

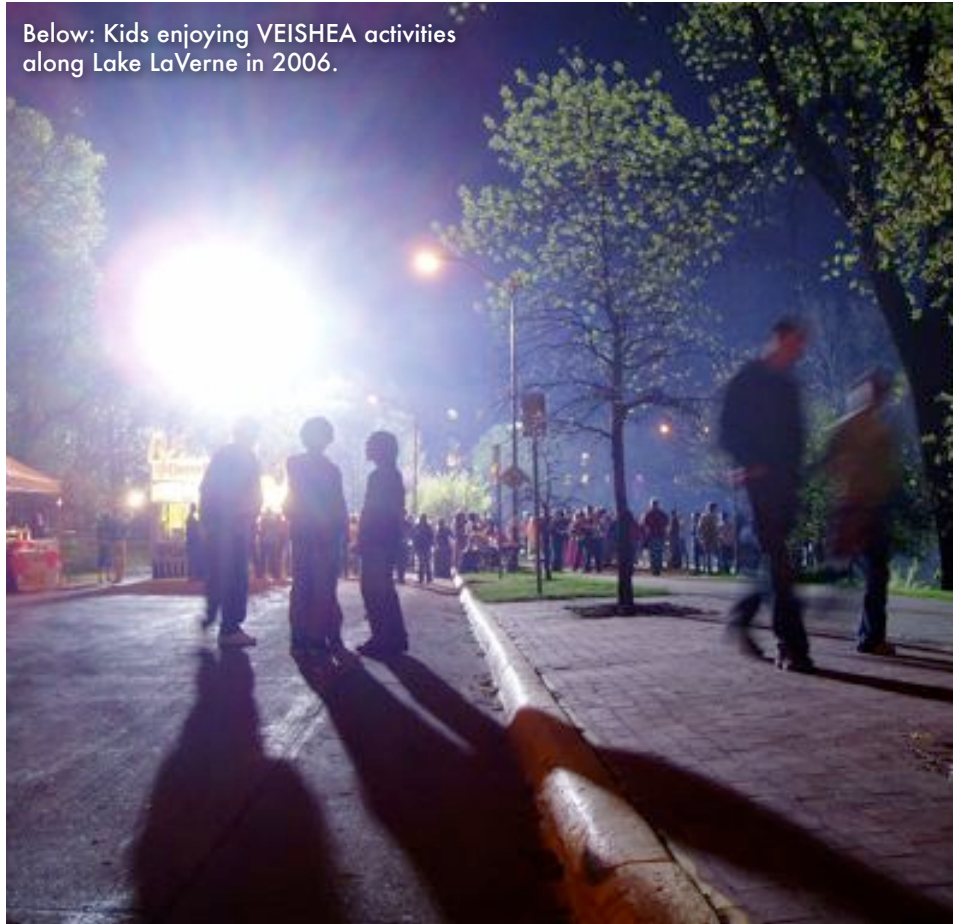
innovate

VEISHEA
2007

&

MATERIAL
ADVANTAGE

Below: Kids enjoying VEISHEA activities
along Lake LaVerne in 2006.



Establishing the Future of the College of Engineering at VEISHEA.

“We are wasting an incredible opportunity to reach several generations of future Cyclone alumni, donors, students and innovators.”

In 1922, VEISHEA grew out of several disjointed festivals and college celebrations to eventually become one of the largest student run festivals in the world. Its purpose is to showcase the university to the public and to recognize the accomplishments of our students and university.

The College of Engineering (CoE) is an integral and outstanding part of the Iowa State University of Science and Technology. It is arguably the most visible of all of the colleges in terms of regional, financial and intellectual impact.

In recent years, the CoE has sponsored a float and helped various clubs to participate in on-campus activities. It was not until the university combined its efforts that VEISHEA grew into the successful and vibrant event that it is today. Similarly, without a unified presentation of the CoE, we can never hope to achieve the presence that it deserves.

Thus, we present this event as the first step towards bringing a renewed focus on the CoE during VEISHEA. On a day when the campus is filled 100,000+ people, all of whom are eager to experience Iowa State, we are wasting an incredible opportunity to reach several generations of current and future Cyclone alumni, donors, students and innovators.

We're lucky to possess an extremely talented and richly diverse group of stu-

dents. We occupy a beautiful corner of campus filled with gorgeous buildings and top notch facilities. We offer outstanding programs and opportunities for our students and the region. As a college we foster innovation and the innovators. Lets not wait any longer to use VEISHEA to showcase both.

Key Event Initiatives

- Re-establish a vibrant CoE presence at VEISHEA.
- Showcase Minds of Tomorrow.
- Provide a fun atmosphere
- Promote Science and Engineering to those in attendance.



Material Advantage

Material Advantage is the pre-professional society for Materials Engineering students. It promotes strong leadership and collaboration within the various disciplines of Materials Science and Engineering. It also promotes professional development and philanthropic activities.

“Fostering Innovation For the Next 150 Years.”

What needs to be done.

Picture this, a family walks away from the parade and towards Marston Hall. They are drawn toward a long corridor of banners. As they enter the “Walk of Fame”, they are surrounded by the achievements of our college, professors and students. The two high school students intently read the bio of a current female student while their parents read about an exciting alternative energy research project. Soon, the sound of a concert brings them all underneath the Marston Water Tower where they find themselves in the middle of an exciting atmosphere filled with music, people and the innovative spirit of the CoE.

How can this scene be re-created? To successfully showcase the College of Engineering during VEISHEA, we must attract a large and diverse crowd to this event. This can only be achieved by focusing on several key areas that we have identified. Most importantly, these goals can not be achieved through the work of Material Advantage alone. We fully intend to utilize the people and resources of this diverse university and hope to include groups from outside of the CoE.

This event will need to be aggressively marketed in a broad and appealing manner.

We intend to create an inviting atmosphere that encourages people to explore our corner of campus. Once people arrive, we intend to provide them with an entertaining and informational schedule of events. These will range from club sponsored booths to bands and from pie-eating contests to motivational speakers.



The kaleidoscope of activities will be sure to draw a crowd and is also a unique opportunity for the CoE to shine within the spirit of the VEISHEA celebration

Music | Entertainment

Music

Currently, there are three local/regional acts that are slated to perform: Glove the Funkman, Rendered, and Nice Peter. One opening act and two headliner acts are still pending. Many other acts have been contacted, however the quality of the remaining bands will be dependent upon the support that this event receives. The show will be family-friendly.

Entertainment

Between each band we would like to have various activities or speakers promoting the College of Engineering, Minds of Tomorrow and Science/Engineering. Potential ideas include speakers, science demonstrations, inner-college competitions, a raffle for fundraising and a presentation by an ambassador from Minds of Tomorrow. Science demonstrations may include things such as the popular Materials Engineering recruitment demonstration. We would also like to invite the departments and clubs within the College of Engineering to bring booths and displays to promote the sciences and the different activities within the College. A “VEISHEA cherry pie” eating contest between representatives from each of the engineering disciplines was also an option to retain the VEISEA spirit and to re-introduce friendly competition between the departments as in years past.

Publicity | Marketing

It is our intention create a professional and aggressive marketing strategy and to establish a strong brand presence for this event. Currently there is a dearth of entertainment options for teenagers and young adults and it is our intention is to fill this niche. Thus, our target markets include high school and college students.

Our marketing efforts will focus on grass roots efforts, such as visiting high schools, as well as through more traditional media such as the ISU Daily, Des Moines Register etc.

We also hope to attract some alumni and to extend invitations to our donors. This event could be a great showcase for our corporate partners and reinforce

why they align themselves with this university.

Philanthropy

Aimed at developing tomorrow’s innovators, Minds of Tomorrow (MOT) is a partnership between the College of Engineering, K-12 schools and corporations. Developed in 2006, the Minds of Tomorrow grant program creates a source of funds that provides grants to K-12 schools to enhance their science, technology, engineering and math (STEM) programs.

We feel that this program can have an incredible impact on the future of Iowa State, the CoE and the key fields of Science and Technology in this country. As such, we would like to incorporate MOT into this event as our philanthropic partner. This partnership could also involve branding, marketing, and event programming.

Leadership Committees

- Events
- Logistics and Risk Management
- Music
- Philanthropy
- Publicity and Marketing



Tentative Schedule Of Events

Date: Sat. April 21

Time: 12:30 pm - 6:30 pm

Location: Under the Marston
Water Tower

VEISHEA 2007

Time	Event
12:30	Band I (TBD)
12:45	
1:00	Entertainment
1:15	Band II (Glove the Funkman)
1:30	
1:45	Entertainment
2:00	Band III (Rendered)
2:15	
2:30	Entertainment
2:45	Band III (Nice Peter)
3:00	
3:15	Contest (Pie Eating/Guess Who: Engineer)
3:30	Band IV (Headliner I TBD)
3:45	
4:00	
4:15	
4:30	Speaker (TBD) and Minds of Tomorrow
4:45	
5:00	Band V (Headliner II TBD)
5:15	
5:30	
5:45	
6:00	
6:15	
6:30	

Leadership Team

For More Information...

Tony Breitbach and Josh Haroldson are more than willing to answer any further questions that you may have about planning, event goals, logistics, etc. Feel Free to contact either of them any time!

Tony Breitbach



Tony is a senior in Materials Engineering and has been active on Iowa State's campus since his freshman year. He currently maintains the metallography labs in Hoover

Hall and is very involved with Material Advantage. Growing up in rural Northeast Iowa, he's seen firsthand Iowa State's 150 years of global influence on science and technology. He hopes that he can continue this tradition in his work and life.

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Josh Haroldson



Josh is a Senior in Materials Engineering and has been active in numerous clubs on campus ranging from the Spring Fashion Show to the E-Week Career Fair. He is

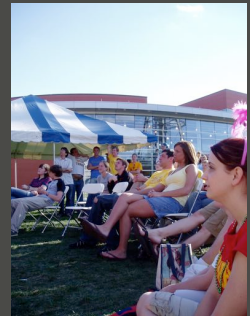
currently the VP of Events and Programming for Material Advantage and the Assistant VP of Finance for Engineering Student Council. Also, Josh serves on the Education Committee for ASM International.

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review

Below: Nice Peter performs under the Marston Water Tower during VEISHEA 2006.



In 2006 Material Advantage hosted "100 Years Under the Water Tower" with an extremely limited budget to great success.