending” during August, a bit ahead of the average of 35 over the past seven years.

Over the four months ending Sept. 1, new listings were down 8 percent and the “list to sale pending” number was down 29 percent.

- It took 80 days to close home sales current to August 2010, compared with 55 days for the same time period in 2009.

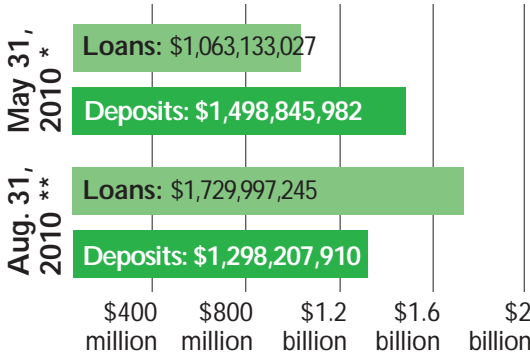
Other economic signals in Story County disclosed either a retreating or stagnating economy. And while there were no large layoffs in the private sector, the unemployment rate in Story County remained steady.

Preliminary figures from the Iowa Department of Revenue show that first-quarter retail sales in 2010 had retreated from \$190.7 million in 2009 to \$184.6 million this year, with a parallel drop in sales tax receipts from \$11.4 million to just more than \$11 million.

In a survey of loans and deposits, differences in figures from May 31 and Aug. 31 are explained by the fact that two lenders who participated in the summer quarterly did not report numbers this time: First Federal Savings Bank and Greater Iowa Credit Union.

## FINANCE

### Ames lenders, deposits and loans



\* **Participating lenders (12):** ACE Community Credit Union, Ames Community Bank, Bankers Trust, First American Bank, First Federal Savings Bank, First National Bank, Greater Iowa Credit Union, Great Western Bank (formerly F&M), Members Only Credit Union, Midwest Heritage Bank, River Valley Credit Union and Valley Bank.

\*\* **Participating lenders (10):** Ace Community Credit Union, Ames Community Bank, Bankers Trust, First American, First National Bank, Great Western Bank, Members Only Credit Union, Midwest Heritage Bank, River Valley Credit Union and Valley Bank.

### Ames lenders market share by deposits, June 30, 2009

Bank	Deposits	Market share
First National Bank	\$355,635,000	23.49%
U.S. Bank	\$157,639,000	10.41%
Ames Community Bank	\$149,079,000	9.85%
First American Bank	\$128,108,000	8.46%
Wells Fargo Bank & Trust	\$101,690,000	6.72%
F&M Bank*	\$76,953,000	5.08%
First Federal Savings Bank	\$63,705,000	4.21%
Bank of the West	\$35,127,000	2.32%
Bankers Trust	\$18,431,000	1.22%
Valley Bank	\$17,901,000	1.18%
Midwest Heritage Bank	\$10,005,000	0.66%

Source: Federal Deposit Insurance Corporation

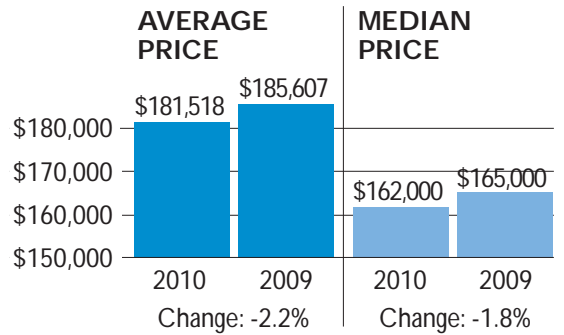
### Bankruptcies

- Story County as of Sept. 14, 2010: 129, or 15 per month
- 2009 calendar year total: 209, or 17 per month

Source: U.S. Bankruptcy Court, Des Moines

## HOUSING MARKET

### Year-to-date closed home sales\*



### HOMES SOLD

Year	Homes Sold	Percent change
2010	364	-12.3%
2009	415	

### AVERAGE DAYS ON MARKET

Year	Days	Percent change
2010	84	10.6% faster
2009	94	

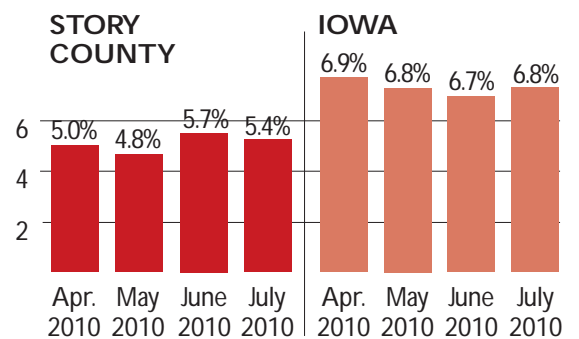
### SALE PRICE TO LIST PRICE RATIO

Year	Ratio	Percent change
2010	94.6%	0.5% less
2009	95.1%	

\* For the eight months ending Aug. 31  
Sources: City of Ames, Story County, Ames Multiple Listing Service, Hunziker & Associates Realtors

## WORKFORCE

### Unemployment



## RETAIL

### Story County taxable sales first quarter

	2010	2009
Retail sales	\$184,645,718	\$190,715,571
Sales tax	\$11,031,461	\$11,401,180

Source: Iowa Department of Revenue

■ ON THE MONEY

# How much does a game bring in?



A typical home football weekend is estimated to generate \$5 million in economic impact

**J**ulie Weeks, director of the Ames Convention and Visitors Bureau, said her group sees many benefits from Cyclone sports in general and the fall football program in particular. The ACVB's conservative estimate for a typical ISU home football game weekend is that it generates about a \$5 million in economic impact on the community.

"Organizations and companies will hold group tailgating parties before ISU football games, everything from seed companies to manufacturers and banks," Weeks said.

ACVB, itself, is one of the customers, she said.

"We rent a suite to entertain clients who do a lot of business with our office," Weeks said. "And the tailgate tents (north of the stadium) are rented by companies and organizations that hold parties for employees and clients."

The ACVB is now managing the ISU information center, which is housed in a kiosk at the corner of University Boulevard and South Fourth Street. The bureau website has launched a "Cy in the City" campaign to celebrate that fact, and it is giving away lunch for up to 20 people on eight successive Fridays during the football season. For more information, go to [www.visitames.com](http://www.visitames.com).

By AMY VINCHATTLE/THE TRIBUNE

**Mike Schaul**, of Dubuque, flips a burger on his grill while tailgating before the start of the Iowa State season opener Sept. 2 at Jack Trice Stadium in Ames.

**Bob Zientara** can be reached at (515) 663-6961 or [rzientara@amestrib.com](mailto:rzientara@amestrib.com).



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## ■ BIG 12

# After the scare

Jamie Pollard talks business following the Big 12's close call

By JAMES PUSEY  
Staff Writer

**I**n early June, analysts and media outlets were sounding the death march for the Big 12 Conference.

Colorado was the first to leave the conference, turning its eyes westward to join the Pac-10 Conference. Next out the door was Nebraska, which jumped at the chance to join the Big Ten Conference. Soon, reports arose that the University of Texas would also join the Pac-10, spurring a chain reaction that would almost certainly lead to the dismantling of the Big 12.

Many pundits theorized that the conference's larger schools, such as Texas and Oklahoma, would simply sign lucrative financial deals with the Pac-10 as they abandoned the Big 12. However, those schools left on the outside, including Iowa State University, were left to wonder where they might end up. Given the circumstances, it seemed unlikely the Cyclones would be able to maintain their place in a major conference, an outcome ISU Athletic Director Jamie Pollard said would have been "potentially very devastating."

"To lose that affiliation would have been tough to our tradition, but it also would have been significant to us financially," Pollard said. "I always say it's better to be lucky than correct, and I think we were very fortunate that it turned out the way it did."

When news broke that Texas had decided to stay in the Big 12, Cyclone fans breathed a collective sigh of relief. The conference was saved, at least for the time being, and though Pollard said the loss of Colorado and Nebraska caused plenty of scheduling problems, ultimately

it was a small price to pay to keep a conference membership.

Last year, the Big 12 paid out about \$140 million to its conference members, including about \$20 million that went to Colorado and Nebraska, Pollard said. Therefore, not only did the new Big 12 arrangement maintain tradition and rivalry between schools, but it also freed up more money to be distributed to the conference's 10 remaining members, Pollard said.

However, ISU was not the only business in Ames that benefited from the agreement. Many others, especially the Ames hospitality industry, rely heavily on the business created by ISU athletics, particularly its affiliation with the Big 12, Pollard said.

"Other than Veishea, there's no other event on Iowa State's campus that can attract 50,000 people to Ames on any given weekend, let alone six or seven times in the fall," Pollard said. "Just the sheer economic impact of that is really significant."

Ames hotels and restaurants probably benefit the most from college athletics, he said, as there will always be a need to host visiting players, families and fans. Athletic recruits are often taken out to eat at Aunt Maude's or Hickory Park, Pollard said, and student athlete gatherings have been hosted at Perfect Games, which is also serves as a corporate sponsor of ISU athletics.

Outside of the hospitality industry, Pollard said the athletic department does business with many other local companies, including Story Construction, Nelson Electric and Sign Pro.

ISU athletics and the regional business community have a mutually beneficial relationship,

Pollard said, as both serve an important role in drawing consumers into the community.

"Anything that makes the community more vibrant ultimately is beneficial to both sides," Pollard said.

Pollard, who has held previous athletics administrative positions at the University of Maryland and the University of Wisconsin, said Ames' relatively small population makes it a unique place to do business.

*"To lose that affiliation would have been tough to our tradition, but it also would have been significant to us financially."*

**Jamie Pollard**

"Just about everybody that you interact with from a business standpoint is somebody you either see at church or you see at school with your kids, and in the bigger cities you don't get that," Pollard said.

This can make it more enjoyable to do business locally, he said, but the proximity can make things more stressful at times because not everybody can get business, he said. Pollard said he has discovered that he can't make everybody happy.

One example was the agreement between ISU and Kansas State to play their head-to-head games in 2009 and 2010 at Arrowhead Stadium in Kansas City, Mo. The game took the place of a home game in each season, but Pollard said he was

careful to make sure there were always at least six games at Jack Trice Stadium per season.

"Some business leaders actually tell us that playing seven or even eight games is almost too much because some fans will choose to limit the amount that they'll spend," Pollard said. "Everybody has to budget, so being able to space games out is probably more beneficial."

There are currently no plans to play a game in Kansas City in future football seasons, but Pollard said the option has not been ruled out. He said the athletic department places a high value on the opinions of Cyclone fans and takes fan surveys into account, especially when it comes to scheduling. Some scheduling decisions are out of ISU's control, he said. Game times and dates are often dependent on the Big 12 and television schedules.

"We try to get a sense for whether fans prefer night-time or day-time games, and I think the best thing we try to do is try to balance it out as best we can," Pollard said.

Though Pollard knows he can't please every fan, no one, he said, likely will argue that he made the right call in fighting to keep the Big 12 Conference together. With its far-reaching, high-profile influence, the Big 12 opens the door for Ames businesses to cater to regional and national markets.

With the big scare behind him, Pollard said he hopes to continue to grow the relationship between business and athletics in the community.

"In the short term, there's been a lot of heartache, but in the long term, though, there's a tremendous amount of opportunity for Iowa State and the city of Ames," Pollard said.



**Iowa State University Athletic Director Jamie Pollard** says many businesses, especially the Ames hospitality industry, rely heavily on the business created by ISU athletics, particularly its affiliation with the Big 12.

By AMY VINCHATTLE/  
THE TRIBUNE

## ■ SPORTS MEDICINE

# Sports medicine thrives in Ames

BY BOB ZIENTARA  
Staff Writer

It's a Friday morning in September at McFarland Clinic's sports medicine facility in a suite of offices and therapy rooms at 2707 Stange Road in Ames.

And it's busy.

While a receptionist fields telephone calls and sets up appointments, a father-and-son duo walks in the lobby door. Dressed in a football jersey, the teenager waits while his dad fills out the forms that he's been given at the front desk.

The teenager is here to see Chris Hanfelt, a physical therapist who doubles as facility manager at the McFarland outlet. He says that it's typical for McFarland's office managers to fill additional roles as health care providers.

### ISU brings large market

While the dad and his son finish the forms, Hanfelt talks about the ways McFarland Clinic has grown into sports medicine, in part because of the presence of an NCAA Division I athletics program at Iowa State University.

It is something of a chicken-and-egg quandary, he admits.

Would McFarland's sports medicine facility be here without the presence of ISU, or would it exist in some smaller capacity?

"That's a good question," Hanfelt said. "Having Iowa State University here is a big advantage. There are thousands of employees and (more than 25,000) active students. Obviously, that many people leads to a larger operation for us at more sites.

"The potential for (sports-related) injury in a population that big helps to create our market, along with all of the other customers we serve, especially high school athletes."



BY NIRMALENDU MAJUMDAR/THE TRIBUNE

Ames High student athlete Shaya Kellogg jumps as physical therapist Chris Hanfelt watches during her therapy season at McFarland Clinic's sports medicine facility on Stange Road in Ames.

The presence of ISU, just a mile to the south, also has helped lead to the facility on Stange Road, Hanfelt said. It opened in 2008 and offers a variety of physical therapy services specifically aimed at athletes. Hanfelt said his office is the only McFarland facility without a physician on site.

Nearby, McFarland has just opened its 15,000-square-foot, full-service north Ames clinic near the intersection of Bloomington and Stange roads.

According to Shelley Goecke, director of marketing and community relations, some physical therapy services now offered at the sports medicine clinic will transfer to the lower level of the new clinic. It's the fourth physical therapy room to open in Ames, she said.

### Long-lasting relationships

Hanfelt said McFarland launched its sports medicine service in 1998.

"The initial market was high school athletes, starting with Ames and later Gilbert High School," he said.

The Gilbert district adjoins Ames to the north.

The Somerset location made sense because of city growth in the area, but the presence of the university also drove clinic strategy, according to Hanfelt.

"We wanted to offer people more options, more locations to be closer to student housing, apartment complexes and dormitories," he said. "We are growing to meet the growth of the market, and ISU is part of that."

The university has its own trainers and physical therapists

to meet the needs of its NCAA varsity student athletes, Hanfelt said.

"If we see any of those athletes, it's perhaps because they have an issue that they feel requires a second opinion, and that's rare," he said. "That's less than 10 (ISU varsity) athletes a year."

But the presence of the ISU athletics program is a definite advantage, even indirectly, Hanfelt said.

"For example, we advertise our services at ISU varsity games," he said. "That gives us a real chance to toot our horn to the entire market that we serve."

McFarland does have two medical staff members, Dr. Peter D. Buck and Dr. Thomas A. Greenwald, who serve as ISU's official orthopedic physicians. Hanfelt said he and ISU trainers refer ath-

letes to the doctors for treatment.

"When those doctors get athletes into our clinic for X-rays, MRIs and other procedures, it is a direct cause-and-effect result of the ISU athletics program and our operation," he said.

The athlete-doctor relationships are long-lasting, according to Roger Kluesner, McFarland Clinic's chief operating officer. Kluesner said Buck and Greenwald continue to see professional athletes who once played at ISU.

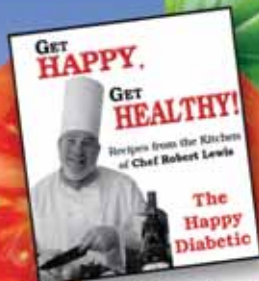
"These relationships form over time," Hanfelt said.

So, when professional NFL or NBA athletes "are in need of work on an injured shoulder, or a knee scoping, they'll come back to see Dr. Buck or Dr. Greenwald, and then they'll come to us for physical therapy," he said.

## GEORGE HEGSTROM ANNUAL DIABETES SYMPOSIUM

Featuring

# The Happy Diabetic

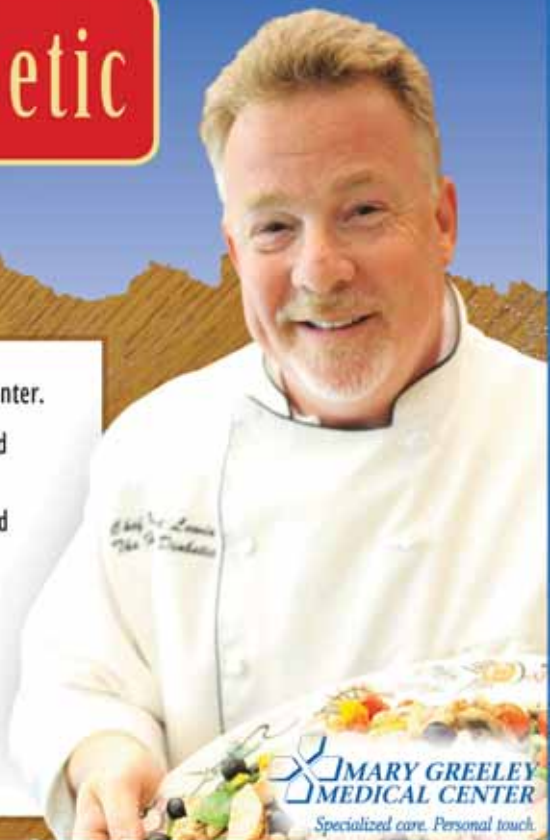


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# ISU fans leave a cyclone of cash in Ames

By BOB ZIENTARA, Staff Writer

**B**y the end of the 2010 NCAA Division I collegiate football season, the population of Ames will have effectively doubled on seven occasions.

When Iowa State wraps up the season against Missouri Saturday, Nov. 20, tens of thousands of people will have visited the city to attend the Cyclones' seven home games.

And that's not all.

Thousands of those same fans will have stayed in Ames' 1,400 hotel/motel rooms, dined and imbibed at the city's many restaurants and bars, gassed up at filling stations, hit the ATMs at the banks, patronized catering services and the list goes on.

To be brief, there aren't many corners of the Ames retail economy that sports fans don't get into.



By AMY VINCHATTLE/THE TRIBUNE

Fans cheer during the Iowa State season opener against Northern Illinois Sept. 2 at Jack Trice Stadium in Ames. ISU fans contribute millions to the Ames economy each year.

## Your choice: BBQ or Mongolian?

One small corner of that retail/hospitality economy can be found near the interchange of U.S. Highway 30 and South Duff Avenue on the south side of the city, about two miles from the ISU campus.

Just northwest of that interchange, Alicia Roufs manages the Grandstay Residential Suites at 1606 S. Kellogg Ave. A Mid-Iowa native, Roufs was born and raised in Slater, graduated from Ballard High School and later attended the Des Moines Area Community College fashion/retail management and customer service program in Ankeny.

The Grandstay is in the same building as Old Chicago Pizza and Pasta.

"You can walk right from our building into Old Chicago," Roufs said.

But visiting fans have choices, she said. There are several other restaurants within walking distance of the hotel, and they also draw customers. There's the new Mongolian Buffet, the Fuji Japanese Steakhouse and Vesuvius Wood Fired Pizza.

"I think that Hickory Park is the most popular place among the guests," Roufs said. "But the other places do get their share of customers from us."

The hotel has 53 suite-type rooms, and rates average about \$120 per night for double occupancy, Roufs said. The typical floor plan includes a master bedroom and a second room with a hide-a-bed. The suite can accommodate four people comfortably, she said.

There are kitchenettes in the rooms that include a refrigerator, stove, microwave and storage cabinets.

The hotel does a fairly steady business with long-term guests. Roufs said the Federal Emergency Management Agency has booked officials for several weeks to work with area residents and business owners in the aftermath of the August flood in Ames.



BY AMY VINCHATTLE/THE TRIBUNE

**Alicia Roufs**, left, manager at Grand Stay Residential Suites, assists a guest, Michele Elmore, of Kansas City, Sept. 9 in Ames. The hotel sells out all 53 of its rooms regularly during the Iowa State football season.

But with the football season in full swing, the Grandstay is busier than ever, Roufs said.

"We sell out just about every weekend that there is a home football game," she said. "And Family Day (Saturday, Oct. 2) has been sold out for several months."

Besides football fans, Grandstay manages to attract followers of other ISU teams and their opponents, she said.

"ISU's volleyball and track events can draw healthy crowds," Roufs said.

### Sports make Ames a visitor mecca

With seven home ISU football games this season, Jack Trice Stadium will be a destination for hundreds of companies and organizations that entertain employees and clients at football games, according to Julie Weeks, director of the Ames Convention and Visitors Bureau.

"The university is a key component for a lot of the business that we do as a bureau and many of the hospitality businesses in town, too," Weeks said.

While companies and groups work mainly with the ISU Athletic Department to make their arrangements, "there's a lot of involvement with us as a bureau, although it is spontaneous and informal," she said.

Traffic at ACVB ramps up during athletic seasons, Weeks said.

"We'll get phone calls, walkup visits, hits on the website, by any number of people — individual fans or folks who are part of these corporate or association outings," she said. "They all want to know what to do and where to go — retail stores, bars and restaurants, hotels and motels, on and on."

The retail spillover effect is hard to track but is definitely a presence before and after major ISU sports events, Weeks said.

"Put it this way," she said. "It's one thing to think about a fan who may be in a store to buy Cyclone apparel. But that same fan says this: As long as I'm in Ames, I'll do my shopping at the big box stores, or I'll pick up groceries on the way out of town."

Ames' Main Street businesses see less of this spillover than other shopping locations, she said.

"But that's mostly because of the starting times for football games," Weeks said. "Afterward? The Main Street dining and drinking establishments get a lot of trade."

Visits to familiar eateries and bars "become part of the football tradition; you're in town for the game and afterward you go to Aunt Maude's, Lucullan's or Olde Main," or any number of other favorite spots, she said.

The Ames hospitality industry gets plenty of trade from ISU followers, Weeks said. So much so that fans of visiting teams sometimes have to look elsewhere.

"The hotels and motels are so busy serving Cyclone fans that out-of-town visitors either have to stay farther away, or they just head back home if they're from one-day drive locations in Iowa or adjacent states," she said.

**Bob Zientara** can be reached at (515) 663-6961 or rzientara@amestrib.com.

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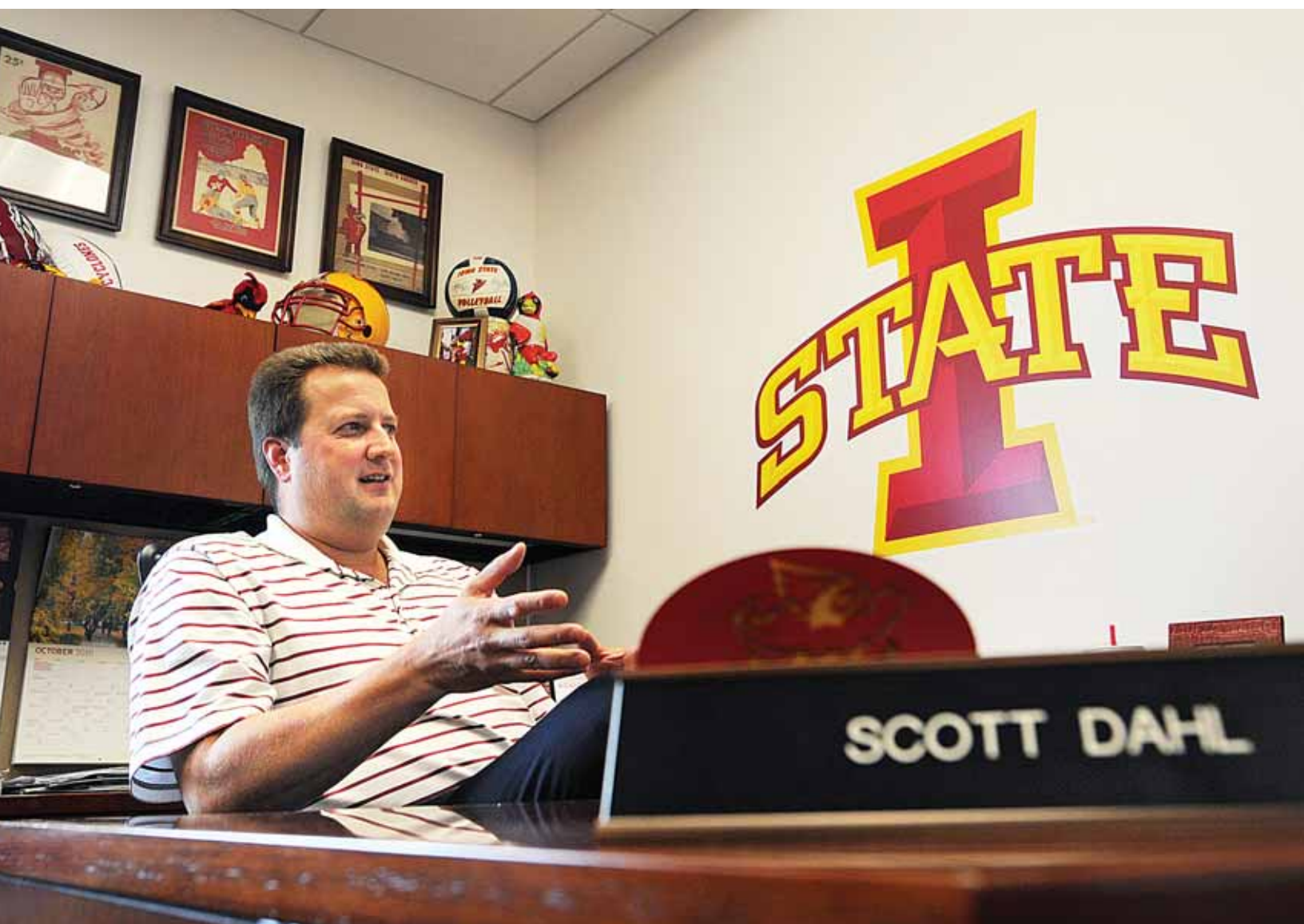
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# Alumni association benefits



By AMY VINCHATTLE/THE TRIBUNE

**Scott Dahl**, executive director of the Iowa State University alumni association says, "It is easier for us to do our jobs when the athletic program is successful."

# from athletic success at ISU

BY BOB ZIENTARA  
Staff Writer

**I**t is no accident that the Iowa State University Alumni Association is housed in an imposing brick edifice overlooking the Jack Trice Stadium north parking lot.

Scott Dahl, the director of membership and marketing, is quick to point out that the association's appeal and interest go far beyond the bounds of the ISU athletic department. But, he said, there's no denying that solid Cyclone athletic programs means a lot to the success of the association.

"It is easier for us to do our jobs when the athletic program is successful," said Dahl, a Jewell resident who joined the association staff in 1999. "It's the most visible part of the university."

Dahl oversees market research projects and is the association's connection to the university's information technology and ISU Foundation records staff. While many alumni don't focus a lot of attention on athletics, "it's a situation that when our members see national news, the sports programs are still the first kind of information that they're likely to encounter," Dahl said.

Along with the ISU Foundation and other fundraising arms within the university and its athletics programs, the

**"Once you are a Cyclone, you're a Cyclone for life. We don't separate people by their attitudes. We don't create 'tastes great' and 'less filling' sections in the football stadium."**

**Scott Dahl, ISU Alumni Association**  
director of membership and marketing

alumni association can't help but get interwoven with Cyclone sports.

"We focus on the issue of overall support for the university, but a lot of what we do is related to athletics," Dahl said. "We organize the Cy Central pregame events, and we organize the national Cyclone Club program."

That global network of ISU alumni often uses sports events as a rallying point for get-togethers and trips, he said.

"The alumni association is the official organizer for our members to travel to bowl games," he said.

## Networking reaps benefits

The more it's involved in university sports, the more the alumni association generates or encounters opportunities to reach out to former students, Dahl said.

people by their attitudes. We don't create 'tastes great' and 'less filling' sections in the football stadium.

"And, once again, it's not just about athletics, but about the college experience in general. Athletics is a great unifier. You're hugging and high-fiving complete strangers. Athletics lets people transcend all kinds of differences."

## Sports strengthen the bottom line?

Although its mission isn't as focused on funding as the ISU Foundation, there are ancillary benefits from the sports program that help the alumni association in practical ways, Dahl said.

"We approach the money topic in a different fashion," he said. "Giving (to the alumni association) depends on the kind of person you are."

Cyclone Club giving goes up when the sports teams are having success, Dahl said.

"It's an easier sell," he added. "It may not have the same kind of impact as giving to the rest of the university. But athletic success does tend to give people a warm, fuzzy feeling, and athletics may well be the most public thing there is about ISU."

"Last year, at the Insight Bowl, we reached out to a sizable alumni base in Arizona and to a lot of random fans who came to the game from around the country," he said. "Socialization and engagement is the name of the game, and (athletic events) are the easiest way for us to make the connections. But everyone has a story, and every member reflects fondly on (his or her) university experience, so it goes far beyond athletics."

Even so, the athletic program offers the alumni association a basis from which to launch marketing programs with alumni, Dahl said. That shared interest is a bonus when it comes to reaching alumni across the economic and political spectrum.

"Once you are a Cyclone, you're a Cyclone for life," Dahl said. "We don't separate

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## ■ ISU TRADEMARK

# Trademarked items are a win-win for ISU, businesses

BY LAURA MILLSAPS  
Special to The Tribune

**W**hen Cyclone fans assemble to cheer on the team, they are a sea of cardinal and gold. With T-shirts, scarves, hats, coats, mittens, thermoses and stadium blankets, fans bring school colors and life to the games.

That dedicated fan base spends its dollars not only on clothing but a host of other items ranging from specially wrapped chocolates to coffee mugs to mailboxes, and those buying habits spur the success of businesses both state and nationwide. It also raises money for the ISU athletic department, the source of all that fan fervor.

For every cardinal and gold item sporting the ISU logo, seal or Cy mascot that is sold, there is a licensing agreement with the manufacturer of the item. Handled by the ISU Office of the Vice President for Business and Finance's trademark licensing unit, the agreements ensure the product represents the school in a positive way and supports intercollegiate sports at ISU.

According to Leesha Zimmerman, program coordinator for the trademark licensing unit, the university's standard 10 percent royalty on licensed and trademarked items earned



Iowa State University's standard 10 percent royalty on licensed and trademarked items earned the school \$750,000 for fiscal year 2009-10, a 15 percent increase from the previous year.

the school \$750,000 for fiscal year 2009-10, a 15 percent increase from the previous year.

"With the economy like it has been, we were expecting just a flat year at best," Zimmerman said. "We are very, very pleased with the increase."

Warren Madden, vice president for business and finance, said that while the ISU brand isn't as popular nationwide as some other collegiate schools, a number of factors contributed to the steady growth in sales of Cyclone gear and goods.

"We aren't a national brand

name like Notre Dame, for example," he said. "But I think we have done a better job recently of marketing our brands. Factors like record-high enrollment, last year's bowl game and better athletic performance overall have kept us performing well with our dollar volume."

With help from a contract with a commercial licensing outfit, Licensing Resource Group, the university licenses to 584 manufacturers of ISU products, 120 of them in the state of Iowa. The university also maintains a close relationship with 165 retailers of those products.

"We really cater to these manufacturers and retailers, letting them know what items, styles and colors are popular," Zimmerman said. "I attend trade shows once or twice a year to keep abreast of what's happening in collegiate brand marketing."

What's happening is an ever-expanding array of items designed to appeal to the Cyclone fan. Zimmerman said 10 to 15 years ago the bulk of licensing was for apparel. Now the fastest-growing segment of licensed products is novelty items.

"We used to call them 'trinkets to trash,' and now we call them 'trinkets to treasure' because they are popular, and clever products can get very good sales," Zimmerman said.

Food items are popular, such as a line of vitamin shots and energy drinks now being sold at games with the Cyclone brand and logo. But so are items as different and unique as a toaster that will toast the ISU logo on your breakfast whole wheat and a motor home that boasts your team loyalty while on the road.

The toaster is from Pro-Toast by Pangea Brands, Zimmerman said, and ISU only recently signed off on a licensing agreement, so she hadn't seen a prototype product yet or even a design drawing.

*"Factors like record-high enrollment, last year's bowl game and better athletic performance overall have kept us performing well with our dollar volume."*

**Warren Madden**, ISU vice president for business and finance

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# Championship

Company  
always  
looking to  
expand  
horizons

BY DAN WRIGHT  
*Staff Writer*

**I**t all started in Bill Bergan's basement. Bergan, 68, was hired in the early 1970s to resurrect Iowa State's downtrodden cross country and track and field programs. Not long after, Bergan began distributing instructional track and field booklets to coaches and recruits around the country.

The business, which his family ran out of its Ames home, later became Championship Productions, the world's leading distributor of instructional athletic DVDs.

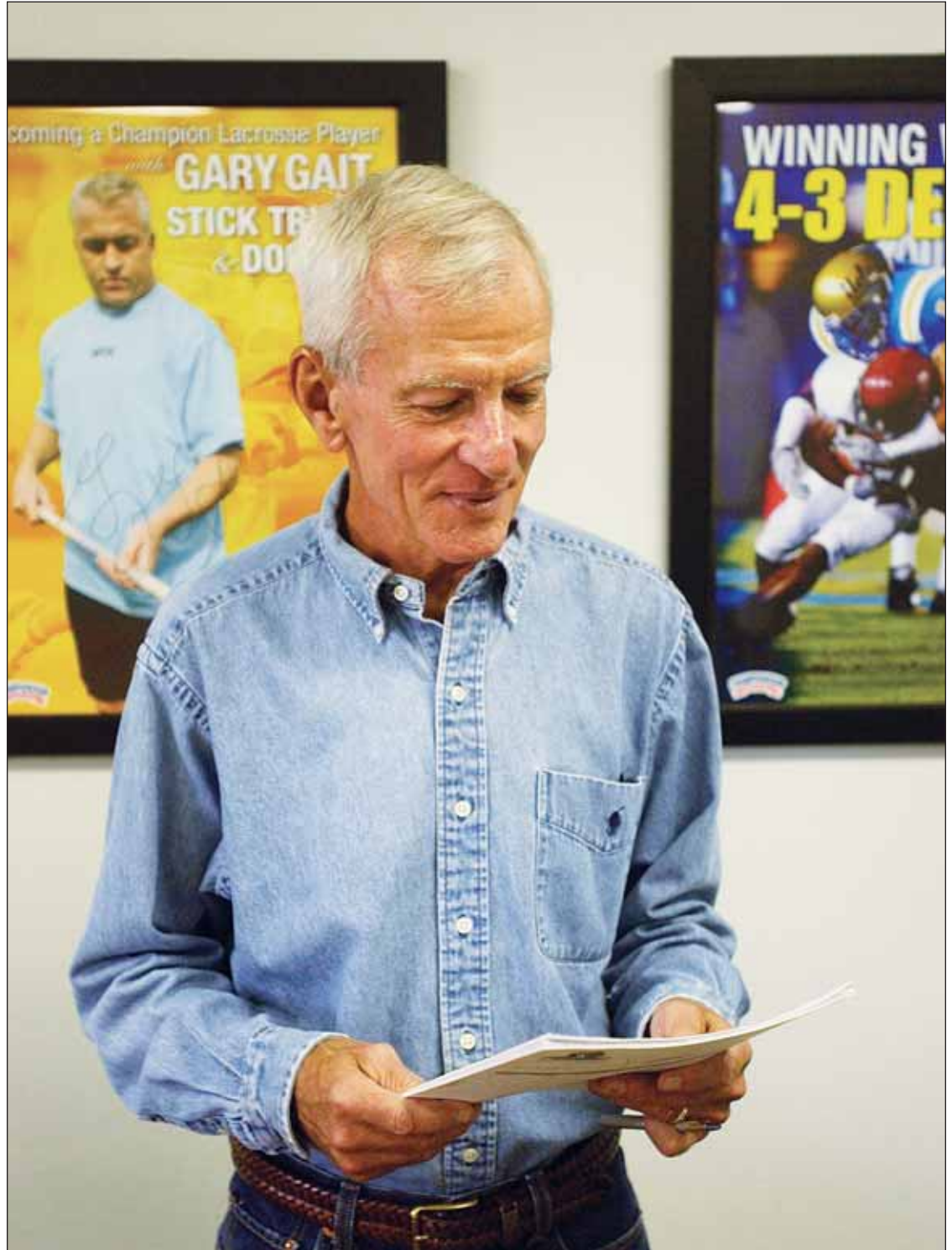
Initially, the process was tedious.

Bergan's wife, Karen, would pick up mail orders from the post office. Then, in the evenings, Bill, Karen, their four children and a family friend, Margie, would fill hundreds of requests by hand before mailing them out the following morning.

That was 35 years ago. And as technology grew over the years, so did the company.

"It's changed quite a bit," Bergan said.

Eventually, Bergan's library expanded to 20 different sports, and from there, the company produced silent, technique-based videos.



BY KARL HAUBER/THE TRIBUNE

**Championship Productions President Bill Bergan** founded the company, which is the world's leading distributor of instructional athletic DVDs.

# Productions

The exposure from the business brought positive attention to ISU's track program. By the time Bergan retired in 1995, he had won two cross country national titles, 15 conference track titles and 10 cross country conference titles.

Bergan was named the national coach of the year in cross country and track and field in 1983 and 1986, respectively, and was inducted into ISU's hall of fame in 2001.

That reputation has allowed Championship Productions to make DVDs with an roster of high profile coaches and athletes, including Bob Knight, Jim Boeheim, Dan Gable, Alex Rodriguez and ISU's own Lisa Koll.

The company's payroll has grown to include 25 full-time workers, plus an additional 50 freelancing videographers and editors from around the country.

"It used to be a stressor because we tried to do everything ourselves," said vice president Darryl Bennett, who is married to Bergan's daughter, Jody. "What we've found is that, in some cases, outsourcing some of the exterior work allows us to grow."

And as demand grew, the Bergan home became too small to handle production needs.

The business moved to Welch Avenue in the early 1990s, then to Main Street, before flooding problems brought the company to its current location at 2370 Graham St. in 1993.

"A few years ago, we thought about putting another addition on, but as we do more things online, the product becomes smaller with DVDS and online sales," Bergan said. "We actually freed up some space."

Bergan did expand with a sister company, Championship



BY KARL HAUBER/THE TRIBUNE

**Championship Productions** office manager Helen Brennan, president and founder Bill Bergan, general manager Craig Rover and recruiter Trip Hedrick chat in the company conference room in Ames.

Duplication, which handles its DVD duplications in-house. The business ships small orders, outsourcing only the biggest ones.

No matter how much expansion there was, Bergan, who grew up in Waterloo and ran track at the University of Northern Iowa while earning a master's degree in business, never really considered leaving the area. All four of his children went to school in Ames. And he still has connections to ISU's track program; the current director of track and field operations, Corey Ihmels, was recruited by Bergan and the two talk regularly. Additionally, the company's Midwest location and close proximity to the UPS and FED EX shipping outlets provides a geographical advantage on coastal orders, he said.

In recent years, the company has made business-card DVDs and reproduced clinical training videos and highlight reels for high school teams. Agriculture companies have requested promotional videos to pass out during the Farm Progress Show.

Championship Productions is currently experimenting with online downloads, similar to Netflix, and, in the future, Bergan wants to expand his services to reach the youth sports level.

"We're looking into resources for the volunteer coach, the parent coach, the dad-and-mom coach, to be able to pop in a DVD and get some really solid, simple ideas," Bennett said.

Championship Productions has already partnered with

Drake University's graduate programs, which offers, by Bennett's estimation, about 20 coaching-related, graduate-level credit courses.

Of course, Bergan could probably teach these classes or create an instructional DVD himself; he was inducted into the Iowa Association of Track Coaches Hall of Fame in 1984. But he wouldn't do that, though he says there's a competitive correlation between rebuilding a college program and creating a successful business in his basement.

"I've been fortunate; when I was a coach, I had good athletes and an excellent coaching staff," he said. "It's a lot of luck, and I'm fortunate to have been associated with some great people throughout my life."

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