A Letter from Manager, Marshall Ruble

I would like to thank our wonderful donors for believing in the College of Agriculture and Life Sciences at Iowa State University. Without your support, we would not be able to grow our program and provide our students with the quality of education that we currently operate under. The 2015 year has brought a myriad of changes and improvements. We’ve increased our numbers of visitors, events, livestock, and classes. Needless to say, 2015 has been a great year for the Jeff and Deb Hansen Agriculture Student Learning Center.

As an important tool in recruiting, the Hansen Agriculture Student Learning Center is the face of the College of Agriculture and Life Sciences. Almost all recruitment activities start at the facility, whether it is through specific recruitment events like Junior Visit Day or through external events that bring future students to campus. The facility is also a valuable asset when recruiting for the Livestock Judging Team. The Hansen Agriculture Student Learning Center is their first stop in showing the Animal Science Department’s commitment to furthering the Livestock Judging Team’s success.

The second year of business has been outstanding. We have added a numerous amount of unique and diverse events to our calendar in 2015. In February, we hosted the Extreme Bull Riding competition. In both May and October, the facility was transformed into a concert venue when CALS Council and the Student Union Board collaborated to bring country music singers Sam Hunt and Dustin Lynch to Ames. Block and Bridle pioneered a new event called Animal Learning Day which brought in animal commodity groups to educate the public, free of charge, about animal agriculture. The event took the Animal Science Department by surprise when attendance reached 1,000 people. The Hansen Center has also become a popular venue for Dog Agility with the Cyclone Country Kennel Club hosting its second year of agility trials, increasing from a two day event to three days of runs. Comments were made by international exhibitors stating that the dirt in the Hansen Center Arena was the best they had competed on worldwide. The fall semester brought more undergraduate classes than ever before, and not just Animal Science courses. Agricultural Education, Agronomy, and Civil Engineering held classes in the building as well. November brought special guests to the facility with former United States President, Bill Clinton, and Secretary of State Hillary Rodham Clinton attending an event.

No matter what interests you or your family, we encourage you to check out our website at hasc.ag.iastate.edu. We truly have events for everyone, and most are free and open to the public. Looking into the future, we are booked almost every weekend in 2016 from January 1st through June 10th, 2016. We are looking forward to the many years ahead and are excited to see the endless possibilities unfold at the Hansen Agriculture Student Learning Center.

Marshall Ruble, Manager
Growth In 2015

2014
19,000 Visitors
Facility in use 73% of the year
18 Classes
1,880 Students
80 Events and Meetings
1,350 Animals
$828,880 Dollars Made at Sales and Fundraisers
Retained 17/18 Classes from 2014
75% Customer Retention

2015
35,245 Visitors
Facility in use 66% of the year
7 New Classes, 24 Classes Total
2,040 Students
122 Events and Meetings
1,958 Animals
$1,396,494 Dollars Made at Sales and Fundraisers
Telling Agriculture's Story with Art

Placed on the South wall of the Atrium, the mosaic mural donated by Rich and Nancy Degner was installed in May 2015. Created with tens of thousands of pieces of stained glass by artist Clint Hansen, the mural depicts the role of livestock in agriculture's sustainability cycle. A similar piece of artwork, donated by the Iowa Pork Producers, will be placed on the East wall of the Atrium in 2016!

Also created by Clint Hansen, the sketches of former Animal Science farm buildings hang in the Conference Room for visitors to get a glimpse of Iowa State University history.

<table>
<thead>
<tr>
<th>Building</th>
<th>Year</th>
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<tbody>
<tr>
<td>Swine Barn</td>
<td>1922</td>
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<tr>
<td>Dairy Barn</td>
<td>1936</td>
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<tr>
<td>Pavilion</td>
<td>1924</td>
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<tr>
<td>Horse Barn</td>
<td>1926</td>
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<tr>
<td>Beef Barn</td>
<td>1931</td>
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Spring Classes

Animal Science 426-Beef Cattle Systems Management
Animal Science 216-Equine Science
Animal Science 229-Sheep Science
Animal Science 190X-Livestock Handling, Safety and Welfare
Agricultural Education 450-Farm Management and Operations
Animal Science 226-Beef Cattle Science
Animal Science 424-Companion Animal Systems Management
Animal Science 101-Working with Animals
Fall Classes

Animal Science 426-Beef Cattle Systems Management
Animal Science 216-Equine Science
Agricultural Education 450-Farm Management and Operations
Animal Science 305-Livestock Evaluation
Animal Science 425-Swine Systems Management
Animal Science 225-Swine Science
Animal Science 226-Beef Cattle Science
Animal Science 424-Companion Animal Systems Management
Animal Science 101-Working with Animals
Agronomy 212L-Field Application Crop Production
Animal Science 190X-Livestock Handling, Safety and Welfare
Animal Science 116-Practicing Safe Equine Handling
Civil Engineering 485-Civil Engineering Design
Animal Science 317B-Fundamentals of Equine Behavior and Training-Yearlings
Animal Science 497-Seedstock Merchandising
The Royal Edge Cattle Sale
Hosted by Willie Morris Cattle
January 1-3
73 Lots Sold | $390,725 Sale Gross | $5352 Average
300 People

Dr. Maynard Hogberg
Retirement Party
January 16
240 People
Iowa Select Meetings
January 21 | March 9 | March 18 | May 20
180 People | 80 People | 80 People | 176 People

ISU Academic Quadrathlon
February 7
5 Teams | 30 People
Each team competed for a $1,600 scholarship and the chance to represent Iowa State University at the Midwest competition in Des Moines.
ISU Crops Competition
February 14
150 People
Extreme Bull Riding Tour-Ames Stop
February 21
1,800 People
Block & Bridle Spring Market Hog Show
February 26-28
75 Exhibitors
99 Pigs
300 People
Cyclone Classic and Alpha Gamma Rho Spring Showdown
March 20-21
200 Exhibitors | 380 Cattle | 1,500 People
Swine Genetics International and Block & Bridle "Proven to Win" Pig Sale
March 28
99 Pigs | 500 People
$35,145 Sale Gross | $355 Sale Average
Sam Hunt
Concert
Hosted by: CALS Council and Student Union Board
March 29
4,000 People

With opener Michael Ray
Junior Visit Day
April 1
350 People

ISU Iowa Corn
Grower's Spring BBQ
April 2
300 People
Institute of Food Technologists Student Association North Central Regional Meeting
April 10
130 People

FarmHouse Fraternity Founder's Day Banquet
April 11
220 People
Block & Bridle's Animal Learning Day
April 11
1,000 People

As a replacement for Block and Bridle’s VEISHEA public education events, Animal Learning Day was created. This event aimed to educate consumers about animal agriculture as well as many activities for children to interact with animals. The event surpassed expectations with a total of 1,000 public visitors in attendance, including Iowa Secretary of Agriculture, Bill Northey.
Block & Bridle Horse Show
April 25
150 People
50 Horses

Iowa FFA State Convention BBQ
April 20
4,000 FFA Members and Guests

Regional Food Systems Working Group Meeting
April 22
80 People
Mary Greeley Medical Center's Hats, Horses & Hope Annual Benefit
May 2
460 People | $328,000 Raised
All proceeds from this Kentucky Derby themed gala went towards the William R. Bliss Cancer Center.
Animal Science Graduation Breakfast
May 9
330 People

Michael Holtzbauer Graduation Party
May 10
170 People
Heartland Youth Show Lamb Circuit
Spring Kickoff Show
May 16
300 People | 100 Sheep
Dog Agility Training Seminar
May 22-25
35 People | 20 Dogs
Stuart Mah, a world renowned agility competitor and trainer, taught the seminar. He has received multiple national and world titles during his career.
Cyclone Country Kennel Club
Agility Trial
May 29 | May 30 | May 31
116 People | 144 People | 141 People
127 Dogs | 167 Dogs | 161 Dogs
Iowa Simmental and Red Angus Junior Field Day
June 6-7
500 People | 80 Exhibitors | 115 Cattle
ISU Livestock Judging Camp
June 8-10
51 Students from 7 States

Iowa Cattleman's Association Summer Policy Conference
June 11
210 People
Curtiss League of Awesomeness
June 26 | 50 people
Curtiss League is a young alumni initiative for the College of Ag and Life Sciences. The members assist the college with recruitment, advocacy and awareness.

State 4-H Conference
Animal Round Up
July 1 | 80 people
High school students from across the state of Iowa with an interest in Animal Science participate in Animal Round Up while attending the State 4-H Conference.
WHO Great Iowa Tractor Ride - Ames Stop
June 29
530 Tractors
1,000 people

The WHO Great Iowa Tractor Ride, originally started by WHO's personality Mark Pierson, is a three day journey in Iowa where participants drive new and restored tractors. The ride goes through a different part of the state each year, and participants reserve spots on the ride which are often hard to get because of the popularity of the event. The facility was a break stop in the 19th annual ride.
Zoetis 2015 Cattle Summit
August 5
95 People

State 4-H and FFA Livestock Judging Contest
August 29
133 People | 44 Head | 9 Classes
Tau Kappa Epsilon 100th Anniversary Reception
September 4
450 People

College of Agriculture and Life Sciences BBQ
September 5
525 People
Agricultural Entrepreneurship Initiative's Farmer Entrepreneur Roundtable
September 10 | 90 People

Kubota CE Product Training
September 10-14
80 People
Tuff-N-Nuff Miniature Rodeo
September 19-20
40 Participants
610 Guests
50 Bulls | 40 Horses
ISU Foundation Governor's Reception
October 1 | 100 People

Sigma Alpha Car Wash
September 25 | 35 People
Cyclone Stampede
October 2-4
1900 People
350 Cattle and Horses

The Iowa State University Rodeo Club hosts the Cyclone Stampede, their annual rodeo, that attracts collegiate rodeo teams from across the states and is the only student-ran rodeo in the nation.
Mr. CALS
October 5
550 People
$4,000 donated to Food at First of Ames

As the primary philanthropy fundraiser for the Delta Chapter of Sigma Alpha Professional Agriculture Sorority, Mr. CALS is a male beauty pageant where contestants must dress their career, describe their ideal date, answer questions from a panel of judges, and collect money from the crowd.
Dustin Lynch
Concert
October 6
3,000 People

Hosted by CALS Council and Student Union Board as part of the CALS Week festivities.
With Special Guest Brett Young
The Iowa State Bacon Expo is an event dedicated to expanding the horizons of bacon lovers and educating the public about the pork industry. Bacon Expo is the only student managed bacon oriented event of its kind in the United States. Born from the College of Agriculture and Life Sciences at Iowa State University, Bacon Expo educates the minds and fills the bellies of its participants with sweet, delicious bacon!
Midwest Made Production Sale
Hosted by JS Simmentals
October 24-25
150 People | 67 Lots Sold | $318,049 Sale Gross | $4,747 Average
Chuckwagon Breakfast
October 31
230 People

Junior Visit Day
November 4
359 Potential Students and Guests

Block & Bridle Dog Show
November 14
40 People | 25 Dogs
Block & Bridle Little North American

November 7

128 People | 12 Pigs | 12 Sheep | 10 Steers | 4 Horses | 4 Dairy Cows
Central Iowa Democrats Fall BBQ
November 15 | 627 People
Former United States President, Bill Clinton, and Secretary of State, Hillary Clinton, spoke at the event along with Governor Martin O'Malley and Dr. Cornel West, who spoke on behalf of Senator Bernie Sanders.
Grow Iowa Ag Dinner
December 3
150 People

Iowa Cattlemen's Foundation Beef Extravaganza
December 4
130 People | 16 Cattle
Money Makin' Mommas Sale
Hosted by Ruble Cattle Services
December 15-December 20
250 People | 84 Cattle
Additional 100 registered online buyers
$306,575 Sale Gross | $3,160 Average
Events Not Pictured

January 7 | NREM Meeting | 20 People
January 8-9 | Meats Judging Team Practice | 15 People
January 10 | IACEC Meeting | 25 People
January 14 | MGMC Meeting | 12 People
January 15 | Swine Meeting | 15 People
January 16 | IPPA Meeting | 6 People
February 3 | Land O'Lakes/Purina Meeting | 13 People
February 4 | CALS Council Retreat | 40 People
February 12 | Ventilation Workshop | 30 People
February 17 | MGMC Meeting | 10 People
February 26 | Iowa Beef Center Meeting | 25 People
March 3 | Midwest Dairy Association Meeting | 25 People
March 7 | Lambsing Workshop | 36 People
March 9 | Iowa Ag Extension Professionals Annual Spring Meeting | 20 People
March 11 | Beef Breeds | 25 People
March 14 | Midwest ASAS Academic Quadrathlon | 110 People
March 31 | Spring Professional Development Iowa Beef Center | 15 People
April 2 | Swine Disease Insurance Meeting | 25 People
April 7 | Hormel Foods Meeting | 30 People
April 10 | IPPA Meeting | 10 People
April 12 | Shorthorn Meeting | 10 People
April 15 | Pork Quality Assurance Class | 10 People
May 7 | Animal Science Meeting | 10 People
May 14 | Animal Science Meeting | 10 People
May 15 | Gilbert High School Ag Class Tour | 60 People
May 18 | Rotary Tour | 30 People
May 28 | Youth Livestock Committee Meeting | 6 People
June 13 | Brazilian Cattle Feeder's Tour | 15 People
June 24 | Advisory Board Meeting: Swine Feed Efficiency | 30 People
June 24 | Cooperative Extension Advisory Committee Meeting | 9 People
Events Not Pictured

June 25 | Iowa Farm Business Meeting | 30 People
July 7 | University Museums and DOCENTS Art Tour | 5 People
July 7 | Common Swine Industry Audit Meeting | 15 People
July 7 | Pork Quality Assurance Class | 3 People
July 9 | Iowa Research Committee Meeting | 20 People
July 14 | ISU Meat Lab Picnic | 101 People
July 21 | Destination Iowa State Student Leader Retreat | 43 People
August 11 | PQA plus Advisor Training | 20 People
August 20 | Agribusiness Association of Iowa Workshop | 70 People
August 25 | Business and Finance Directors Meeting | 16 People
August 27 | Polk County Farm Bureau Meeting | 60 People
August 31 | 2015 Iowa Nutrient Research Center Meeting | 9 People
September 4 | CALS Advisory Board Meeting | 27 People
September 9 | FarmHouse Workshop | 80 People
September 23 | Art Walk | 40 People
September 29 | Agriculture Futuring ’15 Task Force | 15 People
September 30 | Beef Blast | 10 People
October 2 | Iowa Beef Center Meeting | 55 People
October 5 | Accredited Beginning Farmer Program | 18 People
October 15 | ISU Alumni Relations Council | 20 People
October 19 | Swine Days | 200 People
October 26 | ISU Extension Learning Circle | 8 People
October 27-29 | IBC Professional Development | 20 People
November 6 | Nutrient Reduction Strategy Discussion | 7 People
November 23 | Iowa Cheese Guild Meeting | 30 People
December 1 | Ag Crops Team Winter In Service | 30 People
December 2 | IPIC Website Work Day | 10 People
December 8 | ISU Extension Regional Directors Meeting | 20 People
December 10 | Cooperative Extension Advisory Committee Meeting | 10 People
Thank you for another successful year!